



	Sale	Buy	Grow
	\$285.00	\$334.07	15.79%
	\$375.00	\$460.75	23.14%
	\$625.00	\$663.75	6.89%
Copper	\$769.00	\$818.58	6.44%
Steel	\$424.00	\$453.96	7.06%
Aluminum	\$336.00	\$349.59	3.99%
Manganese	\$400.00	\$418.80	4.70%
Iron	\$421.00	\$326.77	-22.50%
Platinum	\$285.00	\$441.28	54.83%
Silver	\$375.00	\$578.01	54.13%



Evolve

Capital Partners

Asana

September 2020

Summary of Direct Listing



**SPECIALIZED INVESTMENT BANKERS AT
THE INTERSECTION OF FINANCE & TECHNOLOGY**

Asana Direct Listing – Executive Summary

Initial Public Offering Overview – Sep 2020



NYSE: ASAN



Description

- Asana is a software company that specializes in workplace collaboration, management and productivity. The company offers solutions to teams to organize and manage their work from small projects to strategic initiatives.



Direct Listing

- The company chose to list and sell its shares directly in the public markets, rather than hire underwriters and go through a typical IPO process.
- Registered Stockholders may elect to sell shares of Class A common stock. The company will not receive any proceeds from any such sales of Class A common stock.

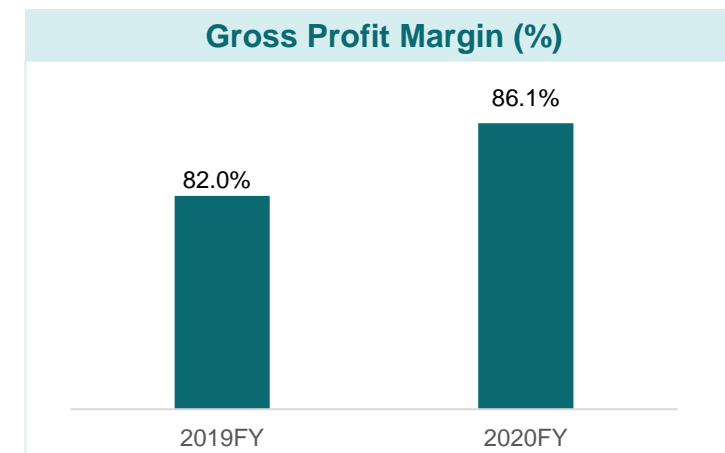
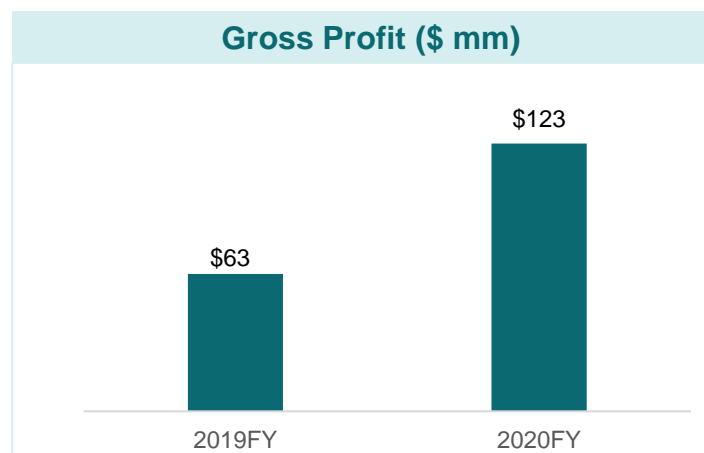
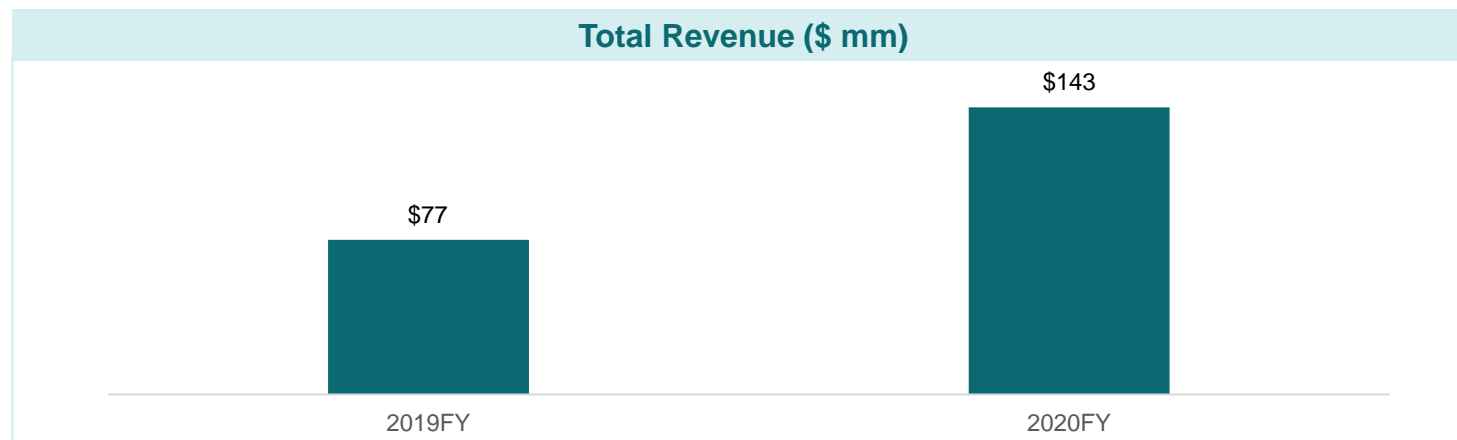
	Headquarters	San Francisco, CA
	Founded	2008
	Employees	701
	Trading Date	9/30/2020
	Financial Advisors	Morgan Stanley, J.P. Morgan, Credit Suisse, Jefferies
	Issue Price	\$21.00
	Resale Shares	30 million
	Resale Amount	\$631 million

