

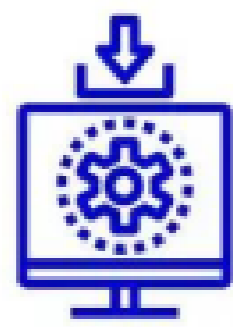
.bubble

Taking over Software Development Through No-Code

April 2021



Software development is going to change: it will be through no-code



Software is **needed** everywhere and very **slow to build**



Limited engineering resources make coding the **universal bottleneck**



No-code offers a **faster and cheaper** alternative that lets anyone build product

The true vision for no-code

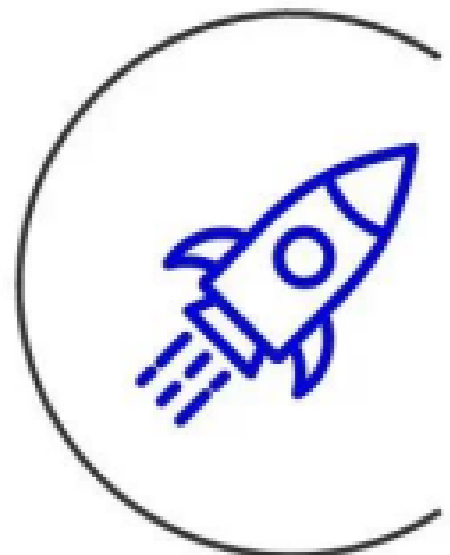
**Stop using engineers to reinvent
the wheel, only hire them for
technical innovation**



There's an opportunity to build the reference no-code platform and take over software development



No-code multiplies the **software engineering market by 100X**, turning millions of non-tech users into software builders



The **market opportunity is immense**



Most players aren't trying to realize this vision, but instead focus on limited use cases



**We are best positioned to
grab this opportunity**

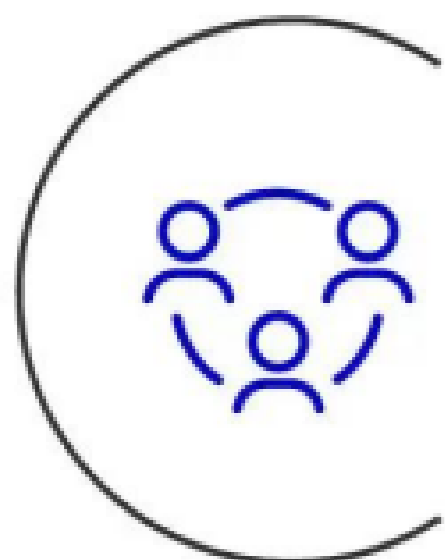
Bubble is the only platform where people build fully-functional custom experiences without code



Bubble apps aren't prototypes; you can build **full-fledged products** like Twitter, Airbnb or Upwork

