

SCALE

OVERVIEW

Scale Invests in Early Stage Software Startups

WHAT WE DO



Typically lead Series A or B software investments



Write checks between \$5M - \$30M



Play an active role

- Serve on the board
- Provide a dedicated Operating Partner and Scaling Platform

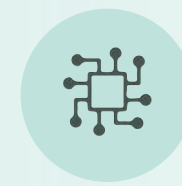


Can support you through IPO

WHO YOU ARE



Are moving from founder-led growth to a repeatable go-to-market machine



Are developing tech to transform how we work, collaborate or live



Have revenue between \$100K - \$5M



Want a partner, not just an investor



20 Years of SaaS & Cloud Winners

DATAOPS /
DEVOPS

SECURITY

FINTECH

OPEN SOURCE /
INFRASTRUCTURE

PRODUCTIVITY

VERTICAL SAAS /
DIGITAL HEALTH

COGNITIVE APPS
AI FIRST SAAS



"As our first U.S. investor, Scale made an impact at every step of the way. They helped us build a company for the long term."
- Dan Adika, Co-founder & CEO, WalkMe



The Team in Your Corner



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Investing
Partners

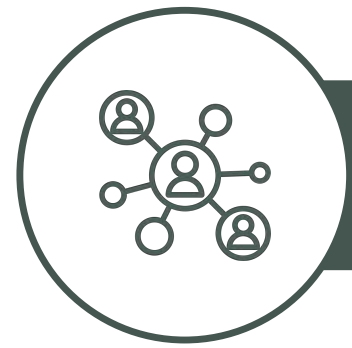
\$1.9B

Assets Under
Management

\$600M

Fund VII
in 2020

Resources to Help You Scale



NETWORK

A private network to answer any question.

Community Stats

- Founder / CEO: 50 leaders
- Finance: 178 leaders
- Sales, Marketing, CS: 339 leaders
- Security: 66 leaders

Monthly Event Examples

- DEI Considerations
- Pricing Strategies, Implementation
- Global Workforce Options Best Practice



TOOLS

Tools for a variety of GTM challenges.

Content

- [Diagnosing Churn](#)
- [A Founders Guide to SaaS P&L](#)
- [Sales Compensation Structure](#)
- [SaaS "Vital Signs" eBook](#)

Tools

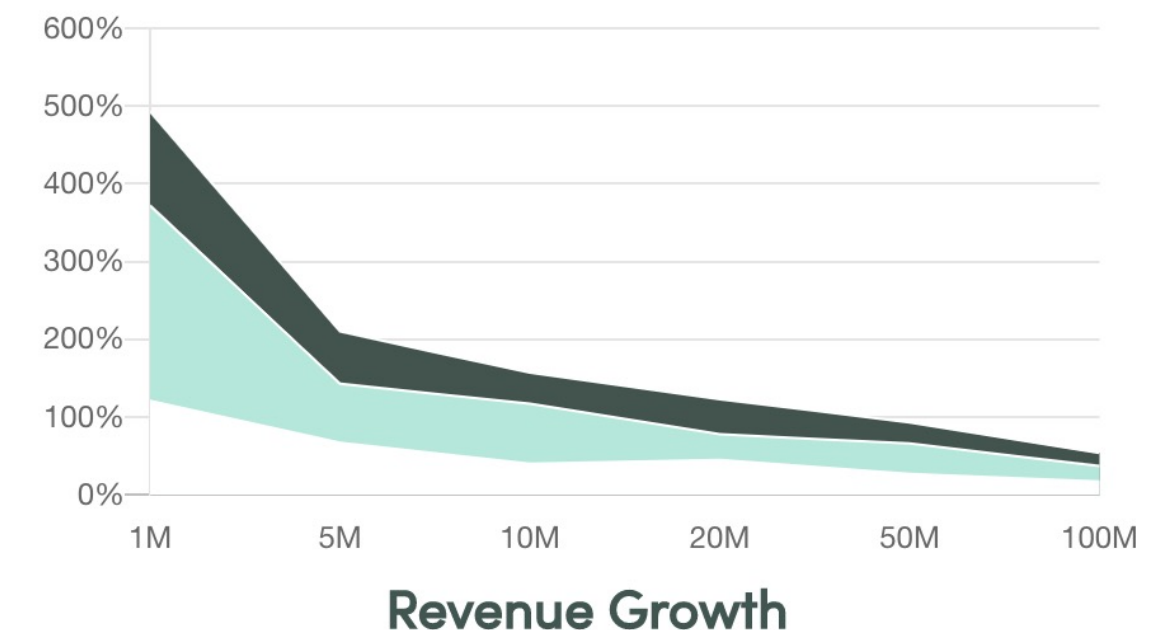
- [Annual Planning Tool](#)
- [Sales Quota Calculator](#)
- [Board Benchmark Slides](#)