Source(s): Asana 424B4 Filing, Media Reports.

Asana Direct Listing – Executive Summary

Key Metrics

Shares Sold in the Direct Listing	30 million
Issue Price	\$21.00
Total Shares Outstanding	151.3 million
Market Value at Listing Price ⁽¹⁾	\$4.1 billion
Enterprise Value at Listing Price ⁽²⁾	\$3.8 billion
EV / Revenue ⁽³⁾	26.6x
Trading Date	9/30/2020
Listing Price	\$27.00
Listing Premium	\$6.00



Source(s): Pitchbook, Media Reports, Asana 424B4 Filing.

⁽¹⁾ Market Value has been calculated as Listing Price x Total Shares Outstanding after the IPO.

⁽²⁾ Enterprise Value = calculated Market Value at Listing Price + preferred equity + debt - cash as of January 31, 2020.

⁽³⁾ EV / Revenue calculated based on enterprise value of securities on listing date.

Asana Direct Listing – Executive Summary

Company Overview

Business Overview

- Asana is a software company that aims to coordinate team collaborations by providing technological tools to orchestrate work with efficiency.
- The platform enables individuals and teams to get work done faster while improving employee engagement by allowing everyone to see how their work connects to the broader mission of an organization.
- The company's hybrid self-service and direct sales model allows them to efficiently reach teams everywhere and then rapidly expand the customer base.
- The company's advanced workflow processing system scores each acquired lead in real-time, matching it with an agent determined to be best suited to meet the consumer's need.
- The company's product is designed for most use cases in a workplace across many departments and industries.
- The company was recognized by Forrester as a Leader in Collaborative Work Management Tools for the Enterprise in 2018.

Key Statistics



Over 82,000 paying customers as of July 31, 2020 and over 3.5 million free activated accounts since inception. Paying customers increased by 9% compared to six months ago.



The free-to-paid conversion rate of registered users increased from 3.6% as of January 31, 2018 to 4.7% as of July 31, 2020.



Since January 31, 2019, the company's engineering team has grown by over 80% to drive product innovation.



