



# FUTURE SIMPLE - BASE INTRO

Building the future of CRM for small businesses



base

# Background

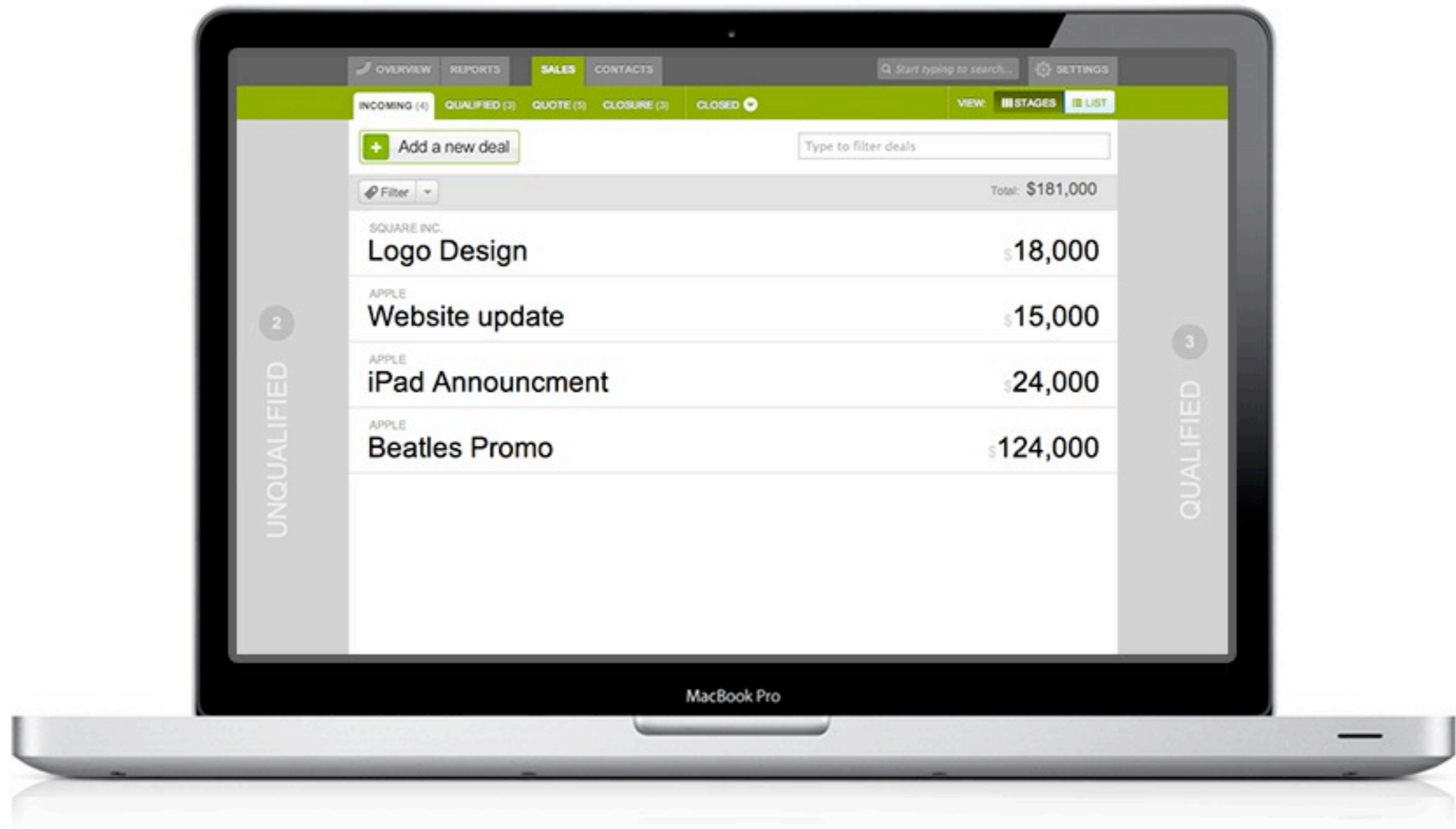
Founded in 2009, Future Simple is disrupting the way in which small businesses use software to manage their business processes.

Our flagship product, Base, a simple sales tracking and CRM tool, is growing rapidly, with thousands of new small businesses signing up every month.

In February 2011, Future Simple raised \$1.1M in its first round of financing to fuel the growth of the company and accelerate product development.



