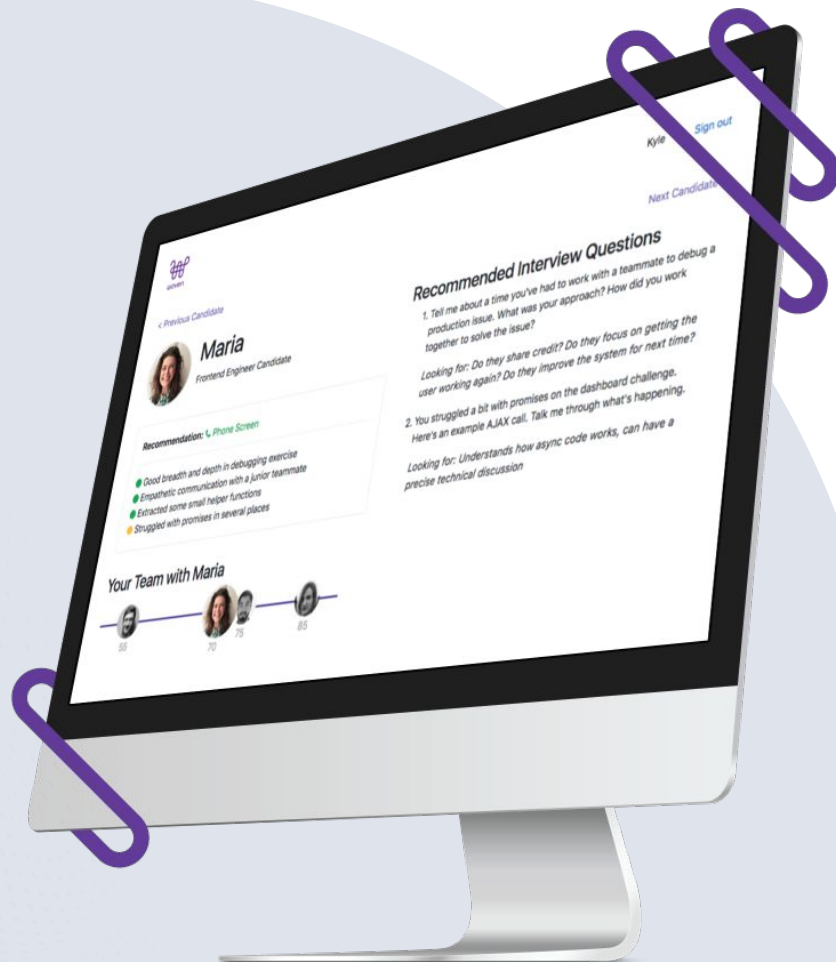




Woven

Find Hidden Gem Developers
To Hire Fast



Problem: Software Won't Stop Eating The World.



Hiring developers is **HARD**

Problem | 3 Problems in Developer Hiring



Short on Talent



- Must play resume Moneyball, find Hidden Gems
- FB/Google dropped college degree req
- 1 million unfilled programming jobs in the US by 2020



Slow



- Sr Engineers gone in 10 days
- Slow interviews lose



Expensive



- \$40k headhunter fee
- 100s of Sr Engineering hours

Problem | Competitive Landscape - Fragmented Legos

	Reduces Mis-hires	Adds Candidates	Speeds Interviews	Saves Engineering Time (\$\$\$)
Head Hunters + Talent Marketplaces		X		
Code Quizzes*			X	X
Pair Programming	X			
Take-home Projects	X			
Woven	X	X	X	X

