

# hypt.

*The worlds first word-of-mouth manager.  
For 4x more sales through word-of-mouth.*

**\$ 380K ARR+**



Microsoft

**MIGROS BANK**

**CONCORDIA**

**Immo** Scout24

Why now

# **IN A TIME WHERE CUSTOMER AQUISITION COSTS ARE RISING Ø 20% YEAR BY YEAR**



## **Phone outreach is getting hard**

No one picks up the phone anymore.



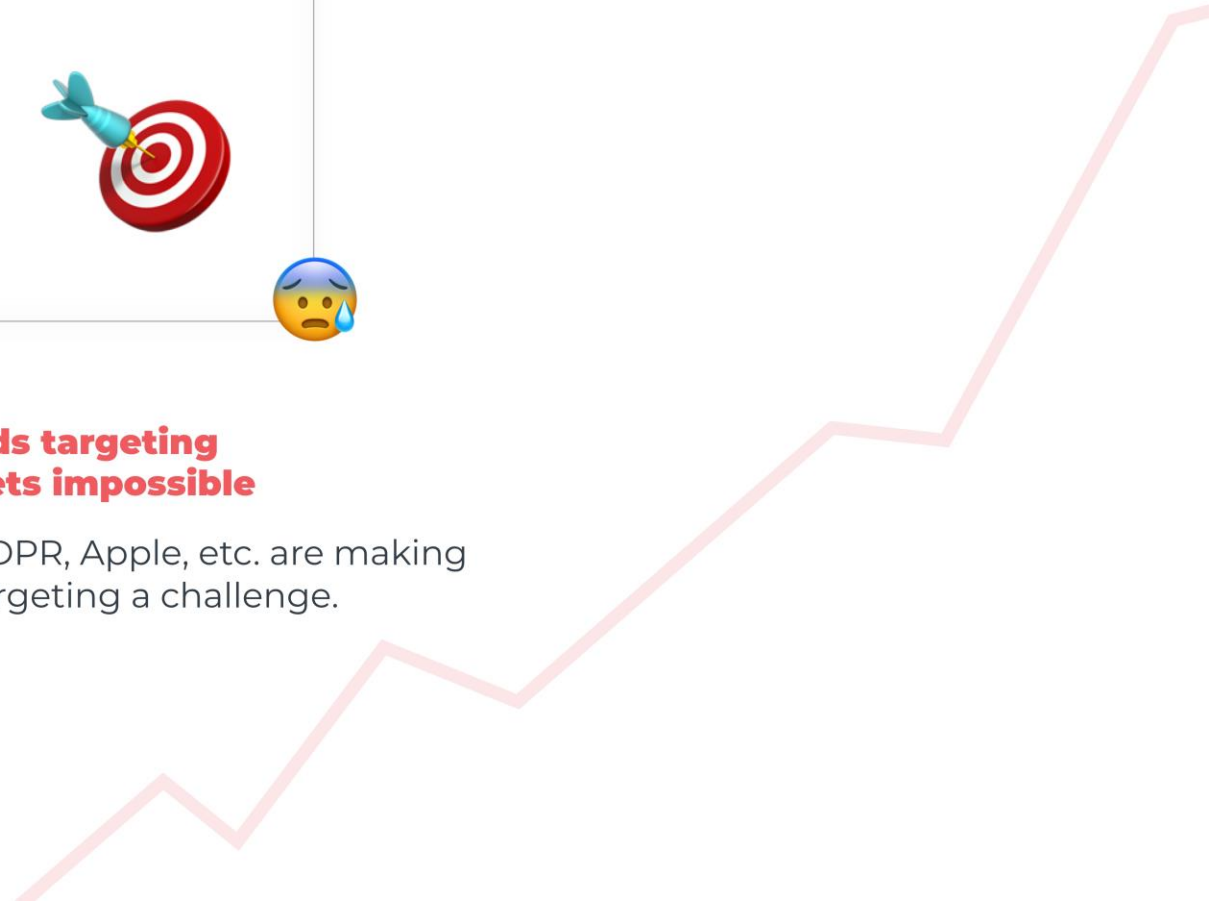
## **E-Mail outreach is dead**

Inboxes are fludded and emails get ignored.