SCALE STUDIO

Scale's proprietary data platform.

[Get Your Report](#)



"Scale believed in our vision from Day 1 and even signed up as a customer to support production of their Scale Studio platform. They've been huge advocates for us over the years and have intro'd us to many of their portfolio companies."

- Jim Rose, CEO - CircleCI



An Executive Network to Support You



Tali Notman
CRO | JFROG



Shane Orlick
CRO | WALKME



Georges Arnaout
VP CUSTOMER SUCCESS |
CLOUDHEALTH



Sanjeev Kriplani
EXECUTIVE IN RESIDENCE | SVP
PRODUCT, BILL.COM



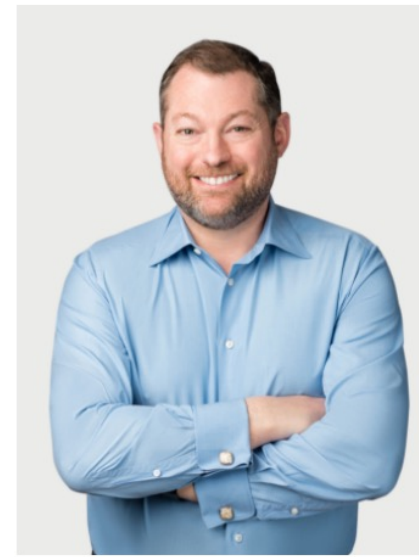
Niall Wall
EXECUTIVE IN RESIDENCE | SVP GLOBAL
PARTNERS & BUSINESS DEVELOPMENT,
WORKDAY



David Walter
EXECUTIVE IN RESIDENCE | VICE
PRESIDENT, RSA ARCHER



Donnie Berkholz
FORMER EXECUTIVE IN RESIDENCE | VP,
PRODUCTS & ADVISOR, DOCKER



Grant Geyer
FORMER EXECUTIVE IN RESIDENCE |
TITLESR. VICE PRESIDENT, PRODUCTS,
RSA

EXECUTIVE ADVISORS

Software leaders dedicating time to counseling early-stage founders on a variety of business strategies.

EXPERT CONSULTANTS

On tap software experts providing early stage founders with tactical go-to-market answers.

SCALING MASTER CLASSES

Strategy workshops and consultations for Scale Portfolio Companies from hand-selected vendors.

