



clAAP

asynchronous meetings



Less meetings. More doing.

Asynchronous meetings powered by Claap help you share updates, get feedback & solve problems without the need to be in the same room, at the same time.





The Shift

Work-from-anywhere
is the new normal

82%

of Company Leaders Plan to
Allow Employees to Work
Remotely Some of the Time

Gartner®

“

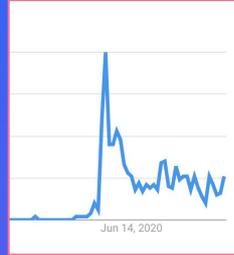
*“The future of work is a work
anywhere, live anywhere
environment.”*



Marc Benioff

Problem

Back-to-back meetings
have replaced quick
hallway conversations



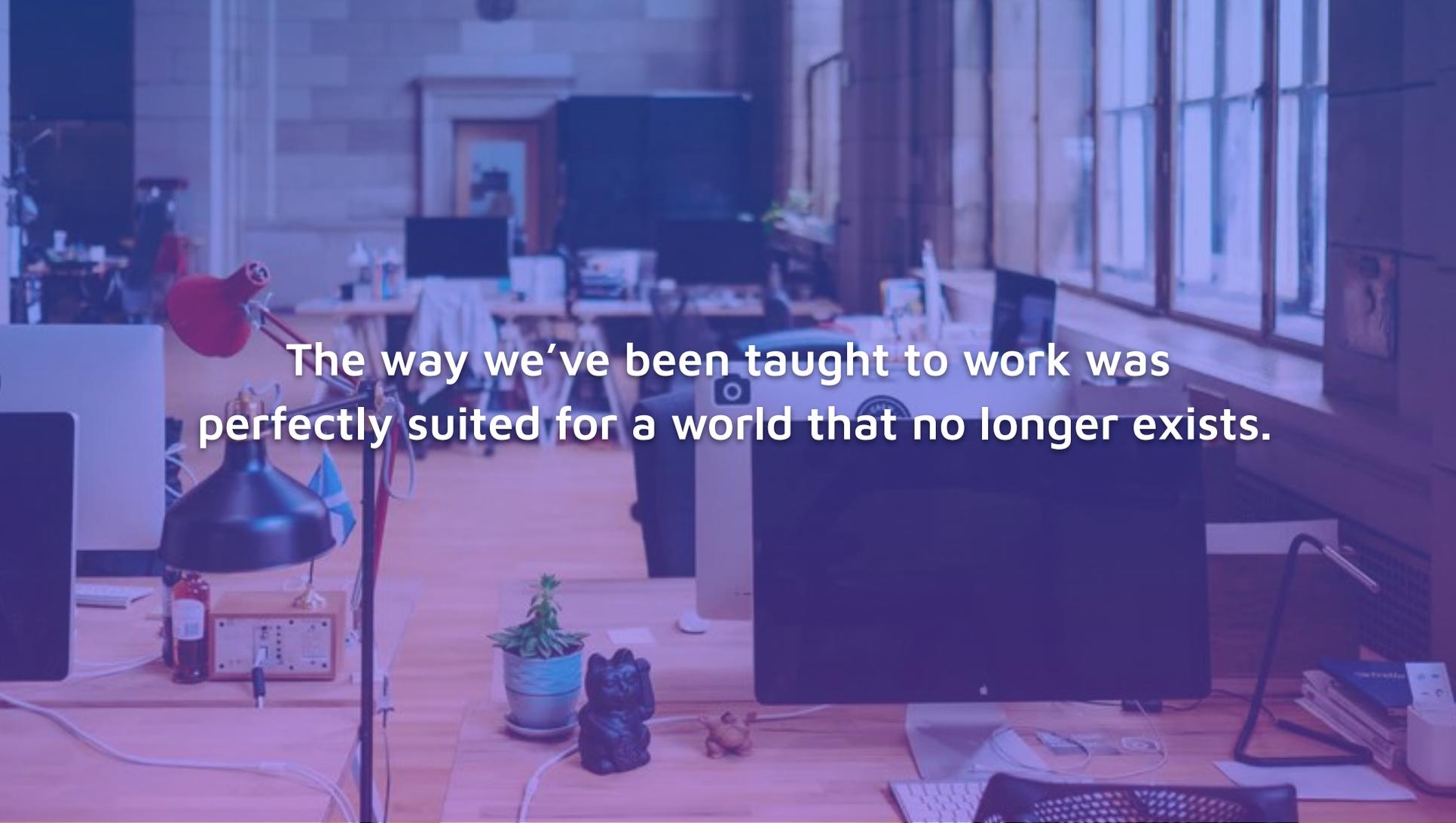
“Zoom Fatigue” search term appeared and is here to stay.

