

Samiur Rahman
CEO

Previously Head of ML at Mattermark, created conceptual search and ML data extraction engine. Built ML tools at Amazon, including precursor to Amazon Forecast.

[LinkedIn](#)
[Twitter](#)



Sam DeBrule
Cofounder/Marketing

Grew the Noteworthy productivity & tech blog to 1 million monthly visitors. Created the Machine Learnings newsletter that's read by 40k+ AI enthusiasts.

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Sam DeBrule
@SamDeBrule

Founders

@samiur1204 and I have worked together for 7+ years across multiple companies.

We're showing that our relationship won't implode when things get hard.

1:29 AM · Jun 29, 2022 · Typefully

19 Likes



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Problem

Having a bajillion open browser tabs is



Your research helping hand 19





We still feel like our knowledge is **decaying**



Having a bajillion open browser tabs is a symptom of the problem Heyday addresses.

Investors who got most excited about Heyday experienced the tabs problem personally, and “just got it” as soon as they saw this slide:

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Current knowledge management tools are made for super organizers

They require a major upfront behavior change and ongoing manual input to be helpful

Daily Note Titles Cannot be Changed

March 10th, 2021

- Intro to Roam
- So now I am recording a intro to Roam
- I am recording this on the 10th because yesterday I forgot to hit record on Zoom
- This was because I was nervous and just jumped right into action
- Yesterday I watched a football match
- It was Juventus vs Porto
- Porto won

Unlinked References

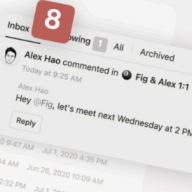
March 9th, 2021

- This is my first ever note in Roam 4
- 2 + 2
- I'm now doing a workshop: Intro to Roam
- Later today, I'm watching Champions League with @Arthur (Juventus soccer game)
- He now works from home
- It's lockdown here. At least for a month
- He moved to (Lisbon) in January 2018
- ([Intro to Roam])
- Today, I did the slides in the morning
- And then, I added some chat prompts
- And now, we are live!

Meeting Notes

All Meetings

- Infrastructure sync @Jun 26, 2020
- Single sign-on implementation
- Sprint 30 planning
- UX sync for sharing
- Standup @Jun 26, 2020
- Mobile team sync
- Sprint 28 planning
- Invite flow V3
- Sync with sales
- Editor launch postmortem
- Quarterly



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Current solutions

Well-known tools address this problem, but they optimize for a different target user and require constant input:

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Our solution

Heyday does things differently:

What if everyone had a research assistant that did the organizing for them?



What if everyone had a research assistant that did the organizing for them?



Automatic

Saves and automatically sorts everything you read



Fast

Serves up relevant research to help you understand new topics quickly



Easy to adopt

Layers on top of existing workflow. No behavior change needed



Heyday acts as your info-organizing assistant—without ever demanding any deliberate effort on your part.

JR Raphael
Fast Company



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Our solution

Heyday does things differently:



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@SamDeBrule

Co-founder, [Heyday.xyz](#).

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Benefit

It makes you feel smarter with little effort:

-
We'd get 80% of the value with 20% of the effort



Easy
Easy to adopt because
it's automatic and work
with existing workflow



Stress-free
No more anxiety of
losing important things
when you close 50+ tabs



Organized
Finally feel organized
and prepared to do your
best work

 **We'd get 80% of the value with 20% of the effort**



Easy

Easy to adopt because it's automatic and works with existing workflow




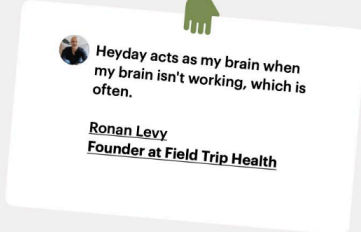
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Organized

Finally feel organized and prepared to do your best work



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Benefit

It makes you feel smarter with little effort:

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How it works

Add it to your browser, then it creates immediate value:

(our demo:
links.heyday.xyz/heydaydemo)

