

COMPANY INFO

SEO TOOL
HITS \$1M
REVENUE,
90% YOY
GROWTH,
DOING \$5M
SEED ROUND
NOW?



FOUNDED: 2017

WEBSITE: wordlift.io

FOUNDER: Andrea Volpini

EMAIL: andrea.volpini@wordlift.io

DESCRIPTION: Service designed to help you speak Google's native language by converting your content into a format that is easily understood by search engines: structured data. It does so automatically, leveraging Natural Language Processing and AI.

ADDRESS: Via Giulia 117-120
Rome
Italy

NOTES AND SOURCES: Latka exclusive interview with founder. Team data enriched by Launchgravity.com with publicly available data spread across the web.



Andrea Volpini
Founder WordLift

FINANCIAL AND SAAS METRICS

Current Revenue	\$1,100,000
Revenue Per Employee	\$55,000
Customers	705
Total Headcount	20
Average Revenue Per User Per Month	\$123
Monthly Profit	\$20,000
Gross Annual Churn	6%
Net Revenue Retention	98%
Customer Acquisition Cost	\$200
Total Funding	Bootstrapped

TOP COMPETITORS

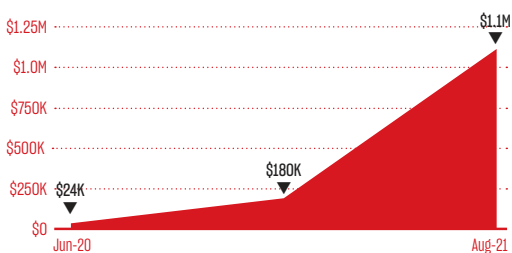
Semrush
Act-On
SE Ranking
SpyFu
Serpstat

FOUNDER'S FAMOUS FIVE

Favorite Book	On Leadership
Favorite CEO	Satya Nadella
Favorite Tool	Hubspot
Hours of Sleep	8
Age	50

EMPLOYEE COUNT	DEC-19	DEC-20	JUN-21	DEC-21
Sales	1	1	1	1
Marketing	2	2	4	4
Engineering	4	4	3	4
Other	3	8	10	11
Total	10	15	18	20

EMPLOYEE COUNT	NOV-19	NOV-20	MAY-21	NOV-21
Sales	-	0%	0%	0%
Marketing	-	0%	100%	0%
Engineering	-	0%	-25%	33%
Other	-	167%	25%	10%
Total	-	50%	20%	11%

REVENUE GROWTH**REVENUE****YEAR FOUNDED****REVENUE PER USER****222. Hgdata**

\$9,999,996 2012 \$4,167

CEO: Mark Godley, mark.godley@hgdata.com

COMPANY DESCRIPTION: Identify The Right Prospects

**223. Socialflow**

\$9,999,996 2010 \$4,167

CEO: Jim Anderson, jim.anderson@socialflow.com

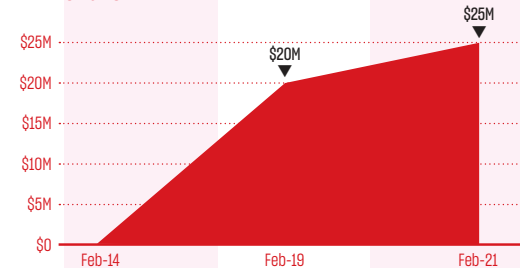
COMPANY DESCRIPTION: Social Media Optimization Platform

**224. Connect And Sell**

\$25,000,000 2014 \$4,167

CEO: Chris Beall, chris.beall@connectandsell.com

COMPANY DESCRIPTION: 10X More Targeted Sales Conversations

REVENUE GROWTH**225. Compstak**

\$5,000,004 2012 \$4,167

CEO: Michael Mandel, michael@compstak.com

COMPANY DESCRIPTION: Transparency In Commercial Real Estate

**226. Motiva**

\$1,800,000 2016 \$4,167

CEO: David Gutelius, david@motiva.ai

COMPANY DESCRIPTION: AI For Customer Experience

**227. Enzyme**

\$1,050,000 2018 \$4,167

CEO: Jared Seehafer, jared@enzyme.com

COMPANY DESCRIPTION: Automating Fda Approval And Compliance

**228. Globechain**

\$1,600,000 2016 \$4,166

CEO: May Al-Karooni, may@globechain.com

COMPANY DESCRIPTION: B2B Reuse Marketplace

**229. Zenloop**

\$3,813,750 2016 \$4,165

CEO: Bjorn Kolbmuller, bk@zenloop.com

COMPANY DESCRIPTION: Nps Feedback Management Platform

**230. Conversocial**

\$9,960,000 2009 \$4,150

CEO: Josh March, josh@conversocial.com

COMPANY DESCRIPTION: Provider Of Social Customer Service