The markets for collaborative applications and portfolio management are expected to grow from \$23 billion in 2020 to \$32 billion in 2023, a CAGR rate of 11.6%.

Source(s): Asana 424B4 Filing.

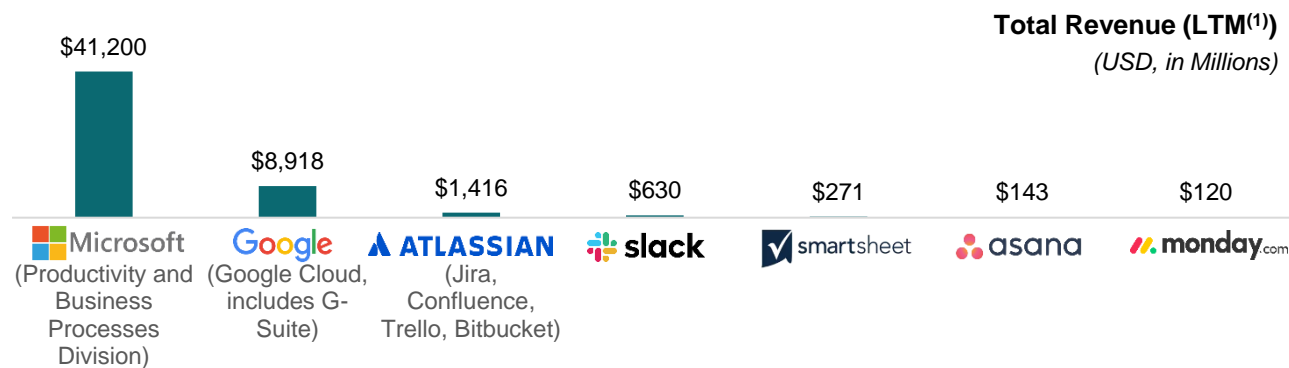
Asana Direct Listing – Industry Landscape

Key Metrics

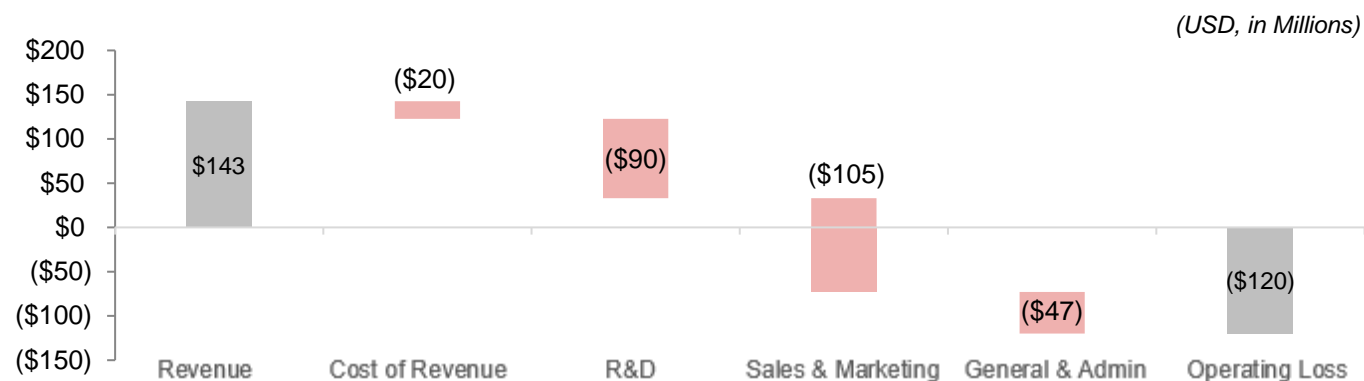
Highlights

- Asana operates in a highly competitive industry with relatively low barriers to entry.
- Asana’s competitors include work management solutions such as Smartsheet, monday.com, as well as productivity suites offered by Microsoft and Google.
- Asana spends a significant amount of revenue on non-product costs, especially in R&D and Sales & Marketing, resulting in a \$120 million operating loss in 2020FY in a bid to stay competitive.
- Due to a history of substantial operating losses, the company states that it does not expect to become profitable soon.

