

OVERVIEW

- York IETM™ is vertically integrated strategic growth and investment firm
- Helping reshape the way companies are built, scaled and monetized
- Driven by SaaS operational experience with complementary expertise to support startups
- Active investments and engagements focused on value-add Brand, GTM, Growth and Strategy
- Powered by Fuel™ - proprietary SaaS platform for entrepreneurs, executives & operators
- Hands on advisory services for market & product, finance & capital, GTM & sales, and marcom
- Practice programmatic market-in, drumbeat marketing and aligned incentives approaches
- Leverage a network of experienced operators, entrepreneurs, partners, mentors & co-investors
- Disruptive and proven end-to-end model that helps entrepreneurs fulfill their dreams
- Headquartered in Manchester, NH with a satellite office in Boston, MA

AS INVESTORS & ADVISORS

\$27M+
Capital
Invested

100+
Total
Investments
(angel & firm)

28
Active York IE
Investment
Portfolio

45+
Active Advisory
Services
Customers

18
Strategic
Exits (including
legacy angel)



Strategic Business Models

SaaS:

- Software-as-a-Service (SaaS) is a software licensing model, which allows access to software a subscription basis using external servers. SaaS allows each user to access programs via the Internet, instead of having to install the software on the user's computer.

Marketplaces:

- Online marketplaces connect buyers and sellers on a proprietary and centralized platform. Oftentimes, the marketplace operator does not hold any type of inventory, but helps the buyers and sellers to facilitate a transaction.

Freemium/Community:

- Freemium is a business model in which a company offers basic or limited features to users at no cost, and then charges a premium for supplemental or advanced features

Product Led Growth:

- PLG is an end user focused growth model that relies on the product itself as the primary driver of customer acquisition, conversion, and expansion

WHY WE'RE FOCUSED ON SOFTWARE AS A SERVICE

B2B SaaS Market Size

In 2021, the software as a service (SaaS) market is estimated to be worth approximately 145.5 billion U.S. dollars, according to a report by Statista. The overall SaaS market is expected to continue growing, as organizations around the world adopt SaaS solutions for a variety of business functions.

Synergy pointed out, while the market feels mature, it finds that SaaS revenue still accounts for just 20 percent of the overall enterprise software market.

“While SaaS growth rate isn’t as high as IaaS (Infrastructure as a Service) and PaaS (Platform as a Service), the SaaS market is substantially bigger and it will remain so until 2023. Synergy forecasts strong growth across all SaaS segments and all geographic regions,” the company wrote in its report

Proven, scalable, sustainable and predictable recurring revenue business model