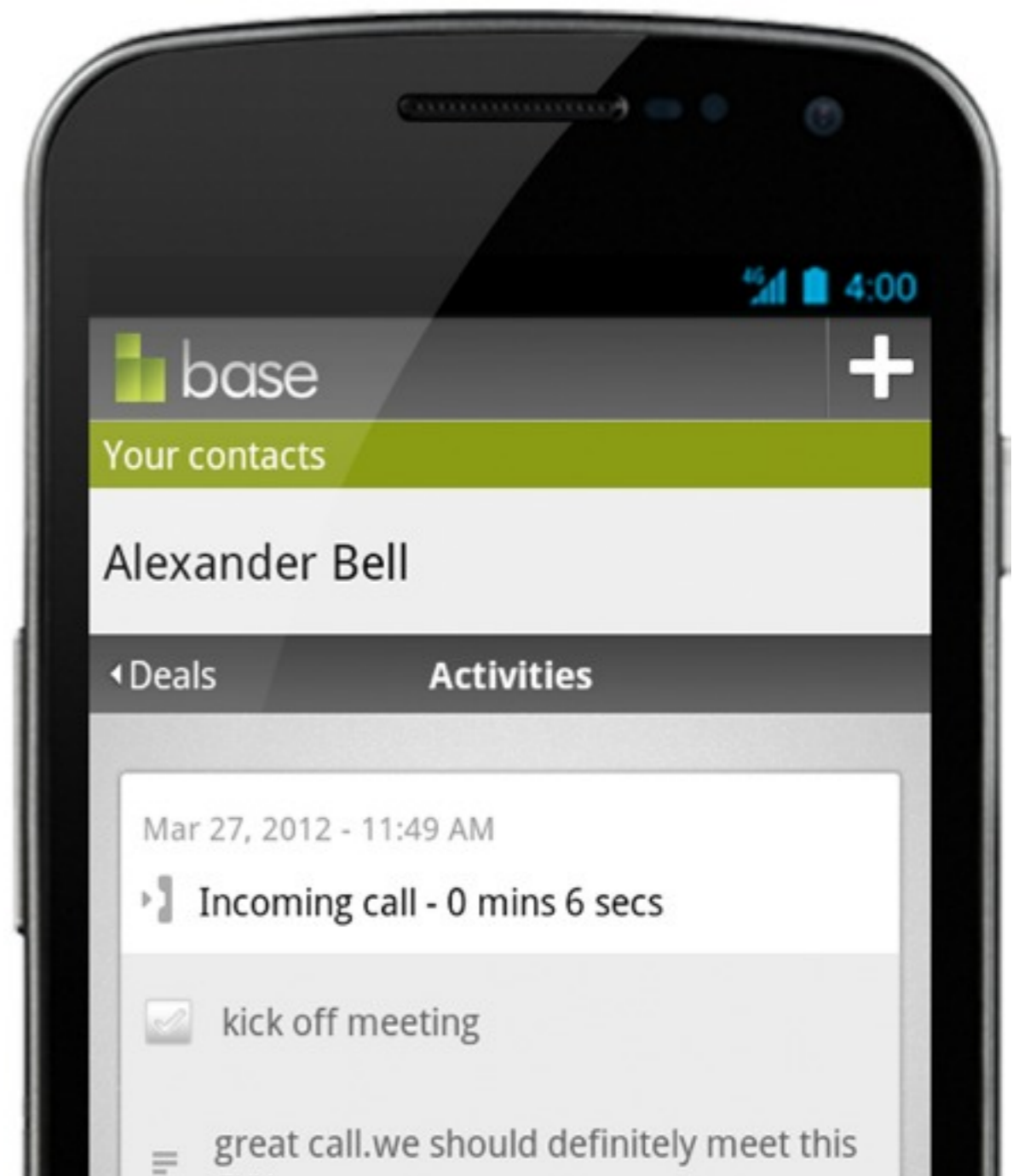
# Base – Effortless Customer Management



