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August 2023

# Atlanta's Technology Executives Roundtable

Today's program presented by  
Arketi Group

## Who Needs Product Marketing Anyway? Bridging the Disconnect Between Marketing, Sales and Product Teams

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*Please hold until  
the session begins*

Arketi  
Technology  
Executives  
Roundtable



# John Wichmann

Incoming President 2023

Technology Executives Roundtable

Founder & CEO, Gather Sciences

**Your Forum**

**Candid discussion**

**CEOs, CFOs, CTOs & Investors**

**Subject Matter Experts**

**Complex leadership issues**

**Share, challenge & test ideas**

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# Featured Fund & Company

## Fund of the Month



**Patrick Rowland**  
Senior Associate  
Fulcrum Equity Partners

## Company of the Month



**Sam Lukens**  
COO/Co-Founder  
Hatched



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FULCRUM  
EQUITY PARTNERS

# **Technology Executives Roundtable**

**August 2023**

# Fulcrum Equity Partners Overview

## Atlanta Based Growth Equity Fund Founded in 2000

### Healthcare

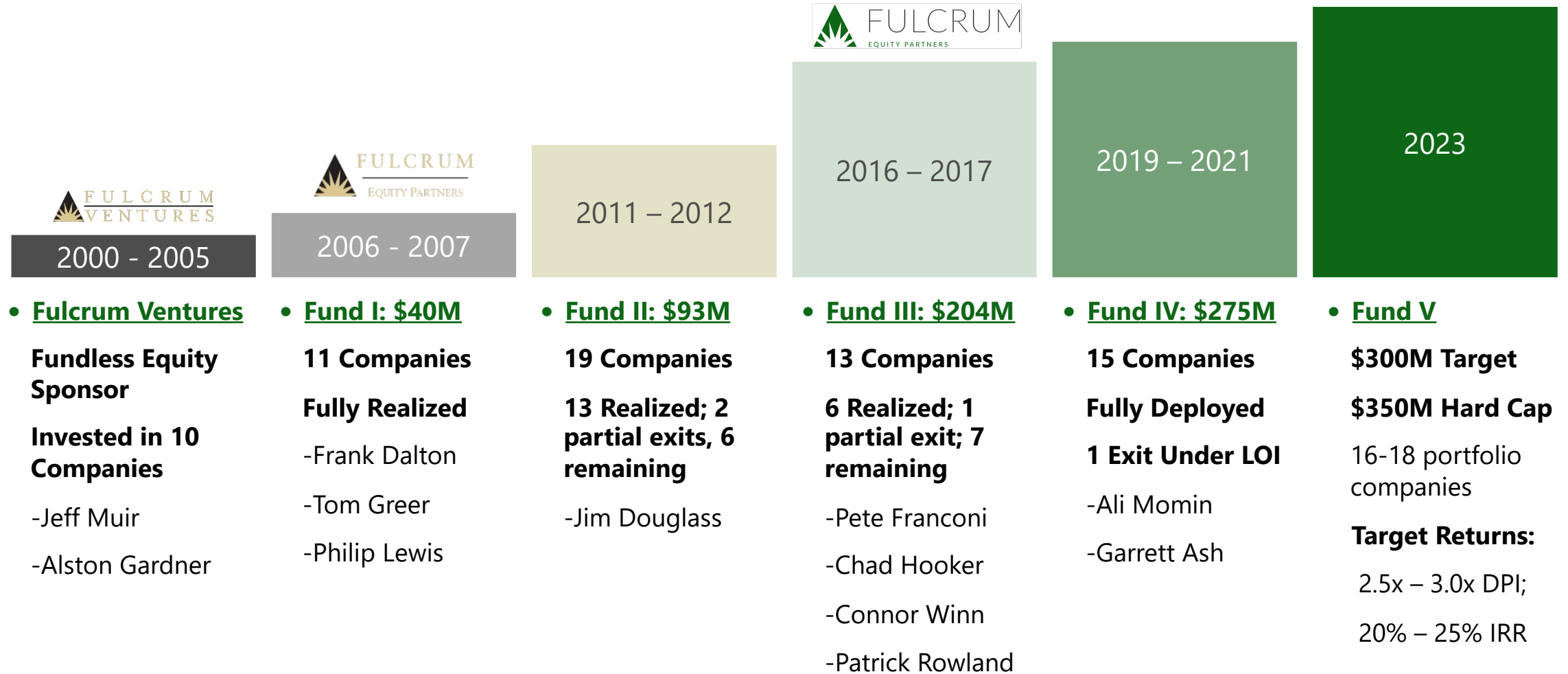
- Services designed to save the healthcare system money and/or provide better patient outcomes
- \$5-\$75M revenue; \$1-\$10M EBITDA
- Platform/roll-up opportunities; buyouts or minority growth equity

