

Work Life.

A future of work focused fund

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Overview

- A new fund focused on the future of work
- Oversubscribed (\$5M cap) - 30 investments over 24 months
- Deals sourced from SaaS School and LP network of SaaS CEOs
- LPs include Marc Andreessen, Chris Dixon, Garry Tan, Zoom CEO Eric Yuan, InVision CEO Clark Valberg & executives from Dropbox, Slack and more.

About the General Partner

“The GTM Angel” previously at Zendesk

Unique access to oversubscribed rounds led by top-tier funds

Founder & sole operator of [SaaS School](#), an invite-only program which sees 200+ applications per batch

Business Insider recently named Brienne a top angel investor that every startup should know alongside Ellen Pao and Cyan Banister

The consumerization of the enterprise is finally here

We've heard "the consumerization of the enterprise" for years, but we're finally starting to see the value of bottom-up SaaS in private and public markets.



Series C \$400M+

SUPERHUMAN

Series B \$200M+



Angel round \$800M+
1M users 🔥

Zoom Opens 81% Higher in Trading Debut

Videoconferencing service trades at \$65 after shares priced Wednesday at \$36 apiece



Slack IPO: stocks sell at 50% higher than expected as company's value tops \$24bn

San Francisco-based company sold shares in direct listing, following Spotify's method, potentially ushering in new era of stock market sales



Traders work on the floor of the New York Stock Exchange on Thursday. Photograph: Brandon McDaniel/Reuters

Workplace software starts with social hype and gets adopted by teams (BYOT)

Employees bring their favorite tools to work, use them on evenings and weekends, and even take them to their next company.

Built for individual users - easy to use, optimized for mobile, engaged community

Expand to teams - tool adds more value to individuals as teammates use it, becomes increasingly sticky and a core part of daily work

Flex tools - easily add and remove business instances and take your personal tools to the next company

Angel investments in this area



Voiceflow

webflow

Work opportunities are being reimaged

New technologies reimagine and reinvent opportunities for skilled labor.

This includes podcasting, video, publishing and other creative classes of work.

- **Talent networks:** increased utilization of skilled labor + a new, high-quality service for paying customers

ie: Cameo for personalized videos from celebrities, Future for personal training from leading coaches
- **Tools & services for skilled labor:** new ways for individuals to build an audience, start a business or make extra money

ie: Substack for monetizing personal newsletters, Anchor for launching a podcast

Companies in this area

 substack

 Anchor


cameo

Brand, community and social signals impact software decisions

Individuals and teams use modern tools to signal relevance.

Software is no longer purchased purely based on functionality, brand and community build consumer hype.

- Individuals pay out of pocket to have early access
- Companies use modern tools to hire top talent
- Celebrities keynote software user conferences
- Employees and customers wear branded apparel



A List

**Janelle Monae might be cool
but she still loves Slack**

@Janelle could you take a look at this
please

Your work life is part of your identity

People spend $\frac{1}{3}$ of their lives at work, it's a big part of who we are and how we view the world.

The modern workplace is a **community** with shared values, a **discovery platform** for new goods and services and a **trusted source** for news and information

- Offices are designed for Instagram 📷
- Employer-funded benefits and services 📈
- Companies compete on culture 🐶

2019 EDELMAN TRUST BAROMETER REVEALS "MY EMPLOYER" IS THE MOST TRUSTED INSTITUTION



We discover new products



We wear company logos



We bring our dogs to work

I'm building a fund maniacally focused on the modern workplace

This model has a first mover advantage and early, but promising network effects:

- 1 **Curated dealflow:** thoroughly vetted companies by myself and SaaS operators in my network
- 2 **Strategic positioning:** first to market with a next-gen micro-fund focused on SaaS
- 3 **Community:** Shared learnings across the portfolio & ability to accelerate partner integrations and co-selling relationships



David Sacks
@DavidSacks

Startup Software is the new Enterprise Software.

Startup Software = tools that make it easier to create and build new companies. Eg Stripe, Shopify, WeWork, Plaid, Intercom, Outreach, etc etc.

This is the sleeper category in B2B. /1



Aaron Levie @levie · May 28, 2013

The first era of **enterprise software** was won with sales, being closed, and complexity. This era: service, **openness**, and simplicity.