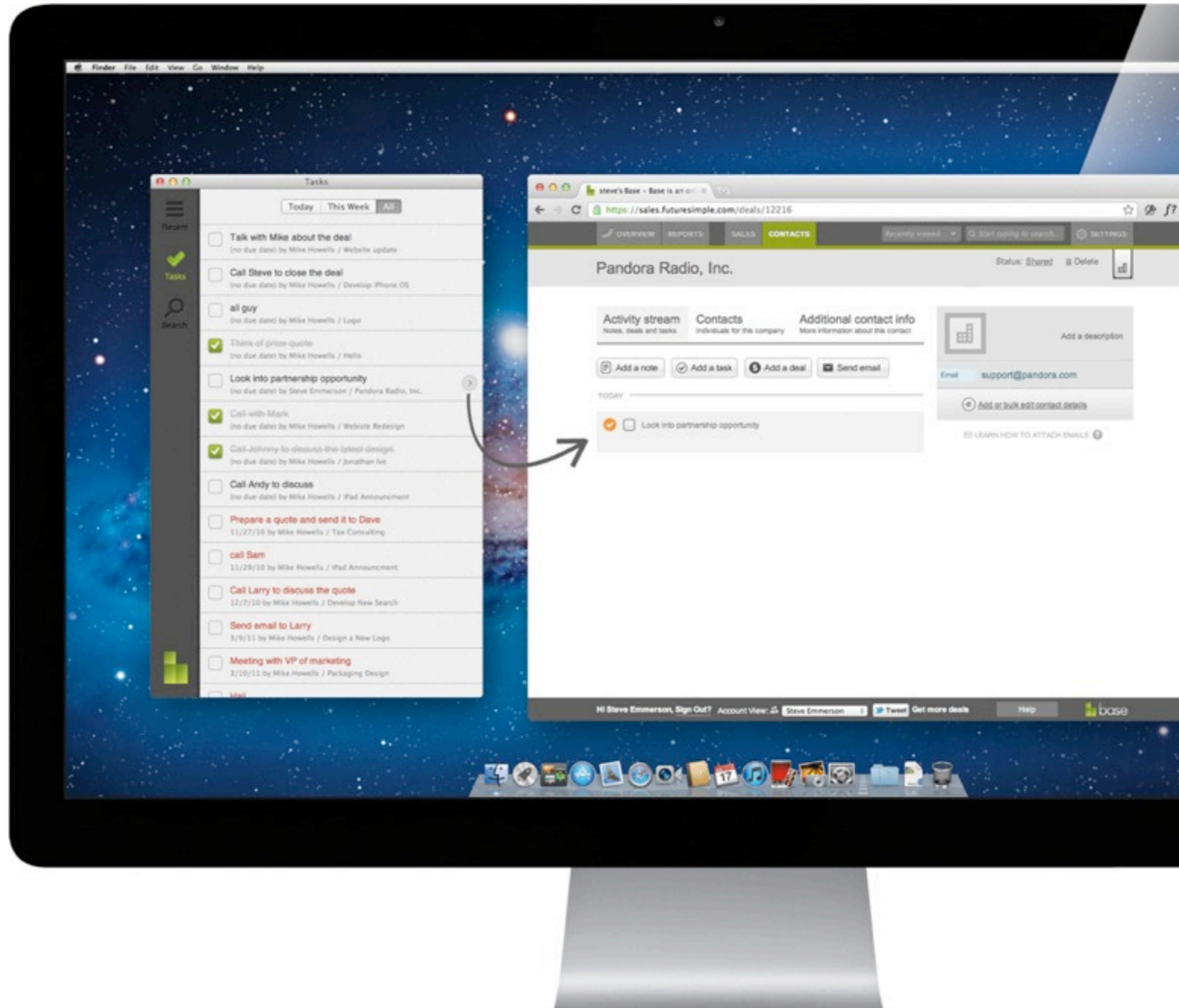
A CRM and sales tracking solution for small businesses