Heyday helps the rest of us get organized
How it works



Heyday helps the rest of us get organized

How it works

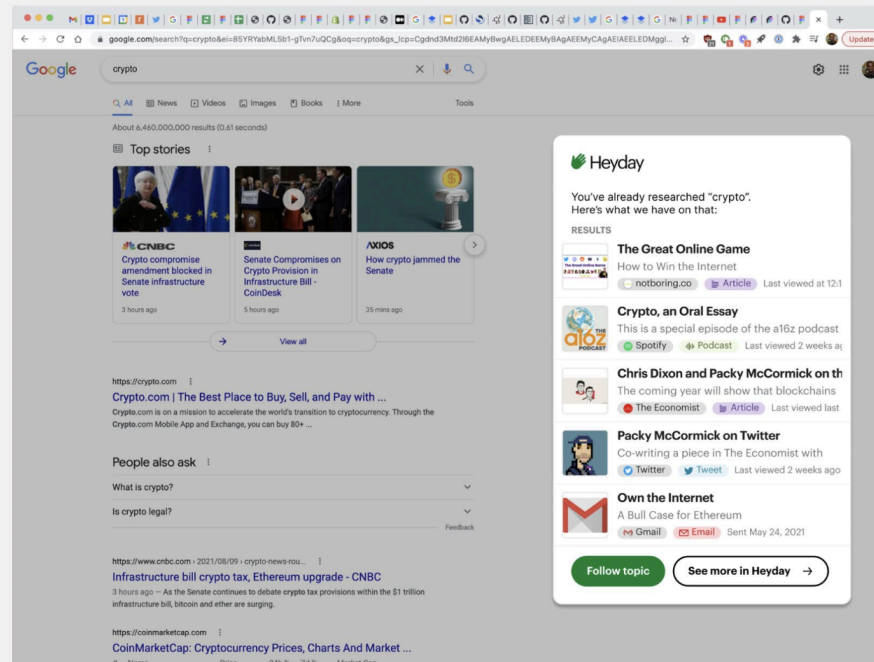
Fast, easy setup

1. Install browser extension. Your web browsing is saved automatically.
2. Integrate existing apps in 3 clicks. Important documents/emails/messages are pulled in.

Layers on existing workflow

1. Search Google. Heyday resurfaces relevant past research to save you time.
2. Browse internet. Heyday AI curates a knowledge base for you on topics it detects you care about.
3. Read article. Heyday overlays it with context.

 Watch Demo (2min)



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How it works

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Competitive landscape

No deck is complete unless it includes a competitive matrix featuring you in the top right.

Knowledge management market underserves most consumers

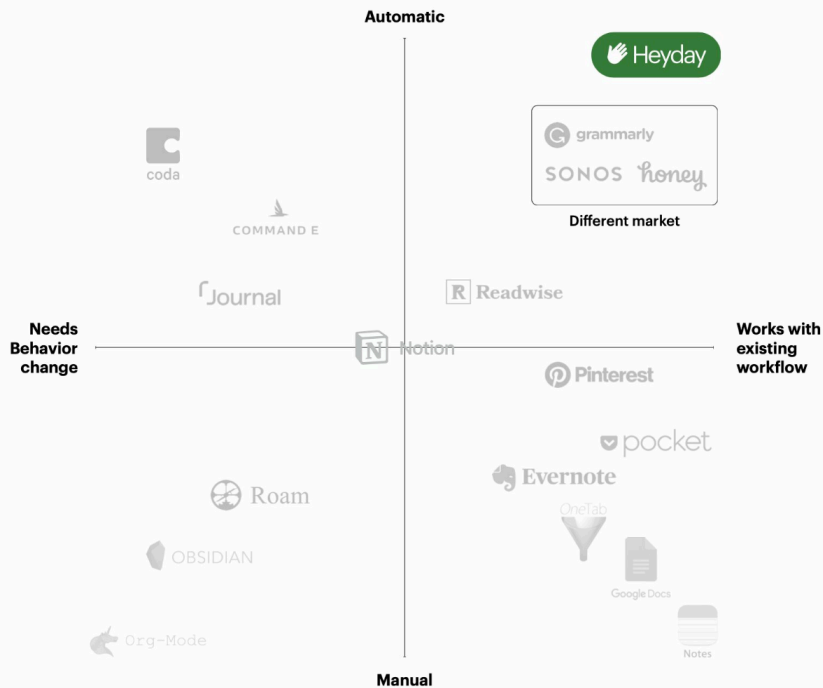
👉 Require behavior change to start

👉 Constant manual input to maintain

There are quite a lot of productivity tools that struggle to effectively help us to actually get stuff done. Many productivity tools ask way too much from us which means users miss out on their benefits. Heyday is for those kind of people. Heyday helps you remember things.

Phillip Temmel
Writer and Curator, Creatively

8



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Competitive landscape

No deck is complete unless it includes a competitive matrix featuring you in the top right.



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Business model

Heyday is \$10/month with a free trial.

Currently, paid-only single player product with 14-day free trial

Currently, paid-only single player product with 14-day free trial

69% of
paid users

\$10/mo.

Many users ready to make annual commitment just after 14 days

31% of
paid users

\$100/yr.



