



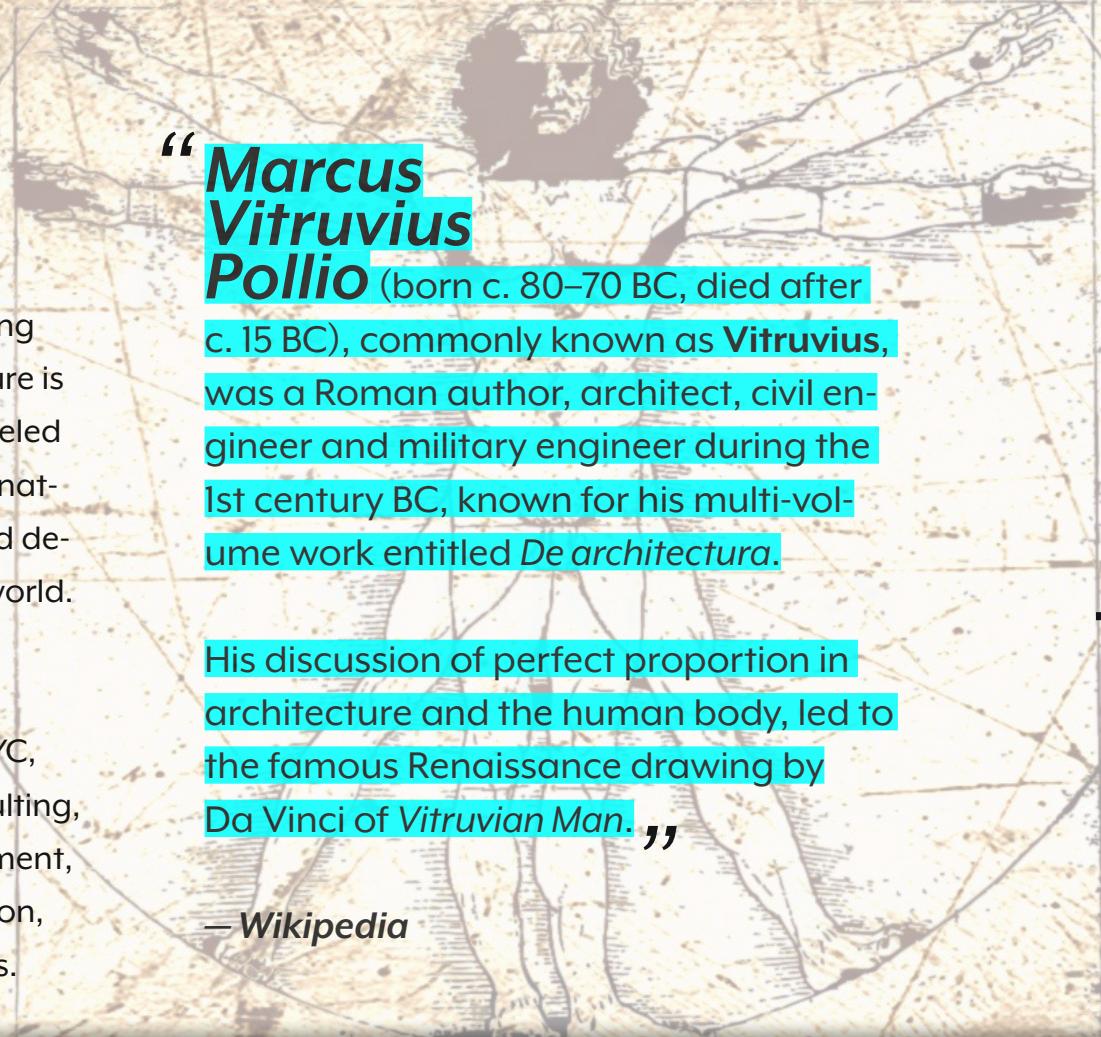
# MACHETE THEME PLATFORM INVESTOR PROPOSAL

# 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 Consulting, Project Management, Web/Software Development, Marketing, Design, QA, IT/System Administration, Content Production, and Data Science services.

## VITRUVIAN VIRTUES



“**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



## OUR WORK

### THE MISSION

Birthed from agency backgrounds and “front-end” (UI/UX) skill-sets, VitruvianTech puts an emphasis on design and the bottom line - which includes security and performance around everything we touch.

