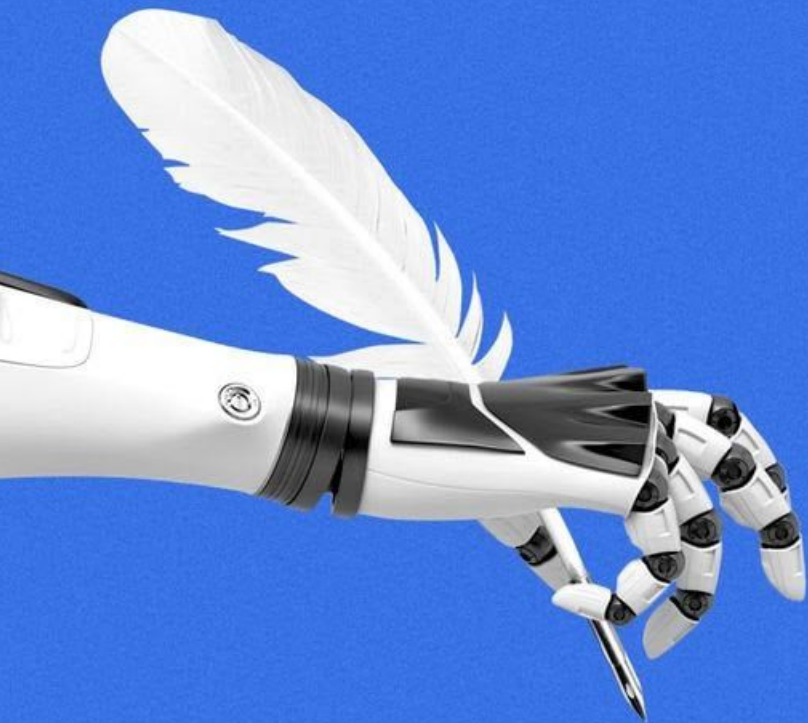




# **AXIOS HQ**

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

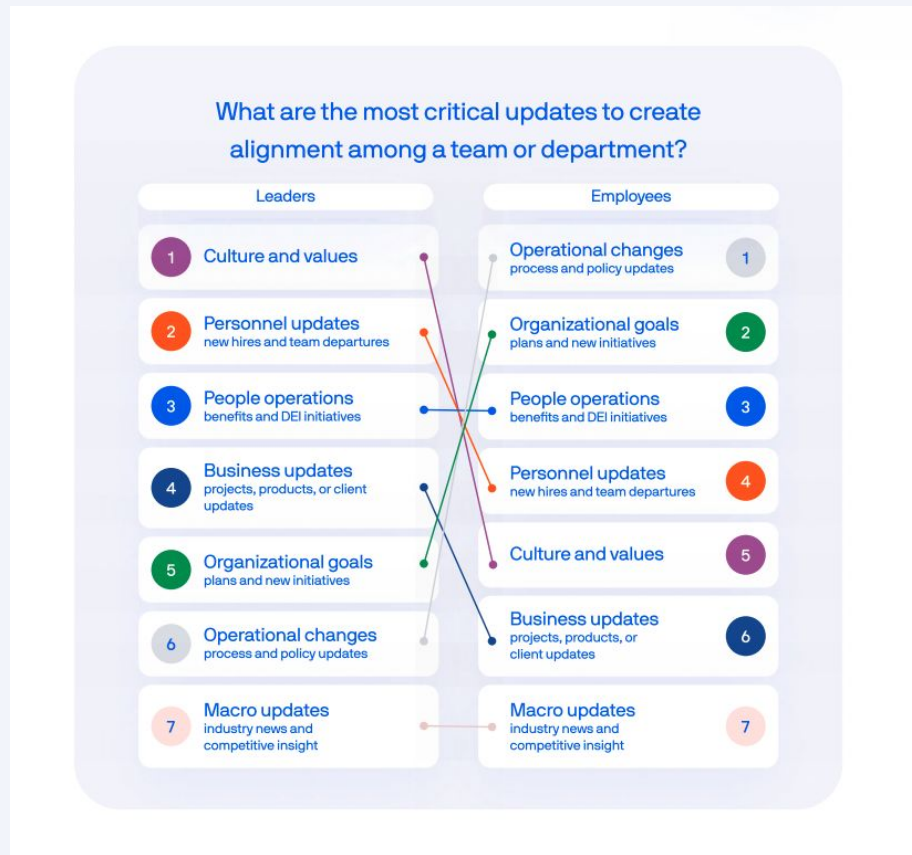
# Teams are misaligned

**66%**

of leaders think they're aligned with employees.