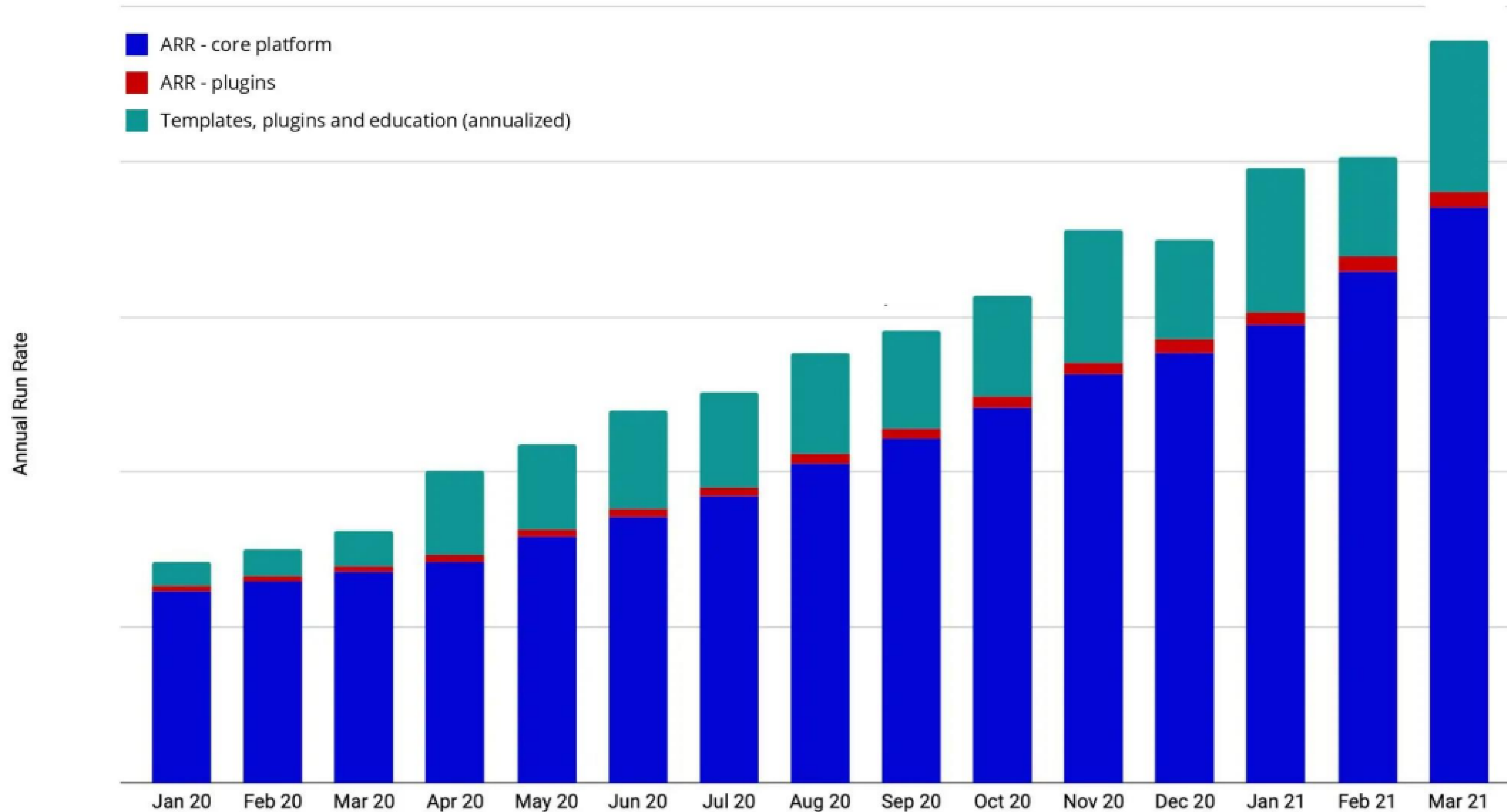


If you can use Excel, you can use Bubble. Learn it in a few hours and **launch within days**



User adoption, community engagement and growth has been **exponential** over the last 24 months

ARR is at \$XXm, growing 3X y/y and accelerating, with YY paying customers



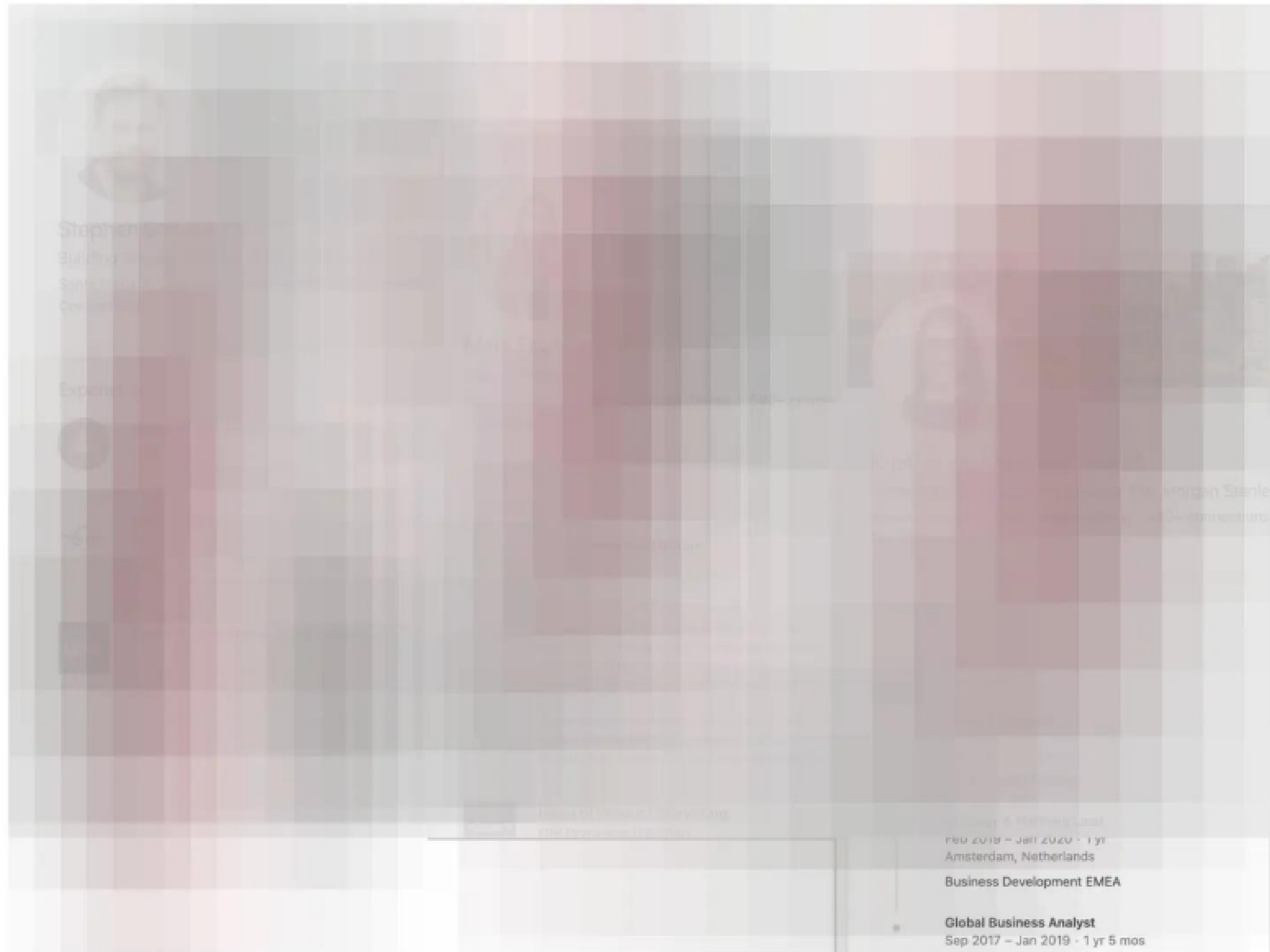
Users pay from \$25/mo to \$8k/mo

Monthly net revenue churn negative since beginning of 2021

Growth so far has been **highly capital-efficient** (net burn at \$XXm since 2020)

