



Platform for Software Development as a Service



Sella Rafaeli
Elite Developer, Tel Aviv

Battery



fiverr.



hire



\$20K/mo



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 roll your own **app**,
rent one on-demand

~00's



IaaS

→ Don't roll your own **server**,
rent one on-demand

~10's



PaaS

→ Don't roll your own **platform**,
rent one on-demand

20's



SDaaS

→ Don't roll your own **dev team**,
rent one on-demand

Major trend in Software Development

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

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

</> indydevs

The Only **Open** SDaaS Search Engine

	Open Marketplace	Dev-Friendly
</> indydevs		
upwork		
fiverr.		
7 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:

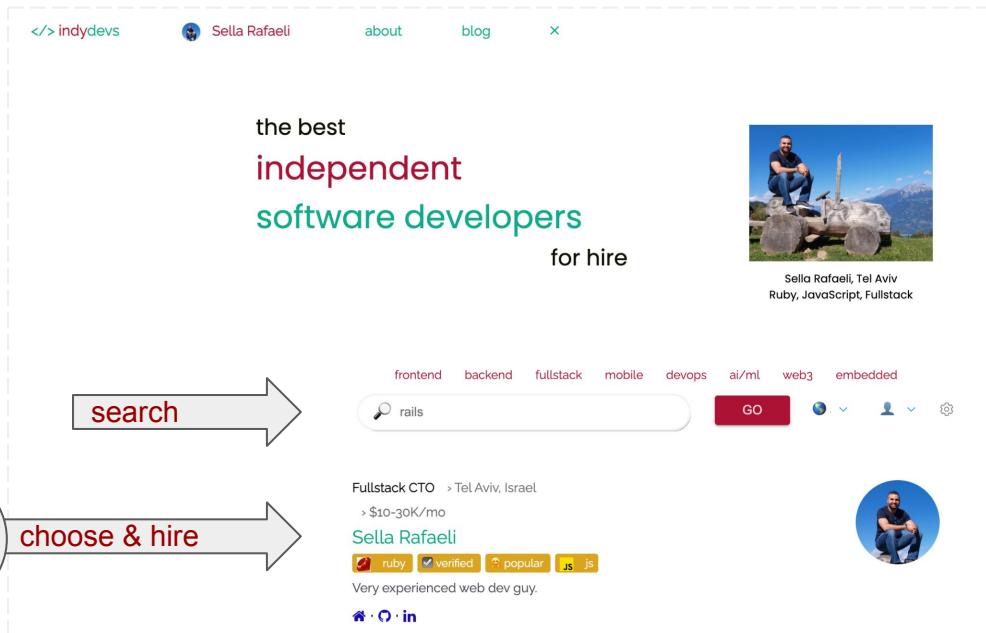
- a) Project commissions
- b) Listing fees

VP R&D



search

choose & hire

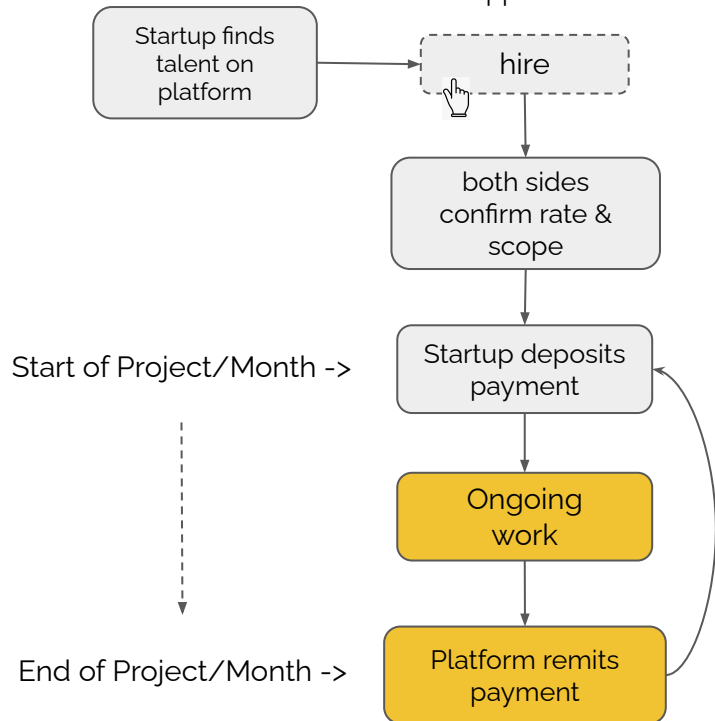


</> User Journey

Sella Rafaeli

20 years of Web Apps

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



\$10-20K/mo



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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