Built from our *Roman*-based principles, we believe design in any product must be minimal, absolutely functional, unconditionally flawless, and beautiful.

As the *Digital Special Forces*, we are the first line of defense in affecting your product’s digital presence.

**FORTUNE 15-500  
START-UP**

### REMOTE / CONTROL

Using state-of-the-art communication tools (*Slack*, *Skype*, *G Suite*, etc.), conferencing services, and optimized project management tools (*JIRA*), our consultants and developers are all remote-based autonomous experts.

We have a proven track record of excellent project performance and price cuts by eliminating overhead with well-written requirements, constant communication from our staff, and flexible developer shifts, yielding a balanced work/life culture, and highly motivated team members.

*Communication is key, and we focus on deliverables and customer service, backed by our founding virtues.*

### THE PROCESS

*Foxtrot<sup>(sm)</sup>* is our project management solution, based on Agile process methodologies.

**Three unique tracking systems** (*Foxtrot One*, *Two*, and *Three*) lets you choose the process that best suits your projects’ needs - from quick ad-hoc projects, to large-scale product life-cycles.

*Any of our three Foxtrot<sup>(sm)</sup> systems is included - free of charge - with our **Managed Subscription** plan!*

**GROWING (MID-SIZED)  
SMALL BUSINESS**



# OUR WORK

## FEATURED MISSIONS

**VERIZON**

**THE DAILY BEAST**

**ONERX**

**SAKS 5TH AVENUE**

**HALLIBURTON**

**THE NEW YORKER**

**REFINERY29**

**VIACOM**

**URBANDADDY**

**HUGE**

**GOLF DIGEST**

**WALL STREET JOURNAL**

**CONDE NAST**

**REALTYMX**

**ARCHITECTURAL DIGEST**

**GQ MAGAZINE**

**LAST LOOK**

**BON APPETIT**

**CONDE NAST TRAVELER**

**MARVEL COMICS**

**WIRED MAGAZINE**

Discrete Web, eCommerce, and Mobile portfolios available upon request.

Connect with us at [services@vitruvian.tech](mailto:services@vitruvian.tech), or +1 (646) 204-1732, for more information!



## CONSULTING

Strategic Development / Training / Analysis

## PROJECT MANAGEMENT

Planning / Process / Sourcing

## SOFTWARE DEVELOPMENT

Web / Mobile / Server / Data Science

## 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

## PUBLISHING ECOMMERCE

## MEDIA / ADVERTISING FASHION / RETAIL

## INDUSTRIAL

## TELECOMMUNICATIONS PHARMACEUTICAL

# NYC, BORN AND RAISED...

VitruvianTech was founded in Long Island City, New York by native New Yorker Peter C. Romano.

Inheriting from the melting-pot and booming technology culture (affectionately known as “Silicon Alley”), our roots are planted in the soils of innovation and hard, deliberate work, backed by generations of open-minded and patient ancestry.

Operating in this city, you have to have the wits, the guts, and a competitive drive, along with rock solid planning, to be able to survive.

Everything we do is made with love by New York standards, and we’re proud of that.

# WHO WE ARE

# ...DIVERSITY, EMBRACED.

“**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

We work with and employ folks of all ethnicities, gender, and religion. We’re also animal lovers.

Working at VitruvianTech, we evaluate skillsets based on more than just output and career background. Each team member has an opportunity at any time to be promoted, and as self-motivators, encourage and enable workers to pursue their personal and career goals.

If people are willing to learn and grow, then we are willing to give every resource at our disposal.

We do not entertain corporate politics, and operate based on “family” values.

# WHO WE ARE



## PETER C. ROMANO

*Founder / CEO*

Throughout his 10+ years in Web development, Pete has lead teams and worked for well-known brands and various start-up, mid-sized, and Fortune 15-500 companies like Verizon, Halliburton, Viacom, HUGE, The Daily Beast, Saks 5th Avenue, Refinery29, and more.



## REZA KHAN

*Partner - Infrastructure*

Reza has led many DevOps and SysAdmin teams throughout his 20 years of experience in software, hardware, and hosting, and has been a key figure for DoubleClick and Marvel Entertainment's infrastructure, as well as many start-ups.