As a result, **many aspects haven't been optimized yet**

Our users are non-technical, business professionals in need of a product for themselves or their employer



34% of users have **never built anything** online

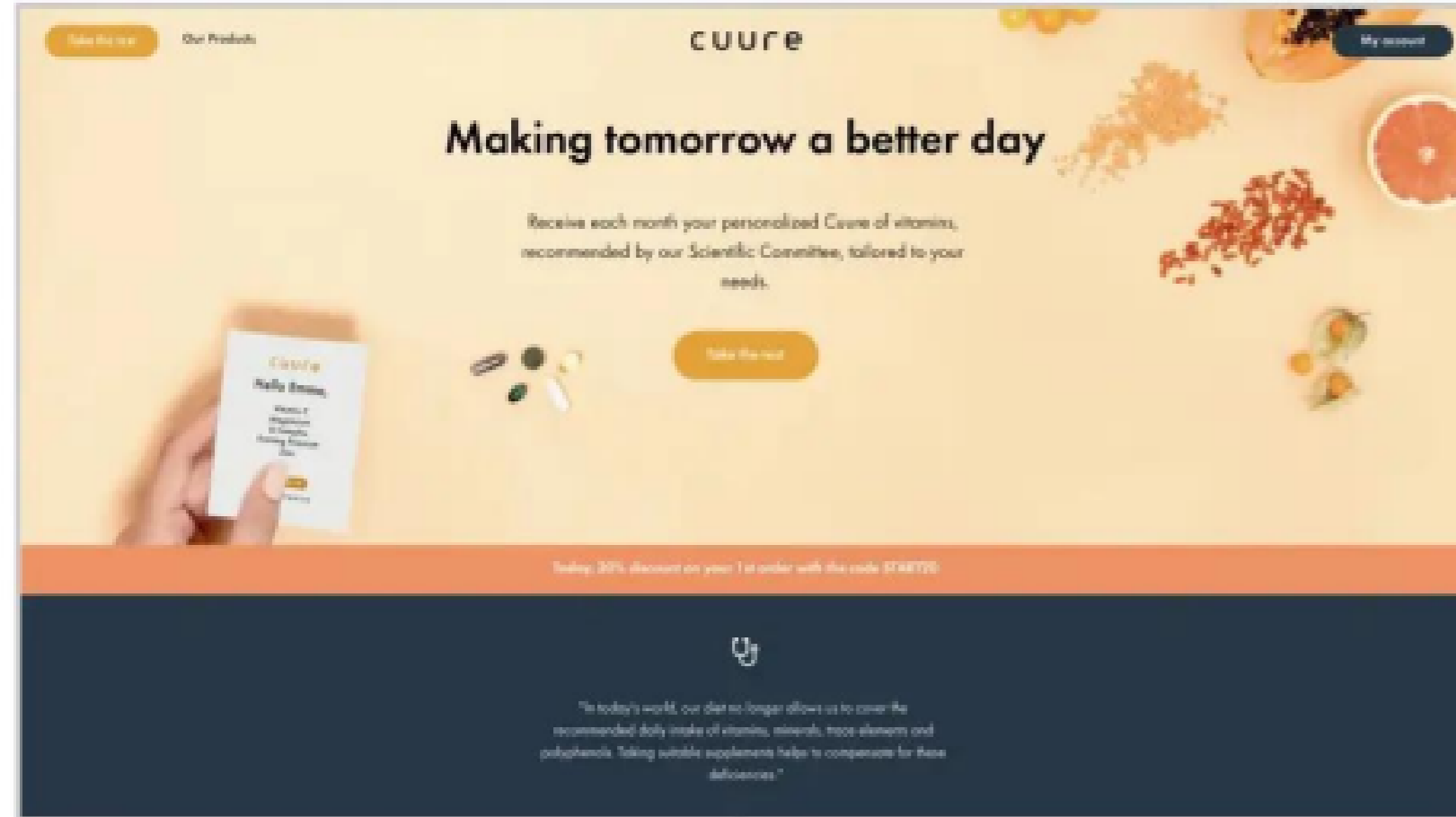
Functions/titles:

- 33% are business owners or execs
- 27% in Marketing, BD, Sales and Ops
- Only 15% are in Software, Design or Product

