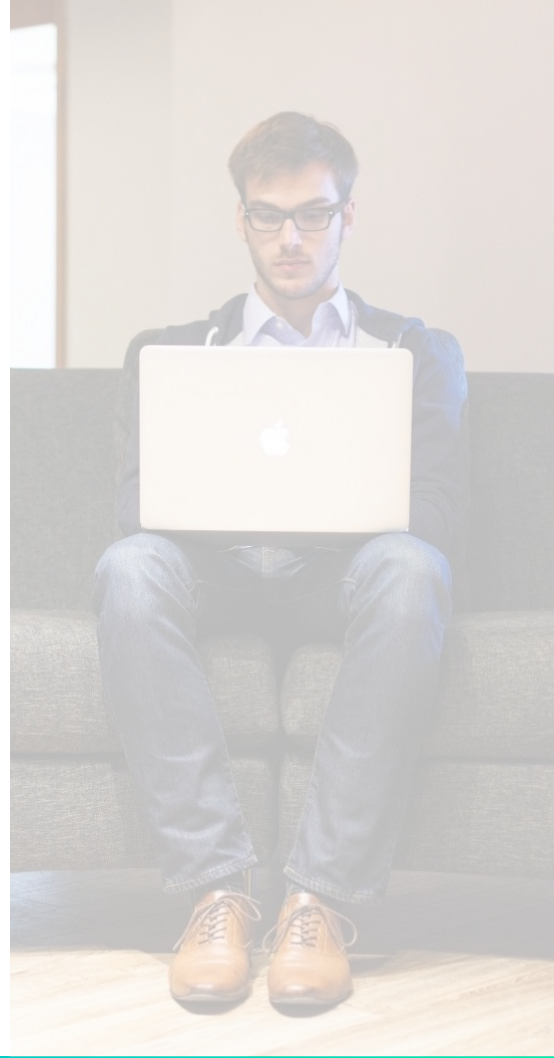# GitShowcase

Plug and play portfolio for developers.

Developer Struggle

- How can I apply to new jobs if I don't have a portfolio?

- Amazing crafters, but huge lack of work presentation.

- Lots of portfolio platforms, but focused on creative people.

- Does GitHub count as portfolio?

- DIY solutions take so much time to be implemented.
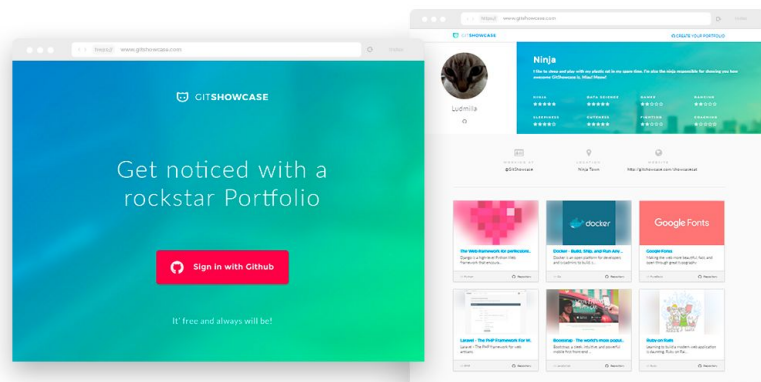
- What to do in the rush?

Big Opportunity

"As of right now (December 4th, 2016 4:08 PM PST) there are 24,377,273 users on GitHub."
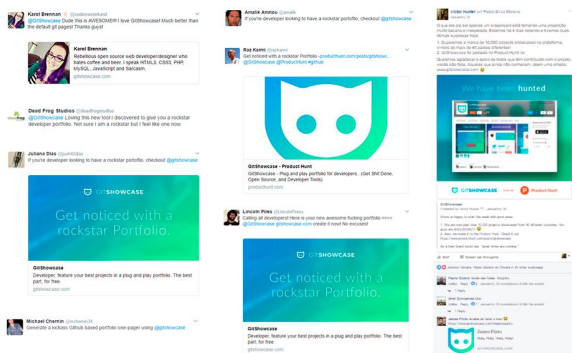
Quora

Introducing GitShowcase

1. Developer enter GitShowcase.

2. Sign in with a GitHub account.

3. Generate an automated portfolio with no need to code, no forms to fill.

4. Customize it.

5. Go beyond.

Going live 2 months:

- 0 budget.

