



MACHETE THEME PLATFORM COLLISION CONF. 2018

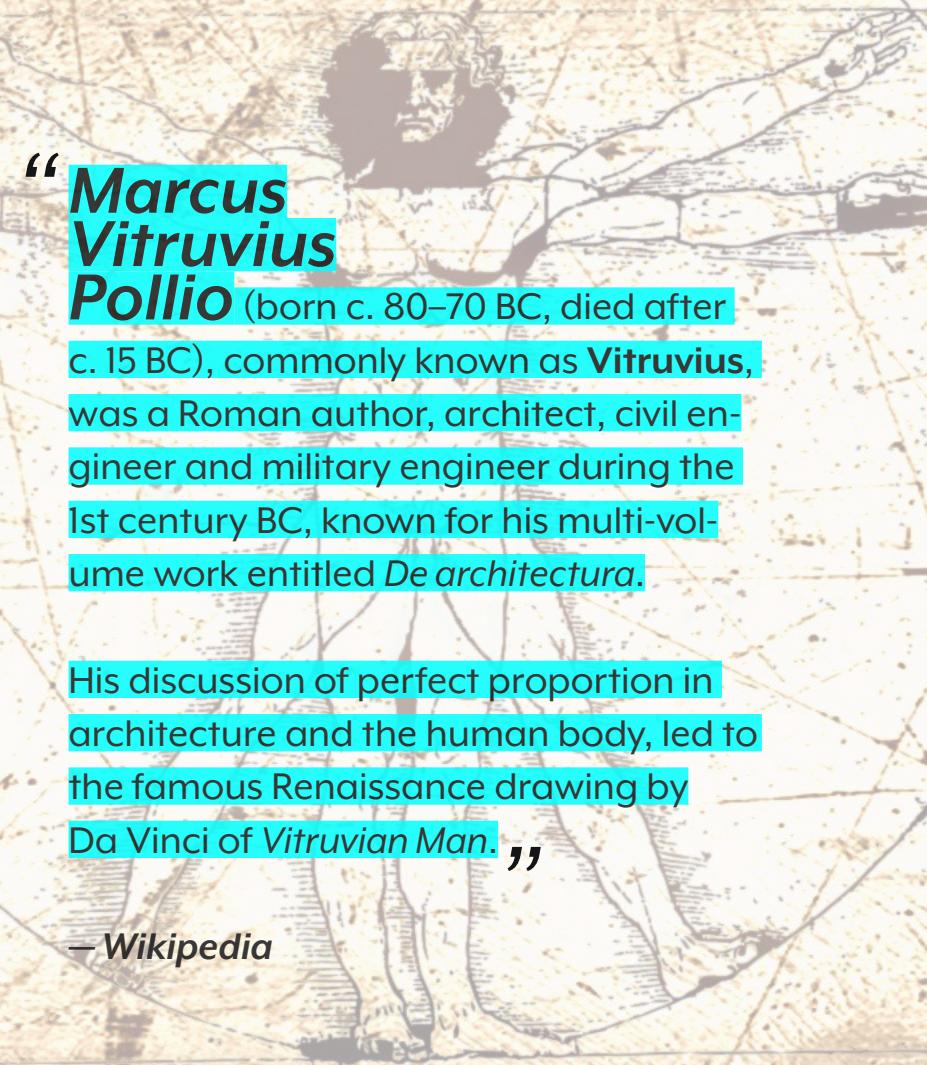


VITRUVIAN VIRTUES

ROMAN INSPIRED SOFTWARE DESIGNERS

Drawing inspiration from innovative engineering throughout Roman history, our work and culture is founded on our “Vitruvian Virtues”, and is modeled after military organizations and fundamental natural elements, adapted to software design and development for growing businesses in today’s world.

We are the **Digital Special Forces** for custom software and marketing solutions. Based in NYC, Vitruvian Technology, Corp. specializes in Project Management, Web/Software Development, Marketing, Design, QA, IT/System Administration, Studio Production, Security, and Investigatory services.



“**Marcus Vitruvius Pollio** (born c. 80–70 BC, died after c. 15 BC), commonly known as **Vitruvius**, was a Roman author, architect, civil engineer and military engineer during the 1st century BC, known for his multi-volume work entitled *De architectura*.

His discussion of perfect proportion in architecture and the human body, led to the famous Renaissance drawing by Da Vinci of Vitruvian Man.”

—Wikipedia

INTELLIGENCE
COMMUNICATION
BALANCE
ELEGANCE
TRUSTWORTHINESS
READINESS



CONSULTING

Strategic Development / Training / Analysis

PROJECT MANAGEMENT

Planning / Process / Sourcing

SOFTWARE DEVELOPMENT

Web / Mobile / Server

MARKETING

SEO / Social Media / Print / Advertising

WHAT WE DO

DESIGN

Software / UI / UX / Graphic / Print / Product

QUALITY ASSURANCE

Performance Testing / Automation / Manual

IT/SYSTEM ADMIN.