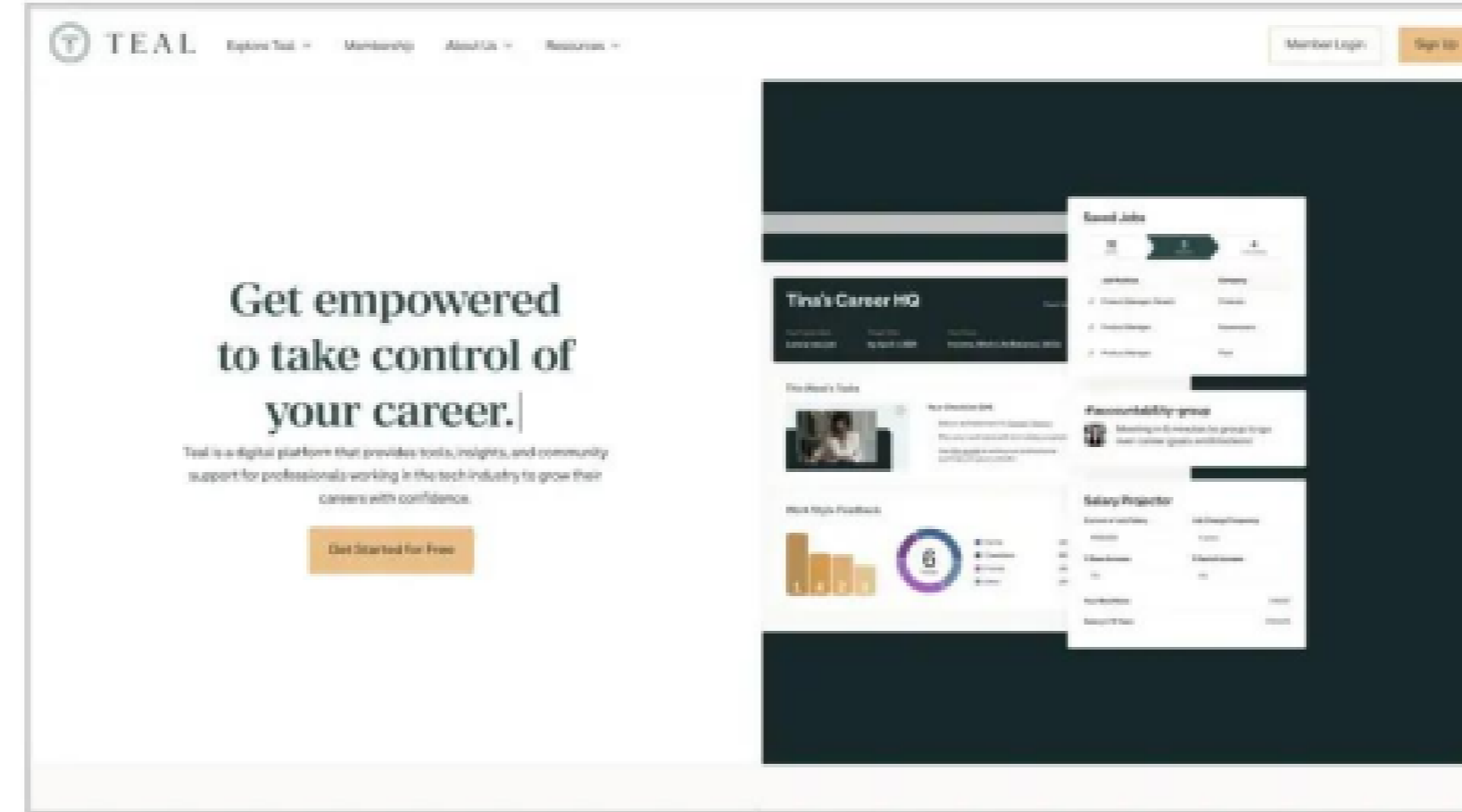
70% of the applications are **customer-facing**

This **non-technical, tech savvy** group is **expanding quickly** as the workforce becomes more digitally-native

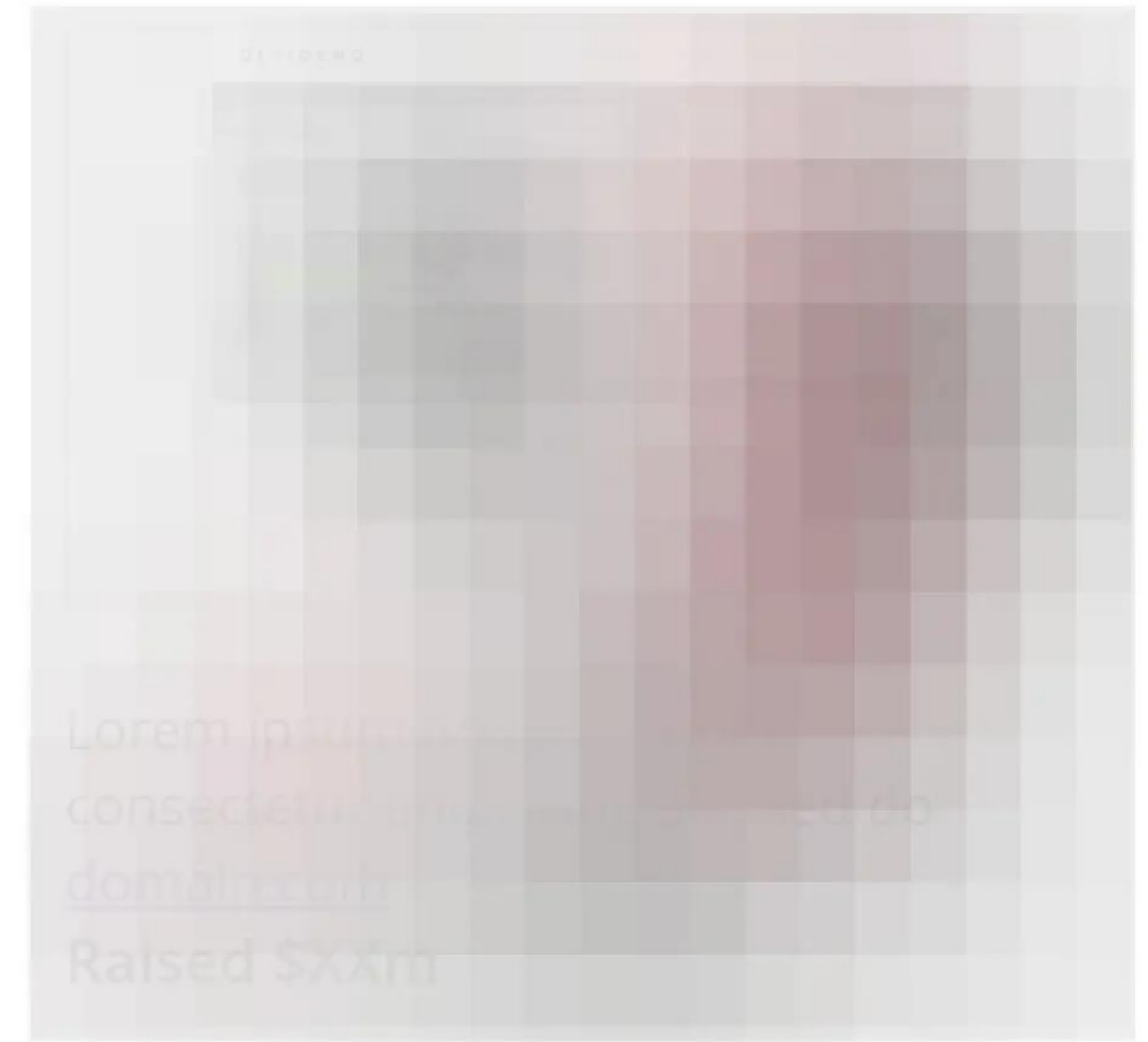
Our users get into YC, raise multi-million dollar rounds, and process billions of dollars in business volume



