

hypt.

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

\$ 380K ARR+



UBS



Nestlé



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.



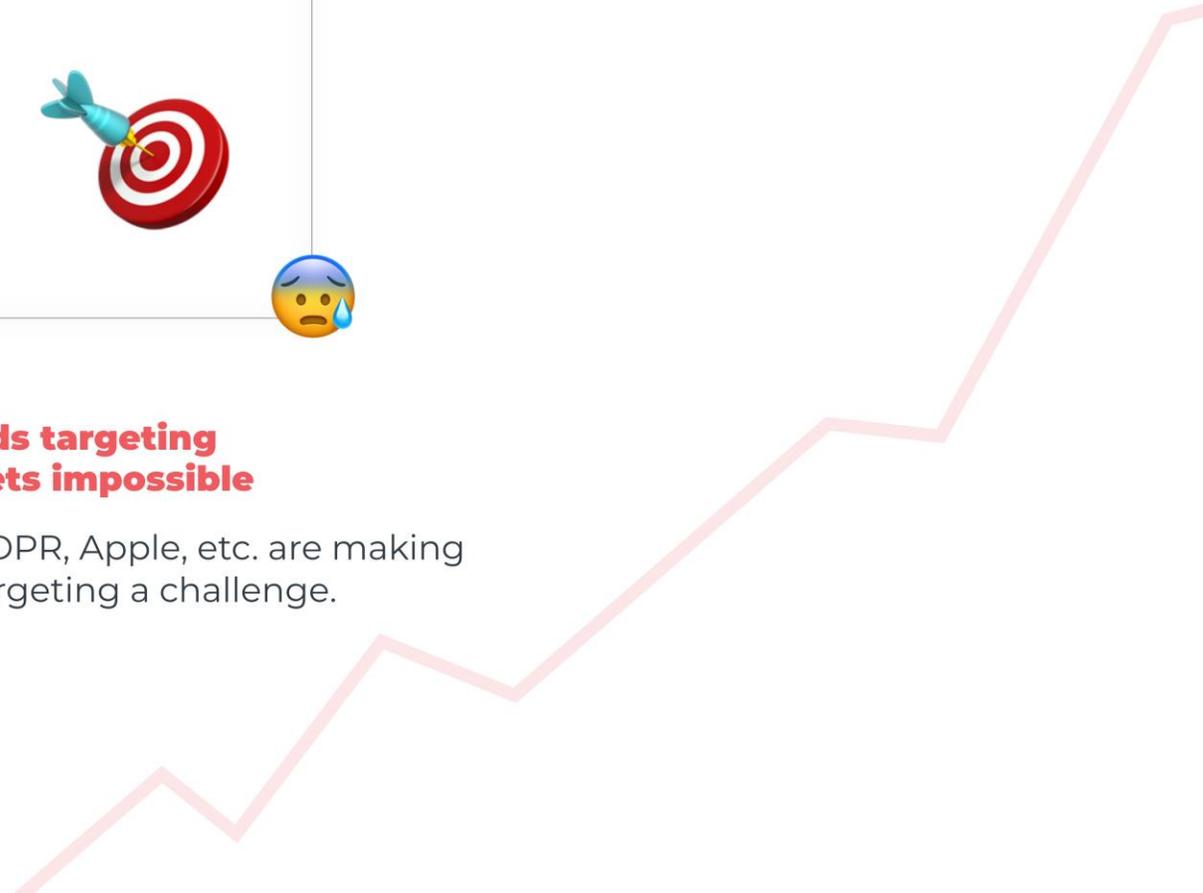