### Technology

- B2B SaaS Companies in fast-growing sectors
- \$2-\$10M ARR; high gross margin; 50%+ revenue growth rate
- Primarily minority growth equity

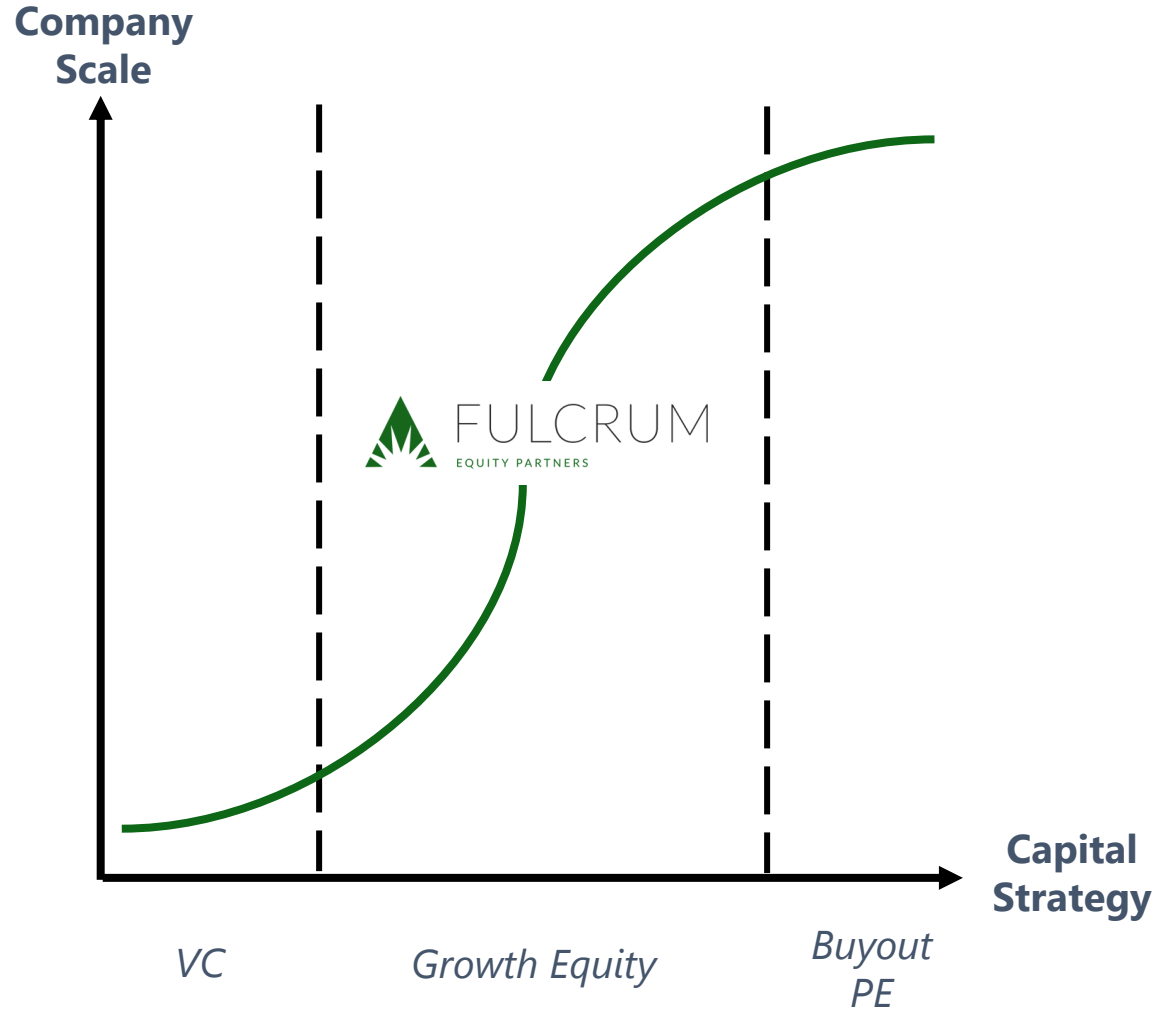
**Target Performance: 20-25% IRR; 2.5x – 3.0x DPI**