Cuure offers customized food & vitamin supplements - cuure.co
Raised €1.8m, ARR at €Xm after 2 years



Teal helps people land jobs by offering resume coaching, searching listings and sending applications - tealhq.com
Raised \$5m in 2020 ([TechCrunch](https://techcrunch.com))



Discover more user stories on our [blog](#)

Our community is fanatic about our product and forms a thriving ecosystem



Love for the product

Paid NPS > 70 since April 21

Users are very active on Twitter and other social networks



Engaged community

500+ posts/day

Time to first reply below 10 minutes



Thriving ecosystem

Freelance and coaching

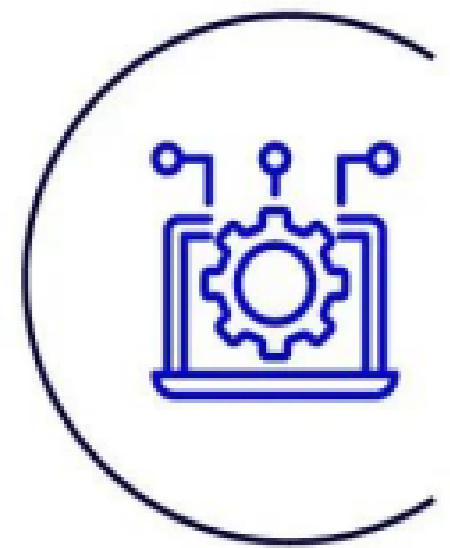
130+ agencies listed on our agencies page

100+ Bubble bootcamp students per month

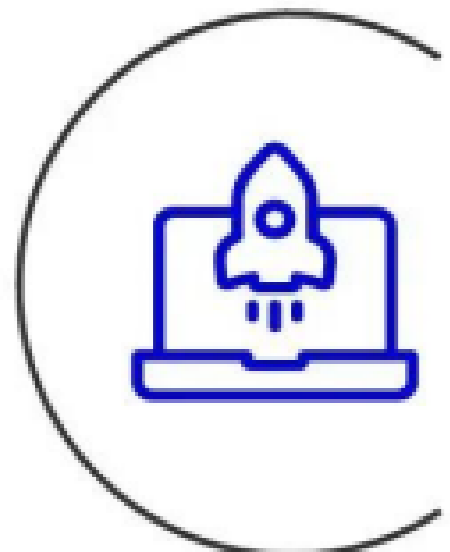
Winning the no-code space through startups



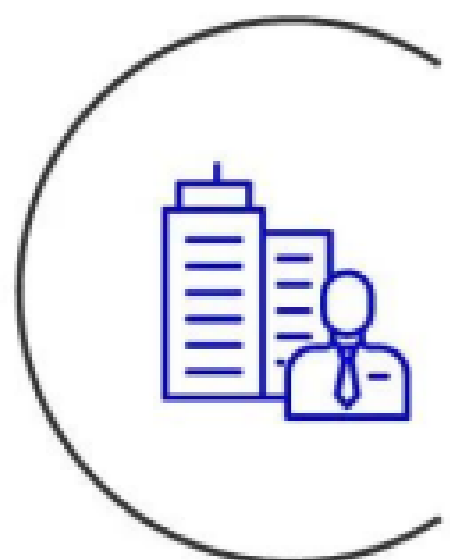
Succeeding with startups is hard but offers the greatest potential in the long term