Source: Google Trends



Google bans meetings for a week to help employees avoid burnout.
[INC .com](https://www.4mat.com/news/google-bans-meetings-for-a-week-to-help-employees-avoid-burnout)

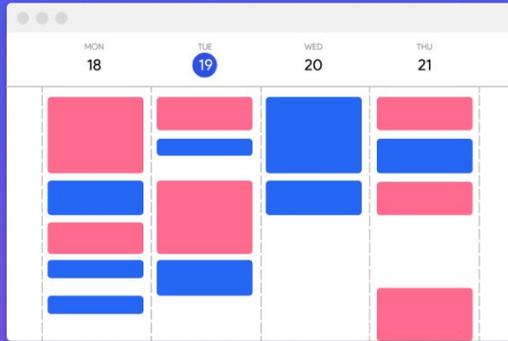
See how much time you spent in meetings over the past year here:
clap.io/meeting-calculator-app



The way we've been taught to work was perfectly suited for a world that no longer exists.

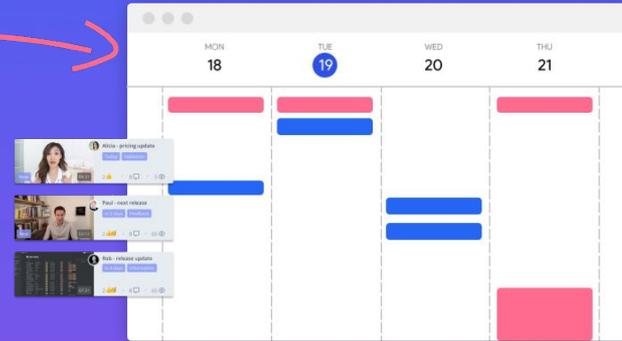
Introducing asynchronous meeting

Share updates, get feedback and solve problems without the need to be in the same room, at the same time.



23H PER WEEK
IN MEETINGS

MEETING
50% USELESS



MEETING TIME
< 10H

MEETING = ONLY
COMPLEX TOPICS

We replace meetings with a layer of feedback on top of your existing tools



Sheet



Doc



Slide



Figma



InVision



Miro



Tableau



Amplitude



GitHub



Ads



Campaign



More

Claap adds:

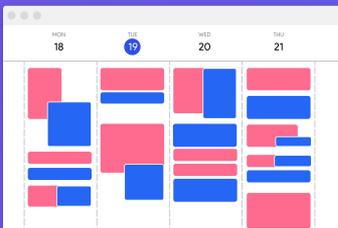
✓ **Context**
voice, video, zoning, comments

✓ **Streamlined feedback & decisions**
solve feedback, create channels

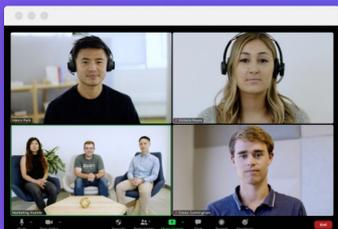
✓ **Accessibility**
no need to have a seat on those tools

Before

Calendar hell



Long & tedious

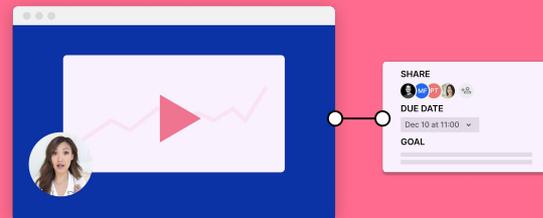


Information blackbox

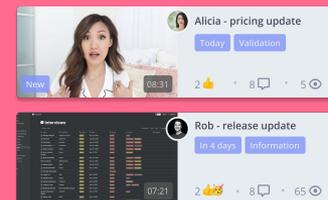


After

Share video topics anytime



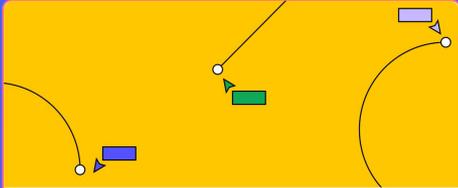
Short & actionable



Transparent & in-context



We start with **product teams' use cases** to max out virality & usage



**Technical & Product
Brainstorming**



**Design
Reviews**



**Product
Demo/Launch**



**Issue
Qualification**



**Performance
Reporting**



**Customer
Updates**

Homepage

Martha 6 hours ago

Good job! I wonder if we shouldn't add color to this button don't you think?