# Funds History





# Proven Growth Equity Strategy



## Approach to Value Creation:

### Deal Sourcing

- Underserved market niche
- Dedicated BD with established referral channels

### Buy-Side Discipline

- Proven business model with new logo momentum
- Avoid excessive technology or regulatory risk

### Revenue Growth

- Accelerate sales & marketing
- Expand TAM via new products & GTM channels

### Operational Improvements

- KPIs, dashboards, metrics (e.g. unit economics)
- Professionalized processes, systems, IT stack

### Capital Support

- Reserves for follow-ons, tuck-in financings, etc.
- Access to venture debt ecosystem

### Exit Process

- Positioning for value in broad, competitive auction
- ARR/EBITDA growth & forward visibility to targets

# Representative Investments



Responsive Fundraising Platform



Same Day Business Courier



Interventional Pain Practice



Post Acute Engagement



24/7 3rd Party Monitoring



Mobile Platform Testing



Home Health



BI for HC Costs & Outcomes



Driver Recruiting & Compliance



Hyperlocal Lead Generation



Outpatient Vein Treatment



Clinical Trials Software



Custom Advertising Platforms



Managed Security Services



Veterinary Services



Turnkey Pharmacy Services

# Summary



**Strong returns (>20% net IRR; >3.0x DPI) and demonstrated ability to add value**



**Proven team with strong operating experience and networks in our target investment sectors**



**LPs include >150 successful CXOs – leveraged for deal flow, diligence, strategic relationships and board representation**



**Recognized brand with established deal flow**



**Clearly defined, underserved market niche**



**Disciplined investment criteria & process**

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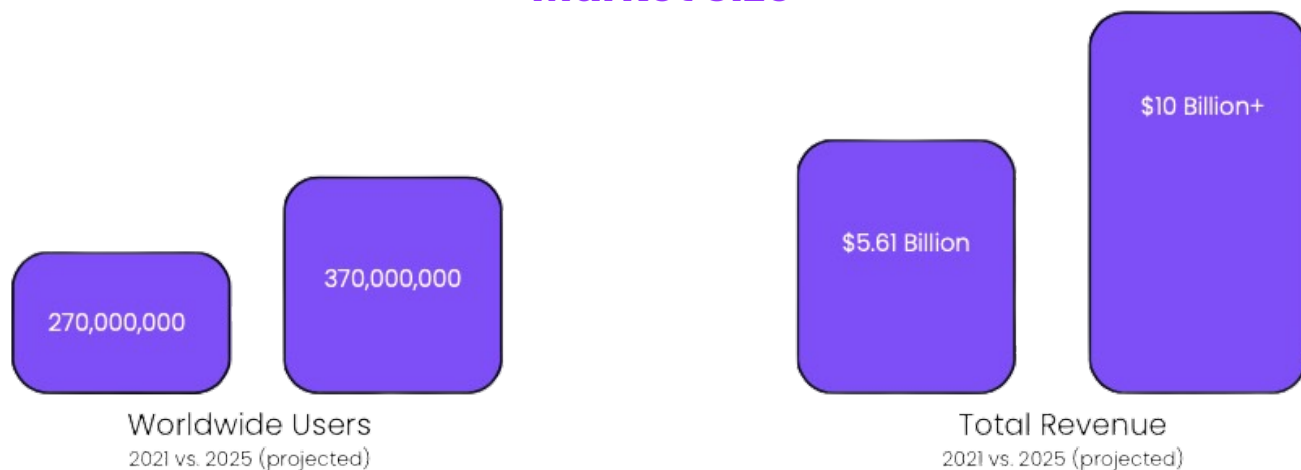


Sam Lukens  
Co-Founder and COO







# Industry

## Market Size



## Industry Facts

-  **#1 Way Couples Meet**  
40% of couples meet on dating apps (expected to be 70% by 2040)
-  **High Growth**  
Industry expected to grow by 44% by 2025
-  **Historic Shift in Trends**  
83% of Hinge users prefer emotional maturity over physical attraction in partners
-  **Multiple Growth Paths**  
Plethora of revenue pathways



# The Problem

## Swiping Depression

Users are provided only photos of potential matches.