<https://www.scalevp.com/network>

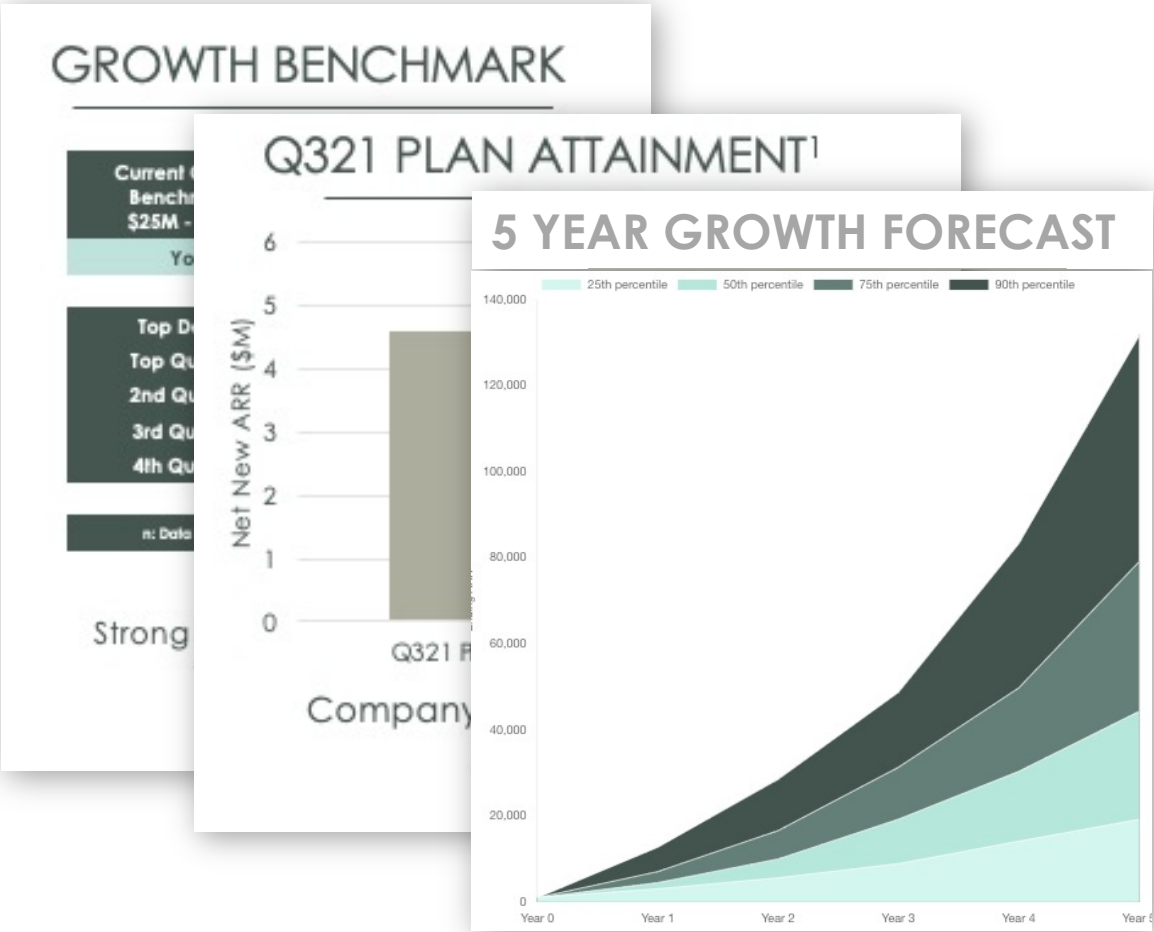


"From leading multiple funding announcements to marketing funnel analysis: the Scale team worked with ours to help set processes the right way so we could stay focused on growing the business."

