AXIOS HQ

Page Patrons | June 27, 2024



Axios HQ is the only Smart Brevity powered internal communications management platform to equip organizations with the tools, data and best practices to be world-class communicators.

700+ Clients 90% Customer satisfaction

8M Monthly sends

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Teams are misaligned

66%

of leaders think they're aligned with employees.

44%

of employees agree.

What are the most critical updates to create alignment among a team or department?





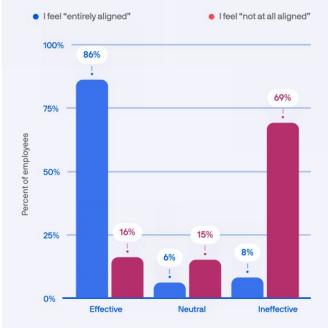
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Comms are ineffective

16%

of employees said the updates they get about operational changes and organizational goals are "very effective."

Effective communication creates employee alignment with organizational goals



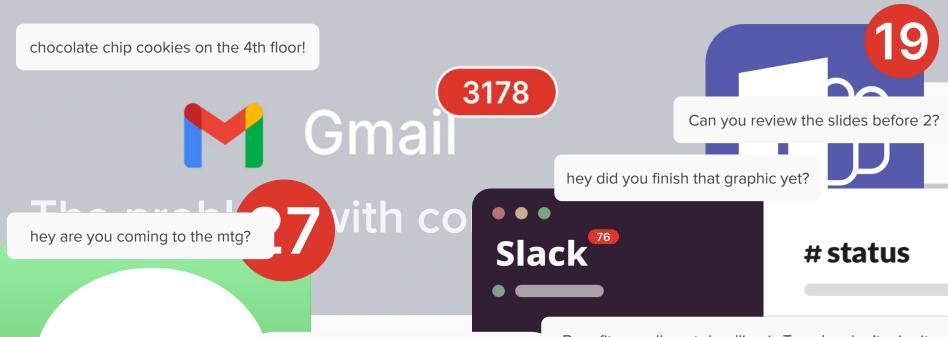
The most critical update I receive from leadership is...

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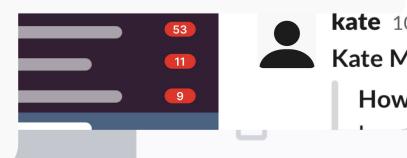
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Smart Brevity[®]





Subject: Important roadmap updates Hi all - We're considering a different approach to our roadmap in 2023 which will have an impact on how our customers use the product. The new approach focuses on iterating fast, and experimenting with design thinking to address customer pain points and... needs in innovative ways. Benefits enrollment deadline is Tuesday don't miss it



Powering clear comms

Smart Brevity[®] — **saying more, with less** — is a communication methodology built on brain science to help you create clear, engaging and memorable updates.

- Tested and optimized for 6+ years
- Creates happier, more engaged readers
- Focus on scannability and readability



Chaos

Board of Directors Update

We presented on our progress toward our go-to-market plan in our most recent Board of Directors meeting, Wednesday, including strong product sales over the last quarter within the scope of our beta test, which will allow increased investment in key early growth opportunities across tech and marketing. Plus, with two new manufacturing deals close to closing, Ava's team is proving their revamped sales pitch was the right move, which sets us up to light our sales pipeline on fire! She got great reactions in the room from the Board.

Back to growth opportunities, we're updating the second-half roadmap with big investments that will speed up our go-to-market plans by months. We have two areas of focus for the time ahead: in the tech team, particularly on the machine learning squad, marketing, to support Ava's team as they work to capitalize on the early success we've seen with the new pitch noted above, and in some exciting new collaborations with firms doing work where we don't have internal capacity, like legal and finance, but do have a strategic need to fold missing capabilities into our operations.

This is really exciting stuff, and it's not only Ava's team that deserves major credit. We're seeing historically high sales volumes, and that's a testament to the whole company. Take a bow, everyone. We were able to "wow" the Board with a report including a 12 percent jump in revenue over the last quarter, which puts us an extraordinary 90 percent of the way to our overall goal for the second half. And that doesn't include those two pending manufacturing deals. More on those in next week's update, once we "seal the deal."

If you haven't taken time to review Ava's new sales pitch, we encourage everyone to take a moment to do so. The new talking points went through a lot of pressure testing with focus groups and reflect our best case to date on why our solution is the best in the industry.

Clarity

1 big thing: We wowed our board

We stunned the Board Wednesday with our 12% Q3 revenue jump, which puts us 90% to goal for H2.

Why it matters: Higher revenue than ever means we can invest in growth areas that will speed up our go-to-market plan by months.

Two key priorities:

- **New hires:** We can now fill key machine learning roles and fill out Ava's marketing team, too.
- **Partnerships:** We'll also finalize a deal with two agencies to expand legal and finance power until we can bring them in-house.

How we did it: Testing, testing, testing. Our product speaks for itself, but it was Ava's new sales pitch — pressure tested over three weeks of focus groups — that got it into customers' hands.

What's next: We're closing in on two big manufacturing deals that should put us over the top for revenue goals — look for more in our next update.



A look inside the platform



Templates

Industry-leading organizations

share the real-life communications they send to staff, customers, or stakeholders.

We give you the templates and style guides you need to create and send your own.

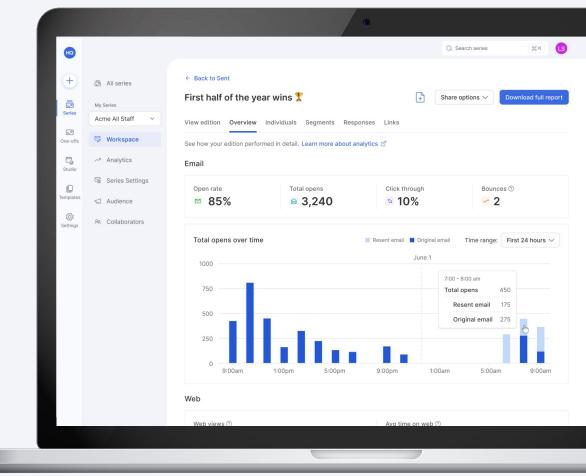
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		All staff Link departments for org-wide clarity. Sends on Mon drafted on Wed	A HR updates Update your employees about their benefits. Sends on wed drafted on Mon		
		Project updates Share project reports & roadmap updates. Sends on Fri drafted on Tues	Industry news and updates Share the latest industry insights or news. Sends on Thur drafted on Mon		
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Analytics

From open and click rates, to

competitive benchmarks, track what your audience wants — and learn what keeps them engaged.





Smart Brevity Guidance

We analyzed over 1.2 million examples of best-in-class communication — then built a Smart Brevity editing assistant to help make your updates more scannable, digestible, and memorable.

Write a caption (optional)...

What's new: We're introducing 10 new clubs across the country! This is exciting because it validates the need for what we have to offer. It also means we'll be growing the team.

Why it matters: These new gyms will be located in highly populated areas with a strong demand for fitness services, ensuring a steady stream of potential customers and further expanding our market reach.

The benefits of this initiative:

- Expanding our reach to new markets, increasing our customer base, and creating additional job opportunities for potential team members.
- Enhancing our brand presence and strengthen our competitive edge in the market.
- Allow us to tap into untapped market potential and establish ourselves as a leader in the industry.

What's next: Share this series with the rest of the team.

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Thanks for joining us today.