E-Mail outreach is dead

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%

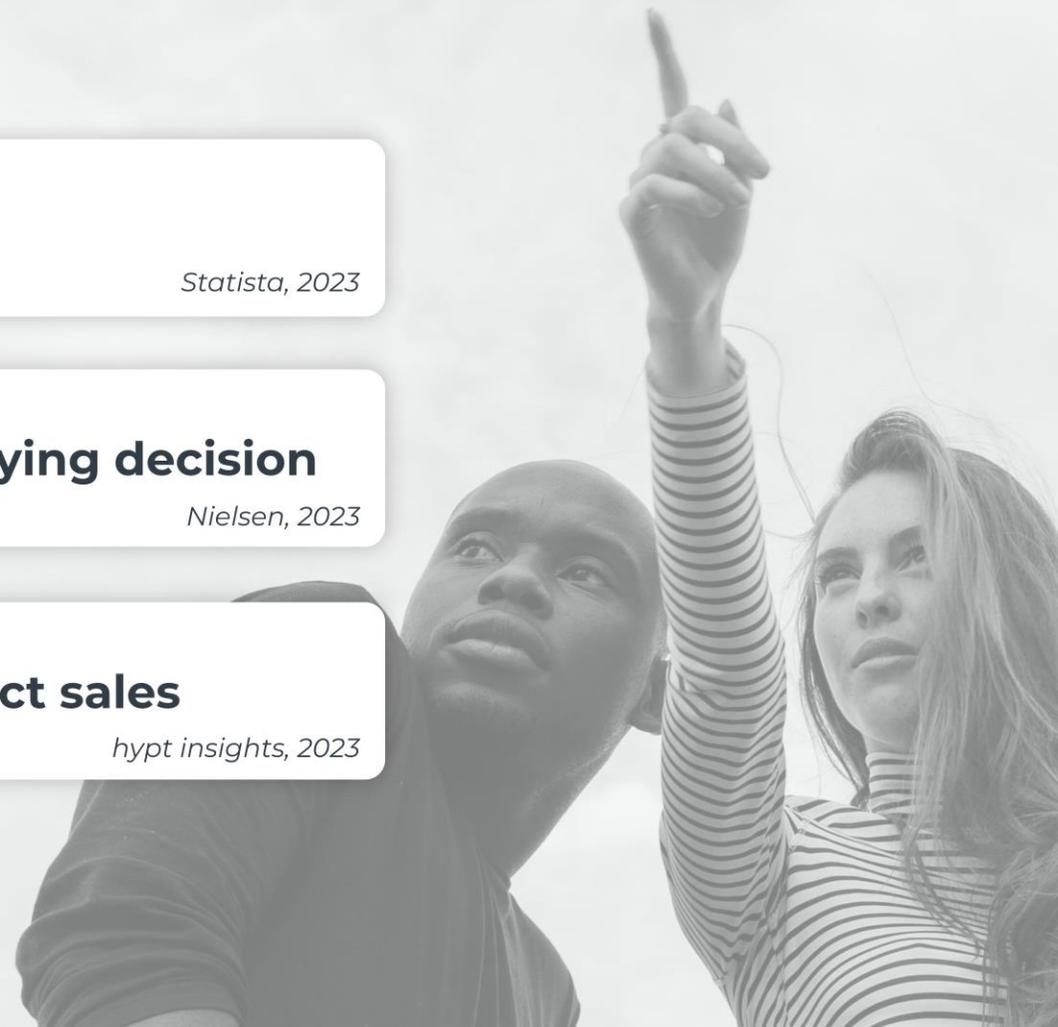
of personal recommendations trigger a buying decision