## PAMELA SCHWILK

*Partner - Marketing*

*HubSpot Certified*, Pamela is an expert in digital marketing services, including, but not limited to, email marketing, list management, SEO, SEM, social network setup and management, content creation, A/B testing, analytics reporting, G Suite setup and marketing automation.



## PAMELA SISSION

*Advisor - Design*

Versatile and exuberant, Pam embodies the essence of design, from UI/UX digital productions, to print, book covers, CD covers, and metal work, her punchy and vibrant designs overlayed with business marketing initiatives coalesce into high-level works of art, across all forms of media.

# WHO WE ARE



## VALERIA KALAIDJIAN

*Executive Administrator*

An academic business major, Val's experience has been in pharmaceutical and hospitality management, with a concentration in customer relations and marketing.

Her superhuman connection to people is a driving force in achieving our objectives.



## JOSHUA SHOR

*Senior Developer*

Josh is the prototype of what a phenomenal worker, leader, and engineer should be.

An academic mathematics major, Josh surveys problems as abstract equations and delivers logical solutions to meet his goals - with the sweetest heart and grace.



## MICHAEL BENIN

*Senior Consultant*

With 10 years of full-stack development experience in the NYC publishing market, Michael has a strong foundation in CMS systems and client services.

His passion for emerging Web technologies makes him a great asset to our team.



# PLANS AND PRODUCTS

## MANAGED SUBSCRIPTION

\$3k/mo. / \$8k/3 mo.

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

## FREELANCE TIME & MATERIALS

+30%/hourly rate

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

## MACHETE THEME PLATFORM

\$2,999.99/license

- Universal mobile/desktop app UI PaaS for marketers.
- 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.

- **1 dedicated developer** (8 Managed Team subscriptions.)
- **1 Machete Theme Platform** license.
- **24/7 support** and customer service.

RECURRING  
AD-HOC  
LICENSED  
INCUBATED

...

YOU NAME IT.  
WE SHIP IT.



# MACHETE THEME PLATFORM

## PRODUCT OVERVIEW

*Machete* is a user interface theming **Platform as a Service** for mobile and desktop app development and marketing.

Designed for developers, by developers, our product is overlayed with consumer-facing marketing features, juxtaposed by leading platform product features, bringing maximum flexibility to marketers and project managers, which lets **developers build**, and **marketers chill**.

## CONSUMER-TARGETED

**WIX**   **SQUARESPACE****SHOPIFY**

## COMPETITORS

*Ionic* / *Shopify* / *Wix* /  
*Squarespace* / *WordPress* /  
*Electron* / *Demandware*

**MACHETE**

## INDUSTRY PITFALLS

We believe the paramount issues among leading competitors are that product offerings lack scalability, are either too consumer-driven or too developer-driven, adopt unfair or expensive pricing schemes, do not do enough, or try to do too much - there is no "middle ground".

*Machete* bridges these gaps by acting as the **universal mobile/desktop app user interface solution**.

## DEVELOPER-TARGETED

**WORDPRESS**   **DEMANDWARE****IONIC**   **ELECTRON**

# COMPETITOR MATRIX

## MARKET + TECHNOLOGY COMPARISON CHARTS

	Pricing	Apps To Date	Audience	Industry	Platform(s)	Revenue (2017)
<b>Ionic</b>	\$49-\$169/member/mo.	~455,000	Developer	(General)	Web, Mobile	~\$3,000,000
<b>Shopify</b>	\$29-\$299/mo.	~378,000	Consumer	eCommerce	Web	~\$580,000,000
<b>Demandware</b>	~\$200k+/license	~23,000	Developer, Consumer	eCommerce	Web	~\$254,000,000
<b>WordPress</b>	\$5,000/mo.	~75,000,000	Developer, Consumer	(General)	Web	~\$45,000,000
<b>Wix</b>	\$7-\$14/mo.	~1,200,000	Consumer	(General)	Web	~\$290,000,000
<b>Squarespace</b>	\$16-\$46/mo.	~1,800,000	Consumer	(General)	Web	~\$300,000,000
<b>Electron</b>	Free	(N/A)	Developer	(General)	Web, Mobile	(N/A)
<b>Machete</b>	\$1,999.99/license	2	Developer, Consumer	(General)	Web, Mobile	\$3,999.98

