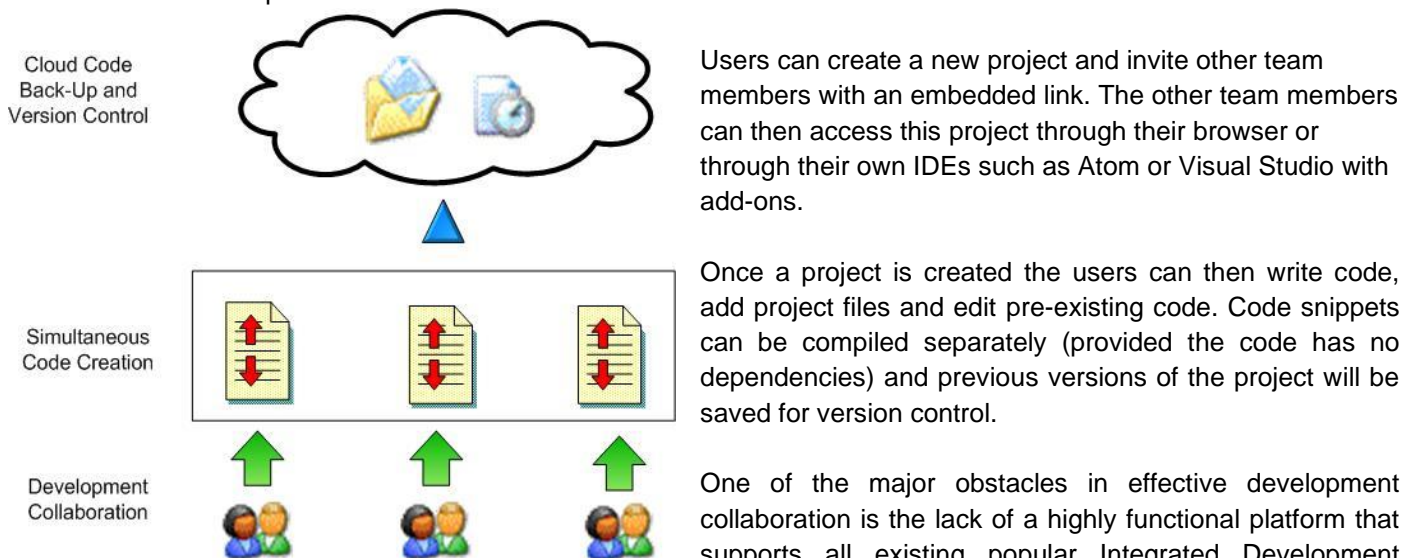




Description:

ConCode is a real-time collaborative code compiler with both an online web-app and third-party IDE integration. The main functionality could be considered to be similar to Google Docs but for writing, editing, and testing code in a team or group setting.

The diagram below outlines how the ConCode platform is used for Continuous Development / Continuous Delivery in a collaborative development environment.



Users can create a new project and invite other team members with an embedded link. The other team members can then access this project through their browser or through their own IDEs such as Atom or Visual Studio with add-ons.

Once a project is created the users can then write code, add project files and edit pre-existing code. Code snippets can be compiled separately (provided the code has no dependencies) and previous versions of the project will be saved for version control.

One of the major obstacles in effective development collaboration is the lack of a highly functional platform that supports all existing popular Integrated Development Environments (IDEs) and that provides automated backup and version control as well as test and production environments and devops support.

With ConCode, developers enjoy a seamless development experience. This will result in better and more secure code release, easier unit and system testing and faster creation of code functionality across teams.

The Agile Computing paradigm is based on a Continuous Development and Delivery process with very regular software releases by small development teams of less than 10 persons. In Facebook and Amazon, for example, development scrum teams are based on the “2-pizza” model, whereby the team can be fed with just two pizzas.

ConCode aims to be most ubiquitous collaborative software development platform in the market for such collaborative agile development use-cases.

Market Details:

The main functionality would best suit students and individuals learning or teaching code. Many students are given group projects when first learning to code and are already familiar with services such as Google Docs. However, this service would also suit individuals and businesses who require code production in a professional capacity. Gartner Inc. predicts that the market for such software will be worth €600 Million by 2025, growing from a current market value of €185 Million. We aim to reach over 10% of this market by 2025.

Marketing Plan

Our target market includes the following business market segments.

1. Academic Market Segment.

This includes second-level and third-level schools and colleges where students have a need to produce coding assignments and learn coding languages and frameworks.

2. Commercial Software Training Companies and Consultants

This includes organisations and individuals who train customers on coding and software development.

3. Commercial Software Development Companies

These companies will require software development for the release of their products.

4. The internal IT development teams of large organisations

This market segment includes large organisations such as banks or large manufacturing companies who typically have an internal development team for their internal IT business systems.

We intend to target ConCode to an international market as described in the marketing plan below.

Year	Target Market	Market Segment 1	Market Segment 2	Market Segment 3	Market Segment 4
Year 1	UK and Ireland	9	45	115	150+
Year 2	EMEA	0	0	55	250+
Year 3	US	0	5	60	550+
Year 3	Australia	0	0	10	45+

Pricing Structure

We intend to offer ConCode as a Cloud-based Software-as-a-Service (SaaS) application. Our customers will register for the service on-line and be charged on a subscription-based service.

