</> indydevs

Platform for
Software Development as a Service

Sella Rafaeli
Elite Developer, Tel Aviv

Battery   TECHNION Israel Institute of Technology   TEAM8   fiverr.   YALE

hire   **$20K/mo**

Raising Seed, July 22

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We connect **startups** with global **developers-for-hire**

- We charge:
  - Commissions on projects
  - Listing fees
- SDaaS (*Software Development as a Service)* vertical red-hot and exploding
- Raising seed for **marketing** in order to **lead the market**

Software Development as a Service

~90s	salesforce	SaaS	→ Don't develop your own **app**, rent one on-demand
~00's	aws	IaaS	→ Don't maintain your own **server**, rent one on-demand
~10's	[Heroku]	PaaS	→ Don't install your own **platform**, rent one on-demand
20's	</>	**SDaaS**	→ Don't hire your own **dev team**, rent one on-demand

Major trend in Software Development

The 'Software Development as a Service' industry is exploding **NOW**

</> Founder

Sella Rafaeli American-Israeli, **SDaaS Pioneer**

- ○ **8200** Officer

- ○ 786 SAT, BSc Computer Science & Psychology**,** magna cum laude, **HUJI**

- ○ Early engineer at **Fiverr**

- ○ **2016**: Founder, Rafaeli Projects, Software Dev Shop, ~$400K ARR

- ○ **2022**: Founder, **indydevs** - a platform for Software Development as a Service - at **scale**

Software Development as a Service - The Market

- **TAM:**
  - [~$145B](#) - [~$500B](#)
  - ~30M developers world-wide

- **Unit Economics:**
  - Per customer (dev freelance/team):
    - $100-$3000 for listing
    - 5-20% commission on projects we refer
    - ~50% commission on projects we manage

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The Only **Open** SDaaS Search Engine

	Open Marketplace	Dev-Friendly
</> indydevs	✅	✅
upwork	❌	❌
fiverr.	❌	❌
Turing	❌	❌
Toptal	❌	❌
A	❌	❌

indydevs is the **only** platform that allows clients to **directly** hire the developer.

This makes us **a clear favorite** for both clients and developers.

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Product

Platform providing *software development as a service* via independent elite freelance developers and teams

Business Model:
a) Project commissions
b) Listing fees

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the best
independent
software developers
                                    for hire

Sella Rafaeli, Tel Aviv
Ruby, JavaScript, Fullstack

frontend   backend   fullstack   mobile   devops   ai/ml   web3   embedded

🔍 rails   GO

search →

VP R&D

choose & hire →

Fullstack CTO › Tel Aviv, Israel
› $10-30K/mo
Sella Rafaeli
🔴 ruby ☑ verified 🔥 popular js js
Very experienced web dev guy.
🏠 · 🐙 · in
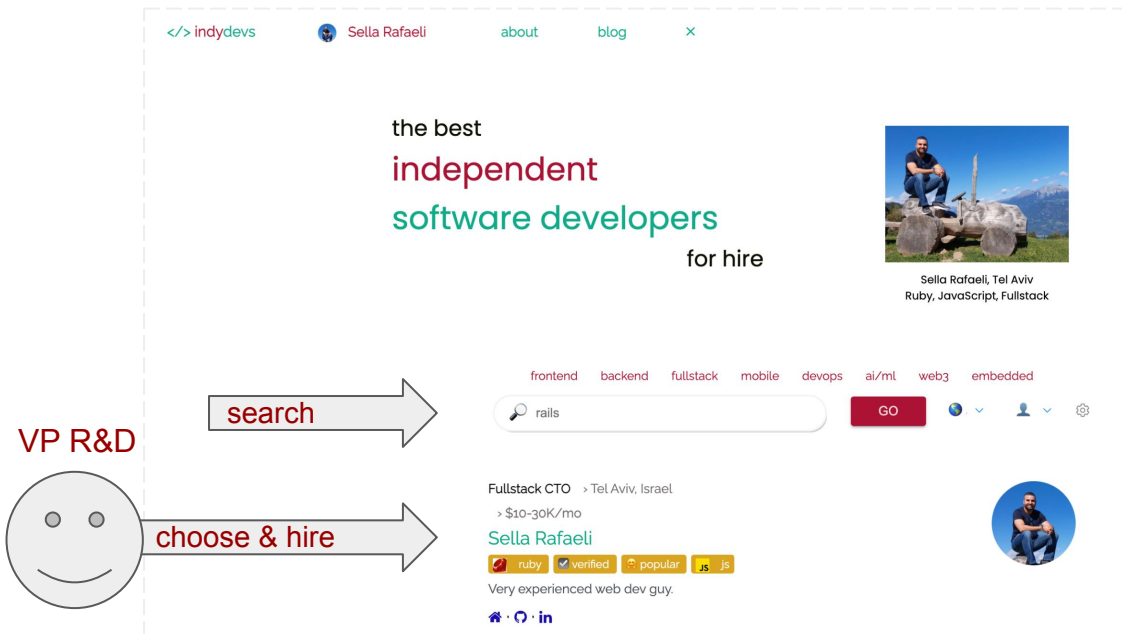
User Journey