Database / Network / Cloud / Infrastructure

STUDIO PRODUCTION

Photo / Video / Audio / Costume / Culinary

MEDIA

PUBLISHING ECOMMERCE

TELECOM.

PHARMA.

ADVERTISING FASHION



WHO WE ARE

NYC, BORN AND RAISED...

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“**You just gotta show up,** and be consistent. ‘Perfection’ is merely the pursuit of perfection, with quality engineered over time by a well-planned, incremental process.

After all, great management leads to quality, and our objective is to secure quality for all. ”

—Peter C. Romano, Founder

...DIVERSITY, EMBRACED.

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WHO WE ARE



PETER C. ROMANO

Founder / CEO

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VALERIA KALAIDJIAN

Marketing

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REZA KHAN

Infrastructure

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WHO WE ARE



PAMELA SISSION

Design

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JOSHUA SHOR

Lead Developer

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PLANS AND PRODUCTS

MANAGED SUBSCRIPTION

\$2.5k/mo. / \$7k/3 mo. / \$12k/6 mo.

- **20 hours/mo.** applied to any/all available services.
- **Foxtrot^(sm)** target tracking and **project management system**.
- **20% discount** applied to any/all simultaneous subscriptions.
- 30-day **money-back guarantee**.

FREELANCE TIME & MATERIALS

+25%/hourly rate

- **Independently managed** (per contract negotiations.)
- Typical for most hourly-based **ad-hoc projects**.

MACHETE THEME PLATFORM

\$1,999.99/license

- Mobile/desktop app/website **development framework**.
- CMS bundle integrations (i.e., Shopify, WordPress.)
- **Hundreds of thousands** of available libraries and plugins.
- Perfect for custom e-comm and publishing solutions!

FULL-TIME ACCELERATOR

\$50k/3 mo.

- **8 Managed Team** (1 x “full-time”) quarterly subscriptions.
- **2 Machete Theme Platform** licenses.
- **24/7 support** and customer service.

RECURRING
AD-HOC
LICENSED
INCUBATED

...

YOU NAME IT.
WE SHIP IT.



MACHETE THEME PLATFORM

PRODUCT OVERVIEW

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CONSUMER TARGETED

WIX **SQUARESPACE**

SHOPIFY

COMPETITORS

Ionic, Shopify, WordPress, Demandware, Squarespace, Wix, Electron



MACHETE

INDUSTRY PITFALLS

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DEVELOPER TARGETED

WORDPRESS **Demandware**

IONIC **ELECTRON**



COMPETITOR MATRIX

MARKET + TECHNOLOGY COMPARISON CHARTS

	Pricing	Apps To Date	Audience	Industry	Platform(s)	Revenue (2017)
Ionic	\$49-\$169/member/mo.	~455,000	Developer	(General)	Web, Mobile	~\$3,000,000
Shopify	\$29-\$299/mo.	~378,000	Consumer	eCommerce	Web	~\$580,000,000
Demandware	~\$200k+/license	~23,000	Developer, Consumer	eCommerce	Web	~\$254,000,000
WordPress	\$5,000/mo.	~75,000,000	Developer, Consumer	(General)	Web	~\$45,000,000
Wix	\$7-\$14/mo.	~1,200,000	Consumer	(General)	Web	~\$290,000,000
Squarespace	\$16-\$46/mo.	~1,800,000	Consumer	(General)	Web	~\$300,000,000
Electron	Free	(N/A)	Developer	(General)	Web, Mobile	(N/A)
Machete	\$1,999.99/license	2	Developer, Consumer	(General)	Web, Mobile	\$1,999.99



COMPETITOR MATRIX

	Technology Stack	Build Architecture	Extensibility	Data Bindings	Deployment
Ionic	Node.js, Angular	Hybrid *	Node.js (npm)	(None)	Published
Shopify	Ruby, Liquid (<i>Proprietary</i>)	Web	App Marketplace	(None)	Hosted
Demandware	Java, (<i>Closed, Proprietary</i>)	Web	LINK Marketplace	Custom Objects	Hosted
WordPress	PHP, JavaScript	Web	Plugin Marketplace	API	Stand-alone, Hosted, Enterprise
Wix	(<i>Closed, Proprietary</i>)	“Drag-and-Drop”	App Marketplace	(None)	Hosted
Squarespace	(<i>Closed, Proprietary</i>)	“Drag-and-Drop”	Plugin Marketplace	(None)	Hosted
Electron	Node.js, (<i>Proprietary</i>)	Hybrid *	Node.js (npm)	(None)	Stand-alone
Machete	Node.js, React, React Native	Hybrid *, Native **	Node.js (npm), Bundle Marketplace	Built-in RDBMS ORM, Migration SDK, External Data Sources	Stand-alone, Hosted, Enterprise

* Hybrid = Web-based mobile development

** Native = Compiled mobile development



VALUE PROPOSITION

EASE-OF-USE

- Based on **Facebook's** leading *React* UI technology (no *React*-based platforms on the market to date.)
- Quick learning curve - nothing proprietary to the end-user. Built on universal standards and tech.
- Aimed as a middle-ground for consumers vs. developers, addressing substantial industry pitfalls.

