



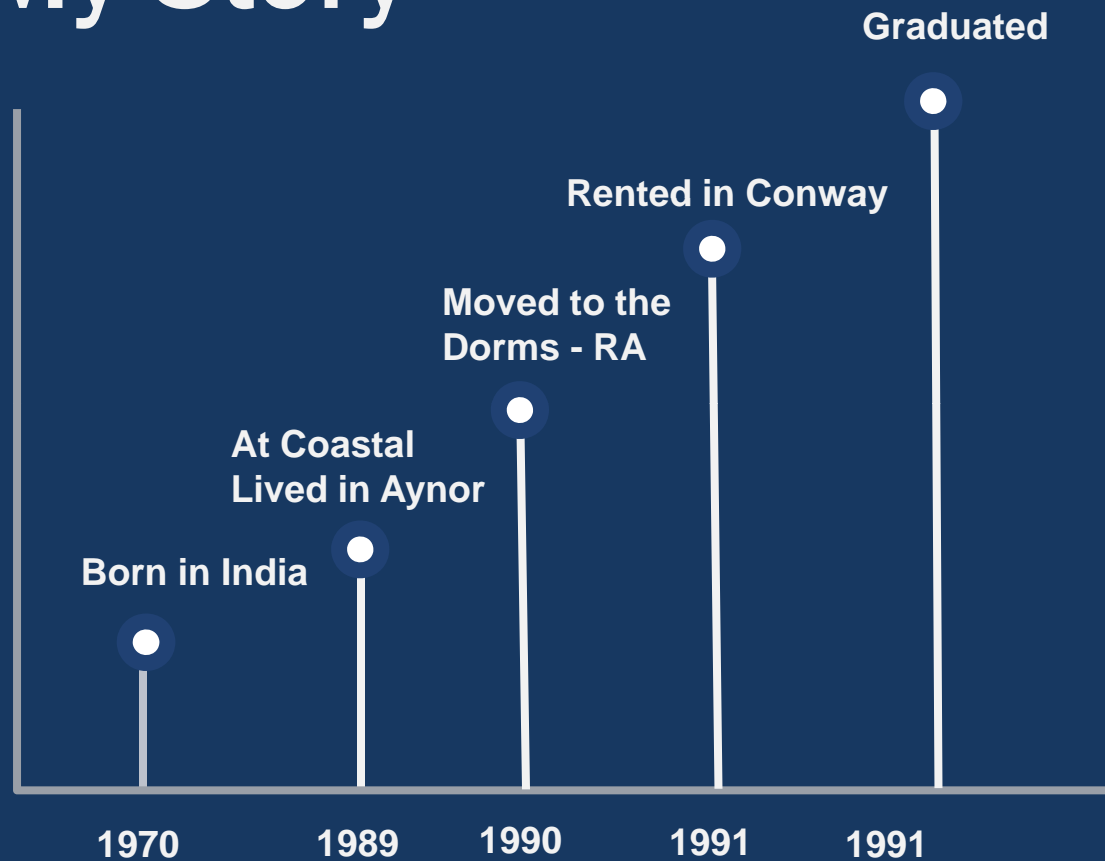
Thinking Globally

Sunny Gupta – CEO, Apptio, Coastal Alumnus '92

Topics

- My Story – Coming to Coastal
- Life Post Coastal & Entrepreneurship
- Life in a global Workforce

My Story



Deciding to Come to Coastal

- Wanted to succeed & do something big for myself
- Wanted to experience different culture
- Wanted to live the “American Dream”

Perception of The US



Early Experiences

Short on Cash/Frugality

Living in Aynor

Home Sick w/No friends

Early Experiences in the US



Overextending At Coastal Was Key

- **Students, Faculty, Staff**
- **Working 30 hours/week, taking 20+ credits**
- **Resident Assistant**
- **Integrating into the Social Life**
- **Working for college President**
- **Attending Church on Sundays**