## **Ads targeting gets impossible**

GDPR, Apple, etc. are making targeting a challenge.



# **WORD-OF-MOUTH IS THE *STRONGEST & MOST AUTHENTIC* FORM OF MARKETING**

**5x**

more revenue than online advertising

*Statista, 2023*

**85%**

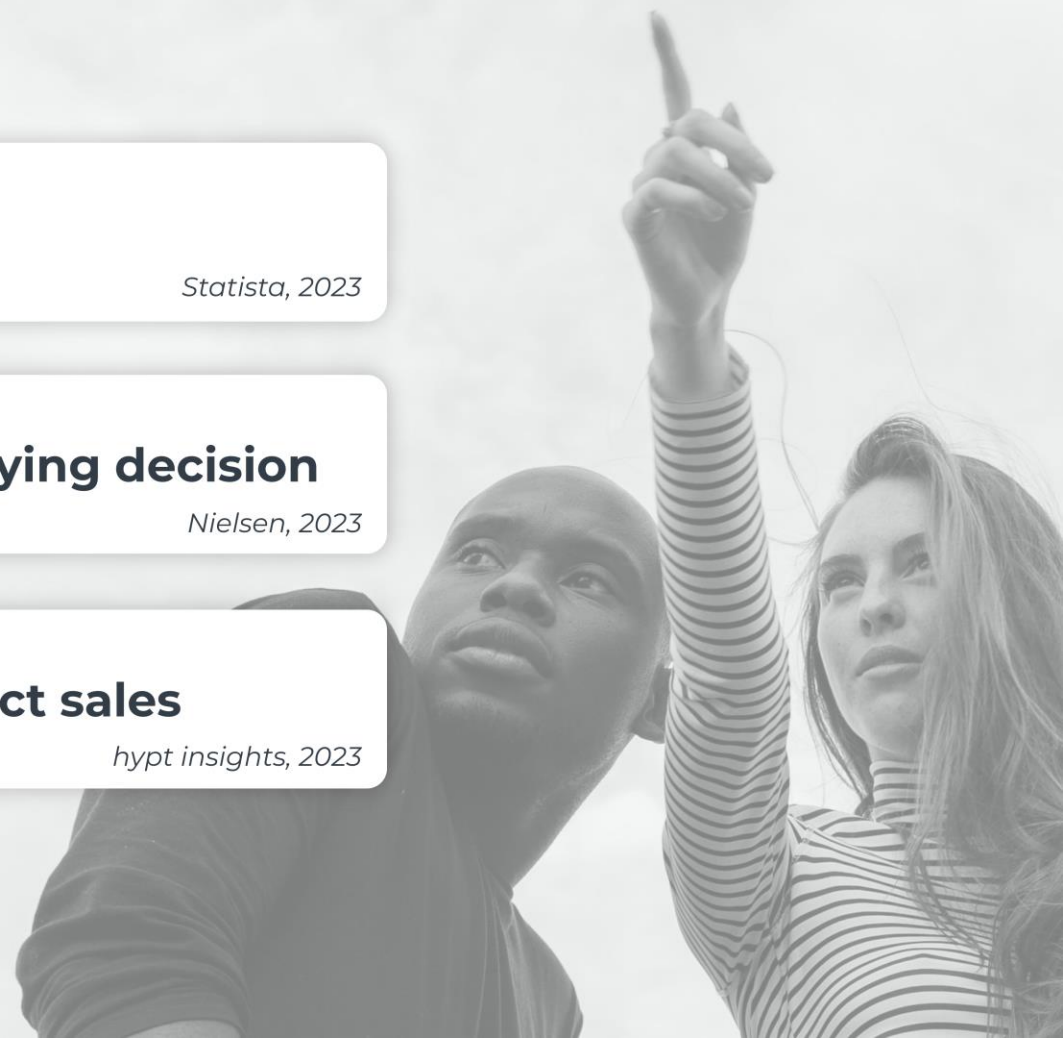
of personal recommendations trigger a buying decision