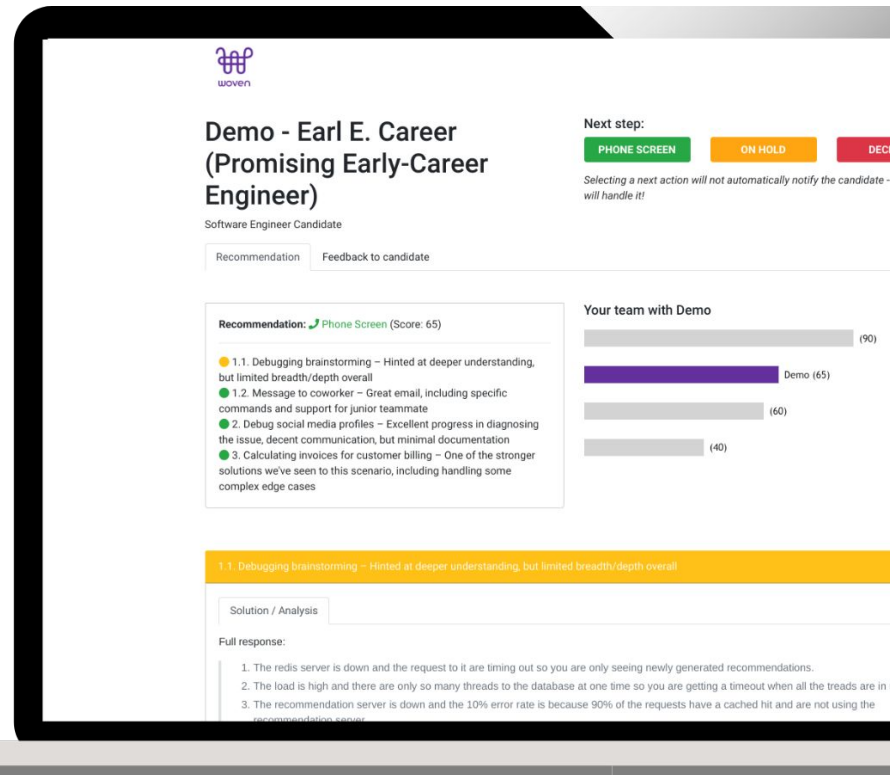
Scaled Work Simulations Solve This Problem

We built work simulation tech with the assessment granularity of a 4-hour take-home project in **only 60 minutes**. Engineers take it pre-conversation.

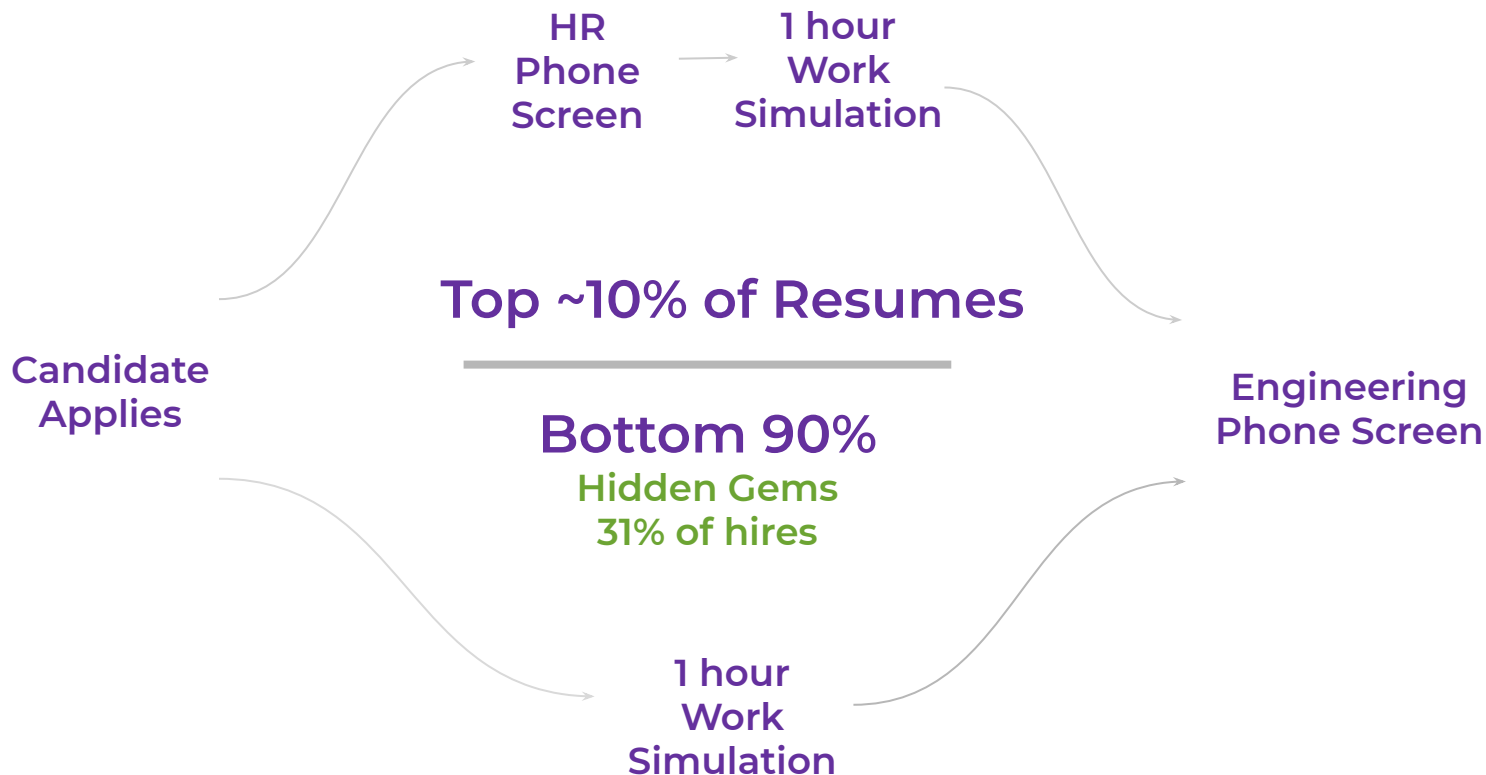
Then we scaled evaluation of that work with ML. We can **give it to all applicants**, including the 90% of resumes who would be rejected.

