User Feedback Made Easy

Jimmy, Zuhayeer, Sachin, Ravi
Problems

It's hard for people who build apps to collect contextual feedback from their users
Drop-in Feedback SDK

- Integrates with just a few lines of code
- Write once, never worry about it again
- Seamless, non-intrusive in-app experience
Market

- Size: 2.1B (Mobile Analytics Market Prediction)
- From Startups (House Party) to Giants (AirBnB)
- The CAGR (compound annual growth rate) is estimated to be 21.33%
- Market size in 2020 is estimated to be 4.2B
Business Model

• Monthly Subscription Model
• Costs scales with business size and # of users
• Starting from $20/month, up to custom white label contracts
• Tried and true model for similar tools
Product Validation

KaleKam

- Talked to startups such as KaleKam that face this issue
- Uber spend thousands of dollars to implement and maintain user feedback
First Customers

- High growth early stage startups looking to understand customer feedback
- Sourcing in-network companies at startup incubators (The House, SkyDeck, YC)
Competition

- Focus is on bug reporting
- Not very user friendly

- Only gives numbers
- Hard to implement
Team

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Co-Founder, CS 2018

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Co-Founder, Business 2020

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Looking for seed investment and mentorship in the developer tools industry