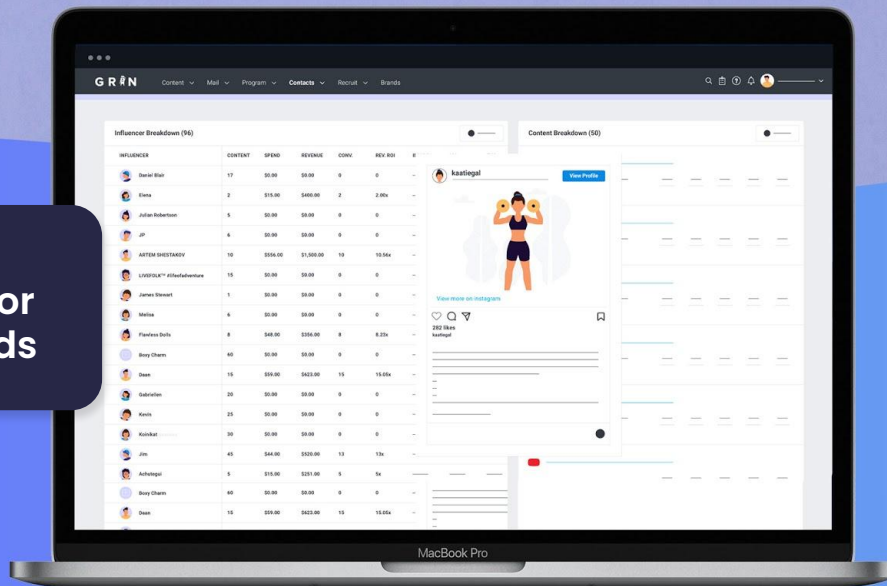




# The system of record for relationship-marketing

**End-to-end  
workflow solution for  
e-commerce brands**



Prospecting & Recruitment  
CRM for Talent Management  
Contract Management  
Security & Compliance  
Product Fulfillment  
Payroll & Taxes

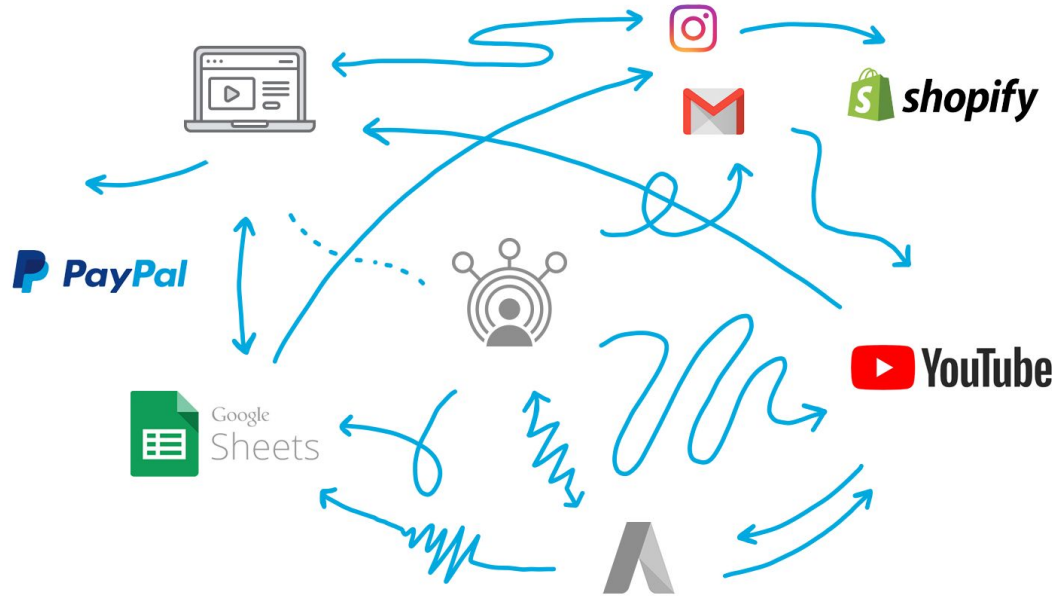
Advocates

Influencers

Partners

Customers

# This process today is painful and messy



Chaotic Outreach | Silo'd Across Google Sheets | One-Off Payments | Manual Product Shipments

# We make it incredibly easy



The screenshot displays the GRIN dashboard interface. At the top, there is a navigation bar with the GRIN logo and menu items: Content, Mail, Program, Contacts, Recruit, and Brands. On the right side of the navigation bar, there are icons for search, a calendar, a notification bell, and a user profile.