Startups need a **production-ready general-purpose** no-code tool



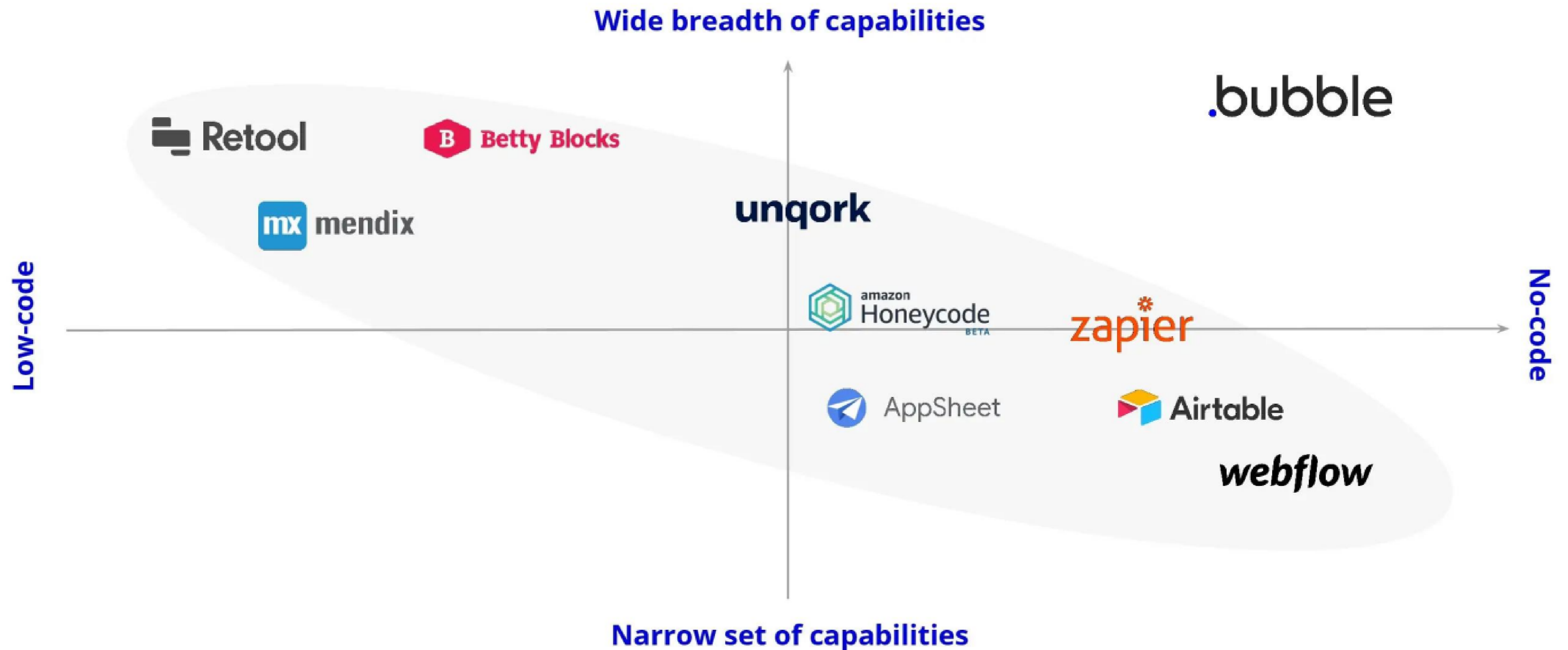
Startups make for better PR: the platform that hosts the first no-code company to IPO gets to shape the market



A B2C/Startup sales motion enables use by individuals.

Enterprises will adopt the tool with the most **employee buy-in**

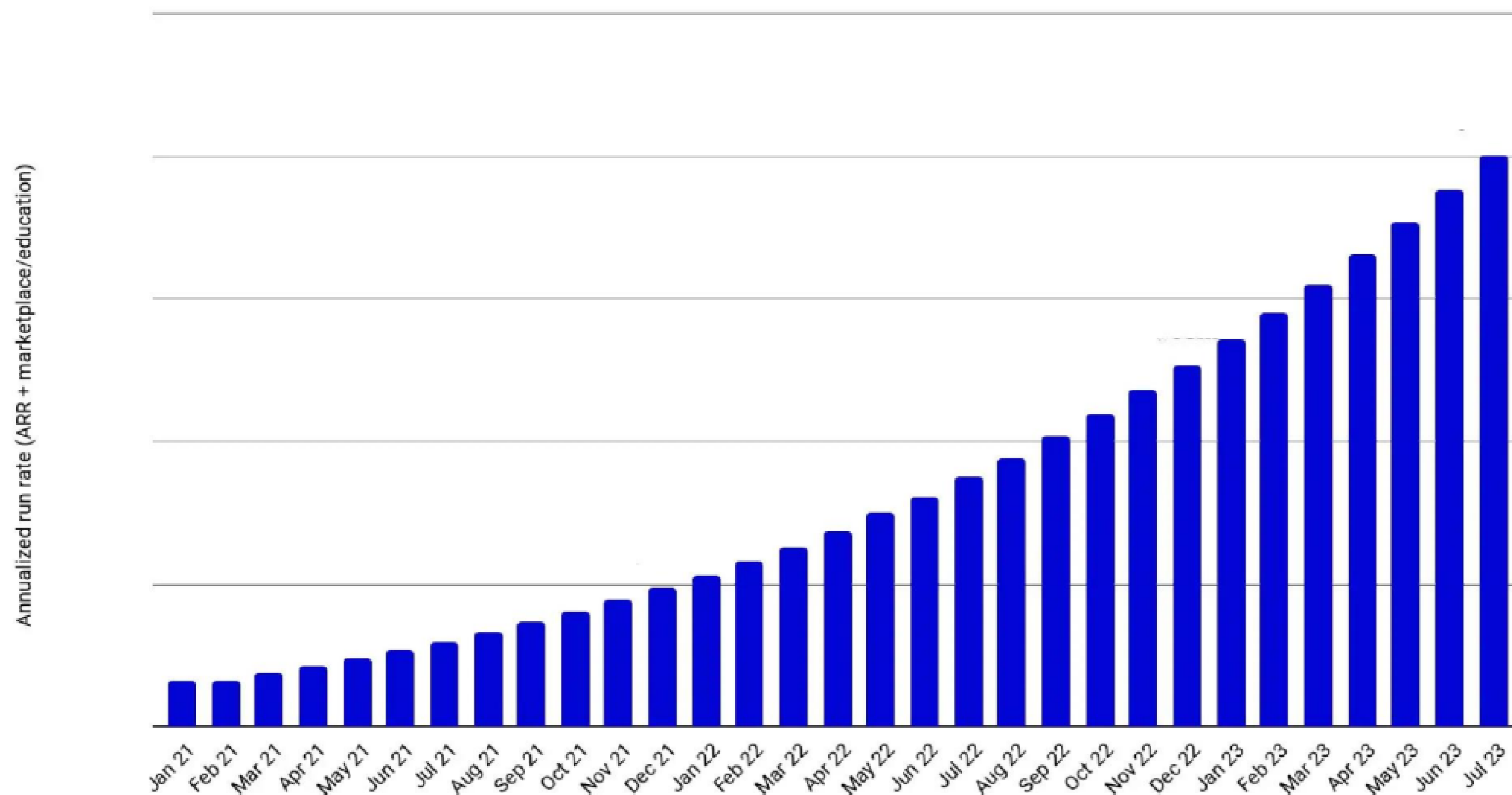
We have reached a unique sweet spot in term of flexibility and no-code



