



Projectify
Level up with real dev tasks

Pitch Deck

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

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

Team



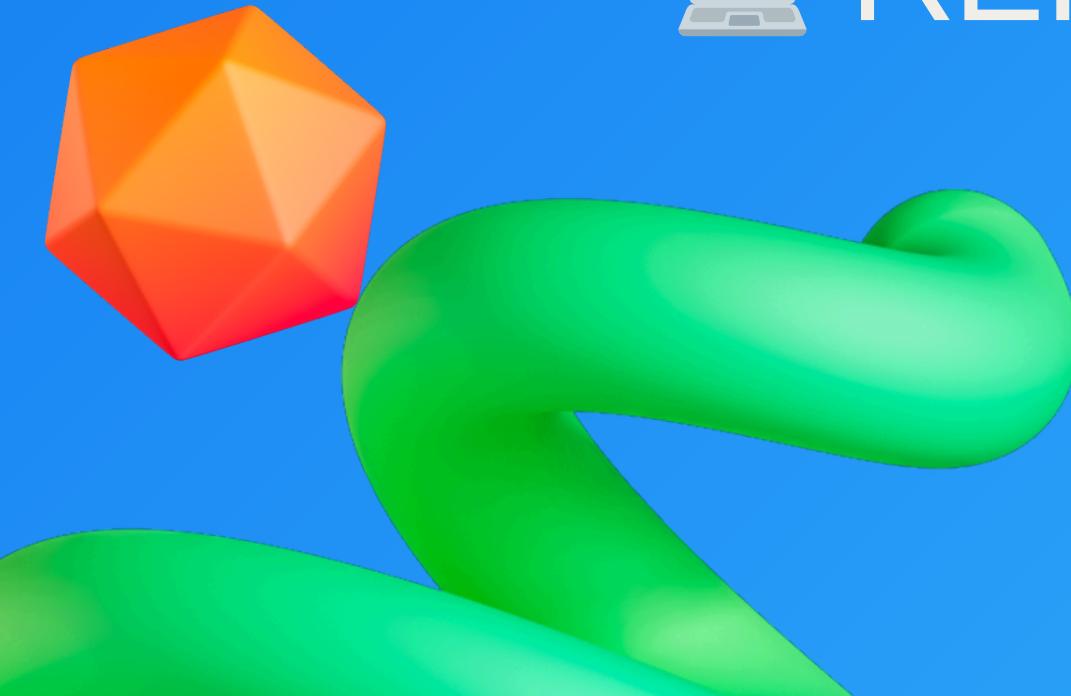
AKHMEDOV SANZHAR - CEO



ALDIYAROV VALIKHAN - CO-FOUNDER



KENZHEGUL RASHID - DEVELOPER



Business Idea



💡 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.



projectify

Vision, Mission and Goals

Vision

To make practical development accessible to every novice IT specialist.

Mission

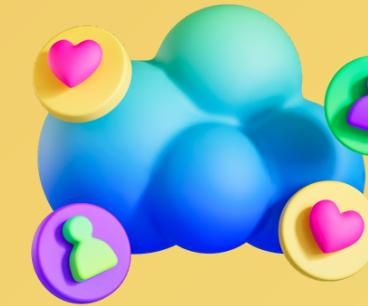
Give real-world experience through project tasks without having to come up with pet projects and work alone.

Goals

Launch an MVP, attract the first users, implement gamification and team projects, establish Git integration and enter the global market.



Marketing Targets



INCREASE SOCIAL MEDIA ENGAGEMENT

Activate social media through interactive posts, contests, and collaboration with influencers.



REACH A NEW MARKET SEGMENT

To attract students and aspiring IT professionals through partnerships with educational institutions and courses.



SECURE MORE NEWSLETTER SUBSCRIPTIONS

Offer exclusive content and bonuses to new subscribers to the newsletter to increase their number.

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

Leetcode

It represents as a platform for solving algorithmic problems that also helps novice programmers improve their skills on algorithmic problems.

FreeCodeCamp

It offers courses and projects for programmers, but their focus on learning and practicing on open-source projects may overlap with your proposal.

Hackerrank

It offers a platform for solving problems and testing programming skills, aimed at beginners and more experienced professionals.

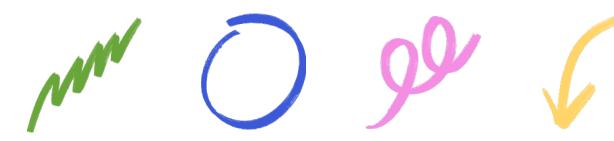
InterviewBit

InterviewBit is an online platform focused on preparing users for technical interviews by providing coding challenges, structured learning paths, and interview-specific resources.



All-time Progress

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



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">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			
		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)				

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 & Telegram

 Email: projectify.dev@gmail.com

 Instagram: [@projectify.dev](https://www.instagram.com/projectify.dev)

 Website: projectify.dev (localhost)
