



**TruWorkspace.com**

**"A Video-based remote & hybrid  
workstyle platform"**

**Funding:**

*Seed \$1.4 million –Currently  
Raising*

**Financial Information**

- Company Stage: SEED
- Investment to date: \$105K
- Use: Dev, Marketing & Sales
- Cash Flow Positive: Q4 2023
- **Forecast: Y1\$1.2M, Y2 \$6M, Y5 \$90M**

Exit Strategy: Acquisition or IPO

**Team**

- Co-founder & CEO: Danielle Erica Center  
15+ years Tech/Marketing/Management  
UCLA, Harvard B-School  
Generated \$5 million Web Traffic  
16M User Base Managed  
Yahoo/Realtor.com
- Engineering- Vlad Lipunov  
Lead engineer at Splunk, \$20 billion tech  
company. Employee #3 at Careerist YC  
company. MS Computer Science from  
BU.

**CONTACT:**

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\*Sources: Gravity Flow April 2017, CNBC Dec 2020,  
HubSpot State of Remote Work,2020

**Summary**

We are a video-based remote work platform. We focus on helping teams of 10 to 1000 feel connected and inspired while working in a virtual office environment. CNBC projected at least 1 in 4 Americans in 2025 will still be working remotely.\* A study by HubSpot found that 45% of remote workers feel better team collaboration is the top concern.\* Our SaaS platform includes four main parts, daily video check-ins, virtual hangouts, incentives & motivational activities, and goals & KPI reporting. *TruWorkspace makes remote work collaborative, engaging, productive, and fun.*

**Positively engaged** employees outperform other companies by up to **202%** while generating **2.5x more revenue**.\*

**Problem**

A study done by Buffer in 2020 found that problems with working remotely include: 45% say collaboration and communication is the biggest struggle 20% say loneliness is the biggest struggle working remotely  
Poor team communication and lack of motivation at work has real economic consequences. A study done shows it often leads to a 30% loss in productivity daily which can mean at least \$50,000 in lost revenue annually per mid-level employee\*

**Solution**

We are a remote work collaboration and motivation platform. We have Zoom, Slack, MS Teams Integration. We allow daily 5 mins video status updates for high-level reporting, artificial intelligence transcribes video into text, then archived and emailed to manager We also have employee gamification & motivational incentives to boost employee morale and team engagement.

**Target Market**

TAM: **\$47 Billion** Collaboration/Productivity Software Tools Market  
**\$332.3 Billion** SaaS Cloud Software Market

**Competitors**

Wonder.me, Teamflow HQ, Sococo, Kumospace, Remo (virtual offices)  
Status Hero, Connecteam (other)

**Competitive Advantage**

AI + Data Science, Patentable User Experience

**Go-to-Market Strategy**

Aggressive LinkedIn/SEO campaigns on "remote work" and "virtual office."  
Partnerships virtual events platforms. Focus on verticals like financial services, staffing agencies, & marketing agencies for high conversion.

**Revenue Model**

SaaS Enterprise Services \$10/\$15/\$25/\$35 per month/per user

**Milestones**

Nov/Dec 2020- Extensive Customer Research  
March 2022- MVP/V 1.0 Completed  
April 2022- \$428,000 in pre-sell revenue  
July 2022- Partnerships for launch, Bevy/Deel/HubSpot/Accenture Dec 2023- \$800k million in revenue