



Customer Relationship Management/Software-as-a-Service

Big Contacts, LLC

6555 Sugarloaf Pkwy.
Suite 307
Duluth, GA 30097
1-888-286-6578

Team

CEO – Bob Walton
CFO – Dave Campanella
CMO – Jeff Griffin
CTO – Khalil Bhasma

Industry

Customer Relationship
Management, Sales Force
Automation, Software-as-a-
Service

Financing History

\$380,000 raised to date: \$100k
from Angel funding, \$280k from
Founders

Use of Funds

\$550k for working capital

Exit Strategies

IPO or Sell by 2012

Professional Advisors

Accountants - McMullan & Co.
Legal - Brouse McDowell
IP Legal - Brouse McDowell

Business Description Big Contacts is a software company that has developed & operates a Web-Based Customer Relationship Management (CRM) system that is easier to use, more capable, and offers a better value than either existing solutions. The business is a subscription-based model with over 1,000 active customers. It is in a high-growth, highly scalable global industry, and is delivering strong margins and is cash flow positive with only organic growth to date.

User Market/ Point of Difference The site competes in the \$2 billion+ CRM category (+17% annually), anchored by well known entrants such as salesforce.com, ACT, and Microsoft Outlook. The value proposition Big Contacts delivers to users is threefold: 1) The affordability of more basic CRM systems with 2) the capabilities of high-end CRM applications, and 3) the ease-of-use delivered by a User Interface that greatly simplifies the daily experience. Formal market research indicates that Big Contacts delivers this value to micro businesses, small teams, & workgroups that have outgrown basic solutions like Excel, Outlook, or ACT but can't afford the cost or do not want the complexity of high-end CRM solutions like Salesforce.com.

Technology/Intellectual Property Big Contacts platform is fully AJAX-based, allowing for a true web 2.0 infrastructure that is even more advanced than many of the existing entrants in the CRM SaaS space. Proprietary functions include automated drip email marketing and an email drop box that allows for round trip email capture (including attachments). Big Contacts is available for all mobile platforms, and an iPhone application launches April, 2009.

Team The CEO has 20+ years of financial services and entrepreneurial experience. The CFO is a CPA, a Naval Aviator, and has 10+ years of financial services and Big 4 accounting experience. The CTO has 20+ years technology experience, including Chief Software Architect for a Fortune 500 firm; the CMO has 25 years Fortune 100 consumer products marketing and Digital Media experience, including the build out and 9-figure cash exit of a private-equity funded new media firm.

Exit Options Software-as-a-Service Customer Relationship Management is an active Venture Capital/Private Equity M&A space characterized by 15-30x multiples. There are numerous potential buyers, including existing SaaS CRM providers, legacy shrink-wrapped software companies, and private equity.

Financing \$550k to continue product development, expansion of marketing efforts, and build out of resources.