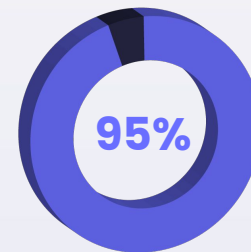
The main content area is divided into two sections:

- Influencer Breakdown (96):** A table listing various influencers with their performance metrics.
- Content Breakdown (50):** A detailed view for a specific influencer, 'kaatlegal', showing a profile picture, a 'View Profile' button, and a grid of content items.

INFLUENCER	CONTENT	SPEND	REVENUE	CONV.	REV. ROI	...
Daniel Blair	17	\$0.00	\$0.00	0	0	...
Elena	2	\$15.00	\$400.00	2	2.00x	...
Julian Robertson	5	\$0.00	\$0.00	0	0	...
JP	6	\$0.00	\$0.00	0	0	...
ARTEM SHESTAKOV	10	\$556.00	\$1,500.00	10	10.56x	...
LIVEFOLK™ #lifeofadventure	15	\$0.00	\$0.00	0	0	...
James Stewart	1	\$0.00	\$0.00	0	0	...
Melisa	6	\$0.00	\$0.00	0	0	...
Flawless Dolls	8	\$48.00	\$356.00	8	8.23x	...
Bony Charm	60	\$0.00	\$0.00	0	0	...
Daan	15	\$59.00	\$623.00	15	15.05x	...
Gabriellen	20	\$0.00	\$0.00	0	0	...
Kevin	25	\$0.00	\$0.00	0	0	...
Koinikat	30	\$0.00	\$0.00	0	0	...
Jim	45	\$44.00	\$520.00	13	13x	...
Achotegul	5	\$15.00	\$251.00	5	5x	...

Tracked Communication | CRM for talent | Integrated Payroll | eCommerce synced

# Our SaaS revenue is growing very rapidly



Recurring Revenue



**\$7.6M**

**Spent to reach \$8.7M in revenue**

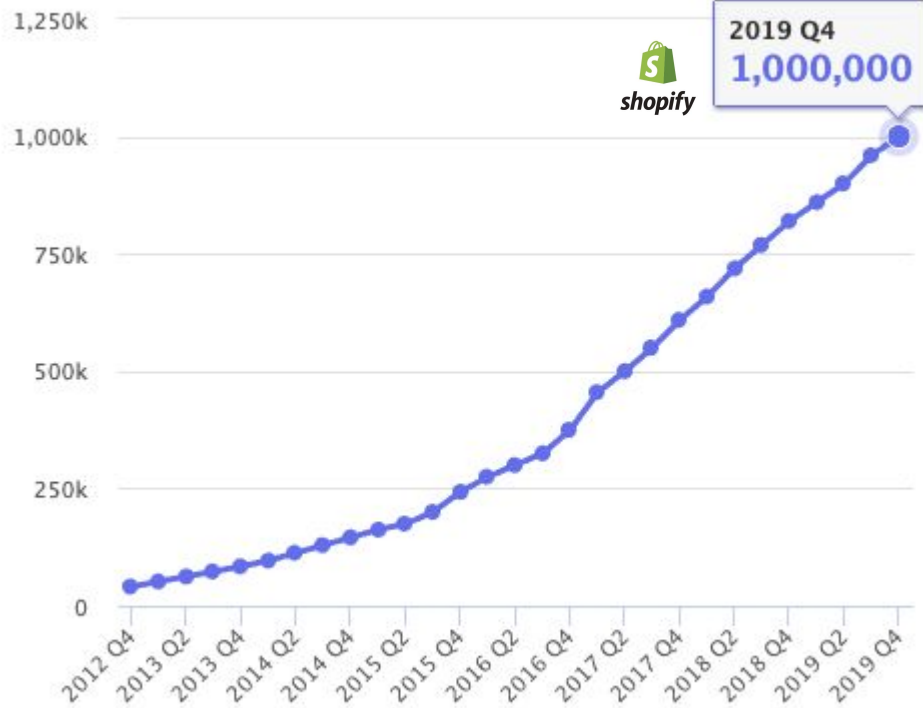
We group sales team into pods of one account executive and two SDRs with an aligned cost structure and associated quotes