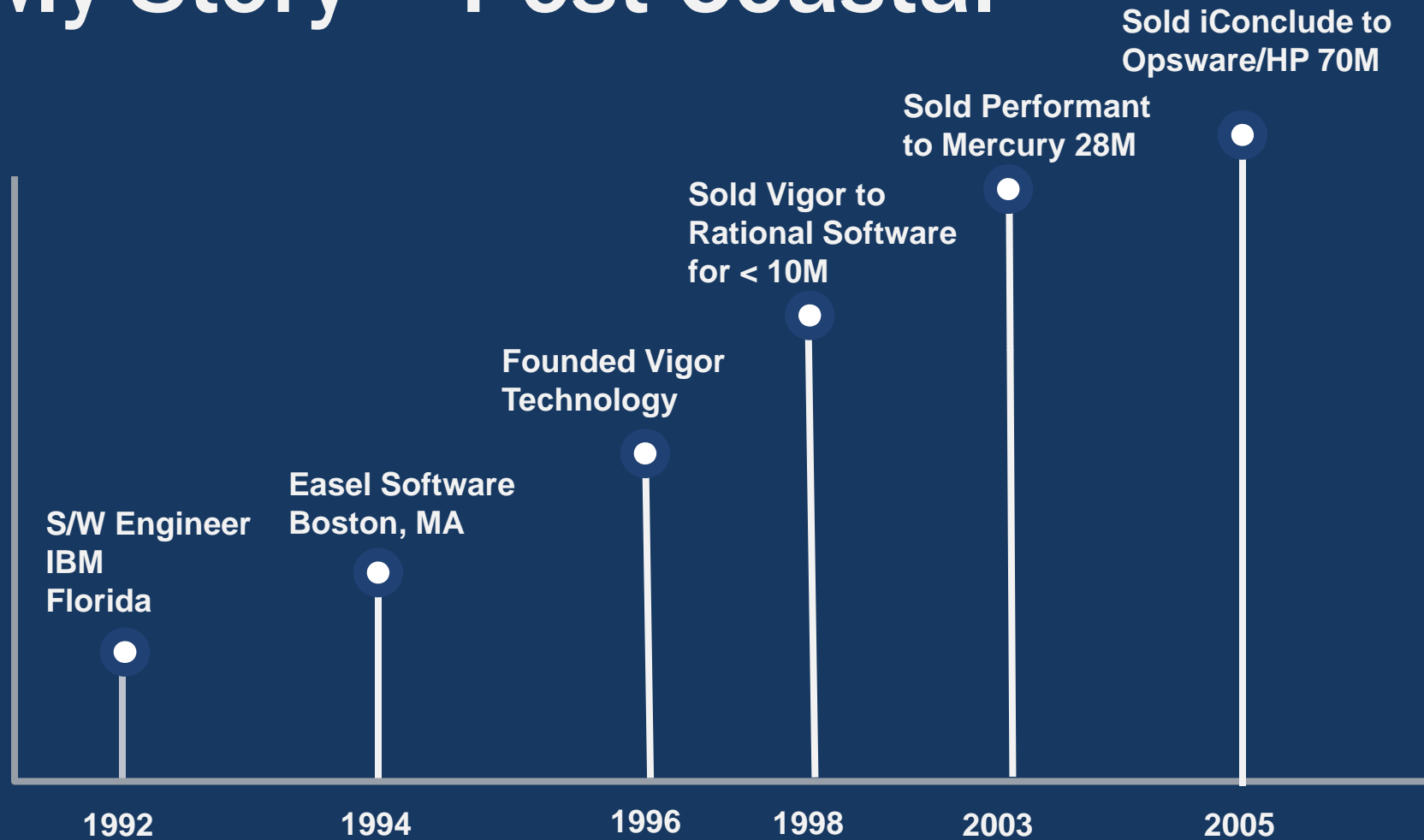
Coastal Was The Best Experience Of My Life

- Made me grow up
- Made best friends around the world
- Learnt the power of relationships & people
- International Experience got me ready for my career

It's All About The People

- People are the same everywhere
- Our up-bringing & cultures shape our thinking
- Working with people with different backgrounds is critical

My Story – Post Coastal



Starting a Company

- **Deciding to leave a great job & career**
 - Entrepreneurial “DNA” , have financial upside, grow dramatically
- **Mental toughness**
- **Compelling market opportunity**
 - Validations with customers who are willing to pay money for?
- **Incredible team that is complementary**
- **Financing Strategy**
 - Self funded, Customer \$\$, Angels, VCs

Three Core Ideas that Drive Great Businesses

- An incredible idea to withstand your mistakes and troubles
- Great people, leaders, and a sustainable culture - careers not steps.
- Understanding your core client, and an unwavering loyalty to their satisfaction

Fund-Raising - iConclude

Angel = 500K

VC Series A = 2.5M

Series B = 9M

- Team & credibility - 2

- Expanded Team - 8

- Completed Team

Venture can help you build
bigger value faster = 2007
February = 70Million

- Cust

- 5+ c
valid

- Prod

- Product ship timeline

- Financial Model

January 2005

1 Week

- Go-to-market model

July 2005

3 Months

- 1M+ Pipeline

- Capital Efficiency

April 2006

1 Month

Fund-Raising - Apptio

VC Series A = 7M

- Team & previous experience
- Customer pain point
- 40+ customer validations
- Product Mockup
- Product ship timeline
- Financial Model

October 2007

1 Week

VC Series B = 14M

- Expanded Team - 30
- Shipping Product
- Exceeded plan by 300%
- 15+ Paying Customers
- Go-to-market model

June 2009

< 1 month

Series C = 16.5M

- Completed Team
- Great Market traction
- 50+ customers

July 2010

1 Month

Build A Great Company

- Customer Validations
- Great Team
- Start Selling Early
- Frugality
- Experiment & Fail Fast

Every Personal Relationship
I've had Has Been a
Stepping Stone

World is Global
Workforce

I Guarantee You Will

- Hire People from other cultures
- Work with People from other cultures
- Work for People from other cultures
- Sell to customers in other countries

Get Involved.....

- Meet International Students
 - Take Study Abroad
- Entrepreneurship is not something you need to be born with...