Swipe-based-dating- apps (SBDA) encourage superficial decisions based on physical attributes alone, leading to mental health and self-esteem issues.

AS A RESULT

2.5x<sup>[1]</sup>

SBDA users are 2.5x more likely to suffer from depression

32%<sup>[2]</sup>

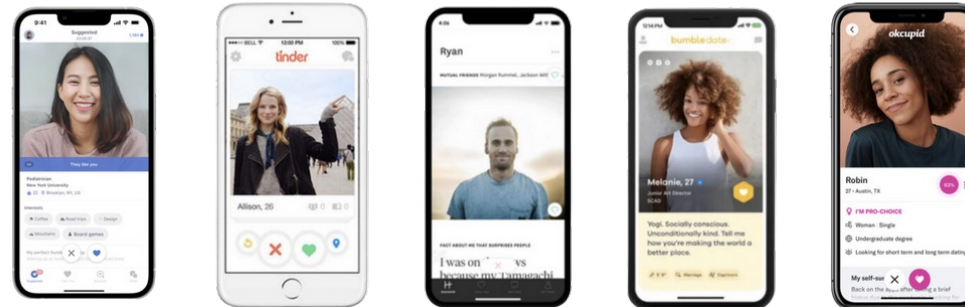
SBDA users are 32% more likely to develop eating disorder

28%<sup>[2]</sup>

SBDA users' moods are 28% more likely to be negatively impacted

## Industry Staleness

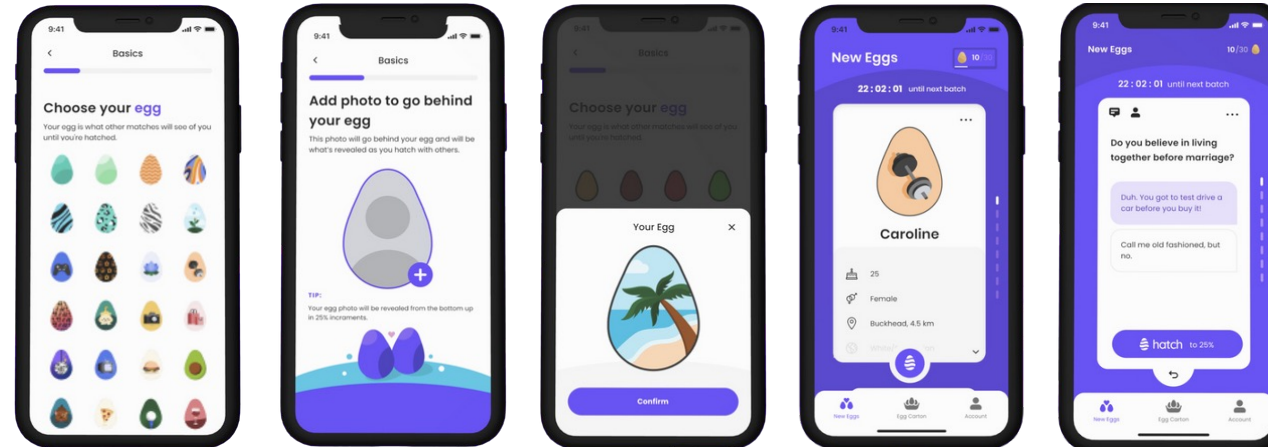
Low Bar of Innovation, major players now recognize this as a problem.



# The Solution: Hatched



Helping users build meaningful connections by prioritizing personalities – not pictures.