There will be a freemium version which will be used as an option for potential customers to trial the product. Free accounts will only have the ability to concurrently work on shared files with a maximum of one other user.

The estimated subscription fee for the platform is €7 per user per month for the ConCode paid version.

Relevant Competition:

The competitive market for collaborative coding is somewhat scattered with various add-ons for different IDEs and several coding-interview websites and applications.

Name	Description	Disadvantages
IDE Add-ons: Atom + Teletype Visual Studio + LiveShare Sublime Text + Remote Collab	These add-ons allow users to share their text editing workspace with other team members and collaborate in real time.	These add-ons are all IDE specific and thus do not allow for teams all using different text editors.
AWS Cloud9	A cloud-based IDE that allows teams to work on the same files in real time.	This online IDE can only be accessed through the web-app and does not include any third-party text editor support.
CodeAnywhere	Similar to Cloud9, this web-app allows team to work on files in a "Google Docs" fashion.	This IDE also has no external text editor support as all code must be written through the web-app.
CodePen	CodePen offers a "Collab Mode" for paid users to access and edit code segments simultaneously.	Only the owner of the file can save changes and compile and, given the small scale of functionality, CodePen used mainly in coding interviews or ad hoc situations.
Codeshare	This website offers the closest competition to the Web-app segment of our service. Users can program and compile in a real time, collaborative coding environment.	All code must be written and edited on the codeshare.io website. Team members can then save files and work independently but these independent edits will not be displayed or acknowledged by the other team member's files.

Team:

Role	Qualifications	Experience
CTO / Team Leader (Year 1)	BSc Computer Science and Business MSc Computer Science	3-5+yrs Experience as Tech Lead in MNC. Working knowledge of compiler design and implementation.
DevOps Manager (Year 2)	BSc Computer Science	3-5+yrs Experience as DevOps Engineer. Working knowledge of add-on development for common IDEs.
Cloud and Security Architect (Year 1)	BSc Computer Science	1-3+yrs Experience as Cloud Software Developer. 1-3+yrs Experience as Application Security Engineer.
Full Stack Developer x3 (Year 1)	BSc Computer Science / or Relevant Experience	1 Year Experience in a Web Development role. Proficiency with emerging Web Development

		frameworks and technologies.
Digital Marketing Manager (Year 2)	Ba Digital Marketing and MSc Digital Marketing	2+yrs Experience marketing small start-ups.
CFO (Year 2)	BSc Economics and MBA	ACCA Qualification. 3+yrs Relevant Experience.
Sales and Marketing Team (Year 2)	Ba Digital Marketing	1+yrs Experience in Sales and Marketing role.
Customer Support Team (Year 2)	Level 8 Degree / or Relevant Experience	1+ Year Experience in Customer Support Role

Actions to Market:

1. Presentation of business ideas to potential investors and / or grant agencies such as Enterprise Ireland, with an aim to raising initial required funding
2. Recruitment of initial team
3. Initial development of a beta version of the Web-App and IDE add-ons. (7 Months)
4. Deployment in a friendly user tester university
5. Create and undergo digital marketing initiatives to highlight the product and promote traffic to the ConCode website
6. Acquire an initial customer and successfully deploy first paying users
7. Development and deployment in universities throughout Ireland
8. Continually release additional platform features, acquire customers and scale the platform accordingly

Financial Projections:

Income and Expenditure Summary

Income			Year 1	Year 2	Year 3
	Customers	9 yr1, 50 yr2, 240 yr3			
	Users	100 (per customer avg)			
	Churn	8.5% of Users			
	Revenue Per User	€7 per month	69,174	384,300	1,844,640
Costs					
	Salaries				
		CTO	70,000	80,000	90,000
		Cloud Architect	60,000	70,000	80,000
		Development Team (3*35k initial)	105,000	120,000	140,000
		DevOps Manager			

		50,000	65,000
	Digital Marketing Manager	45,000	56,000
	CFO	75,000	83,000
	Sales and Marketing Team (2*30k initial)	60,000	78,000
	Customer Support Team (2*24k initial)	48,000	56,000
Equipment	30,000	34,000	5,000
Office Rental	12,000	24,000	35,000
Cloud Usage Fees	15,000	35,000	65,000
Sales and Marketing Spend	7,000	20,000	31,000
Customer Support Spend	6,000	15,000	25,000
Travel and Expenses	7,000	25,000	30,000
Subtotal	317,000	693,000	842,000
Gross Margin / Loss	- 247,826	- 308,700	1,002,640

ConCode aims to be EBITDA positive by year 3.

Funding Requirement Summary

	Year 1	Year 2	Year 3
Total Cash Flow required	247,826	308,700	
Grant funding from state bodies such as local enterprise boards or Enterprise Ireland	10,000	50,000	350,000
Remaining funding requirement to reach profitability	237,826	258,700	

Total required: €496,526

Return on Investment Summary

	Year 1	Year 2	Year 3
Company Valuation	1,988,000	5,600,000	10,800,000
Return on Investment		282%	544%

The above table estimates a projected ROI for an initial equity funding of €497k in year 1 for an equity share of the business of 25%. This is based on the valuation as shown in the table.