39







375



171



I tested this model as an angel & got into competitive rounds with top-tier firms

Company	Description	Co-investors
 voiceflow	Design, prototype, and build voice apps without coding	True Ventures, Clark Valberg, Kevin Hartz, Ryan Hoover
webflow	Design, prototype, and launch responsive websites without coding	Accel, Y Combinator
Work OS	Okta for startups: a suite of enterprise ready features to unlock enterprise revenue faster	Lightspeed, Abstract
 Forethought	Enterprise search and workflow automation	NEA, Mathilde Colin, Alexa Von Tobel
 Lunchclub	Professional network built on strategic introductions	A16z, Abstract
girlboss	Professional network for female entrepreneurs	Lightspeed, Initialized
 voyage	Autonomous vehicles in private communities: The Economist	Khosla Ventures, Initialized, Sebastian Thrun
Dev.to	Social network for developers: 2M unique visitors per month	Amjad Masad (Repl.it), Matt Biilmann (Netlify)
Relationship Hero	Talent network that connects relationship coaches with work	Y Combinator, Village Global, Shrug Capital
AirGarage	Tool to rent parking spaces & monetize unused land	Floodgate, Founders Fund, Ryan Hoover

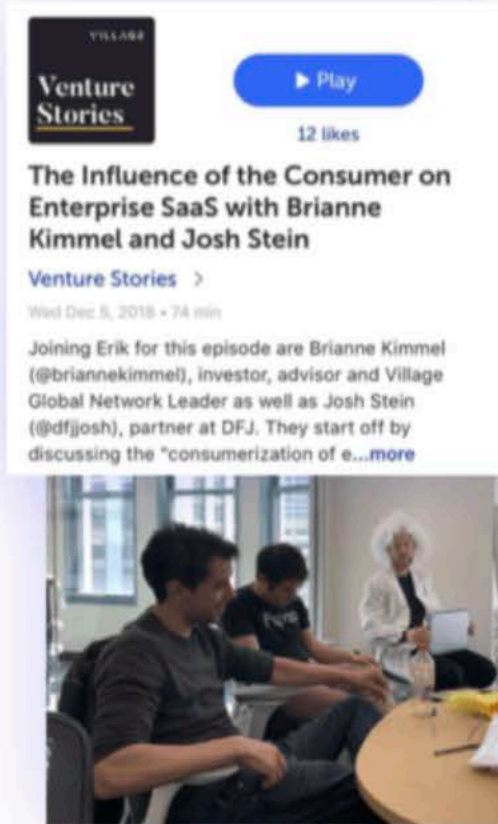
I built a personal brand strategically focused on SaaS

Venture Stories podcast: co-host of SaaS Stories featuring investors from top-tier funds and venture backed CEOs

Keynote speaker: SaaSr, Growth Marketing Conference, Product School

Writing featured by: Clearbit, Pendo, Drift, Openview Ventures

Business Insider recently named me a top angel investor that every startup should know alongside Ellen Pao and Cyan Banister



LOOM HACKATHON JUDGE WITH FIGMA CEO DYLAN FIELD

I have top of mind awareness and consistent, relevant coverage

David Ulevitch @devidu

Great thread. On 🔥🔥

2/12/19, 4:52 PM

UNCONFERENCE
with Brian Kimmel

UNCONFERENCE | Brianne Kimmel



Why Every Product-led Company Needs Sales-assisted Growth

Chapter 9
Competitive Marketing

How to build and run automated competitive marketing campaigns and win back customers

Brianne Kimmel
Growth Marketing at Zendesk

READ ON

VILLAGE
Venture Stories

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The Influence of the Consumer on Enterprise SaaS with Brianne Kimmel and Josh Stein

Venture Stories >

Wed Dec 6, 2018 • 34 min

Joining Erik for this episode are Brianne Kimmel (@briannekimmel), investor, advisor and Village Global Network Leader as well as Josh Stein (@dfjosh), partner at DFJ. They start off by discussing the "consumerization of s...[more](#)

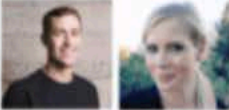
Bill Sharath @billsharath7 · Feb 7
"Understanding what you bring to the table helps when angel investing, and it doesn't have to be capital"

@sbfwms, @briannekimmel and @CubotCoveys talk about how to be an angel investor at @Seed&Spark

#Seed&Spark #Seed&Spark2019



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So You Want To Be An Angel Investor

Phin Barnes (First Round)
Brianne Kimmel (Angel)

FOUNDED • FUNDERS
MAY 21, 2018 | SAN FRANCISCO

Brett Goldstein @thatguy80 · May 29
Who are the best people to follow in B2B SaaS?