*Nielsen, 2023*

**4x**

lower customer acquisition costs than direct sales

*hypt insights, 2023*



Problem

# **TODAY WORD-OF-MOUTH CAN'T BE USED STRATEGICALLY IN A SALES STRATEGY**

Because it can NOT be...



**Measured**



**Scaled**



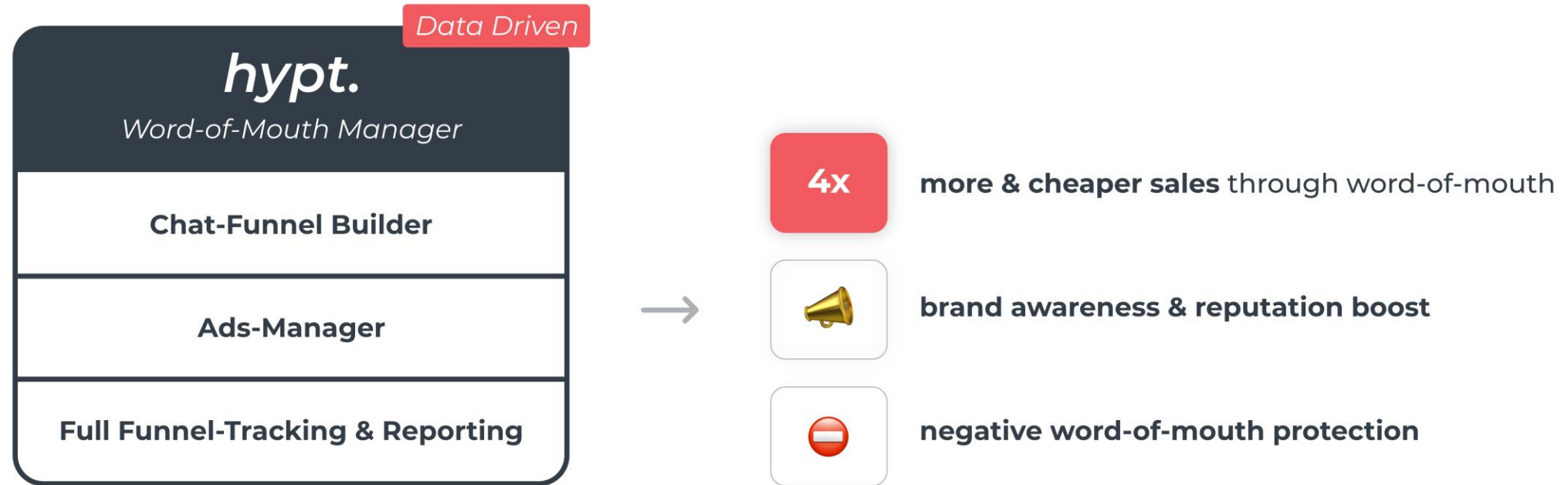
**Monetized**

*« We do a great job and **HOPE** our happy customers spread the word. »*

- 99% of today's word-of-mouth strategies -