Top Workplace Collaboration Companies by Revenue (\$ mm)



Asana – Income Statement, 2020FY (\$ mm)



Source(s): Pitchbook, Asana 424B4 Filing.

⁽¹⁾LTM is last twelve months, based on latest publicly reported financial results as of Jan 31, 2020 (Date as used in the Asana 424B4 Filing).

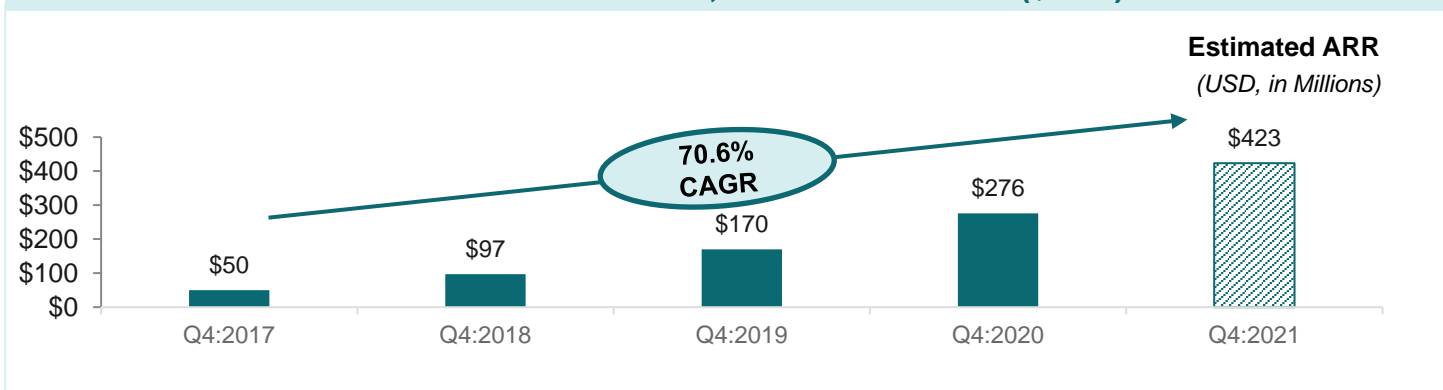
Asana Direct Listing – Product Growth

Key Metrics

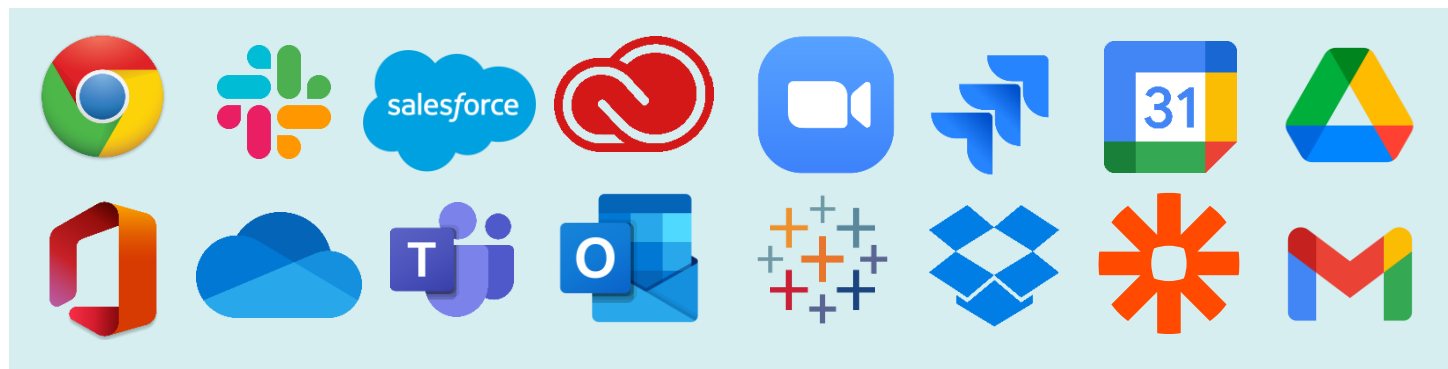
Highlights

- Based on publicly available information, Evolve estimates Asana's Annual Recurring Revenue (ARR) to reach \$276 million by 2020 and \$423 million by 2021.
- The CAGR is estimated to be 70.6% over a period of five years, between 2017 and 2021.
- Despite being competitors with numerous platforms, Asana growth is fueled by integrations with leading teamwork solutions such as Microsoft Teams, Google Workspace, Atlassian Jira, Slack and Zoom.