**44%**

of employees agree.



# Comms are ineffective

**16%**

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



Smart Brevity®

chocolate chip cookies on the 4th floor!



Gmail

3178

19

Can you review the slides before 2?

hey did you finish that graphic yet?

hey are you coming to the mtg?

17

Slack

76

# status

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

53

11

9



kate 10

Kate M

How

# Powering clear comms

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**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.

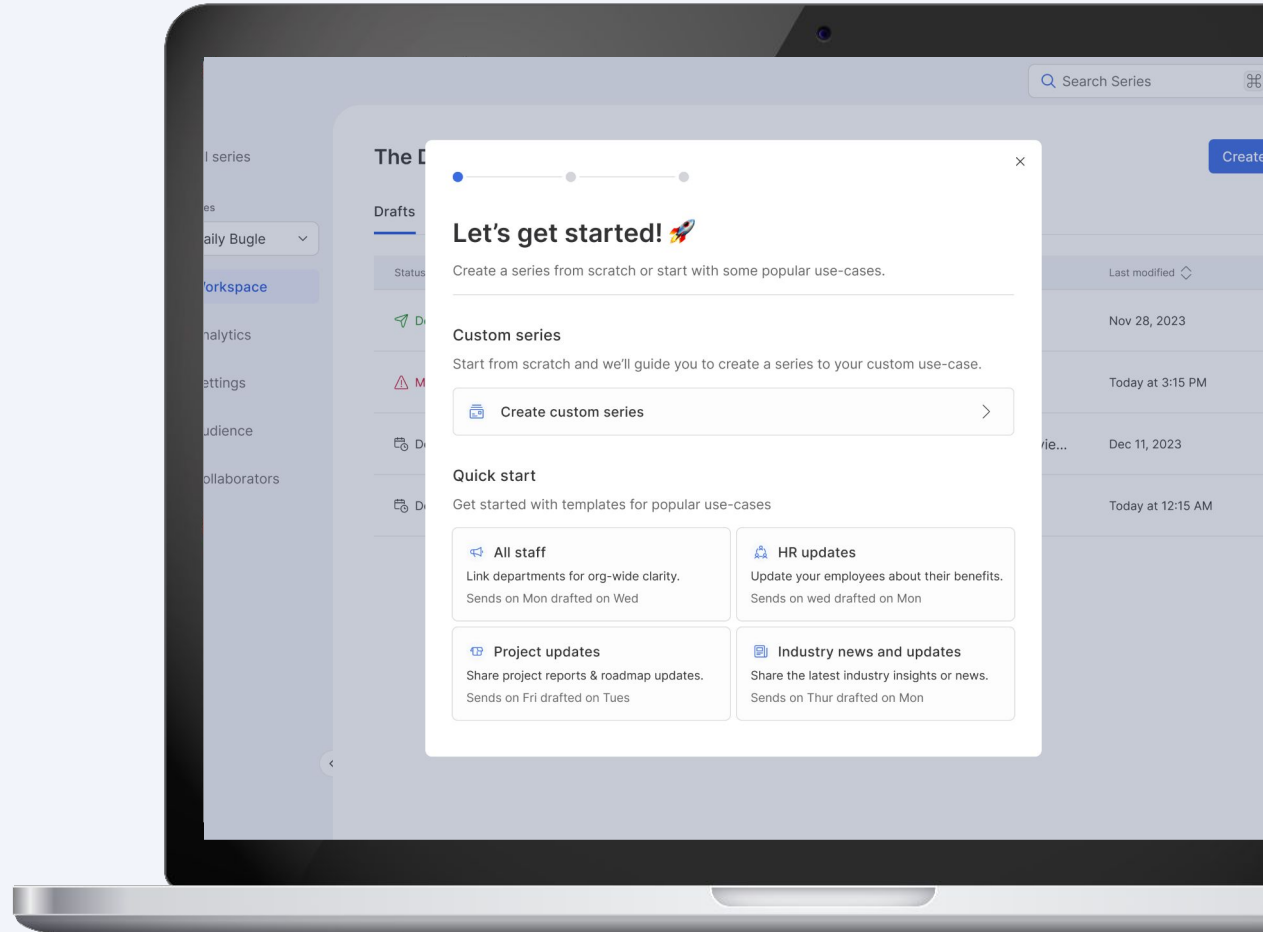


# A look inside the platform

# Templates

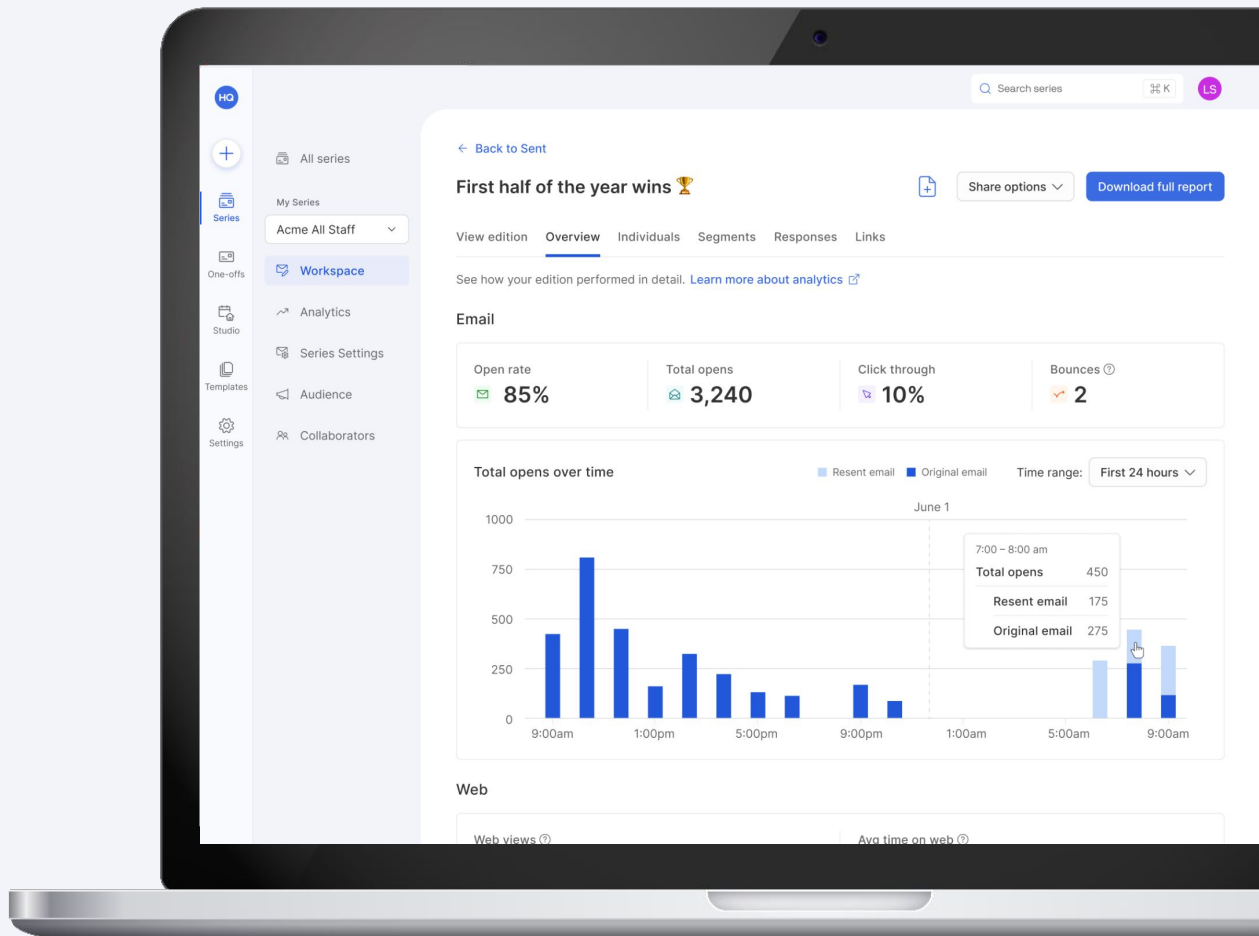
**Industry-leading organizations** share the real-life communications they send to staff, customers, or stakeholders.