**Accelerating growth with
additional funding**



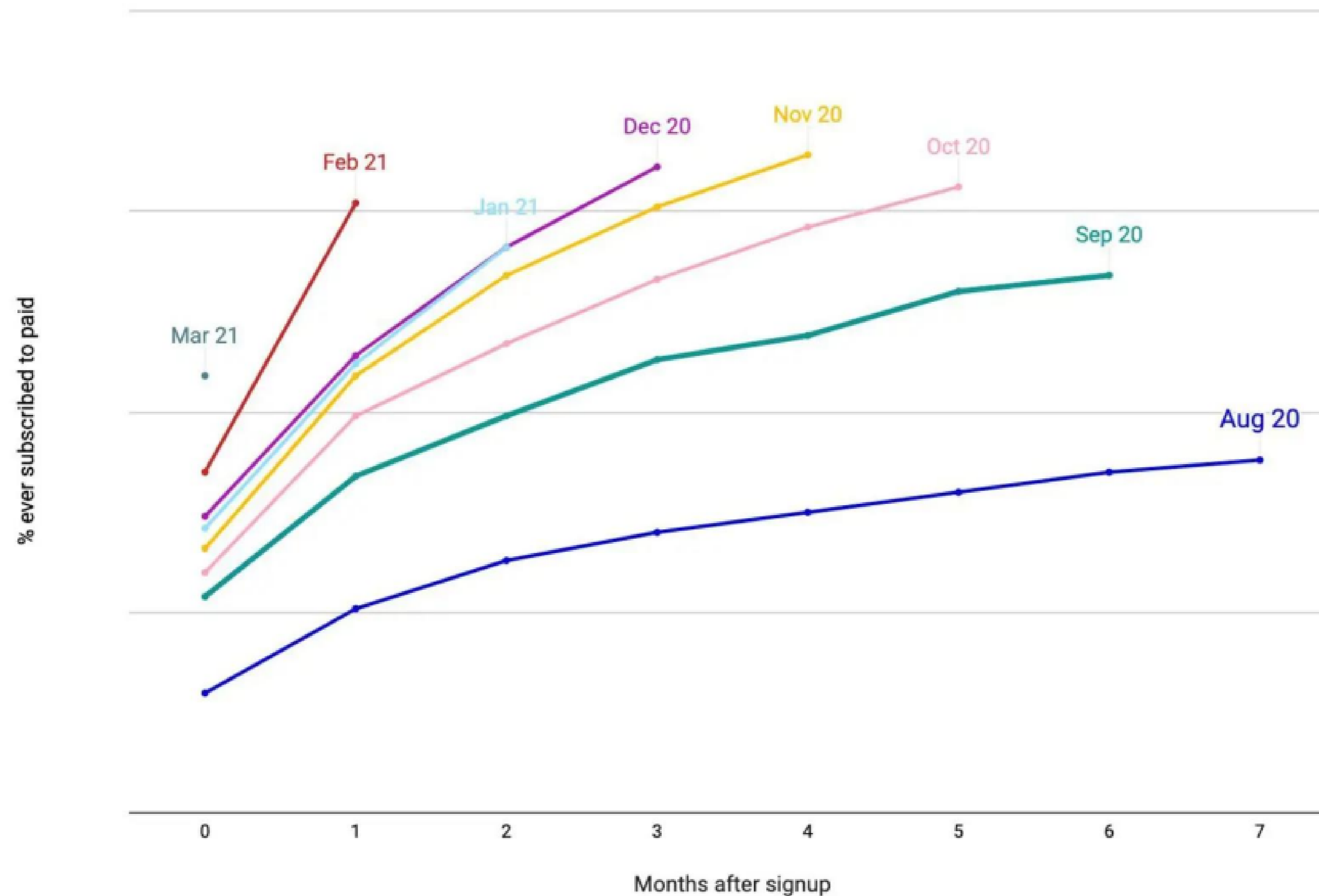
Four levers will enable us to accelerate growth to \$XXm by E02021 and \$XXm by E02022



We're growing 8-12% m/m, driven by awareness, partnerships and paid. **We haven't optimized many aspects of the business.**

Reducing high-end churn, investing in ease-of-learning and in marketing will **boost our growth by an additional 3 to 6% m/m.**

We've already started actioning these levers, they have led to clear improvements for recent cohorts