*Solution*

# **HYPT REPLACES HOPE WITH A B2B SAAS TOOL – THE FIRST WORD-OF-MOUTH MANAGER**



**ACTIVATE & MANAGE WORD-OF-MOUTH FROM A-Z.**

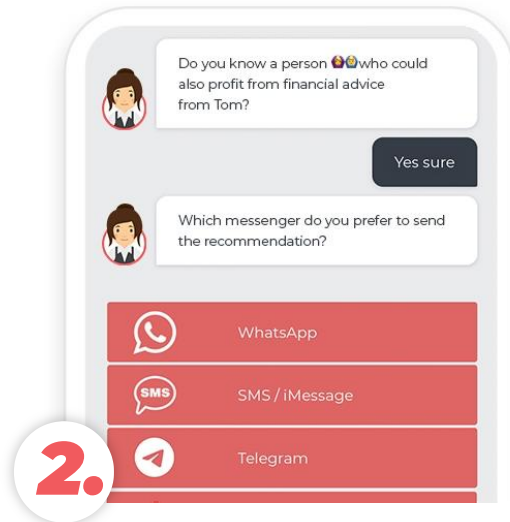


## How it works

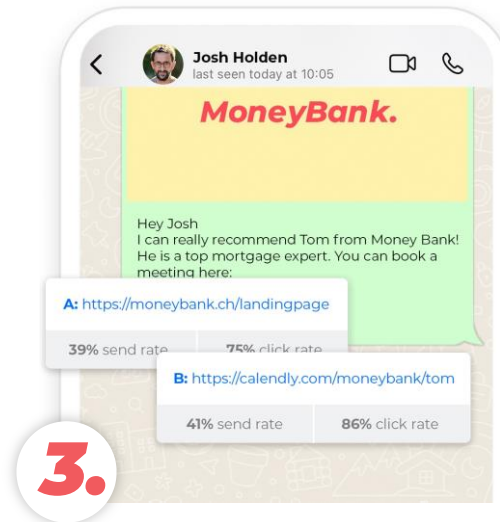
# **IMAGINE YOU COULD ACTIVATE 32% OF ALL USERS TO SEND A RECOMMENDATION, TODAY!**



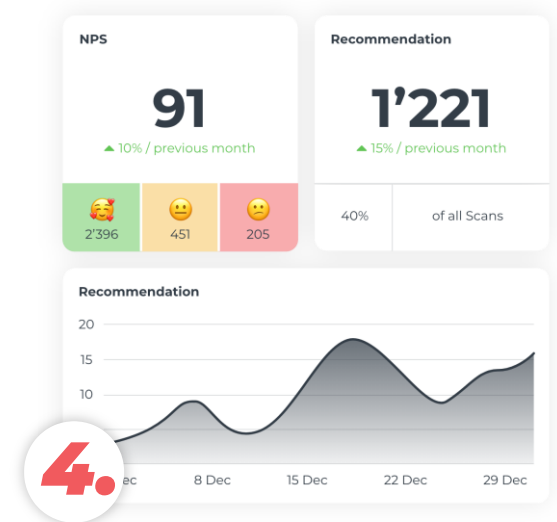
**1.**  
**ANALOG & DIGITAL**  
touchpoints start hypt