- An awesome community.

- Many shares, tweets, posts about GitShowcase.

- 2,443 users / + 40,000 projects featured.

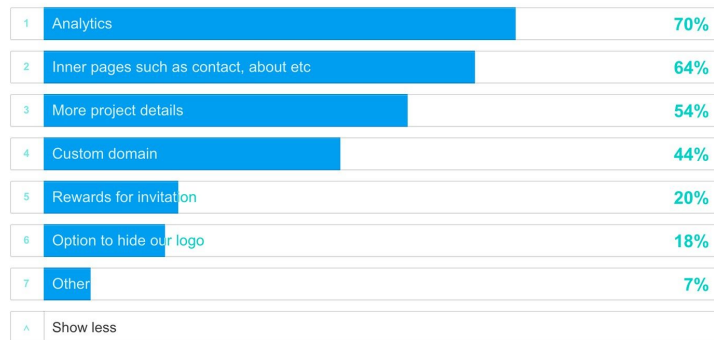- People from 126 countries visited the website, 90 signed up.

- Top 10 on Product Hunt.

Designing the future with our users:

What's missing on GitShowcase for you?

1	Analytics	70%
2	Inner pages such as contact, about etc	64%
3	More project details	54%
4	Custom domain	44%
5	Rewards for invitation	20%
6	Option to hide our logo	18%
7	Other	7%
^	Show less	

Would it be fair to charge $5/m to get your portfolio a custom domain?

Average: 4.51

0	1	2	3	4	5	6	7	8	9	10

Nope at all.   Maybe?   That's what I'm waiting for.

Batman, would you pay $10/m to get custom domain and also access to other handcrafted design themes?

Average: 3.33

0	1	2	3	4	5	6	7	8	9	10

Nope at all.   Maybe?   That's what I'm waiting for.

Big Opportunity (2)

"Demand for software developers will be the strongest until 2020, with increases ranging from 28% to 32%."

Big Problem

"The growth in demand for tech talent will also spell a change for the recruitment industry. Currently, there is a lot of pain in hiring people."
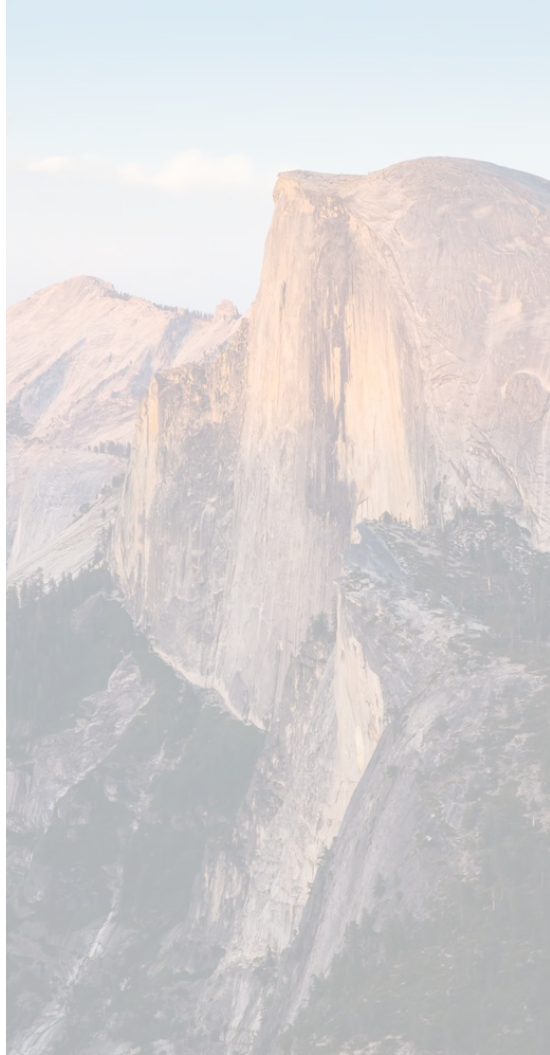
ITProPortal