😊

Tom 1 hour ago

Super nice work! Not sure about this illustration. You should check with @Rosita if she can rework it a bit.

😊 😍

8 replies 6 hours ago

Product page

Tom 1 hour ago

We should be careful about the conversion rate. Design is not the only focus here. How can we ensure we won't kill our targets with this redesign?

Rosita 1 hour ago

On this flow, I find the animation a bit too quick. Could you lower a bit, let's say 300ms?

😊 😍

3 replies 6 hours ago

Leslie Alexander 8/2/19

Like Comment

Dianne Russell 2/11/12

Like Comment

Jacob Jones 8/30/14

Like Comment

Dianne Russell 10/28/12

Robert Fox 4/21/12



01:26 / 06:13 1x



Copy recorded URL



We validated adoption through consulting missions

Since we implemented the solution, we see more engagement from teams on transversal topics. They like the video format. It's collaborative and accessible to everyone. It creates alignment and motivates teams. With minimal investment, it replaces many emails and meetings.



Louis-Gabriel de Causans, CEO, Capcar

Since we implemented the solution, we have saved a lot of time in gathering feedback from all stakeholders: sales, marketing, operations, etc... Anyone can contribute easily. Product communication can now be done to the entire organization without organizing too many meetings.



Alexandre Hudavert, CPO, Capcar

I've always had some trouble making product teams shine beyond the exec committee. We didn't have time to align all stakeholders frequently. A video tool like this helps create a direct link with all stakeholders.