**2.**  
**CHAT-FUNNELS**  
activate customers



**3.**  
**ADS-MANAGER**  
tailors recommendations



**4.**  
**FULL-FUNNEL TRACKING**  
measures word-of-mouth

## Traction

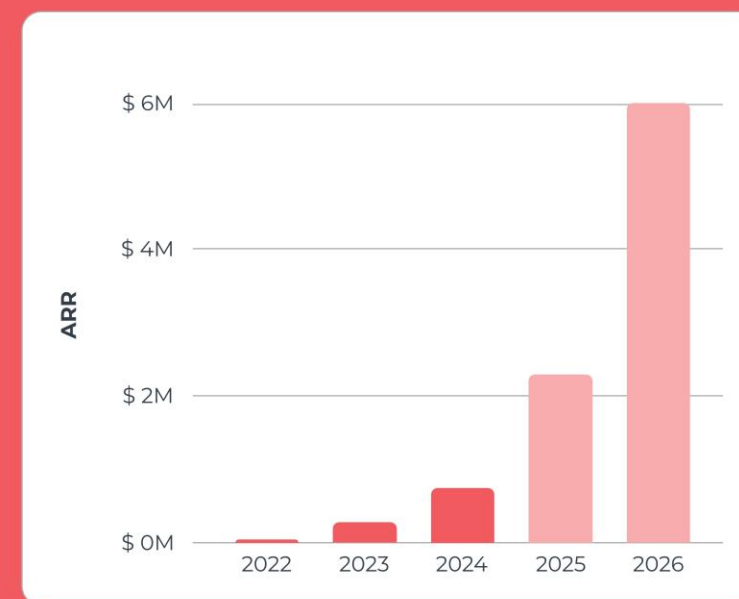
# TOP TIER SWISS ENTERPRISE CUSTOMERS & FIRST INTERNATIONAL TRACTION

**\$ 380'000+**

ARR

**\$ 36'000+**ø ACV\*  
(ICP\*\* only)**45**Monthly paying  
B2B customers**1 / 14**CLV\*\*\* to CACs  
ratio**37%**Demo to customer  
win rate**3.7 mth.**

ø sales cycle



Microsoft

**MIGROS BANK**

BEKB | BCBE



BLKB

**CONCORDIA**

helvetia

**CSS**

Immo Scout24

\* Annual Contract Value

\*\* Ideal Customer Profile

\*\*\* Customer Lifetime Value

## 1. License fee

## Enterprise

## 2. Setup fee

## Unlimited performance

## Custom functionality

## Starter

**Pro**

## Unlimited performance

Limited functionality

## Unlimited performance

## Advanced functionality

## Go to market

## 1. Finance & Insurance (CH & USA)

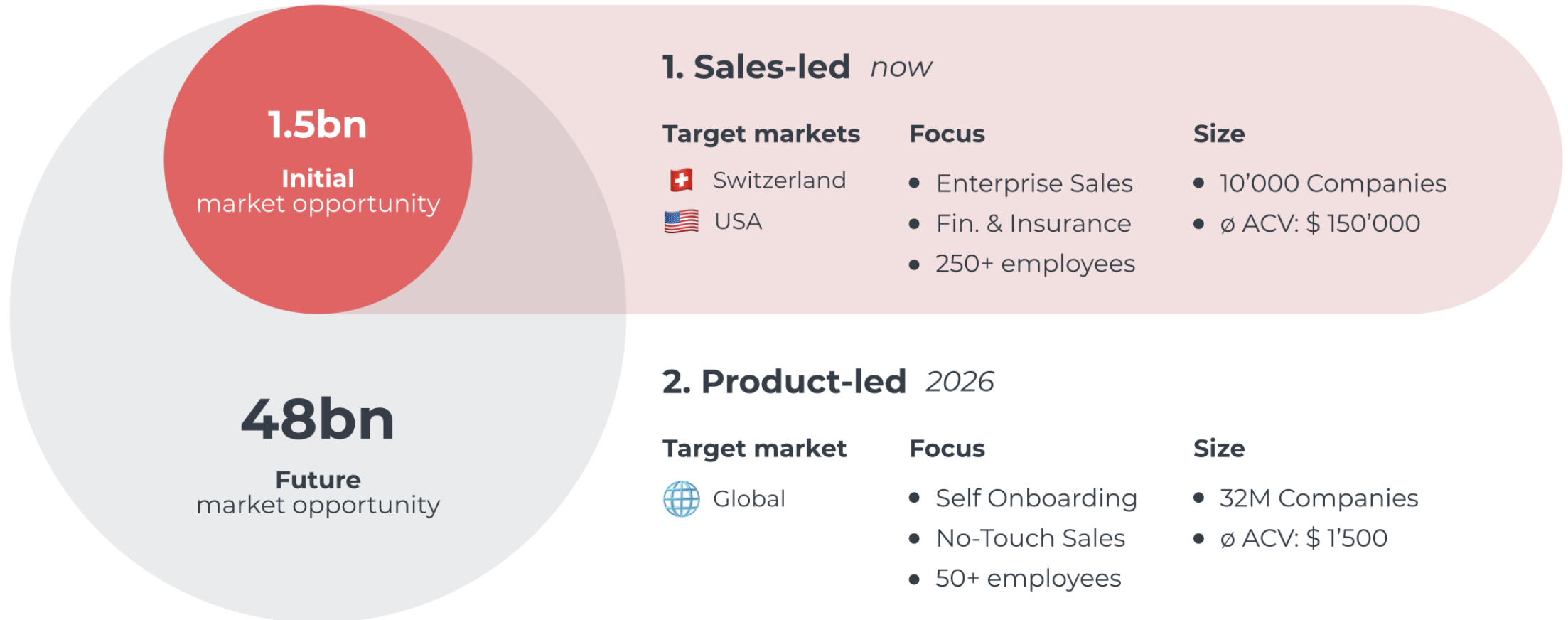
## 2. All Industries (Worldwide)