Now, we **find Hidden Gem developers** in that 90%.

One third of our customer's hires have been Hidden Gems. Customers hire faster.

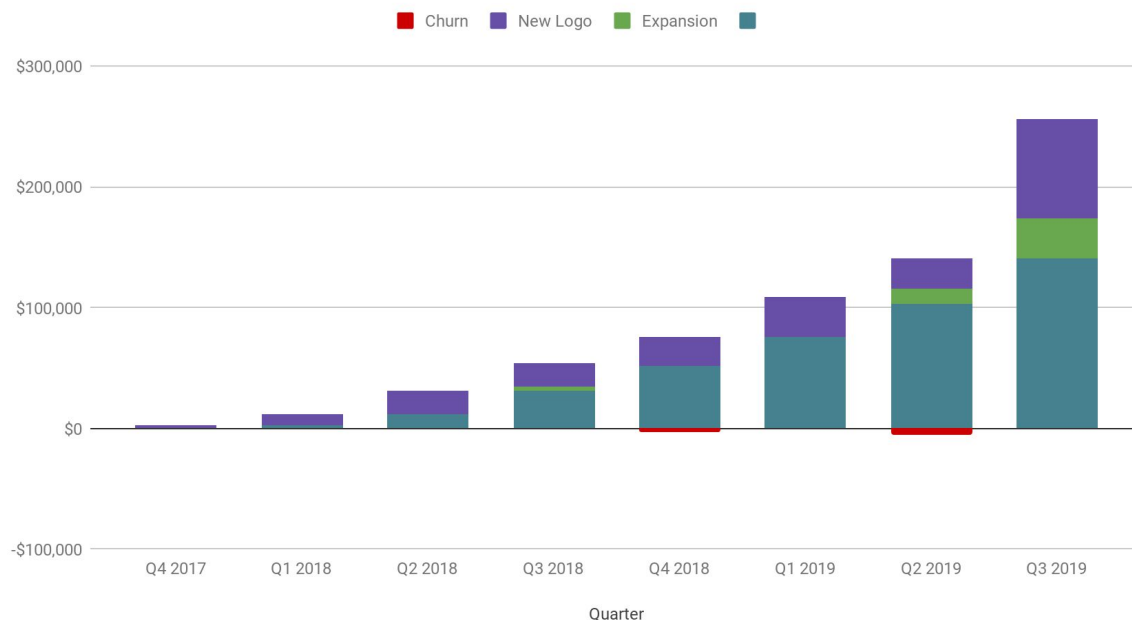


Woven Finds Hidden Gems



Market Traction | Strong ARR Growth

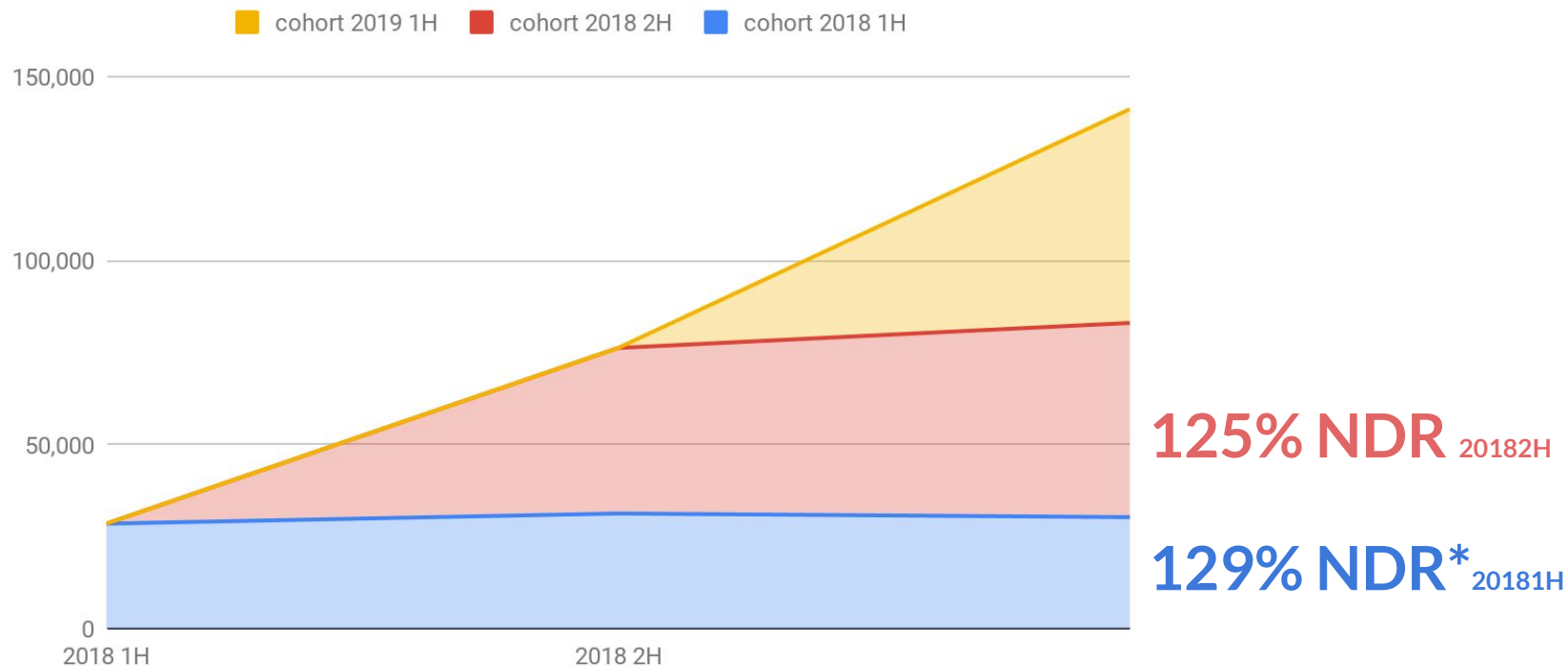
ARR- New Logo, Expansion and Churn



Sept- 23% growth

- \$256k ARR
- 20 Customers
- **82% Q3 growth**

Sticky Product | Strong Net Dollar Retention



*20181H cohort of annual contracts as of August 2019

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Go To Market | Account-Based Everything



Ideal Account Profile

- Recent Series A/B Raise
- No Technical Recruiter
- Job Posts: Non-Senior Developers