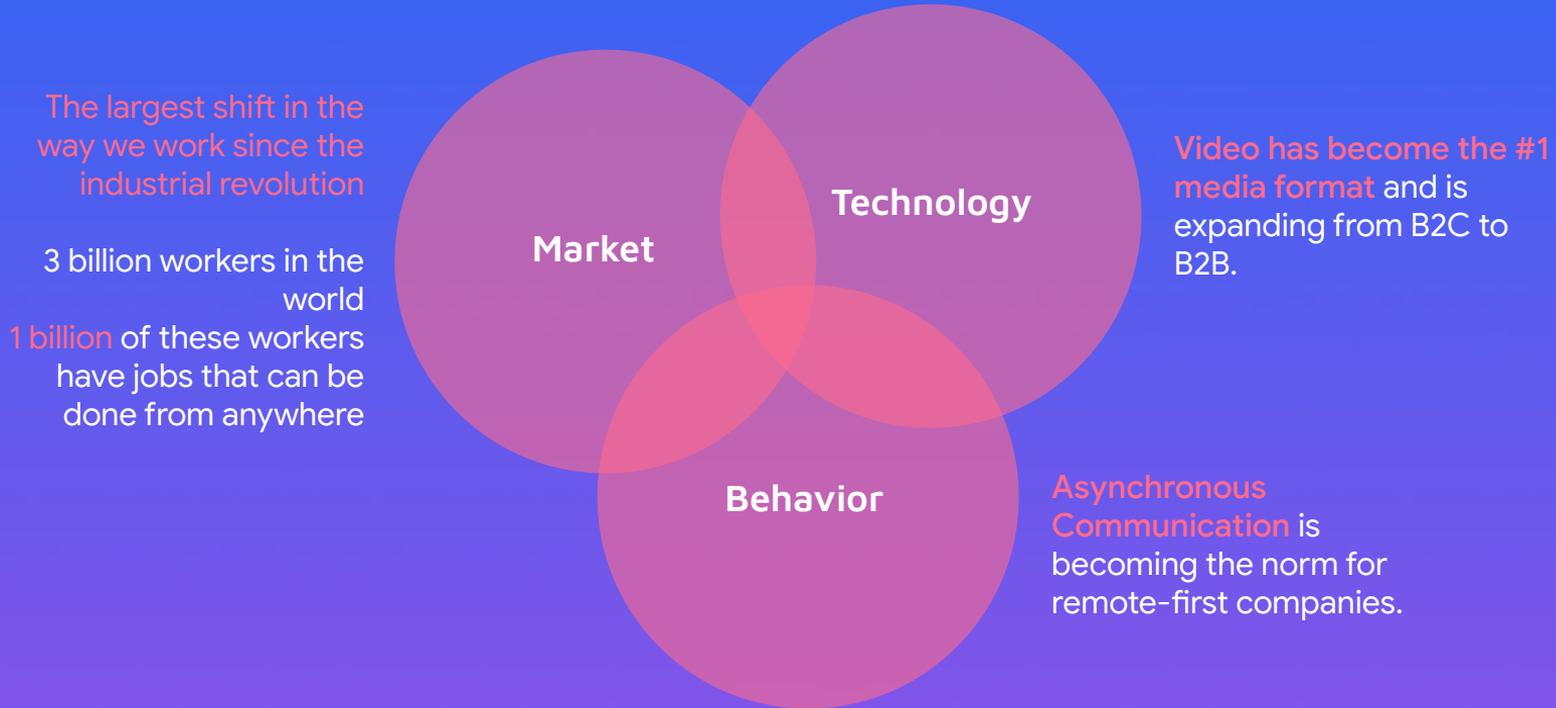
Aymeric Balley, CPO, MoovOne

I thought I could manage everything through asynchronous writing. We had implemented recently, it worked and I saw no interest in having a video tool. After testing it, I found it super relevant for 2 main use cases: customer updates and internal updates on new tools or processes where writing can be too complex.



Anne-Sara Budowniczy, CEO, Kactus

Why now?



We target US & Europe from Day 1

LAUNCH

GROWTH

TARGET

Digital SMBs

Start-up, digital agencies
20-200 employees

Medium to Large Size Business

Distributed Tech companies
100-1000 employees

CHANNELS

Inbound

- Co-marketing series with hypergrowth tech companies (Front, 360Learning, Spendesk, Chilipiper, ...)
- Use cases stories
- Sharable content (meeting calculator)

