

A large, semi-transparent watermark of three 3D geometric shapes is positioned on the left side of the slide. It includes a yellow cylinder oriented vertically, a blue and green pyramid-like shape, and a red and pink rectangular prism.

Pitch Deck

DONE BY:
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13 May, 2025



Projectify

Level up with real dev tasks



projectify

To enable novice IT
specialists to be trained
through real-world project
tasks

Leetcode for projects – tracks, real tasks, experience, teams, gamification.

Presented by: Sanzhar Ahmedov

CEO, Projectify



ELEVATOR PITCH **PROJECTIFY**

Projectify is an educational platform that helps aspiring developers without work experience gain real-world skills and build portfolio projects by simulating actual team-based development. Right now, most beginners either create random pet projects alone or take online courses that lack hands-on practice, spending anywhere from \$300 to \$1,000 without gaining real experience. My key advantage is access to real projects broken down into clear tasks, with skill progression, feedback, and the opportunity to collaborate in teams.

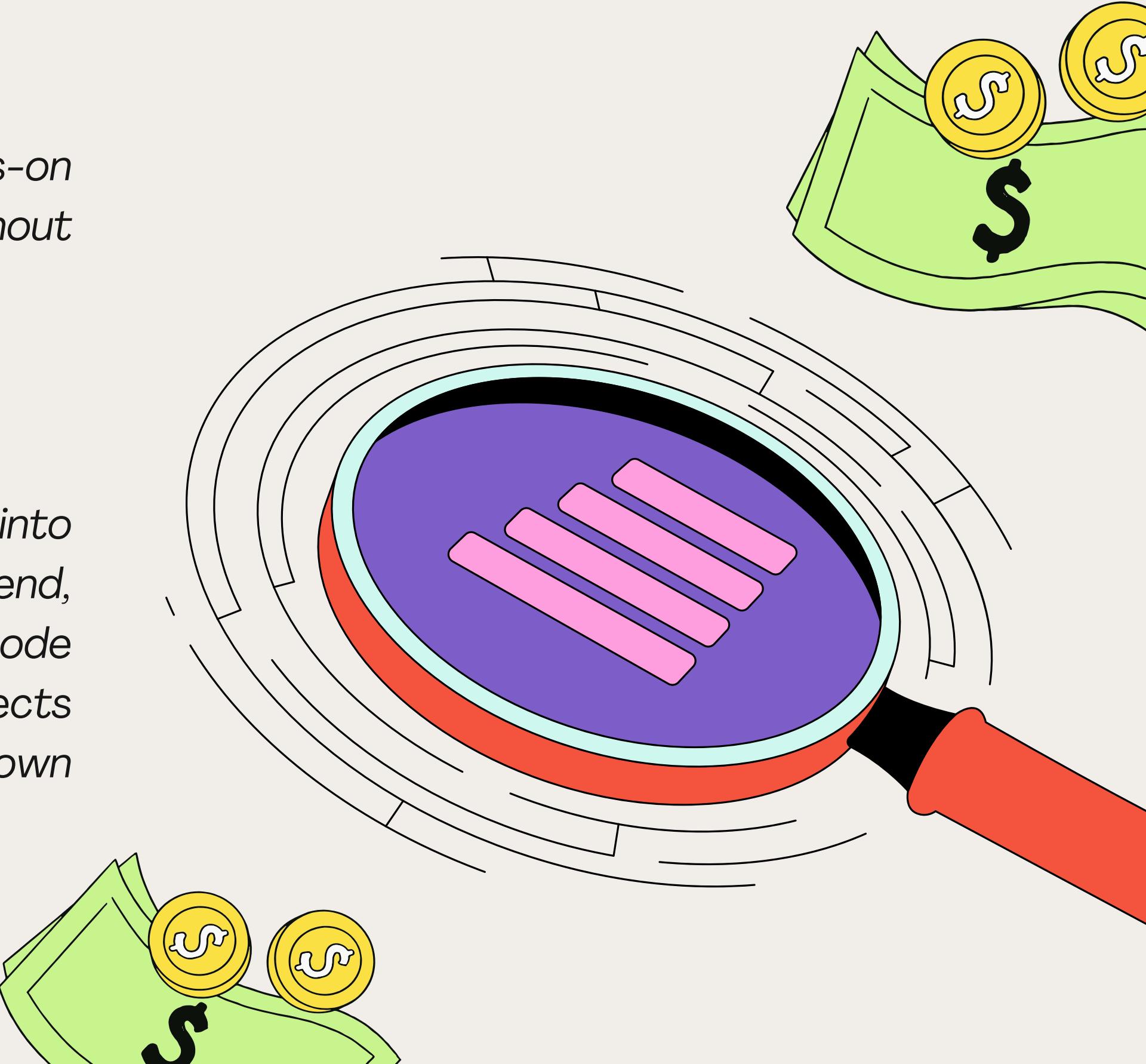
Problem & Solution

💡 Problem:

Junior developers often struggle to gain hands-on experience and build a meaningful portfolio without access to real projects or a development team.