- Christine Yen, Co-Founder & CEO, Honeycomb

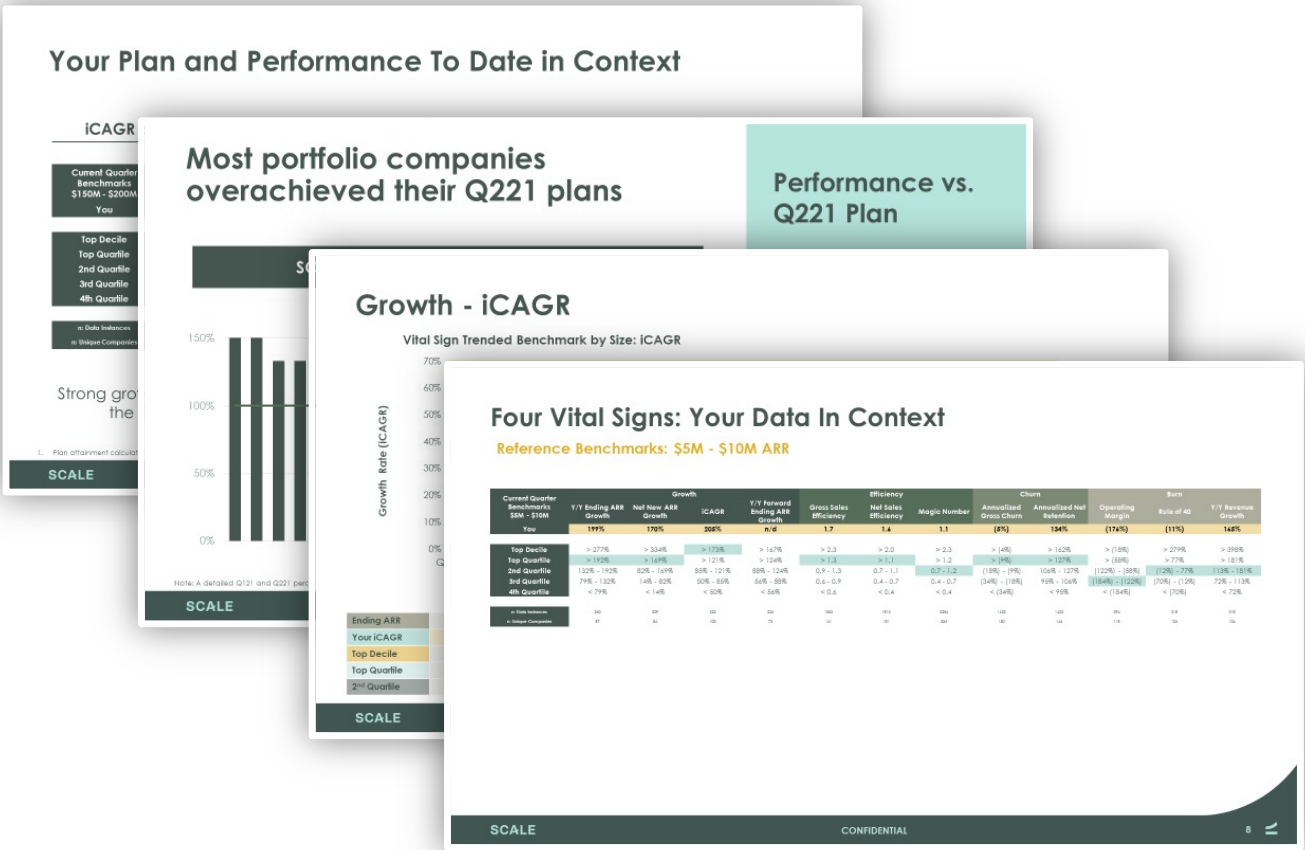
Insights From 1000+ Startups to Guide You

Personalized Reports



Personalized performance reports with benchmarks for Growth, Efficiency, Churn and Burn

Quarterly Flash Reports



Quarterly updates from Scale Studio with benchmark performance analysis and portfolio insights

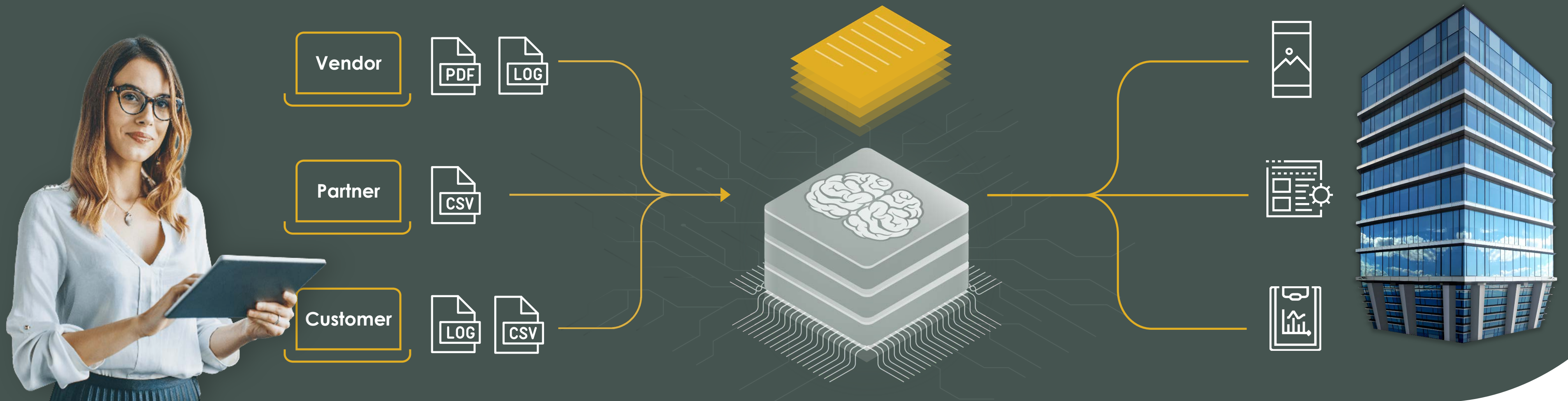
SCALE STUDIO

Scale Studio provides reports and benchmarks for you company's "Vital Signs" – Growth, Efficiency, Churn and Burn – distilled from a proprietary database of 1,000+ private cloud companies across 10,000+ quarters of data.