Integration

- Chrome App Store

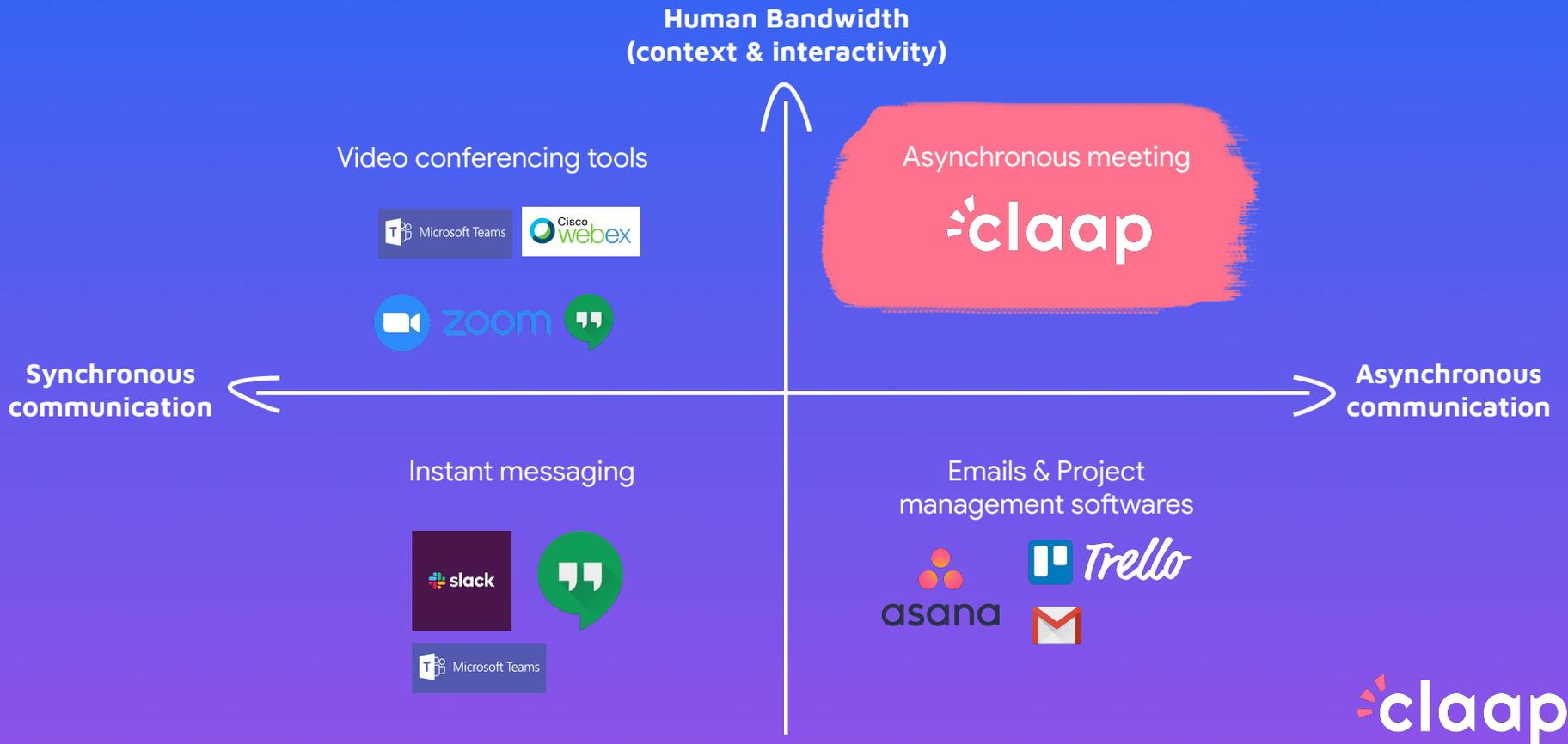
Referral

- Internal
- External

Integration

- Collaboration Software (Notion, Asana, Trello, etc...)
- Video Conferencing Software

There's space for a new category



Competitors

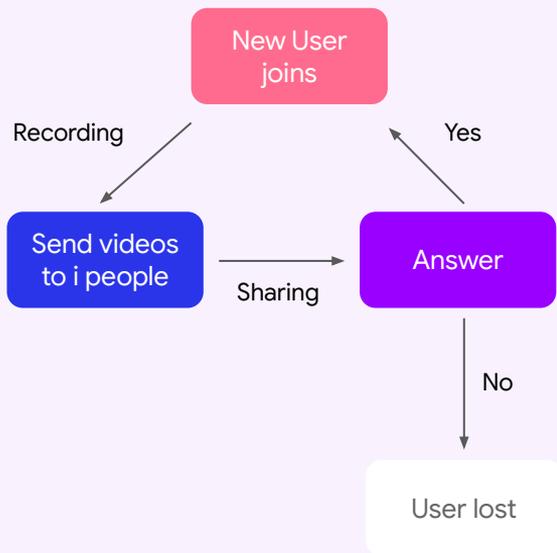
We want to own asynchronous feedback workflows

	Recording Experience	Feedback	Follow-Up & Tracking	Collaborative Workspace
 loom				
 Bubbles				
 video-sharing extensions				
FELLOW				
 claap				