Competitors

DEVELOPER PORTFOLIOS

Devolio: 2014 project from Germany. Not sure if it's still maintained. Site currently offline.

Apollo: Static page framework for devs on github. Need to code it out.

Competitors

TECH HIRING (marketplaces):
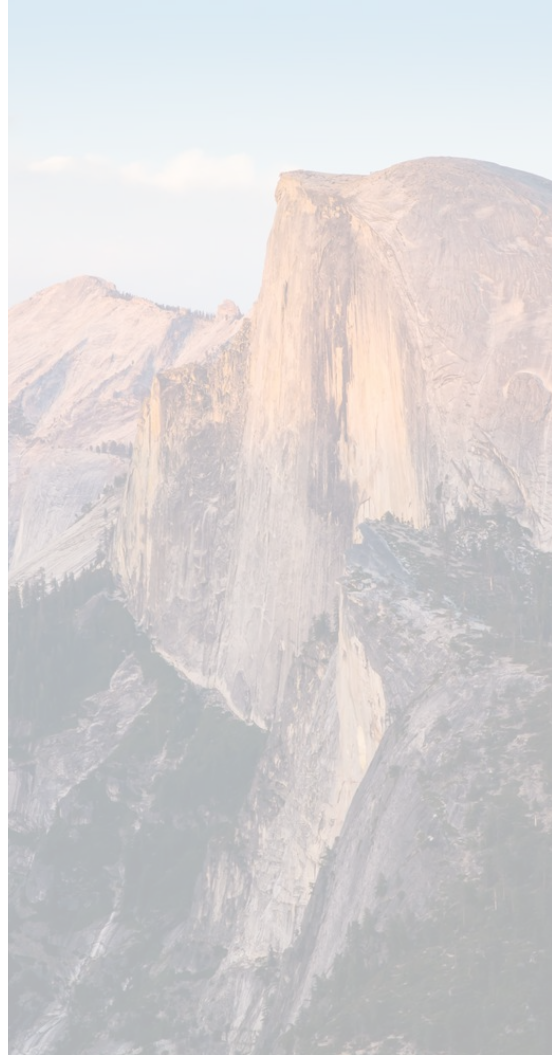
Freelance: Workana, Prolancer, Upwork.

Remote: WeWorkRemotely, RemoteOk, Outsourcely,

StackShare Match, Hired, Jobbatical etc.

TECH HIRING (taking part on recruit process):

Freelance: Toptal, X-team, Scalable Path, Gigster, Gun,

Staffzen, CrossOver etc.

Remote: Remote.com

Local: Brasil (GeekHunter, Vulpi), Índia (Stockroom), LinkedIn,

facebook groups, team referrals, traditional recruiters.

Competitive analysis

TECH HIRING:

The current players focus more on the companies/recruiters and less on developers. They promote high competition to screen and onboard only the best, so the top elite who already had no problems pursuing new jobs can get more privileges yet. Also there are only two niches on the market: those who care too much handling end-to-end process and those who are just marketplaces.

DEVELOPER SIDE:

None of them are interested on enhacing the developer portfolio or the local tech communities.

Testing meanwhile...