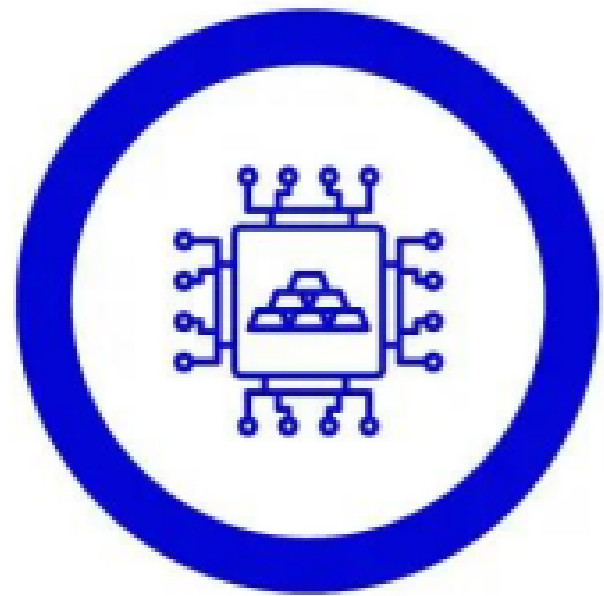


Work on our documentation, success and live trainings has led to higher engagement and to higher conversion to paid.

Some restrictions on our free plan increase conversion to paid by 70% in February.

We have a lot of room for improvement.

Investing in our tech will improve high-end retention, and improving ease-of learning will boost conversion



Invest in our **technology** to support growing **startups through IPO**

1. Some of our bigger apps leave because of scalability, but they *really* **don't want to leave**
2. We have identified what to work on to prevent this from happening, but **need more engineering resources**
3. Based on past churn data, we assess this can **unlock 2% of monthly ARR growth**



Invest in our product's **ease-of-learning** and **training** to improve **conversion**

1. Only X% of signups are using Bubble regularly after 60 days
2. Increase conversion by 50% would lead to an **additional 2% of monthly ARR growth**

We can boost growth by investing in awareness and education and becoming a household name



Invest in our **brand** to position Bubble as the **no-code reference**

1. Brand is a major driver: 45% of paid users are earned media and referrals with little spend
2. We can position Bubble as the place to start businesses through **partnerships** and **education** (we can scale bootcamps 10X through partnerships)
3. Early **inside sales** efforts are very promising (ACV up 3X) and **should be scaled**



Keep investing on **paid acquisition** as no-code is becoming mainstream

1. Current strategies are now **profitable**, some optimization levers are only starting to kick in
2. CAC on Google has gone down 42% from November 2020 to March 2021

We have assembled a mission-driven team

Founders & Co-CEO



Josh Haas
Product & Engineering



Emmanuel Straschnov
Growth, Success & Ops

- Worked together since 2012
- Josh: Harvard BA, Bridgewater and tech cofounder
- Emmanuel: Harvard MBA, Polytechnique, consulting in China
- Met through Harvard friends and partnered on their first meeting!

Product & Engineering

- 1 VP Eng, 1 Head of Product, 11 full-time engineers, 1 PM, 1 Senior Designer
- 3 engineers with 8+ yrs experience
 - 4 former founders



Growth

- 6 Managers/Associates, 1 Designer
- 2 former founders, 2 former consultants
 - Network of freelancers (content, social)



Success

- 11 Success Associates, helping users through email, webinars, calls and tutorial creation
- Head of Success promoted from within after 3 years
- 3 Associates were Bubble users



Operations

Three professionals (People, Ops and Recruiting)

Search for a Head of Growth kicked off with a search firm

We're seeking a lead investor to turn Bubble into a household name and take over software development

Bubble will be the **reference for no-code**

The next generation of successful **startups** will **run on Bubble**

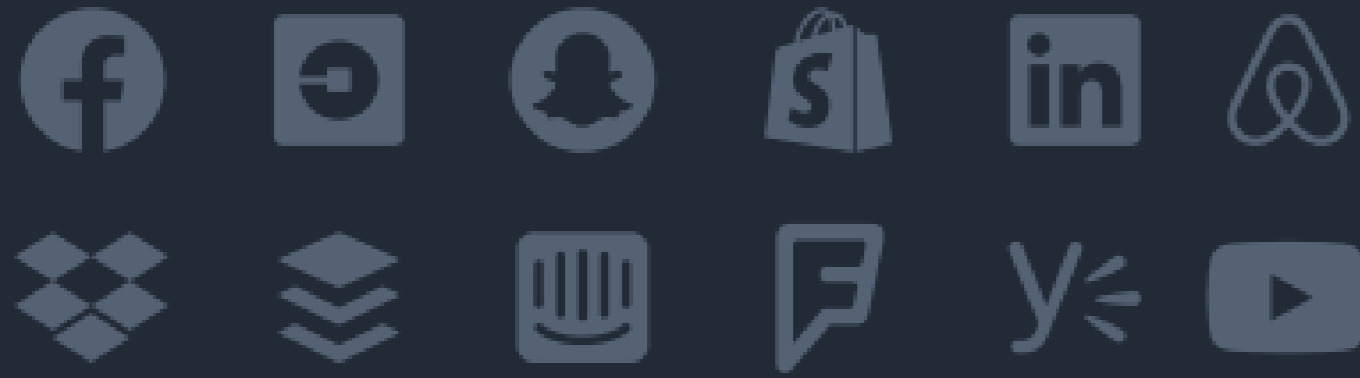
This will lead us to the ranks of **Amazon, Google and Microsoft**

This is a unique opportunity to take over software

.bubble

Thank you





Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

[Read more →](#)

Follow us [@pitchdecks](#)    