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



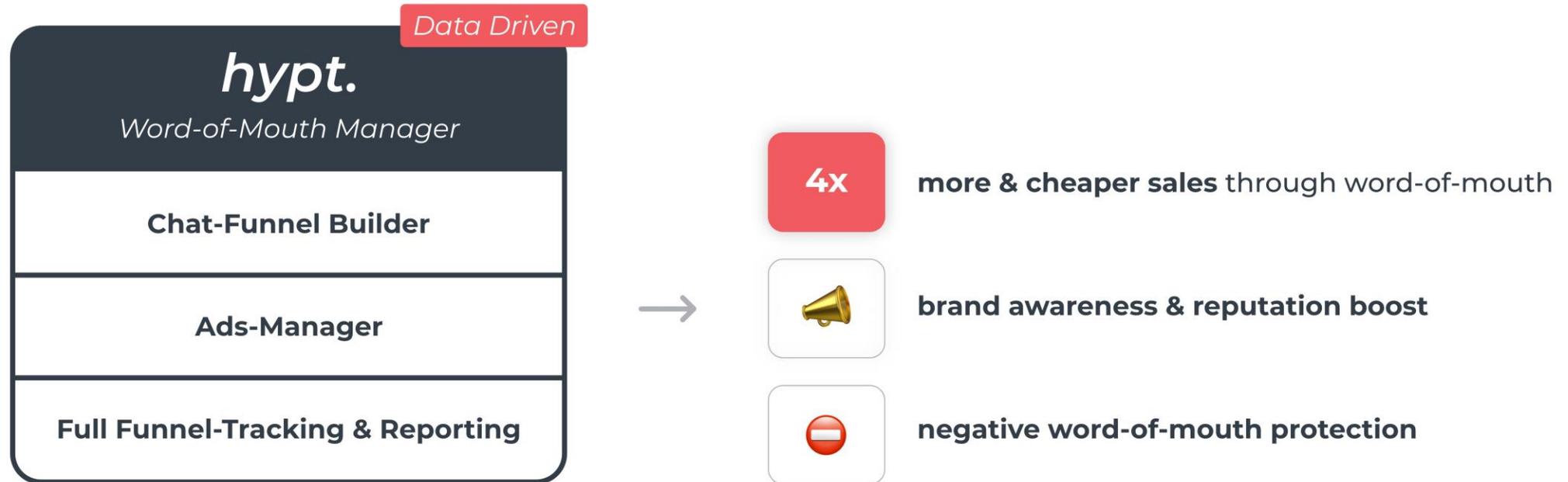
Monetized

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

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

Solution

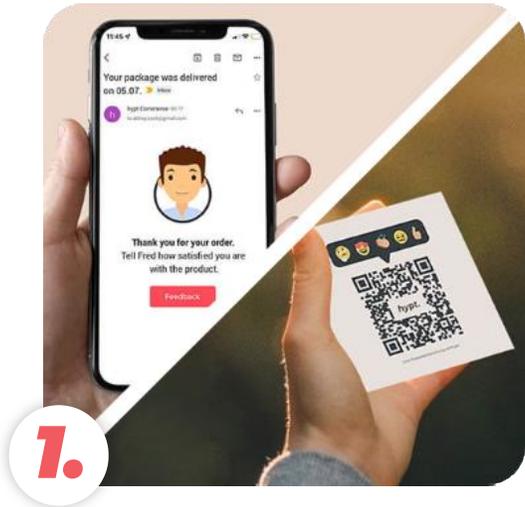
HYPT REPLACES HOPE WITH A B2B SAAS TOOL – THE FIRST WORD-OF-MOUTH MANAGER



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

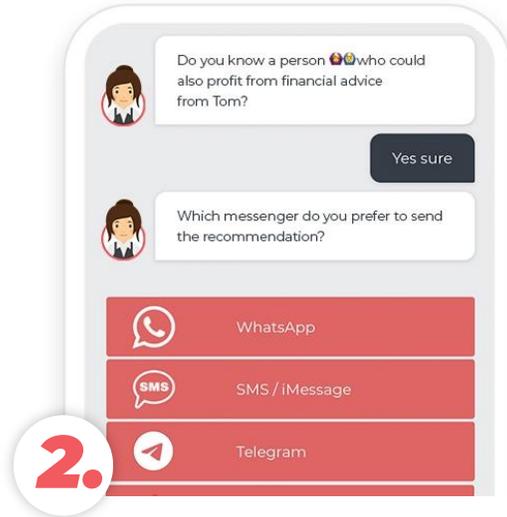
How it works

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



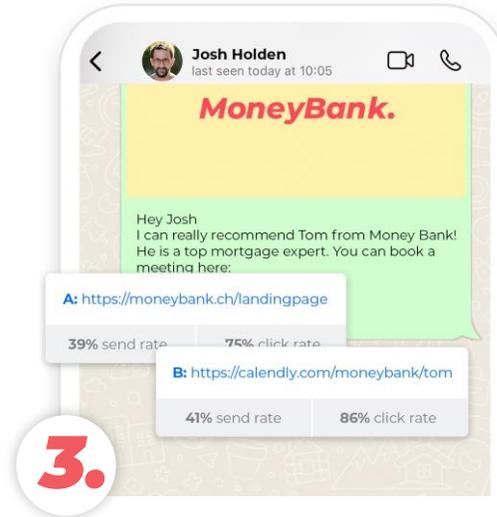
1.

ANALOG & DIGITAL
touchpoints start hypt



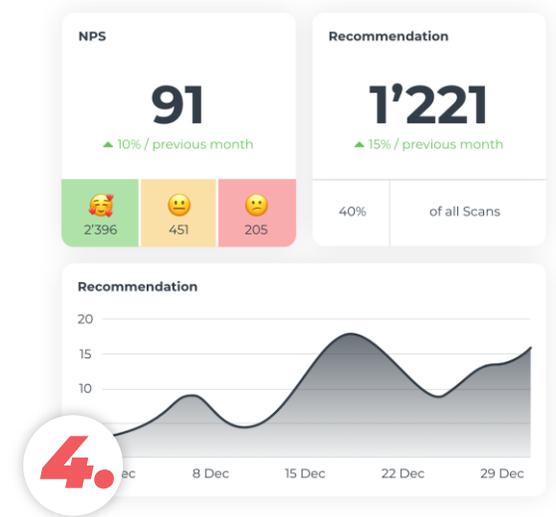
2.