🚀 Solution:

Projectify breaks down real-world project ideas into well-defined tasks aligned with career tracks (Frontend, Backend, etc.). Users earn experience through code contributions, get feedback, and unlock team projects as they level up — all without needing to invent their own projects or act as their own project manager.



Business Idea & Monetization Model



💡 Business Idea:

Projectify is a platform that allows aspiring IT professionals to gain real-world experience by completing task-based, team-oriented projects. It bridges the gap between learning and working by simulating real development environments with structured tasks, feedback systems, and experience progression.

💰 Monetization Model:

We operate on a freemium model: core project access is free, while users can unlock premium features such as advanced project tracks, skill certificates, personalized mentorship, team matchmaking, and faster progression through a paid subscription.

B2C модель

ТАМ

~ 3 000 000 ЮЗЕРОВ * 5\$

7 318 МЛРД ₸

EDUTECH СНГ
~830 МЛРД ₸
ЕЖЕГОДНО

GITHUB
+1 МЛН ЮЗЕРОВ
ЕЖЕГОДНО

SAM

~ 152 000 ЮЗЕРОВ * 5\$

760 000 \$ ~ 370 804 000 ₸

EDUTECH KZ
~90 МЛРД ₸
ЕЖЕГОДНО

IT СФЕРА KZ
~1 100 МЛРД ₸
ЕЖЕГОДНО

Tech ORDA
~ 15 100 заявок без ответа

Digital Bridge, 2022
+ 100 000 студентов нужно РК

OFFLINE & ONLINE курсы

~80 000 студентов /
ежегодно

Абитуриенты кода
[06] - IT

~ 7 000 студентов /
ежегодно

SOM

5 000 ЮЗЕРОВ * 5\$ ПОДПИСКА

25 000 \$ ~ 121 975 00 ₸



Competitors & Advantages

Hackerrank	FreeCodeCamp	Leetcode	Projectify	Criterions
✗ No ▾	✗ No ▾	✗ No ▾	✓ Yes ▾	<u>Team-based project building</u>
⚠ Points ▾	✗ No ▾	⚠ Points ▾	✓ Yes ▾	<u>Experience/level progression</u>
✗ No ▾	✗ No ▾	✗ No ▾	✓ Yes ▾	<u>Auto-feedback via git push</u>
✗ No ▾	✗ No ▾	✗ No ▾	✓ Yes ▾	<u>Team formation & Task breakdown</u>
✓ Yes ▾	✓ Yes ▾	✓ Yes ▾	✓ Yes ▾	<u>Free basic access</u>



All-time Progress

Task	Asset	Status	Priority	Deadline	Notes
Pitch Deck		<input checked="" type="checkbox"/> Completed <small>▼</small>	<input type="radio"/> High <small>▼</small>	13 мая 2025	<i>Clear vision, real problem, practical solution.</i>
Landing & MVP		<input checked="" type="checkbox"/> Completed <small>▼</small>	<input type="radio"/> High <small>▼</small>	13 мая 2025	<i>Core features, real tasks, simple UX.</i>
Funding		<input type="radio"/> In progress <small>▼</small>	<input type="radio"/> High <small>▼</small>	13 мая 2025	<i>Consent has been received from a potential investor</i>

Digital Business Model Canvas

Projectify Inc.



