Code Awareness presentation

We increasingly depend on software in all areas of life and business. Software is still built using traditional assembly line methodologies. However, I think software is grown, not built. To make things work better we need to obtain more metrics and improve several aspects: education, collaboration, communication and soft-skills (people skills).

## WHAT

Code Awareness is a software development tool that opens the door for these improvements, potentially revolutionizing the way we collaborate on any digital projects, not just code.

* Code Awareness is about metrics
  + code quality and speed
  + architectural skills
  + learning curve
* Code Awareness is about working together
  + improved team collaboration
  + innovative pass-the-torch methodology
  + learning and mentoring others
* Code Awareness is about efficiency
  + hackathons

## WHY

* We are long overdue for an innovation of the current state of the art for workflow management in software development
* We need to improve the education and communication skills for both academic and self-taught software developers
* We need to improve the quality of software products across the board, and reduce the over-bloated, low-performance pieces of our economy
* We need to reverse the current trend of working-in-a-silo for all software developers
* Programming is an activity that improves the logical circuits in our brains. It can be done remotely, from anywhere, and for any amount of time. Programming is not only a good exercise, it's a good mediator for people's every day struggle in communication.

## HOW

* We have a beta product which does one thing and does it well: Team Code Highlights (more details on our website)
* No real-time distractions
* Gather data, including code quality, speed, learning curve, communication frequency and quality.
* Code Awareness slowly learns your habits, your strengths and passions, and helps you connect with the right peers.
* Check out our website codeawareness.com

## FINANCE

* Start with B2C and continue with B2B
* free plans, 5 dollar plans, 15 and enterprise
* HR plans
* Education plans
* Predicting $15 million / year revenue for 100k users, with a high profit margin, increasing exponentially when data analytics arm of our business comes into play
* We are looking for a step-wise investment, starting with 1 million USD, to refine the product and reach our 10k users, followed by additional rounds for the global B2B sales push

## TMA

Financial:

* The Software Development Tools market was estimated at $10 billion in 2020
* The Unified Communications market was estimated at $40 billion in 2020

User base:

* The major global repository cloud audience (GitHub, GitLab, BitBucket, SourceForge) was 111 million users
* The global number of programmers in 2018 was 23 million ([griddynamics.com](http://griddynamics.com))

Opportunities:

* HR (recruiting) market ++
* Education market ++

## COMPETITION

* stackOverflow, AWS Cloud9, Microsoft LiveShare, codeAnywhere

## TEAM

**Mark Vasile**

I've lived and worked in Europe, USA and Japan and have become very familiar with the challenges presented by working in a multi-cultural team. Speaking the language helps, but it's not just the words. I think programming is an excellent medium for communication between people, as it has minimal cultural traps and it enhances our logical thinking.

## FUTURE

* fractional work through subscriptions; people can choose to spend an amount of hours at any time to complete instant work required somewhere.

• ⁃ AI model refinement by community. For enterprise and private work, contextualized work blocks can help