"As we scaled the business, we knew we had to make data-driven decisions at every step of the way."
– Shlomi Ben Haim, CEO of JFrog

Flatfile Series A: Streamlining 3rd Party Data Onboarding



ABOUT THE DEAL

Market: DataOps
Partner: Rory O'Driscoll
Run Rate at Investment : \$500K
Investment: Led \$35M Series A
Co-investors: Two Sigma, Afore Ventures

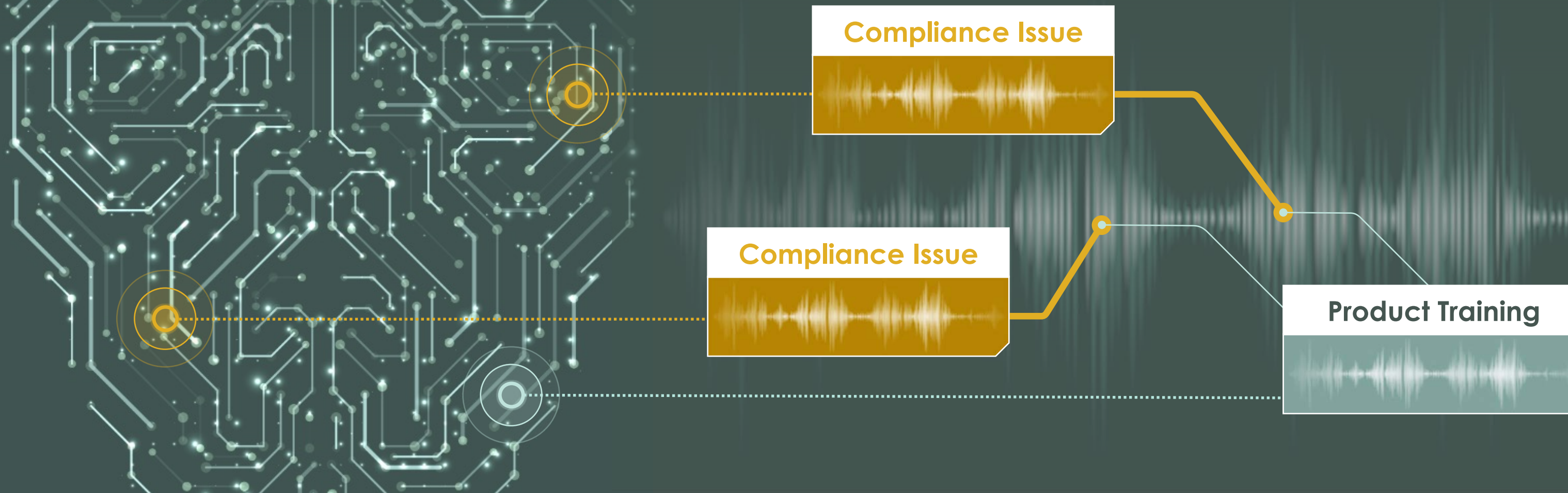


FROM THE FOUNDER



"Rory and the Scale team get our technology and get early-stage go-to-market. They have the experience and network to jumpstart our (sales) org which is ultimately why we selected them as our lead investor."
- David Boskovic, Founder & CEO, Flatfile

Observe Series A: Need to Monitor 30K Calls for Compliance



ABOUT THE DEAL

Market: Machine Learning, NLP
Partner: Andy Vitus
Run Rate at Investment: \$750k
Investment: Led \$26M Series A
Co-investors: Emergent Ventures, Nexus Ventures



FROM THE FOUNDER



"Andy has a deep understanding of NLP; he instantly grasped what we were building. As an early investor, he took the time to make sure things were structured in a founder-friendly way and, as a board member, he offers invaluable guidance on where the market is headed."
- Swapnil Jain, Co-Founder & CEO, Observe.ai