BUNDLES, BUNDLES...

- Bundles are packaged Node.js modules containing API (back-end), component (front-end), migration (data), and theme (CSS) code (and static files.)
- Built on top of the *Node.js Package Manager (npm)*.

LET
DEVELOPERS
BUILD,
AND
STAKEHOLDERS
FIDDLE.

THEMES 'R' US

- Purely SASS (CSS) based (styling separate from layout.)
- Inheritable theming across bundles.
- Admin-based theme switching.
- Infinite themes per bundle (i.e., seasonal, holiday, etc.)
- Rudimentary app layout structure means consistent and “skinnable” theming.

...BUNDLES.

- Everything is a bundle.
- Bundles can be back-end, front-end, or both.
- Designed to be interoperable and extensible.
- Database operations run on installs/uninstalls.



VALUE PROPOSITION

LAYOUT COMPONENT HIERARCHY

- Rigid (but flexible) application structure.
- Customizable and extensible component framework.
- Yields unique page-level UI experiences (like apps within a single app, if that's what you're into.)
- Configuration-based, specifically engineered for marketers and publishers.

BUILT-IN DATA BINDINGS

- Zero-config RDBMS data modeling.
- Data migration SDK.
- Bundles automagically get their own database - along with *Environments* and *Configuration* tables - upon bundle install.
- Ready for multiple external data sources.

CONFIGURABLE APP COMPOSITION

- Web-based system admin.
- “Mix-and-match” theme styles and layouts via the Bundle Marketplace.
- App-wide and page-level cascading metadata for marketers (SEO, social media, etc.)
- App-wide and page-level script embeds/links for developers.

BRING YOUR OWN ENVIRONMENT

- Develop your bundles independent of tooling, IDE, or code hosting.
- Flip *Developer Mode* ON/OFF..
- Web API (*Machete Development Server*) interfaces with the server runtime.
- Supports infinite environment configuration profiles.
- Default ES6/7 coding conventions, or use your own coding styles.



MARKET OPPORTUNITY

\$1.5 BILLION
INDUSTRY

HYPOTHESIS

In a \$1.5B industry, if our top 3 competitors (*Ionic*, *Shopify*, and *Squarespace*) have grossed \$883M over 3 years, and we aim to position the product in the middle of that segment of the overall market (~60% market share, at ~2.6M customers), then we can project an average annual revenue of ~\$44M (~\$132M over 3 years), at an overall market share of over 10%.

\$883 MILLION
IN TOP 3
COMPETITORS'
SALES

\$132 MILLION
EXPECTED REVENUE
(2020-23)

60%
MARKET SHARE
BY TOP 3
COMPETITORS

10+%

OVERALL
MARKET
POTENTIAL



ROADMAP

Q1 2018

- Faster development builds (v1.1)
- Container packaging (v1.1)
- Upgrade React Router (v1.2)
- Upgrade React (v1.2)
- Form component SDK (v1.2)

Q2 2018

- Admin bundle (Admin v1.0)
- Auth. bundle (Auth. v1.0)
- Admin bundle (Admin v1.1)

Q3 2018

- Shopify bundle (Shopify v1.0)
- Hybrid mobile (v2.0)

Q4 2018

- Hybrid mobile (v2.0)
- Enterprise clustering (v2.1)

Q1 2019

- Performance upgrades (v2.1)
- WordPress bundle (WordPress v1.0)
- Contentful bundle (Contentful v1.0)

Q2 2019

- Product website
- Training website
- Q&A forum (i.e, Stack Exchange)
- Native mobile (v3.0)

Q3 2019

- Native mobile (v3.0)
- “To-Do” demo bundle (ToDo v1.0)
- Documentation: Development
Server, API, Component, Theme,
Data, Deployment, Infrastructure
- Beta program

Q4 2019

- PR, press, and media campaign
- Blast Shopify users and retailers
- Blast target groups (VC's,
accelerators, Gvmt., United
Nations, etc.)



ROADMAP

2020,
AND
BEYOND.

Infrastructure as a Service (v3.1)

“Drag-and-Drop” admin bundle (Admin v2.0)

Training video content

Developer network

Theme marketplace

eCommerce API bundle (eCom v1.0)

Platform Development

Bundle Development

Documentation/Training

Marketing/Customer Acquisition

...



BOTTOM LINE





CONNECT WITH US