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



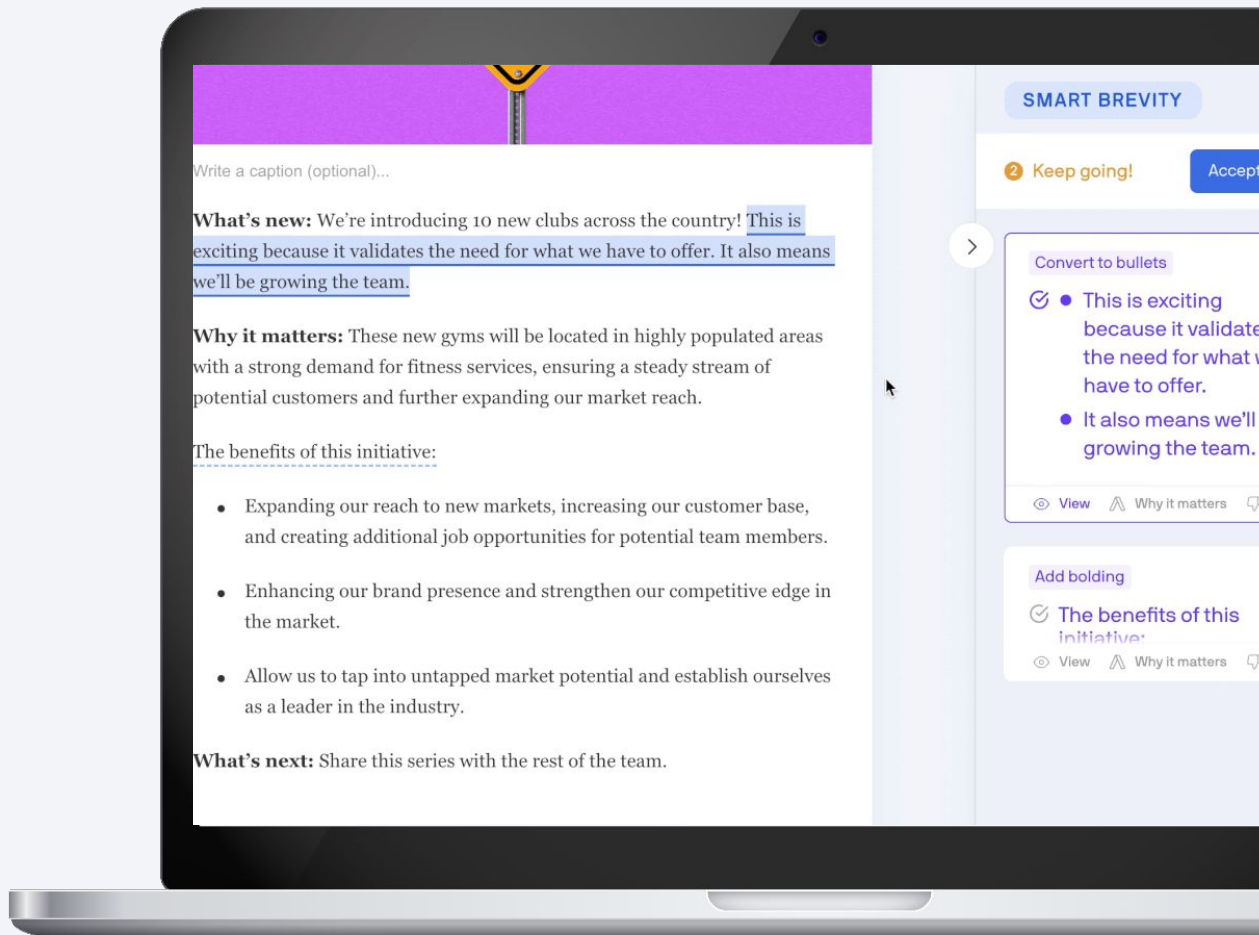
# Analytics

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.



The background features decorative wavy lines in the corners. On the left, several light blue lines curve upwards from the bottom-left towards the center. On the right, several light blue lines curve downwards from the top-right towards the center. The rest of the background is plain white.

**AXIOS HQ**

Thanks for joining us today.