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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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Abstract

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

- We charge:
  - Commissions on projects - startups pay us to build projects
  - Listing fees - developers pay us so clients see them
- Founded ‘16
  - ~$400K ARR, mostly from projects
  - Now focusing on listing fees, to scale
- 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		SaaS	→ Don't develop your own **app**, rent one on-demand
~00's		IaaS	→ Don't maintain your own **server**, rent one on-demand
~10's		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
- Computer Science & Psychology**,** magna cum laude, **HUJI**
- Early engineer at **Fiverr**

- **2016**: Founder, Rafaeli Projects, **Software Development as a Service**
  - ~$400K ARR
  - **2022**: launching **indydevs** - a platform for Software Development as a Service - at **scale**

Software Development as a Service - The Market

- **TAM:**
  - ~$145B - ~$500B

- **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

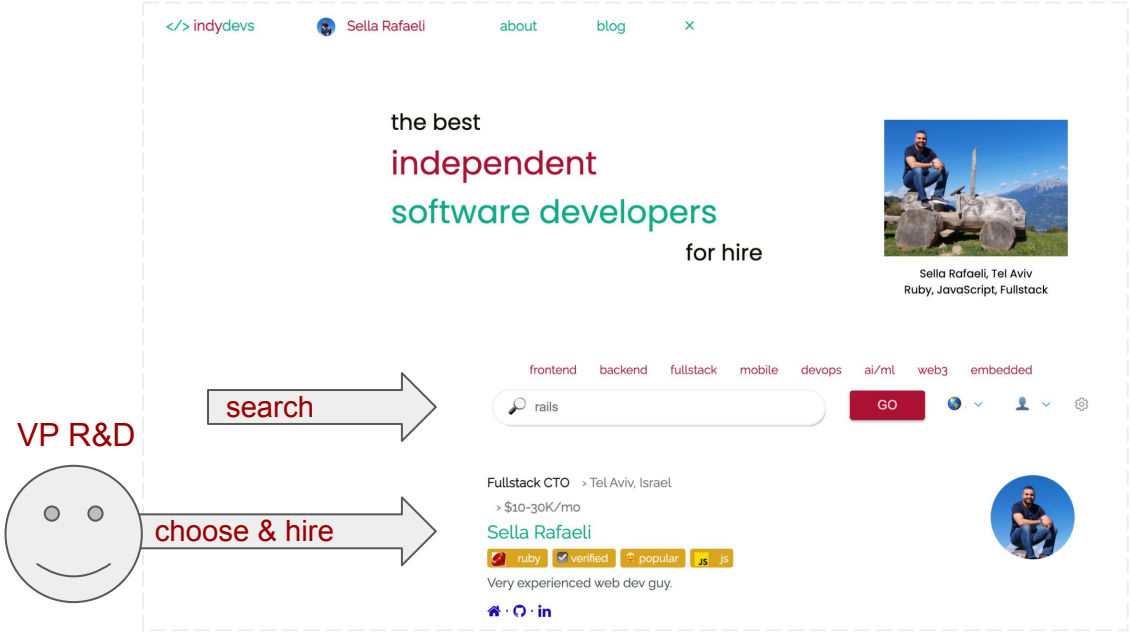
	Open Marketplace	Dev-Friendly
</> indydevs	✅	✅
upwork	❌	❌
fiverr.	❌	❌
Turing	❌	❌
Toptal	❌	❌
	❌	❌

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

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

Product

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



Business Model:

a) Project commissions
b) Listing fees

User Journey

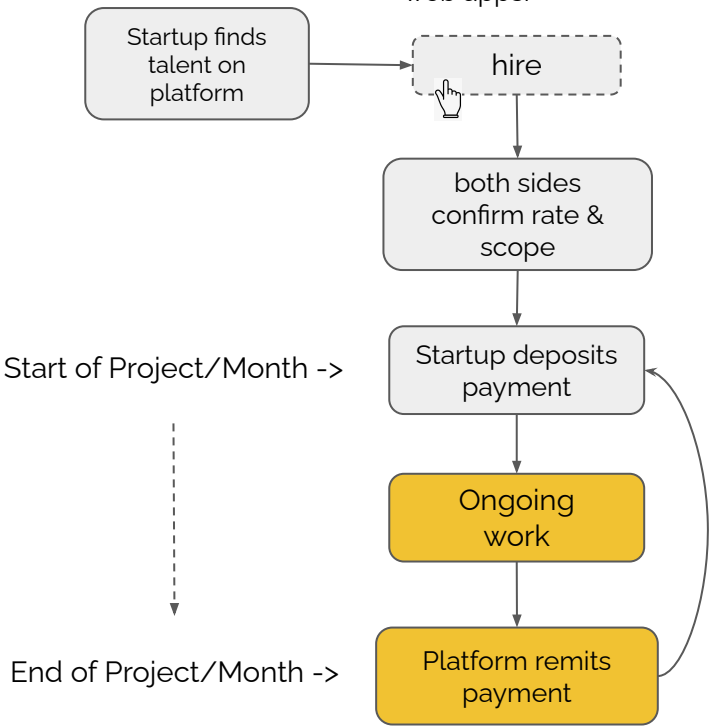
Sella Rafaeli

20 years of Web Apps

Hi! I am a really good expert. I love building web apps!

$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

PR

Marketing

Sales

fin

Thank You!
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