- Proprietary tech drives efficient outbound
- Pod system ensures controllable costs
- Pipeline generation is consistent
- Win-rate is 35% & sales cycle is 45 days

**\$6.6K  
CAC**

**5 Month Payback**

Shopify Number of Merchants



The scale of eCommerce brands is staggering

1M+ Shopify stores today

This trend is accelerating

Consumers prefer small



## MVMT

*“ There’s so many different nuances to influencer marketing from the beginning of the campaign until the very end on the individual influencer level and the macro campaign level you truly do need a software that helps streamline it. ”*



**Ethan Frame**

Director of Influencer Marketing

## darn good yarn

*“ I think one of the really awesome features in GRIN functionality-wise and visually is when you log in and get to see a page full of all your Instagram content or any content that’s produced. ”*



**Keri O'Brien**

Director of Marketing & Sales

# We have a sticky product with great net revenue retention

Sticky product that becomes a daily system of record, usage grows over time leading to high net dollar retention

**123%**  
Net Revenue Retention  
ICP\* in month 18

\*Brands w/ existing influencers



Priced based on contacts in the system & user seats

**\$21k** ACV Lower Mid-Market

**\$51K** ACV Mid-Market

**\$160k+** ACV Enterprise

**At 3,500 brands  
we're \$100M+ ARR**

# We will unlock variable revenue as we scale

Our product roadmap gives us significant upside on expanding ACVs within brand customers through the smart monetization of broader parts of the brand workflow

Today we're pure SaaS

Relationship-Marketing

\$\$\$

Future potential with variable revenue

Payroll Margin

Branded Links

+ \$\$\$

Product Shipments

Asset Creation

What's Next?

# Experienced founder-led management team



**BRANDON BROWN**  
CEO / CO-FOUNDER



**BRIAN MECHEM**  
COO / CO-FOUNDER



**RYAN BROWN**  
CTO / CO-FOUNDER



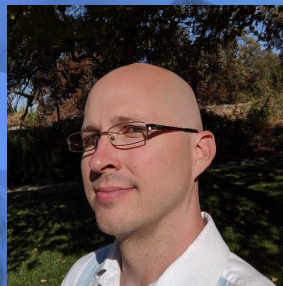
**TIM MCWHIRK**  
VP CUSTOMER SUCCESS



**CHRIS MONDFRANS**  
VP Finance & Ops

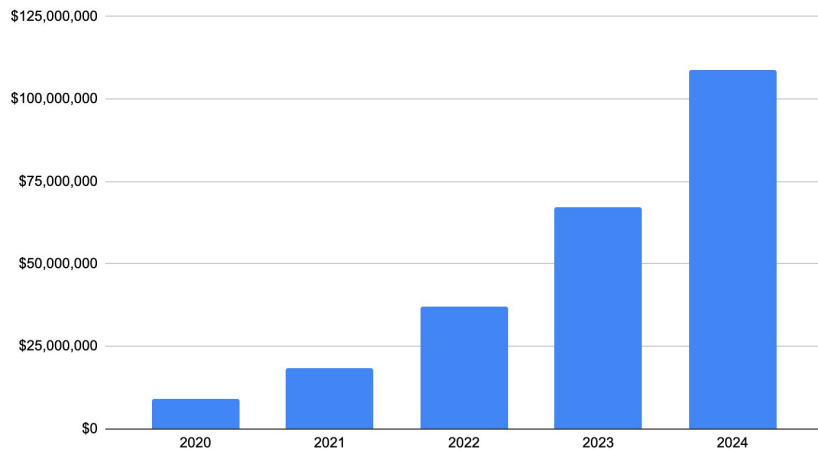


**CHRIS HARDEMAN**  
VP SALES



**BRENT BARTLETT**  
HEAD OF ENGINEERING

## Ending ARR by year



### Use of Proceeds:

1. Sales & marketing
2. Product & Engineering
3. Category Narrative

# Appendix