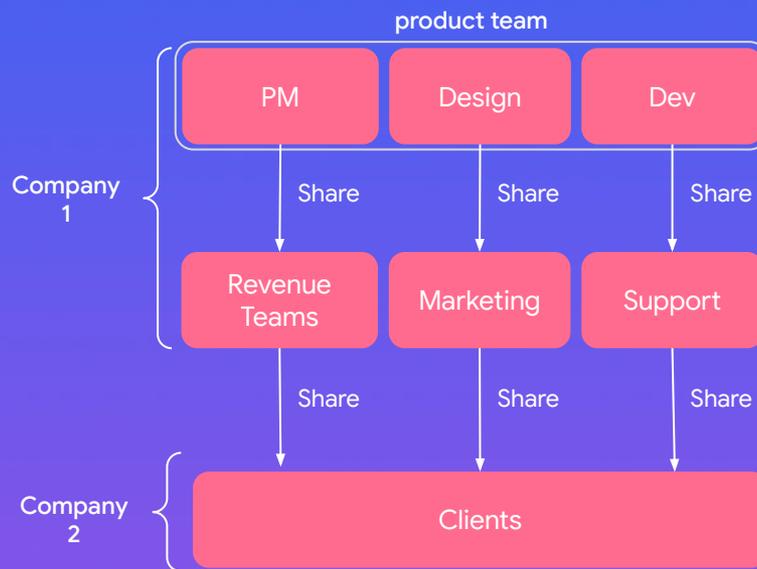
Freemium Business Model

Our main focus is to build a predictable
viral coefficient > 1

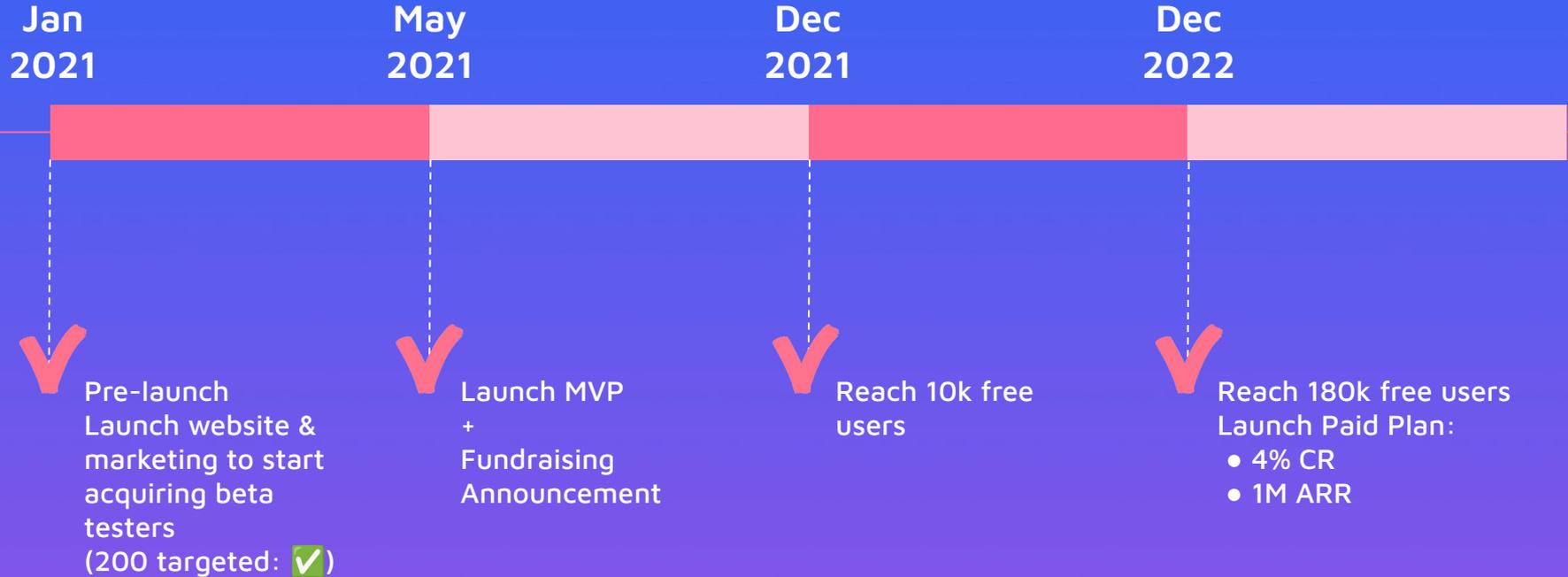
$$\{ K = i \times \text{conv}\% \}$$



From internal usage
to external sharing



This is the plan



Pre-launch already shows traction

- ✓ 4 LinkedIn posts
- ✓ 42k viewers
- ✓ 631 likes
- ✓ 356 subscribers in a week



"We need something like this because we lose so much time in meetings!"



James Gibson, after Clapp's demo
Head of Product

Revolut

Revolut

Uber

Swile

miro

qonto

Doctolib

aircall

THIGA

Hootsuite™

The Team



Robin Bonduelle
CEO / Product

HEC. Ex-VP Product at Ogury, scaling from 50 to 450 employees. Led product & tech teams up to 45+ people in 4 different countries. Passionate about product-led growth & UX design.



Pierre Touzeau
COO / Revenue Growth

HEC. Ex-VP Marketing at 360Learning, scaling from 20 to 200 employees. Built & led the marketing team (brand, growth, business development) up to 30 people in France & US. Passionate about category design.

Summary

Company

We want to build a company to help people work from anywhere.

Category

Our 1st goal is to create the Asynchronous Meeting category to fix the meeting issue.

Product

Claap enables to share updates, get feedback and solve problems without the need to be in the same room, at the same time.

Team

We are building a team to execute product-led growth & category creation playbooks.



Thank you.