

whispir

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North American

Go-to-market strategy

A S X W S P



Whispir's developing global footprint

Targeted international expansion



Australia and New Zealand

Established 2000

FY20 Revenue \$30.8m (+23% on pcp)

Customers 534 (+121 on pcp)

120 FTE

2 Channel Partners

- Continued strong growth options



Asia

Established 2014

FY20 Revenue \$7m (+47% on pcp)

Customers 78 (+11 on pcp)

40 FTE

7 Channel Partners

- Substantial growth opportunities in the region



North America

Established 2018

Revenue of \$1.3m

Customers 18

6 FTE

3 Channel Partners

- Early phase development focused on understanding the unique market conditions
- New leadership team targeting significant opportunities and executing on refined go-to-market strategy

Key North American go-to-market principles

Overview of key considerations

1. Optimise operations to scale faster
2. Focus on acquiring new customers and revenue
3. Target customers that have a lower cost of acquisition and a lower cost of ownership



North American target market defined

High-value small-medium companies provide substantial market opportunity over medium to long term

Highly competitive at the top and bottom ends of market

Top of the market – current context

Large & expensive end-point solutions for enterprise

- IT and developers required
- Long-time to market

Bottom of the market – current context

Price-conscious small customers serviced by commodity providers

- Basic SMS, email distribution
- Low-value, no software

Whispir's opportunity

High-value small-medium companies not well serviced at present

Whispir's advantage and product market fit

Whispir's low-code/no-code platform requires no IT or developer expertise

- Targeted, actionable communications
- Contextually relevant & sensitive to individual recipient preferences
- Integrates with existing IT systems
- Deployed in days, not weeks, months, years

Proven approach to entering a new market

Leveraging Whispir's playbook for successfully entering US market

1. Define target market

Identify specific market segments to target, acquire & expand

2. Hire the right people

US leadership connection to HQ

3. Engage the channel

- Align channel & industry-based go-to-market strategy
- Clearly articulate value proposition to channel partners

4. Communications strategy

- US-centric content for digital direct channel
- Sell the outcome, not the platform
- Build co-ordinated digital awareness campaign

5. Strong sales strategy

Leverage proven industry proof points



Five North American Strategy Pillars

Investing in US to accelerate growth with persona-based targeting of SMB and SME markets

1. Persona based targeting

Defined key personas to target

- Motivations of each persona
- Research channels deployed

2. Digital engagement transformation

Investment in the buying behaviour of these personas

- US-targeted website as the 'shop window'
- Self-service possibility

3. Channel strategy

Align with channel partners where there are clear, mutually beneficial outcomes

4. Focus on SMB & SME market

Focus on organisations that need to increase engagement but don't have the time or money for larger/custom solutions

5. Investment in 4 key areas

1. Digital/Marketing Awareness:

Website, referral, ratings & social

2. Channel

Dedicated resource to develop, nurture & track metrics of success across key opportunity identifiers

3. Sales

Inside sales & F2F

4. Local Technical Support

Onboarding & ongoing customer success fulfillment

Why the SME + SMB markets?

Underserviced market segment and ideal product market fit

Versatile and easy-to-use

- Aligns with No Code/Low Code capability
- Demand for single, multi-purpose tech solution
- Trusted partner & high-quality service
- Serviceable with current AU + US team
- Not competing with Twilio, Salesforce, or larger enterprise teams using big tech stacks

Similar personas to target

- Less matrixed companies with smaller teams
- Easier to win with the Challenger Sales Model
- VPs and Directors of Marketing are key decision-makers
- CFOs are the buyer/influencer
- Marketing Managers targeted as gatekeepers/influencers



Large addressable SME & SMB market opportunity

Targeting an initial ~145,000 companies

Market Definition

US SME market:

- 50 – 1000 employees
- \$100M – \$1BN revenue

US SMB market:

- 10 – 50 employees
- \$10M – \$100M



Market size

Selected Persona SME target market:

11,700 companies

Selected Persona SMB target market:

133,700 companies

Segment	# of Companies (LinkedIn Data)
SME Persona 1	4,200
SMB Persona 1	130,000
SME Persona 2	6,200
SME Persona 3	1,300
SMB Persona 2	3,700

New Leadership

Track record of success



Aled Miles

US based Non-Executive Director

Highly credentialed North American executive with more than 30 years' experience within the US and UK technology sectors, including two decades in senior roles at NASDAQ-listed Symantec. As CEO of CPAAS provider Telesign, he was responsible for the growth and eventual US\$300m sale of the business.



David Gilbert

VP of Americas

More than 20 years' experience delivering digital transformation across the USA, Russia, Singapore and South Korea. This includes a decade in senior executive turnaround positions, implementing successful partner and channel strategies to accelerate growth in challenging markets.



Patrick Armitage

US Digital Go-to-Market Strategy

Strategic marketing executive with two decades' experience overseeing international digital and social media initiatives for high profile brands including PayPal, Citroen, Unilever and Cadbury. Experienced in enterprise business development, go-to-market strategy, lead generation, new client acquisition, revenue growth and channel partnerships.

Focused & scalable marketing the key to success

Increasing brand and product awareness within target market

Significant digital marketing campaign

- Clear target market
- Content marketing that addresses target market's needs
- SEO strategy
- Growth/paid marketing with clearly defined audience, cohorts, look-a-likes
- Disciplined spending on audience & use case campaigns with clear KPIs, comparative CPCs, etc
- Sales enablement & marketing collateral tailored to the US audience



Americas to align with broader business strategy

International revenue to account for 50% of ARR by end of FY23

1. Support business objectives

By the end of FY23

- 50% of revenue from international
- Asia 20% / US 30%

2. Americas is priority

- New Americas strategy & roadmap to accelerate growth
- Investment in people & processes

3. COVID is the new normal

- Time to “wait and see” is over
- Execution strategy designed for this ‘new COVID normal’

4. Leadership is key

- Refreshed leadership to meet objectives & key requirements

5. FY21 is a time to build on market insights & learnings

- Building for the future with the right leadership, strategy, partnerships & addressable market
- Focus on specific personas



We believe that when organisations engage
with people *effectively*, value is *created*.

Connect Engage Thrive

whispir