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

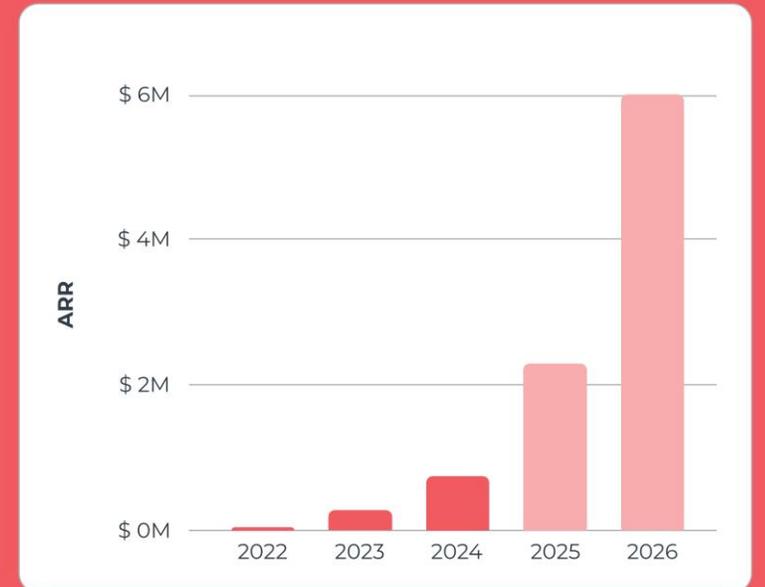
CLV*** to CACs
ratio

37%

Demo to customer
win rate

3.7 mth.

ø sales cycle



* Annual Contract Value ** Ideal Customer Profile *** Customer Lifetime Value

Business Model & Go to market

B2B SAAS FOR FINANCE & INSURANCE **AND THE POTENTIAL TO SERVE SMES LATER**

| |  Our focus | | | | | | | | | | | |
|--------------------------------------|--|--|----------------|------------|--------------------------------------|-------------------------------------|----------------------------|----------------------------|-----------------------|-----------------------|-----------------------|------------------------|
| | Enterprise | <table border="1"> <thead> <tr> <th>Starter</th> <th>Pro</th> </tr> </thead> <tbody> <tr> <td> \$ 99 / mth. ~ \$ 1.2K ARR </td> <td> \$ 249 / mth. ~ \$ 3K ARR </td> </tr> <tr> <td>No fee (no touch solution)</td> <td>No fee (no touch solution)</td> </tr> <tr> <td>Unlimited performance</td> <td>Unlimited performance</td> </tr> <tr> <td>Limited functionality</td> <td>Advanced functionality</td> </tr> </tbody> </table> | Starter | Pro | \$ 99 / mth. ~ \$ 1.2K ARR | \$ 249 / mth. ~ \$ 3K ARR | No fee (no touch solution) | No fee (no touch solution) | Unlimited performance | Unlimited performance | Limited functionality | Advanced functionality |
| Starter | Pro | | | | | | | | | | | |
| \$ 99 / mth. ~ \$ 1.2K ARR | \$ 249 / mth. ~ \$ 3K ARR | | | | | | | | | | | |
| No fee (no touch solution) | No fee (no touch solution) | | | | | | | | | | | |
| Unlimited performance | Unlimited performance | | | | | | | | | | | |
| Limited functionality | Advanced functionality | | | | | | | | | | | |
| 1. License fee | \$ 999 - 20K / mth. Ø \$ 36K ARR | | | | | | | | | | | |
| 2. Setup fee | Ø \$ 25'000 one time fee | | | | | | | | | | | |
| | Unlimited performance | | | | | | | | | | | |
| | Custom functionality | | | | | | | | | | | |
| Go to market | <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>1. Finance & Insurance (CH & USA) Sales-led</p> </div> <div style="text-align: center;">  <p>2. All Industries (Worldwide) Product-led</p> </div> </div> | | | | | | | | | | | |

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?



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