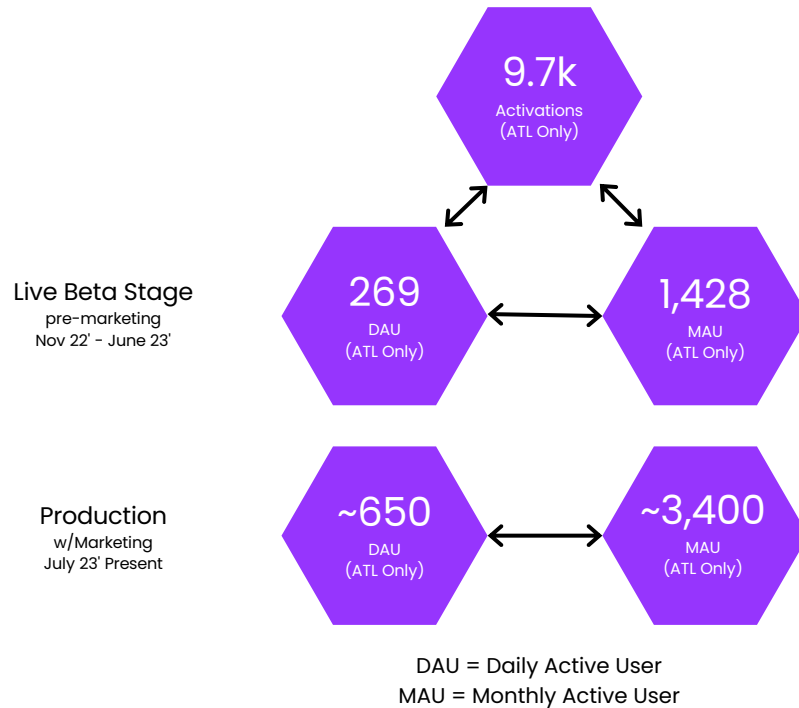
Offers a more fun, gamified experience, featuring all the key psychiatric hallmarks of highly engaging consumer technology.







## User Metrics



## Retention Metrics

Day 0: 99.7% (Industry avg: 63%)

Day 1: 73.1% (Industry avg: 27%)

Day 7: 36.4% (Industry avg: 11.5%)

Day 30: 13.1% (Industry avg: 5%)

A retention rate gives a number to the percentage of users who still use an app a certain number of days after install

# Growth Plan



## Atlanta Launch

Goal: 500 DAU (650)  
Goal: 2500 MAU (3,400)  
Product V2 (Released)  
Start: Nov 22'  
Projected End: Sept 23'  
Actual: July 23'



## Expansion - Southeast

Goal: 4000 DAU  
Goal: 20000 MAU  
TN/AL/SC/NC/FL  
Start: Sep 23'  
Projected End: Dec 23'  
Actual: TBD

Expansion Campaigns Already Built



## Monetize

Revenue Features Released  
Goal: \$30k (Month 1)  
Goal: \$120k (Month 12)  
Goal: 10000 DAU (EOY)  
Goal: 50000 MAU (EOY)  
Projected Start: Jan 24'  
Projected End: Dec 24'

Full In-App Monetization Suite Already Built

Monetized Hatched Newsletter



## Expansion - National

Goal: \$120K (Month 1)  
Goal: \$200k (Month 12)  
Goal: 25000 DAU (EOY)  
Goal: 125000 MAU (EOY)  
Projected Start: Jan 25'  
Projected End Dec 25'



hatched<sup>®</sup>  
Date Differently

Executives  
Roundtable



# Who Needs Product Marketing Anyway?

## Bridging the Disconnect Between Marketing, Sales and Product Team



**MODERATOR:**  
**Judson Phillips**  
Vice President  
Arketi Group



**Brian Moran**  
Director of Product Marketing  
Cymulate



**Lexi Fox**  
CMO, Co-founder  
Maast



**Nancy Haines**  
VP, Product Marketing  
Mimecast



**Robert Shecterle**  
Sr. Director, Solutions Marketing &  
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**Wesley Fowler**  
Head of Product  
Marketing

# Questions & Answers



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# PANELISTS' CONTACT INFORMATION

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# Announcements



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Please join us for our  
September 2023 event  
(in-person and virtual)

**\*\*NEW LOCATION\*\*** – Atlanta Financial Center,  
MMM Conference Center – First Floor

# M&A Update – and How to Get the Highest Valuation for Your Company

**September 19, 2023**