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Business model

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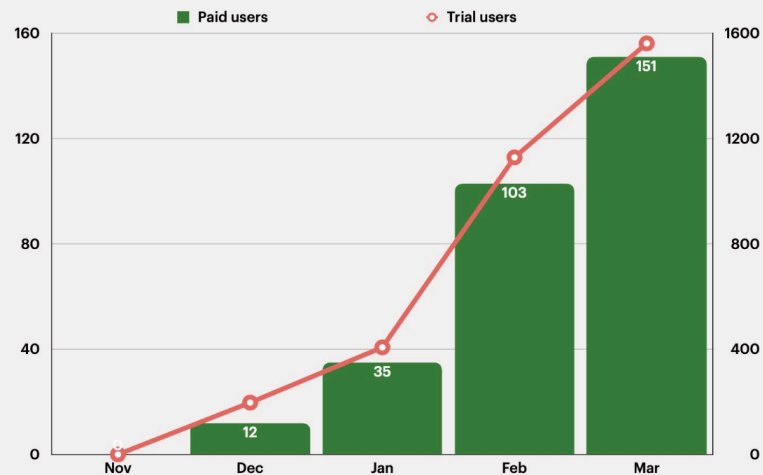
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Traction

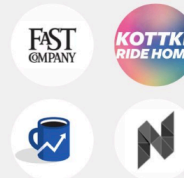
People who try the product use it regularly and convert to paying customers at a healthy rate.



We've iterated rapidly from concept to beta to early product market fit in 6 months



Unsolicited press and customer love:



High DAU/MAU

57%

Low monthly churn

3.3%

High trial conversion rate

9.6%



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Traction

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Future plans

We can become a massive company if we grow our single-player product into a multiplayer one.

Next up: Build "hive mind" team product, Drive up LTV, get growth

Next up: Build “hive mind” team product, Drive up LTV, get growth engine going

Hive mind

- Get up to speed on a topic even quicker with previous research from your team brought to you when you need it.
- Curated team knowledge base that's effortless to keep up to date

Growth

- Current LTV: \$150
- 10% conversion > CAC for trial needs to be lower than \$15
- Initial experiment with Google Search Ads: ~\$50 per trial
- We can drive that down while increasing LTV with team product



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Future plans

We can become a massive company if we grow our single-player product into a multiplayer one.

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1 Quote Tweet 8 Likes



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The ask

We're raising money so that we can become an attractive Series A target.

Raising 🍷 seed round to 🍷 grow



Tae Kim
@taehyunkim

3

And it all starts with an often-overlooked slide...

1

8

18

1

Trending in S
Mess

12



We're raising money so that we can become an attractive Series A target



Co-founder, [Heyday.xyz](#).

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Appendix

We created an appendix to pre-empt recurring questions - without adding to the length of the core deck:

Appendix

(1) Sam DeBrule on Twitter: "I'm x

+

← → ↺

twitter.com/SamDeBrule/status/1541821099951869953/photo/1

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Appendix



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Appendix

We created an appendix to pre-empt recurring questions - without adding to the length of the core deck:

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Decreasing churn

We listened to our users' feedback and made a stickier product:

Decreasing monthly churn rate





Tae Kim

@taehyunkim

💬 1

And it all starts with an often-overlooked slide...

↺ 1 ❤️ 7

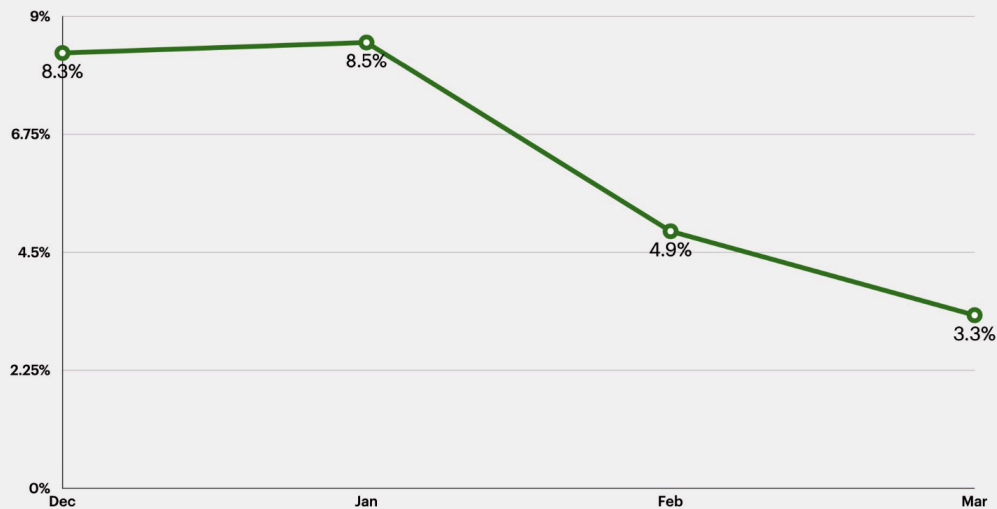
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Trending in S
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Decreasing monthly churn rate



