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ToutApp Raises \$15 Million to Become Operating System for Sales

By Deborah Gage



ToutApp Inc. Chief Executive Tawheed Kader

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In January 2014, [ToutApp Inc.](#) Chief Executive Tawheed Kader faced a tough decision for his software startup, which at the time had seven employees: accept an offer worth millions of dollars from a large marketing-automation company and get acquired, or continue to go it alone.

At the time, Mr. Kader owned 80% of his company. “It would have been life-changing in many ways,” he said. “But you have to ask what you want to do with the next 10 years of your life. I believed in our traction and kept going, and I’ve not looked back.”

Mr. Kader raised money for ToutApp instead, and now after a year of rapid growth in which ToutApp’s revenue grew by 300% and its number of customers doubled, he’s raised money again, a \$15 million Series B round led by [Andreessen Horowitz](#), taking total funding in the company to more than \$20 million.

Current investors [Sigma West](#), [Founder Collective](#), [500 Startups](#) and [Launch Fund](#) also participated in the round.

Mr. Kader, who goes by his initials, TK, is a serial entrepreneur whose first experience was working in his family's business. He later co-founded a startup that sold to Plaxo Inc. and after that worked at a hedge fund before deciding he wanted to go back to startups.

For ToutApp, which graduated from the 500 Startups accelerator in 2011, he bet on email, figuring that despite all the complaining about email, it would never go away.

So he thought about ways to make email better. The users that ToutApp appealed to most turned out to be salespeople, so Mr. Kader focused his company on that market.

ToutApp aspires to be the Bloomberg terminal for salespeople, he said, a single place where the people who work on the front lines of sales can go every day and get their jobs done.

The software integrates with Gmail, Outlook, [Salesforce.com](#) and other customer relationship management systems and prioritizes contacts and inboxes, automates or partially automates emails based on different tasks, and provides a live Twitter-like feed of what leads and prospects are doing.

"A salesperson gets a signal saying this person engaged with content and shared it with the rest of their team," he said. "All that data helps enable a salesperson make better decisions on what to do next."

Ultimately, he said, ToutApp could become an operating system for information workers, serving other professions like journalism or public relations by having software that understands how those workers do their jobs.

Andreessen Horowitz invested in ToutApp, he said, because ToutApp is taking "a long view" of the market. He also likes the fact that the partners at Andreessen Horowitz have run companies and know how to build businesses, he said.

The new money will be invested in sales, marketing, and research and development. As part of the funding, Andreessen Horowitz General Partner Scott Weiss joins Sigma West Managing Director Greg Gretsich on ToutApp's board.

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