Customer Segments	Key Activities	Value Proposition	Customer Relationships	Cost Structure
<ul style="list-style-type: none">Students and recent graduates in IT without real-world experienceSelf-taught developers building a portfolioJunior developers looking for hands-on practiceCoding bootcamps and online IT schoolsRecruiters and tech companies seeking new talent 	<ul style="list-style-type: none">Platform development and maintenanceCreating and curating project tasksManaging the gamification and XP systemCommunity building and moderation	<ul style="list-style-type: none">Work on real-world project tasks instead of made-up pet projectsProjects are automatically split into clear, manageable tasksSkill progression system with levels and XP (gamification)Real teamwork experience — like in a real jobBuild a public portfolio through GitHub integrationReceive feedback and recognition for your contributionsPrepare for real-life IT work: Git-flow, team collaboration, code reviews, etc.	<ul style="list-style-type: none">Self-service platformStrong user community and peer support (Discord, forums)In-platform help center and email/chat supportPremium support optionsPersonalized project recommendations	<ul style="list-style-type: none">Development team salaries and freelancersCloud hosting and server infrastructureMarketing and advertisingCustomer supportSoftware licenses and toolsGamification logic and leaderboard infrastructureLegal and admin costs
Key Resources			Channels	
	<ul style="list-style-type: none">Internal dev teamGitHub API and DevOps infrastructurePayment system (e.g. Stripe integration)Cloud hosting and storage		<ul style="list-style-type: none">Social media (LinkedIn, Instagram, Telegram IT communities)Partnerships with IT schools, universities, and bootcampsSEO and blog articlesDeveloper communities (Reddit, Habr, GitHub, Discord)YouTube collabs with coding influencers	
Key Partnership		Revenue Streams		
<ul style="list-style-type: none">GitHub and other developer toolsEducational institutions and IT schoolsRecruiting agencies and HR departments		<ul style="list-style-type: none">Premium subscriptions (extra features, team projects, faster feedback)Monthly/yearly membershipsCommission from recruiting partnerships (per hired developer)		

Roadmap

1

🌐 Internationalization & Localization

Translate the platform into multiple languages and adapt it to local tech markets.

2

🤝 Partnerships with Tech Companies

Integrate real-world tasks from partner companies looking to discover new talent.

3

📱 Mobile App Development

Launch dedicated mobile apps for iOS and Android for easier access on the go.

4

🎓 Career Tracks & Mentorship Programs

Offer structured learning paths and personalized mentorship for users.

