Tinyseed Application Answers (February 2019)

What is the name, role, and best email address of each founder on your team? *
1. Dimitris Georgakopoulos
    a. Technical co-founder (mostly back-end development, business operations), dimitris@outseta.com
2. Dave Wong
    a. Technical co-founder (front-end and back end-development), dave@outseta.com
3. Geoff Roberts
    a. Sales & marketing co-founder, geoff@outseta.com

Where are each of you located? *
Dimitris and Dave live in Boston, Geoff lives in San Diego.

Are any founders working full-time on your product? If so, who? *
No—we are all currently working on Outseta 3 days per week. We intend to ramp up to a full-time schedule as our customer count and revenue permits.

Who writes the code for your product? *
Dimitris and Dave.

Have you taken prior funding? If so, how much and what structure (convertible note, priced round, etc.)? *
No, we have not taken any prior funding.

If you have one, where is your corporate entity incorporated?
Massachusetts

What kind of entity is this?
LLC

If you are pre-launch, list any "traction" such as number of subscribers on an email launch list, number of pre-purchases (including price), etc. *
We had 32 companies sign up for a free Outseta account in 2017, and 279 in 2018.

What is the URL of your marketing website? (if any)
www.outseta.com

How about any company social accounts? Only if they are worth checking out.
- https://twitter.com/outseta
- https://www.linkedin.com/company/outseta/

If you have one, please link to a video demo of your product.
Here's a quick explainer video, as well as our first product demo. The product has come a long way since these were filmed; the best way to see Outseta in action would be to access our own Outseta account. This would allow you to see a full implementation of our product, as well as our sales pipeline, customer interactions, etc. Feel free email me at geoff@outseta.com and I'll gladly provide anyone from Tinyseed with access to our account.

What is your average revenue per customer?
$99/month

What is your customer lifetime value?
It's too early to provide a meaningful answer here. Because the product covers so many core processes for an early stage subscription business, we believe that it has the potential to be very sticky. Our own business, as well as the business of our customers, runs almost entirely on Outseta. We have only lost one customer to date; they were a start-up that shut down operations.

What is your unfair advantage? *
A true 10+ year mindset and strong philosophical alignment in our founding team. Outseta is without a doubt a big product but one we were comfortable attacking knowing that the software categories we're delivering are known, validated needs of early stage subscription businesses. Every decision that we've made has been with a 10+ year mindset in mind; we are OK with steady organic growth because we know that by taking this approach we can better serve the low end of this market without getting driven upmarket by the growth expectations of our VC-backed competitors.

Another significant advantage is our ability to execute with limited resources—the product our small team has delivered in two years working in a part-time capacity is indicative of that. This advantage will help narrow the gaps and cover more of the validated needs of our prospective customers even more significantly over the next twelve months. The need for a solution like ours will only become more evident as the point solutions we compete against continue to add features and move upmarket.

Here's our [operating agreement](#) as well as a recent blog post highlighting [equity allocation and expenses for the business](#)—both are reflective of our discipline and long term mindset.

What do you understand about the industry you're selling to that few others do? *
We have all been operators of successful early stage SaaS companies before; while that's not unique, I would say that we're in an industry where few companies really challenge the status quo. Many people have told us that what we're building is "too big," but we've seen platform solutions like Outseta dominate in other markets. Buildium (which Dimitris founded) is one example and we know that there's a segment of buyers in our market, particularly at an early stage, that are attracted to the benefits of a platform over the alternative of stitching together a handful of point solutions.

From our past experiences as well as running both Outseta and CompareRentalBoolings.com, we have a solid grasp of what's required to run an early stage subscription business efficiently. We're uniquely positioned to address the same target market as Tinyseed and share the values of a growing number of companies who are avoiding the growth at all costs mindset that's so prevalent in the SaaS industry.

If you could snap your fingers and add 3 businesses to your customer list, who would they be and why? *
We would love to provide software to 3 of the companies in Tinyseed's first fund—this is our exact target market. The funding, the advisors, and the ability to plug ourselves into Tinyseed's ecosystem are all reasons that we're applying to this program.

Who is the ideal customer for your product? *
Early stage SaaS or subscription businesses—the earlier the better. Indie Hackers, makers, the MicroConf audience, you know the drill. We'd like to be along for the journey from day one to about $5M annual revenue.

How many businesses are in your target market? *
There are currently 15,328 SaaS start-ups listed on AngelList—this is a decent barometer of our target market. The number of businesses that could derive value from Outseta is much, much larger but we are staying narrowly focused on this segment.

Who are your competitors? Of your competitors, who do you fear the most? Whom do you fear the least? *

We don't spend a lot of time worrying about competitors—we're focused on delivering an enormous amount of value to our customers and feel that if we do that, everything will turn out just fine.

While that's the case, the average prospect that we talk to is considering Outseta versus a tech stack consisting of solutions like Pipedrive (CRM), Zendesk (support and chat), Mailchimp (email marketing/automation), Stripe (payment gateway), and Recurly (subscription management).

Ultimately we envision that much of our revenue will come from payment processing and in addition to allowing our customers to use Stripe as their payment gateway we have a relationship with another payment processing partner that allows us to bill at Stripe's 2.9% processing free while still capturing .5%-1% of the transaction value.

What has changed such that right now is a good time for your business?*
We've already invested 2+ years into building the platform and have all of the product's core pieces of functionality built—now we're focusing on taking each of Outseta's features a little bit deeper. The product is finally at a stage where we feel like we're ready to invest in growth for the first time. We have seen login activity and user engagement increase significantly in the last quarter—a leading indicator that we are watching closely and believe will translate into more conversions in the coming months.

Here's an overview we wrote last month about the [first two years of growing our business](). January has been our best month ever for organic website traffic and account sign-ups, and we're ready to kick the business into growth mode. We would be honored to be in Tinyseed's inaugural fund!