### Product-led



## Market

# **INITIAL MARKET POTENTIAL OF \$ 1.5bn** **+ \$ 48bn THROUGH NO TOUCH SELF-ONBOARDING**



## Team

# EXPERIENCED FOUNDING TEAM WITH A CLEAR VISION TO DIGITALIZE WORD-OF-MOUTH



**Pascal Sollberger**  
*Co-Founder & Co-CEO*

**Role:** Marketing, Product, Strategy

**Experience:**

- 10+ years in digital marketing
- 8+ years in product & UX development
- Serial entrepreneur
- Worked with Tobias at previous Startup

**Passion:** Loves structured processes



**Tobias Wegmüller**  
*Co-Founder & Co-CEO*

**Role:** Sales, HR, Finance, Strategy

**Experience:**

- 10+ years in marketing
- 12+ years in sales & finance
- Serial entrepreneur (Raised \$ 6.5 Mio.)
- BSc Business Administration

**Passion:** Loves people



**Roger Ellenberger**  
*Co-Founder & CTO*

**Role:** Software Development

**Experience:**

- 12+ years in IT/development
- 2.5 years in a previous startup
- BSc in Computer Science & Cyber Security
- Knows Tobias & Pascal 10+ years

**Passion:** Loves 26 character passwords

---

**13 (9 FTE's) Hypateers with strong culture fit**

**Development:** 6 (4.4 FTE)   **Sales & Business Admin:** 7 (4.6 FTE)

Check our  
culture code →



Ask & milestones

**\$1.5M SEED ROUND TO REACH \$2.3M ARR,  
EXPAND TRACTION & BUILD TRACKING**

**Seed Round**  
  
**Size:** \$1.5M  
**Committed:** 1M, first TermSheet

**Timing:** Q4 2024  
**Runway:** 18 month  
**Prev. round** \$ 345K (1 investor)

**Use of funds**

- Build full-funnel tracking (product)
- Find initial product market fit USA
- Reach \$ 2.3M ARR



	2023	2024	2025	2026
Product	Go-Live hypt 2.0 (Dashboard)	hypt 3.0 (Chatbuilder & Ad Manager)	hypt 4.0 (Full-funnel tracking, first integrations)	hypt 5.0 (Self-onboarding)
Team	Team grew to 8 FTEs	Hire staff (Sales & Development)	Scaling team & first US hiring	Scaling team & offices
ARR	\$ 280k ARR	\$ 750k ARR	\$ 2.3M ARR	\$ 6M ARR
Market	Switzerland	Switzerland & first US sales	Switzerland & USA	Switzerland & USA

# **WE ARE *HYPT*, ARE YOU?**



**Pascal Sollberger**

pascal@hypt.ch | +41 76 280 15 09



**Tobias Wegmüller**

tobias@hypt.ch | +41 79 356 56 53



**Roger Ellenberger**

roger@hypt.ch | +41 79 678 21 94