Asana – Estimated ARR, Q4:2017 – Q4:2021 (\$ mm)



Asana – App Integrations (Selection from over 100+ Integrations)



Note: Asana has not officially reported any ARR figures. Estimated ARR for Asana is calculated by Evolve, based on exponential growth (as frequently highlighted by Asana), Asana's announcement that it exceeded \$100 million ARR in February 2019, and other quarterly revenue metrics as reported in the public filings. Estimated ARR for Q4:2021 is based on a mathematical model as derived from the trend.
Source(s): Asana 424B4 Filing.

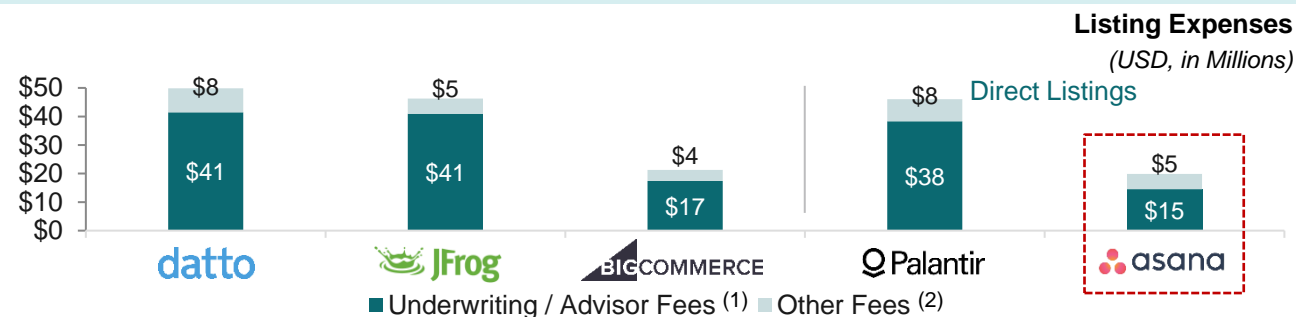
Asana Direct Listing – IPO Comparisons

Key Metrics

Highlights

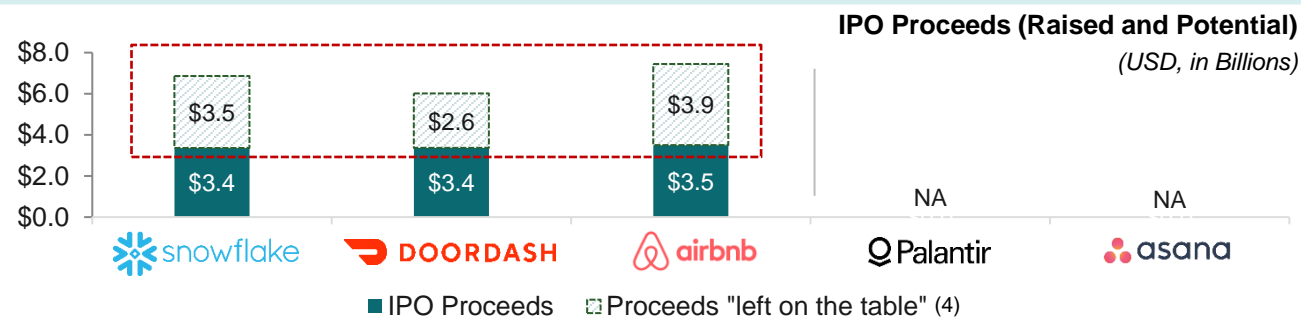
- Compared to other IPOs in 2020, Asana generally incurred lower expenses. Most of the cost comes from underwriting fees, which is a huge IPO expense.
- In comparison to companies with similar enterprise value (EV) such as Datto and JFrog, Asana's direct listing cost \$20 million – about half of these IPOs.
- Palantir's direct listing cost \$46 million, similar to Datto and JFrog's IPO expenses despite being a much larger company.
- Mega IPOs like Snowflake, DoorDash and AirBnB could have raised billions of dollars more, if they did a direct listing, then a follow-on offering.
- Asana's direct listing approach contributed to some underwriting savings, without incurring opportunity costs from IPOs as a result of the first day "pop" in price.