# Native iPhone and Android apps

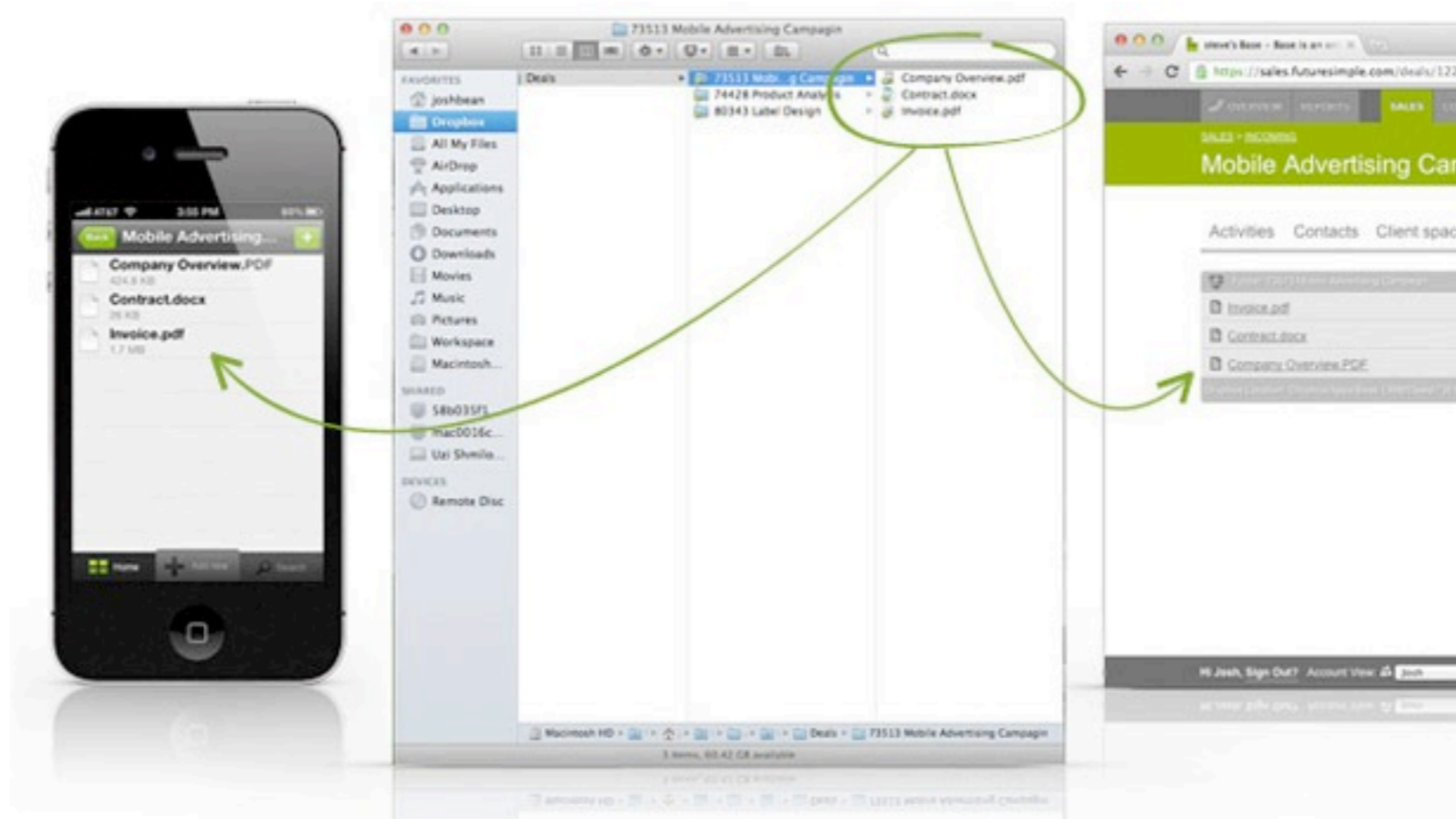


# Mac Desktop App (Windows app coming soon)



# Dropbox Integration

- Automatically create a folder for each deal to store important deal files
- Access these files from your iPhone or any computer when you log into Base



# Collect Leads from Facebook

The screenshot shows a Facebook page for 'Hack KRK' with a Base CRM lead capture form. The form is titled 'Hack KRK - Base - CRM' and includes fields for 'Your full name', 'Your company', 'Your phone number', 'Your mobile number', and 'Your email address'. There are 'required' labels next to the name and email fields. A text area for 'Tell us about your needs' and a 'Send' button are also present. The page layout includes a left sidebar with navigation options like Wall, Info, Insights, Photos, Events, and Base - CRM. The top of the page features the Facebook logo and a search bar.

facebook

Learn more at <http://futuresimple.com/base/facebook>

base

Base, the leading CRM and Sales Tracking tool, now lets you capture leads directly from Facebook. Have this awesome lead capture form on your Facebook page in just three easy steps:

- 1 Login to Base (or create a new account)
- 2 Go to Settings > Integrations
- 3 Enable your facebook form and you're done!

