



About Base

With its All-in-One Sales Platform and Apollo, Base revolutionizes the way that leading businesses manage, measure and maximize sales growth.

Unlike legacy cloud CRM and sales force automation systems, Base offers an all-in-one solution that increases rep adoption rates and data capture across devices. With the ability to analyze big data trends in real-time, Base's Apollo provides sales leaders with the actionable, quantifiable insights they need to accelerate performance and grow revenue in a way that's measurable, repeatable and scalable. Founded in 2009 and headquartered in Mountain View, California, Base and its team of Sales Scientists help more than 7,000 companies across the globe take a more scientific approach to sales.

Leadership Team

Uzi Shmilovici, CEO/Founder
Bart Kiszala, CPO/Founder
Pawel Niznik, CTO/Founder
Tal Tsfany, CCO

Jill McCavitt, VP Finance/Operations
Agata Wierzbicka, VP People
Mariusz Lusiak, VP Engineering
Michael Logan, VP Sales

Year Founded

2009

Employees

210+

Happy Customers

7k+

Capital Raised

\$53M



Global HQ
Mountain View, CA



Base Office
Chicago, IL



Base Office
San Francisco, CA



Base Lab
Krakow, Poland

Investors

Base has raised \$53 million across three rounds of funding from investors including Tenaya Capital, RRE Ventures, Index Ventures, The Social+Capital Partnership, OCA Ventures and I2A.

"We believe that Base is the future sales platform for data-driven sales teams. Intelligence and usability is becoming a major competitive advantage in enterprise software. Base has proven itself as a leader in this transition and is rapidly building an impressive list of customers."

Stewart Gollmer

Managing Director, Tenaya Capital

Products



Base's All-in-One Sales Platform eliminates the need for multiple sales point solutions by providing businesses with tools for email, phone dialing, lead scoring, forecasting, reporting and more.

The combination of the platform's consumer-grade UI, industry-leading mobile app and fully-integrated communications tools increases rep adoption by an average of 95% and generates up to 30X more data compared to traditional CRM systems.

#1 Rated Mobile App



Apollo is the world's first scientific sales platform to capture and analyze millions of sales activity data points in real-time.

Thanks to thousands of hours of research around key sales growth factors, Apollo is able to connect each of these data points to provide every company with a unique Sales Genome, or a complete codification of hundreds of factors impacting sales performance. By leveraging the Sales Genome across key conversion points using a consistent formula, Apollo uncovers actionable, quantifiable insights to increase sales.

Results

75%

Increased Productivity

95%

Increased User Adoption

65%

Boosted Win Rate

30x

More Data Captured

Our Customers

More than 7,000 leading businesses choose Base to help them drive sales productivity and uncover actionable, quantifiable sales insights. Base customers range in size from small businesses to major enterprises and span industry verticals such as healthcare, software, solar, retail and more.



"Base's simplicity and user experience is so unique. The information you see on a page is abundant and rich, yet it's completely digestible because of the intuitive design."

Nick Wood

Technology Director, Octego