

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

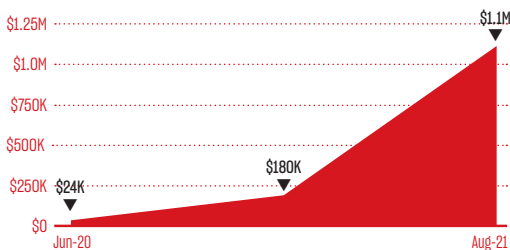
FOUNDER'S FAMOUS FIVE

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

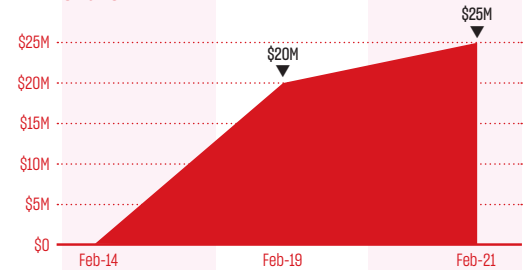
COMPANY DESCRIPTION: Social Media Optimization Platform

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