**Hack KRK - Base - CRM**  
Community - [Edit Info](#)

Your full name  required

Your company

Your phone number

Your mobile number

Your email address  required

Tell us about your needs

68 like this  
43 talking about this  
Add to My Page's Favorites  
Get Updates via RSS

MailChimp · Report/Contact this App · English (US) [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

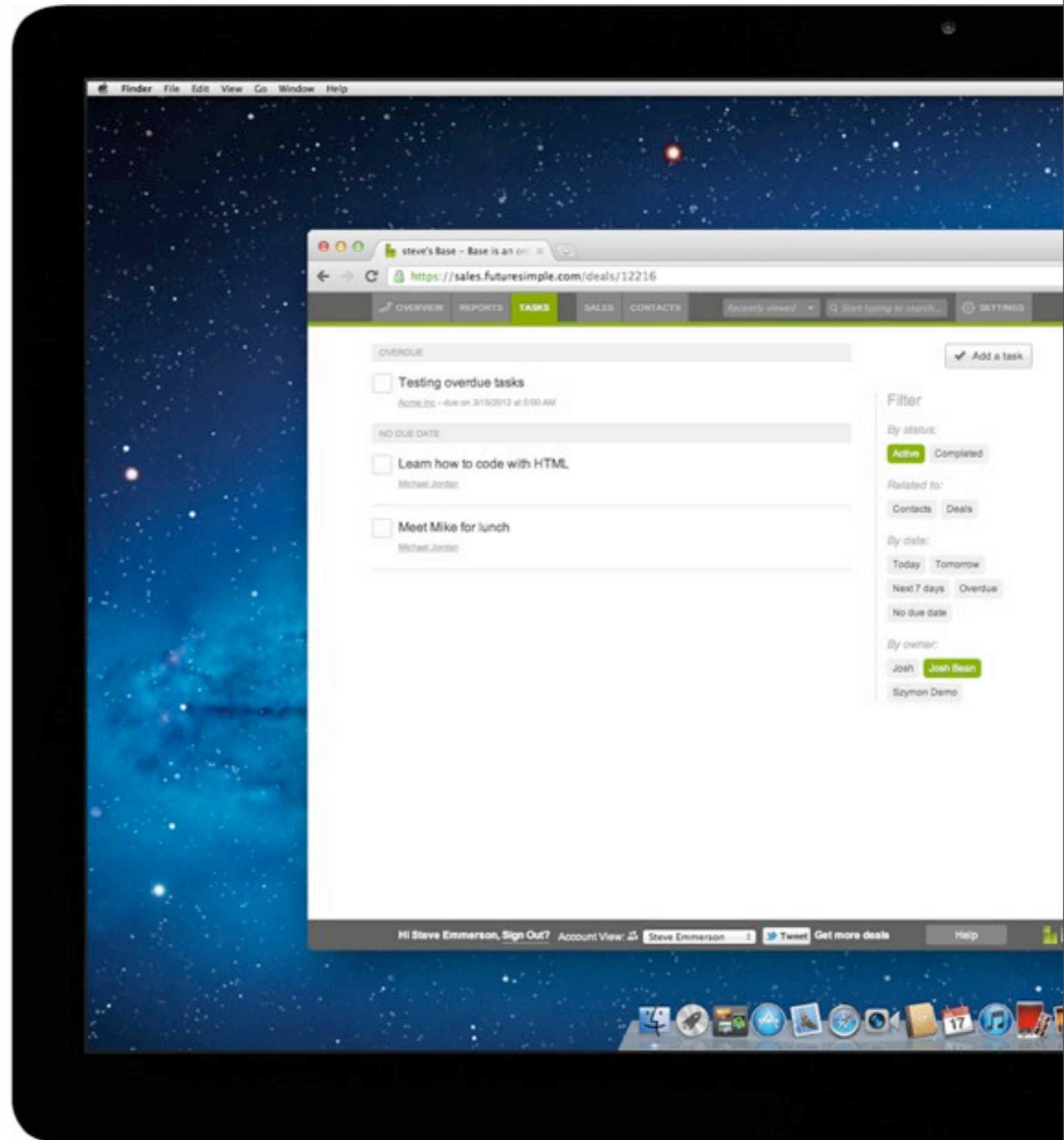
# Manage Tasks

Create Tasks for teammates

Set reminders

Sync Base tasks with Google

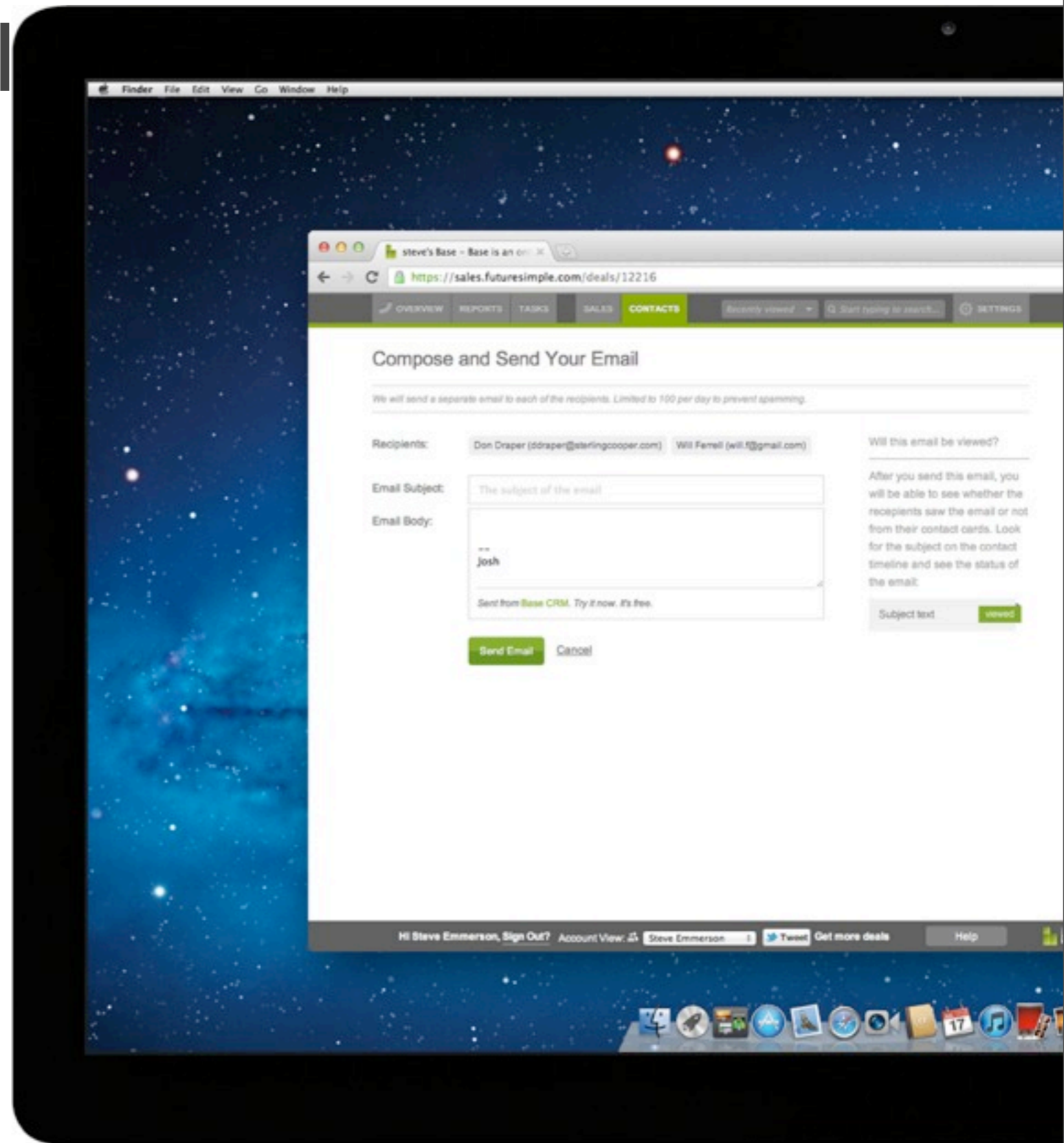
Never forget to follow up





# Send & Track Email

- Send emails from inside Base
- Contact multiple prospects at once
- See if your emails have been opened



# Follow our blog to find out about new features

[www.futuresimple.com/blog](http://www.futuresimple.com/blog)



Growth University provides resources and tips to help your small business grow and thrive. Find out how to improve your business and take it to the next level



HOME SALES MARKETING CUSTOMERS STARTUP PRODUCT UPDATES

Learn how we make Base the best simple CRM. Ready about product updates, product hacks and customers' case studies.



Tuesday, March 27, 2012 in Product Updates  
**Log Calls With Base Android App**

By [Josh Bean](#) | 0 Comments



Wednesday, February 15, 2012 in Product Updates  
**New Feature: Base Mac App**

By [Josh Bean](#) | 0 Comments



Tuesday, February 7, 2012 in Product Updates  
**New Base App for Facebook: Collect Leads From Your**

## About Base

Base is a sales tracking and contact management app that works the way you think. Its intuitive interface will take the pain away from sales management and put you in control of your business.

[TRY IT NOW FOR FREE ▶](#)

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# Sign up today!

What are you waiting for?

Base is the easiest way to track sales, manage contacts and stay connected on the go.

Sign up for FREE by going to:

[www.futuresimple.com/base](http://www.futuresimple.com/base)