2020 IPO vs. Direct Listing – Listing Expenses (\$ mm)



Expenses (\$ mm)	\$50	\$46	\$21	\$46	\$20
Proceeds (\$ mm)	\$594	\$509	\$216	NA	NA
EV ⁽³⁾ (\$ B)	\$4.3	\$5.6	\$5.0	\$13.9	\$4.5

2020 IPO vs. Direct Listing – Opportunity Cost (\$ B)



Source(s): Public Filings, Asana 424B4 Filing, Pitchbook.

⁽¹⁾ Underwriting fees based on full exercise of underwriting options. ⁽²⁾ Other fees include SEC registration fee, FINRA filing fee, exchange listing fee, printing and engraving expenses, legal fees, accounting fees, custodian, transfer agent and registrar fees, and other miscellaneous expenses. No FINRA filing fee for direct listings.

⁽³⁾ EV value at listing date, from Pitchbook. ⁽⁴⁾ Proceeds "left on the table" refer to maximum amount of additional IPO proceeds the company could have raised, assuming all stocks are sold at the IPO opening price.

Asana IPO – Executive Summary

Management Team

Key Executives

Biography



Dustin Moskowitz
Chief Executive Officer

- Dustin Moskowitz co-founded Asana and has served as a member of the board of directors since December 2008, as the Chief Executive Officer since October 2010 and as the President and Chair in 2019.
- Prior to Asana, he co-founded Facebook, a social media and networking company, and from February 2004 to November 2008, he served in a variety of senior roles, including Chief Technology Officer and Vice President of Engineering.
- Dustin attended Harvard University where he studied economics.



Tim Wan
Chief Financial Officer

- Tim Wan has served as Chief Financial Officer since January 2017, and he previously served as the Secretary from May 2018 to September 2019.
- Prior to joining Asana, he served as the Chief Financial Officer of Apigee, an API platform technology company, from March 2015 to January 2017.
- From June 2000 to February 2015, he served in a variety of senior roles at RealNetworks, a digital media and applications company, and has served on the board of directors of RealNetworks, Inc. since December 2019.
- Tim holds a B.A. in economics from the University of California, Los Angeles and an M.B.A. from the University of Southern California.













Chris Farinacci
Chief Operating Officer

- Chris Farinacci has served as Chief Operating Officer since September 2015.
- Prior to joining Asana, he served as Senior Director of Marketing for Google for Work and Google for Education, Alphabet's enterprise and education businesses, from January 2011 to September 2015.
- Chris holds a B.S. in mechanical engineering from The Ohio State University.

Source(s): Asana 424B4 Filing.

Asana IPO – Executive Summary

Transaction History

Date	Transaction Type	Amount (\$ mm)	Key Investors
6/5/2020	Later Stage VC	\$200	Dustin Moskowitz (Convertible Debt)
11/29/2018	Series E	\$50	generation____  
1/31/2018	Series D	\$75	generation____ 8VC  FOUNDERS FUND Sam Altman
3/30/2016	Series C	\$50	Sam Altman  8VC  FOUNDERS FUND  Combinator
7/23/2012	Series B	\$28	 FOUNDERS FUND  ANDREESSEN HOROWITZ
11/1/2009	Series A	\$9	 ANDREESSEN HOROWITZ 
4/1/2009	Seed	\$1	Ben Horowitz, Adam D'Angelo and Aditya Agarwal

Source(s): Pitchbook.

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