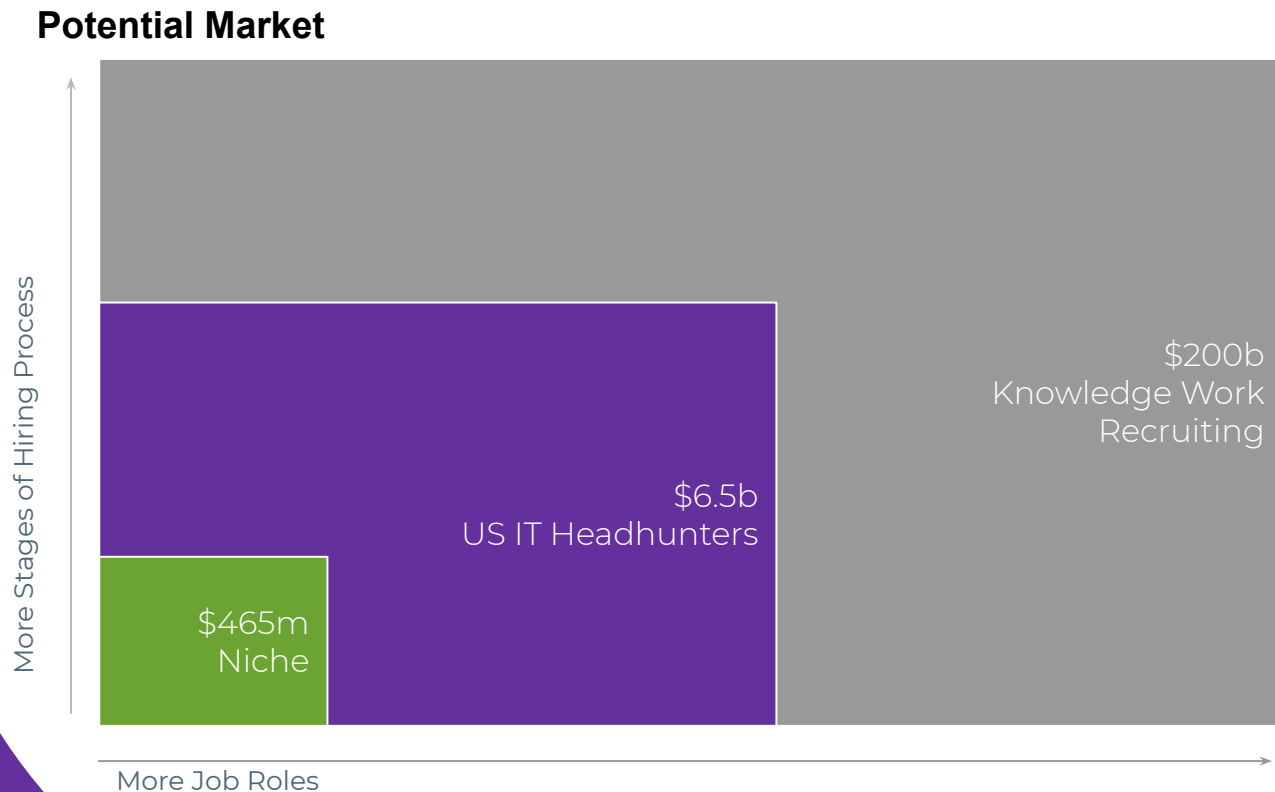
Personas

- VP of Engineering
- VP of HR/People
- Engineering Manager

Outreach

- Content + Insight + Podcast + Ads
- 66 Day Sales Cycle
- 23% Qualified → Close Rate
- Increasing ACV

Business Model | Pricing and Future Growth



Pricing Model

ACV = \$15k

- Annual contracts
- Pack of 3 Hires/year starting at ~\$13k

Market Growth

- 24% growth through 2026

Team | Experience + Founder/Market Fit



Wes Winham

CEO/Sales

PolicyStat (VP Prod/Eng +
Sales Engineering \$0->\$5m
ARR and >10x exit)



Kyle Shipley

Product/Engineering

Castlight Health employee #7
(IPO)
VP Eng @ OurHealth (\$37m
raised)



Anthony Panozzo

Engineering/ML

OurHealth (\$37m raised)

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What We Need

- **Raising:** \$2.1m, which lasts 2 years
- **Usage:** Scale Go-To-Market
- **Usage:** Matching for direct placement (increase ACV)
- **Next Milestone:** Hit \$1.5m ARR in 18 months, raise Series A. Then [T2D3](#)

“ We would have missed out on Mark [Hidden Gem] and wouldn't have have gained such a high caliber teammate. He had a Test Automation title at his last job, and now he's absolutely crushing this DevOps role. It's day 3 and he's already automated parts of our infrastructure. On DAY THREE”

Chuck, Director of Software Dev
@Greenlight Guru



Woven Overview

Problem

Developer talent shortage means hiring is slow and expensive

Solution

Hire fast. Find Hidden Gem developers. Work simulation assessments scaled to **all** candidates via tech

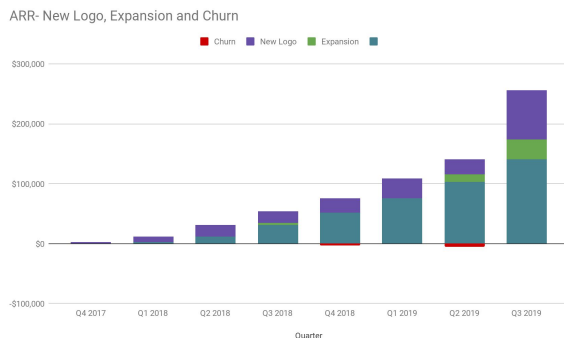
Differentiation

31% of customer hires are Hidden Gems that would have been resume-rejected

Founder/Market Fit

Previous 0->1 w/ exits.
Eureka moment while scaling engineering teams

Traction- 82% Q3 growth, 129% net dollar retention



Market

Lower bound is \$6.5b in US IT Headhunter fees, like Uber's lower bound was taxi fees