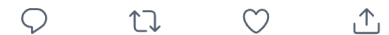
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Decreasing churn

We listened to our users' feedback and made a stickier product:

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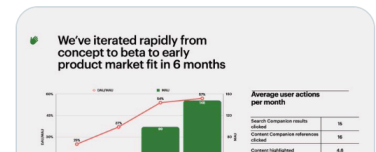


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Usage

Engagement is deepening:



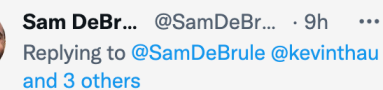


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





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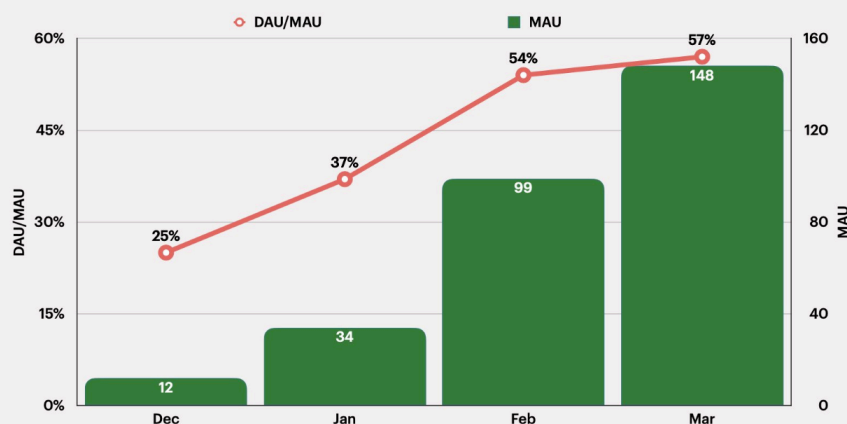


Customer personas

Folks who do a lot of research love Heyday:

	Content Marketers	Investors/Analysts	Entrepreneurs
 Priorities	<p>Investment in content will likely be needed to increase the number of people who know they have a product or service, and to get them to try it out. They will also need to get the word out about their brand so that the market size is expanded.</p>	<p>Investment in content will be determined by whether or not the market is already well known. If not, they will need to get the word out about their brand so that the market size is expanded.</p>	<p>Knowledge of all marketing needs is important for success. They will need to get the word out about their brand so that the market size is expanded.</p>
 Ads to be done	<p>A lot of time and money will be spent on advertising. They will need to get the word out about their brand so that the market size is expanded.</p>	<p>A lot of time and money will be spent on advertising. They will need to get the word out about their brand so that the market size is expanded.</p>	<p>A lot of time and money will be spent on advertising. They will need to get the word out about their brand so that the market size is expanded.</p>
 Urgency	High	Medium	Medium
 Agency	High	High	High





We've iterated rapidly from concept to beta to early product market fit in 6 months




Average user actions per month

Search Companion results clicked	15
Content Companion references clicked	16
Content highlighted	4.6
Topics created	3.5
Content curated into topics	7

Early customer personas

	Content Marketers	Investors/Analysts	Entrepreneurs
 Priorities	Researches and writes for a living. Needs to understand industries with which they may have little familiarity so that they can write intelligently. Desire to be organized, but struggle given the sheer volume of research.	Professional investor who does market research to identify trends that inform investment decisions. Fear missing out on opportunities because of inability to see relevant research they've done in the past.	Founder of an early-stage startup who wears multiple hats, feels scattered from jumping from task to task throughout the day, and does research to learn about topics they may not know much about.
 Jobs to be done	A fast, easy way to remember useful content they've seen within the context of ongoing research so that they demonstrate expertise.	A fast, easy way to remember past research and insights that can guide future investments.	A fast, easy way to record and resurface content that is useful given the context of their projects so they can make good decisions.
 Urgency	High	Medium	Medium
 Agency	High	High	High

17






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Customer personas


Folks who do a lot of research love Heyday:

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If you do a lot of research online, check out heyday.xyz.

It will help you remember more of what you learn.



Heyday
Your research helping hand