5

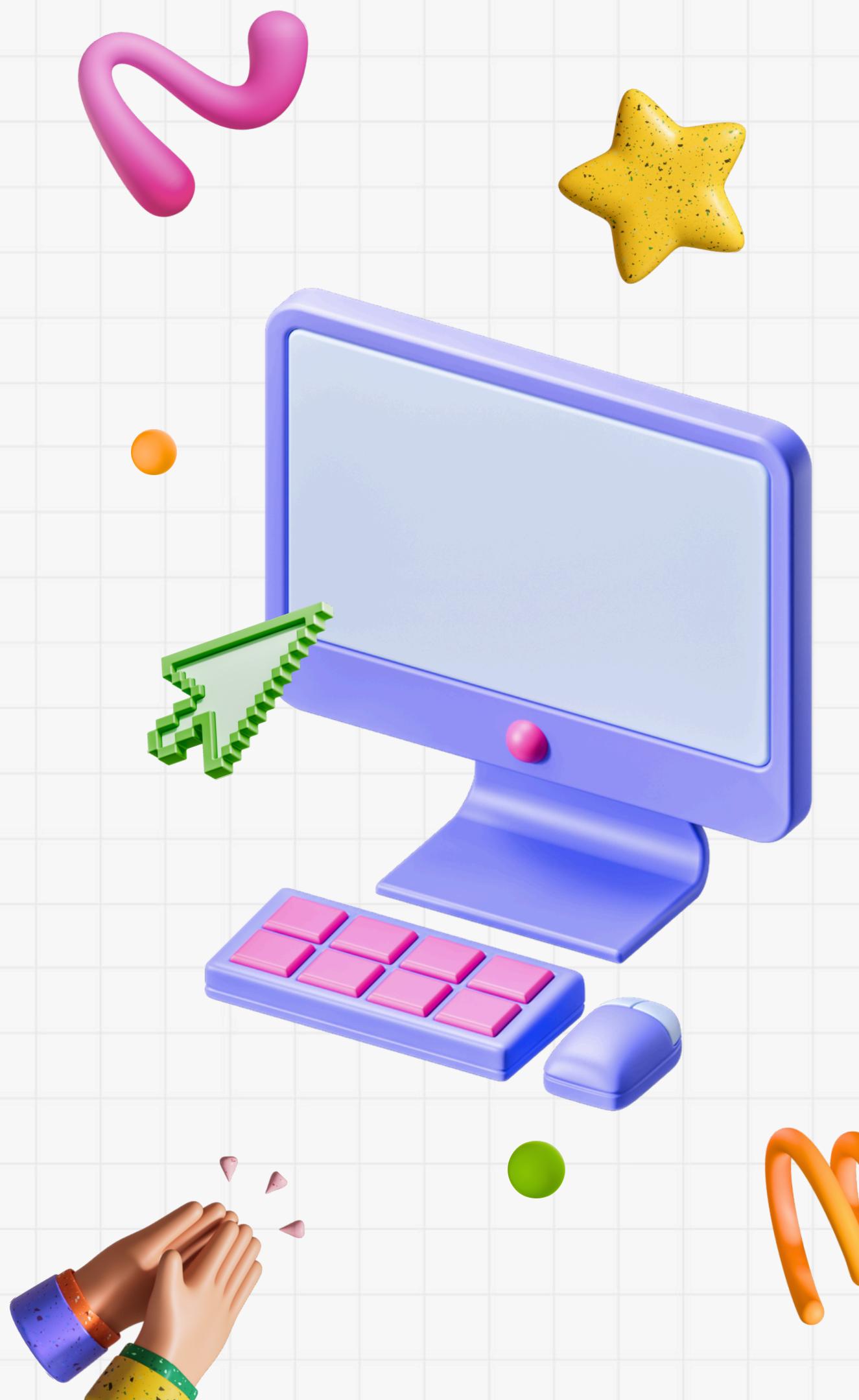
🧠 AI-Based Project Matching

Use machine learning algorithms to recommend projects based on users' skills and goals.

6

📈 Global Expansion & User Growth

Scale the platform, run international marketing campaigns, and enter global markets.



Team



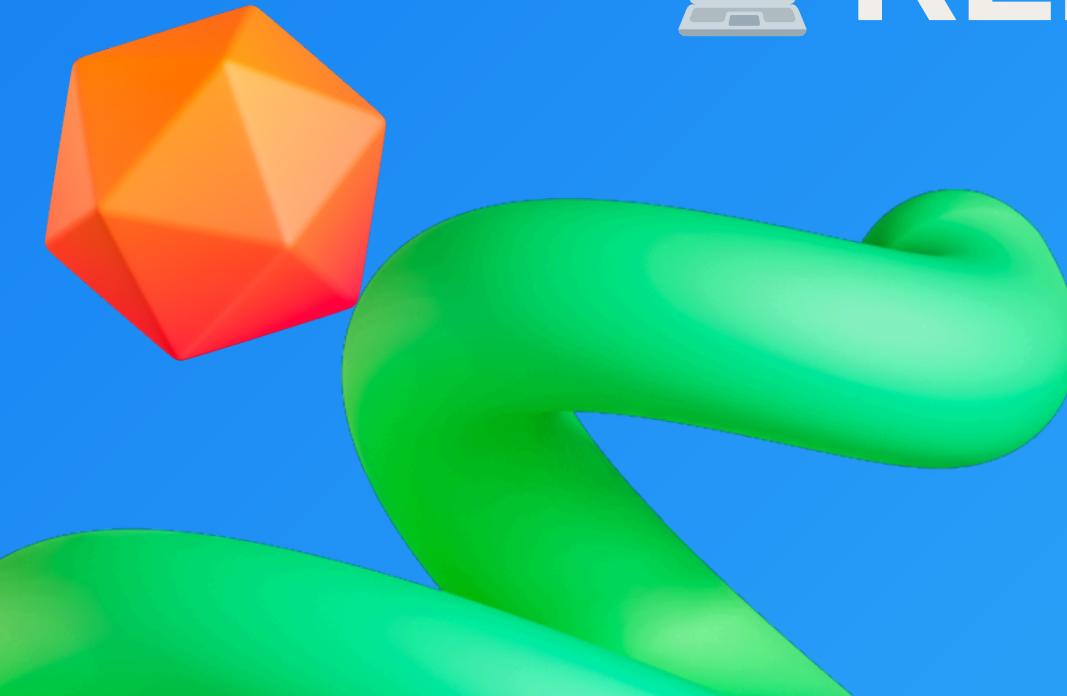
AKHMEDOV SANZHAR - CEO



ALDIYAROV VALIKHAN - CO-FOUNDER



KENZHEGUL RASHID - DEVELOPER



Conclusion

Projectify is positioned to become the go-to platform for junior developers to gain real experience, build portfolios, and grow through collaboration.

With a clear market need, a scalable business model, and early traction, we're ready to move fast – and we're looking for partners who believe in the future of practical tech education.



Contacts

If you have any interest in our product or would like to talk to our team, we will leave our contacts for you.



Email, Instagram & Website

 Email: projectify.dev@gmail.com

 Instagram: @projectify.dev

 Website: projectify-landing.onrender.com

Roadmap

1

January

We explored the market and confirmed the need for a platform that helps newcomers to IT gain practical experience through real projects.

2

February

We have developed a functional prototype with basic features: creating projects, tasks, and collecting subscriptions.

3

March

We accelerated at the Astana Hub (April–June), finalized the product taking into account mentoring support and the first user scenarios.

4

April

We have reached a preliminary agreement with the investor on financing after the MVP enters the market.

5

May

We will launch a public beta version, collect feedback from early users, and optimize the functionality and interface.

6

June

We are planning to scale, launch a marketing campaign, and attract new teams and companies to project activities on the platform.