Sella Rafaeli
20 years of Web Apps
Hi! I am a really good
expert. I love building
web apps!

```
┌─────────────┐         ┌ ─ ─ ─ ─ ─ ─ ┐
│ Startup finds│         │    hire     │
│  talent on   │────────▶│             │
│  platform    │         └ ─ ─ ─ ─ ─ ─ ┘
└─────────────┘
```

```
┌─────────────────┐
│   both sides    │
│ confirm rate &  │
│     scope       │
└─────────────────┘
```

Start of Project/Month ->

```
┌─────────────────┐
│ Startup deposits│
│    payment      │
└─────────────────┘
```

```
┌─────────────────┐
│    Ongoing      │
│     work        │
└─────────────────┘
```

End of Project/Month ->

```
┌─────────────────┐
│ Platform remits │
│    payment      │
└─────────────────┘
```
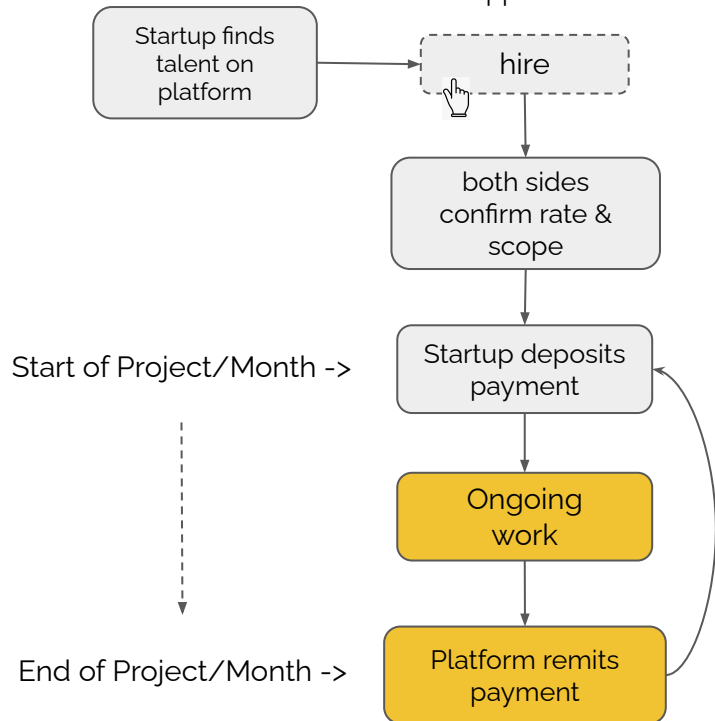
$10-20K/mo

TEAM8   fiverr.

Freelancer Workflow Events

5/12 Startup offers you **$20k/mo** for **60% position**	📧
5/14 You **accepted** the offer by Startup	✔️
6/1 **Payment deposit received** from Startup for June	</>
6/30 Payment **remitted** for June. Good work!	💰

Raising Seed

Investment

FOUNDER: Sella Rafaeli | SOFTWARE DEVELOPMENT AS A

IndyDevs Raises $1M from Tech Industry Leaders to Empower Individual Developers

Investors include creator of Ruby on Rails and Redis, founders of Fiverr and Gitlab, and Microsoft Ventures Fund

▶ Individual Developers: Now in the Driver's Seat

IndyDevs helps startups hire vetted, professional individual developers all over the world - directly

ANALYSIS Software Development as a Service - changing the world

PR

Marketing

Sales

fin

Thank You!
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