7

7

6

Replying to @thatguy80
SaaS 1000% @briannekimmel

This week on @productlovelive, I talked to @briannekimmel about hiring product-led salespeople, and customer experiences. What are your thoughts?



Product Love
PODCAST

Hosted by Eric Rubin
with guest
@briannekimmel



Product Love Podcast: Brianne Kimmel, Advisor and Angel Investor | ProductCraft by...
productcraft.com

I built a strategic program to accelerate hot SaaS companies 🚀

SaaS School is an invite-only program for founders to learn from executives at Airtable, Drift, Dropbox, Notion and more.

- 1 Exposure to 200+ companies per year
- 2 40 companies accepted per program
- 3 Deep network of executives at top companies

Alumni companies

Name	Stage	Attended
Loom	Series A by Kleiner Perkins	Shortly after Series A, hired Head of Growth shortly after
Webflow	YC, Seed stage	Shortly before Series A by Accel. I invested in this round
Work OS	Seed, Lightspeed (I made intro)	Portfolio company used event to build sales pipeline and closed first customers
Superhuman	Series A	Joined before Series B by A16z



SaaS School is the best experience I've had since YC. It's incredibly relevant and actionable!

Moataz Soliman

Co-founder, Instabug (YC W16)

I have a multi-prong strategy to ensure broad coverage

My deal flow comes from high signal sources:

- 1 **SaaS School** - 200+ companies per year
- 2 **Angel Network** - co-investors include Front CEO Mathilde Collin, Product Hunt founder Ryan Hoover. I host monthly dinners with angels and SaaS GPs at Series A firms
- 3 **Founder referrals & investor intros** - top-tier firms send me companies that are early, but promising
- 4 **Social media** - highly targeted strategy focused on SaaS and the future of work. I have over 20K followers on Twitter with 3M monthly impressions



My reputation as an angel continues to validate my sector focus and ability to go deep with founders



Peter Lauten

Wed, Jul 10, 11:47 PM (17 hours ago) ☆ ↶ ⋮

to me ▾

Hey Brianne – I just had dinner with a big group of founders, and Will at Humble Dot proactively (and unprompted!) mentioned that you've been a super helpful angel investor to him! You're the only person he mentioned that way, so explicitly praising you relative to all their other investors. Thought you might appreciate hearing this, and more signal that the reputation of actually helping founders is spreading around town. 🙌🙌🙌

Enjoy the summer!

Peter

Peter Lauten, enterprise investor, a16z



Cadran Cowansage

Mon, Jul 8, 1:50 PM (3 days ago) ☆ ↶ ⋮

to me ▾

Hi Brianne –

Hope all is well. A few friends of Elpha have angel invested recently, and I thought of you as someone who might be interested as well since you've been with us supporting us from the beginning.

Let me know if you'd like to participate. We'd love to have you.

Cadran Cowansage, previously YC now Elpha

Fund I Strategy

As a best of breed fund, I will continue to invest in competitive Seed and Series A stage companies

My angel investments are an accurate snapshot of future deals

LPs will have access to co-investment opportunities as I secure larger allocations in hot companies

Roughly 40% of investments will come from SaaS School

\$3M fund target, **\$5M** cap

\$50-150K invested per deal

18-24 month investment period

20% carry

2% management fee

In the strike zone:

Workplace collaboration: post-product, some users

Large, horizontal workplace app ✓

Y Combinator company ✓

Competitive round - multiple term sheets ✓

Fresh out of Y Combinator, Tandem lands millions from Andreessen Horowitz

Kate Clark @kateclarktweets / 6:42 pm PDT • August 20, 2019

Comment