Contraktor (legaltech based in Curitiba looking for a Front-end Dev)
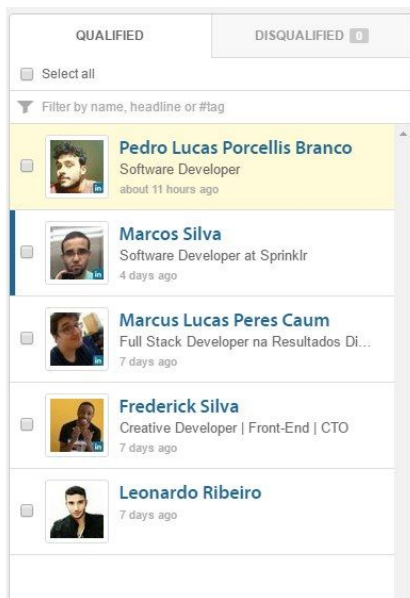
#06 - 30/03 - Contraktor

Regular · Developers Brazil

Sent on Thu, Mar 30, 2017 1:52 pm

368	**41.1%**	**14.2%**
Subscribers	Opens	Clicks
	150	52

Tx. Page visitors -> Applicants   9,6 %

Tx. GitShowcase base -> Applicants   1,3 %

Growth strategy for 35,000 users

FREE DOMAIN

Inviting 15 friends for GitShowcase, the user will have free domain and we will host its portfolio for free.

www.username.com

HIDE THE BRAND

Inviting 10 more friends for GitShowcase, the user will have our brand removed from the navbar.

AMBASSADORS

GitShowcase is looking forward local ambassadors to engage the tech community into the platform. Organize meetings and also make a portfolio review, just as Behance does with Designers today.

PS: we already have one in Croatia. Props to Ivan Černja.

Business model: Marketplace?

1. **B2C > Developers:**

   Freemium: Basic portfolio with our brand on it and our domain extension.

   Premium: Custom domain for $5/m (after beta is over).

2. **B2B > Recruiters / Recruitment Companies:**

   Premium: Recruiters pay $90 to post up to 5 jobs per month, which we will automatically email/notify inside our base, the best fit for them.

Cost scaling per users:

UP TO 5,000 USERS	35,000 USERS	100,000 USERS
Database: $9	Database: $9	Database: $50
Redis: $15	Redis: $30	Redis: $60
Server: $25	Server: $50	Server: $100
Monitoring: $49	Monitoring: $100	Monitoring: $160
Mailchimp: $50	Mailchimp: $240	Mailchimp: $475
Payroll: $0	Payroll: $4,000	Payroll: $8,000
$ 148	**$ 4,429**	**$ 8,845**

Earning money from the base?

Affiliate programs of popular online tech courses.

udemy   treehouse   coursera

unknown   20% - 50%   20% comission
                         comission

Non-invasive, relevant and beautiful ads.

Carbon   unknown

Who we are:

Victor F. Santos

UX Designer at
EGGS Design

Victor loves the fast-paced environments of
startups, where the focus is on MVP, on
humanizing technology to people, validation and
collaboration long before spending time on
crafting those pixels.

Previously Lead Designer at Contabilizei, awarded
as best startup B2B Latin America (2016) and one
of most innovative companies in the world (2017).

Pedro Moreira

Developer at
Studio 98

Pedro is passionated by creating quality software
that helps solving real problems. He thinks that
coding is a stepping stone for delivering value to
the business, so that's what he tries to do.

Previously Software Developer at Codeminer42,
working along innovative companies such as Riot
Games and Leroy Merlin.

Our ultimate vision:

Singularity comes fast and with it a deep work relationship shift.

We see as our responsibility design GitShowcase to empower people when it happens. We are keen to:

- Promote equality for developing countries.
- Develop strong tech culture on these places.
- Partner with independent code schools to promote free lessons & workshops in loco.
- Decentralize the tech centers as it is today mostly on Silicon Valley, Europe & China.

Best conversion rates:

1. Egypt
2. United Arab Emirates
3. Latvia
4. China
5. Israel
6. Nepal
7. Thailand
8. Colombia
9. Malaysia
10. Mexico

Thank you.

You are awesome :)