# COMPETITOR MATRIX

	Technology Stack	Build Architecture	Extensibility	Data Bindings	Deployment
<b>Ionic</b>	Node.js, Angular	Hybrid *	Node.js (npm)	(None)	Published
<b>Shopify</b>	Ruby, Liquid ( <i>Proprietary</i> )	Web	App Marketplace	(None)	Hosted
<b>Demandware</b>	Java, ( <i>Closed, Proprietary</i> )	Web	LINK Marketplace	Custom Objects	Hosted
<b>WordPress</b>	PHP, JavaScript	Web	Plugin Marketplace	API	Stand-alone, Hosted, Enterprise
<b>Wix</b>	( <i>Closed, Proprietary</i> )	“Drag-and-Drop”	App Marketplace	(None)	Hosted
<b>Squarespace</b>	( <i>Closed, Proprietary</i> )	“Drag-and-Drop”	Plugin Marketplace	(None)	Hosted
<b>Electron</b>	Node.js, ( <i>Proprietary</i> )	Hybrid *	Node.js (npm)	(None)	Stand-alone
<b>Machete</b>	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.
- Developed with marketers in mind, with painless out-of-the-box SEO and social media management.

## 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  
MARKETERS  
CHILL.

## 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

60%  
MARKET SHARE  
BY TOP 3  
COMPETITORS

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 ~\$84M (~\$420M over 5 years), at a market share of ~15% by Q1 2025.

\$883 MILLION  
IN TOP 3  
COMPETITORS'  
SALES

\$420 MILLION  
POTENTIAL REVENUE  
(2020-25)

15%  
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

- License verification (v2.1)
- 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.)

 Platform Development

 Documentation/Training

 Bundle Development

 Marketing/Customer Acquisition

# 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

## WHAT?

We are seeking **\$600K** in seed funding to continue executing our roadmap and ensure that our product's value proposition and marketing strategies strike a fine balance for developers and consumers, so we can effectively reach our customer acquisition and sales goals...

**\$600K  
SEED  
FUNDING**

## WHEN?

- **2018-2020:** Development, Marketing
- **2020:** 2,500 sales (\$5M)
- **2021:** 17,000 sales (\$29M)
- **2022:** 25,000 sales (\$50M)
- **2023:** 55,000 sales (\$110M)
- **2024:** 112,500 sales (\$225M)

**Q1 2025: 212,000  
TOTAL SALES  
(\$420M/5 YEARS)**

## HOW?

- Continue improving the universal development experience.
- Provide a best-in-class consumer-facing admin experience.
- Provide competitive eCommerce API and UI bundles.
- Provide theme/bundle marketplace.
- Up-sell development/consulting services (developer network.)

**BE BETTER  
THAN THE BEST**

# BOTTOM LINE

## WHY?

By addressing common industry pitfalls, while adding common feature value, into a single universal platform built on **Facebook's** leading *React* technology (the first in its class), there is an opportunity to consolidate the market and capture at least 15% market share in a \$1.5B industry by targeting start-ups, VC's, accelerators, CTO's, developers, average consumers, governments, and small business owners with product offerings priced at fixed lifetime license fees of \$1,000-\$3,000, with optional hosting, enterprise, and technical services add-ons.

It is an exciting time for this booming industry, with room for competition.

Also, we love the notion of building something which everything can build from!

## WHO?

We're looking for investors who are ideally "tech savvy", but more importantly, understand the needs of consumers throughout many diverse industries.

Software is our expertise, but our feeling is that our competitors are either too tunnel-visioned in the software world, or are too one-dimensional in producing a "cookie-cutter" experience with no growth potential for the customer.

*Machete* is founded on the idea that our technology can scale along with the vision of our customers, and investors with experienced technical and industry-agnostic marketing sensibilities could help us tremendously in seizing the software platform industry.

## YOU CAN HELP US.

## CONNECT WITH US!



## CONNECT WITH US

### FOLLOW US

GITHUB: @machete-platform

TWITTER: @VitruvianTechHQ

FACEBOOK: @VitruvianTechHQ

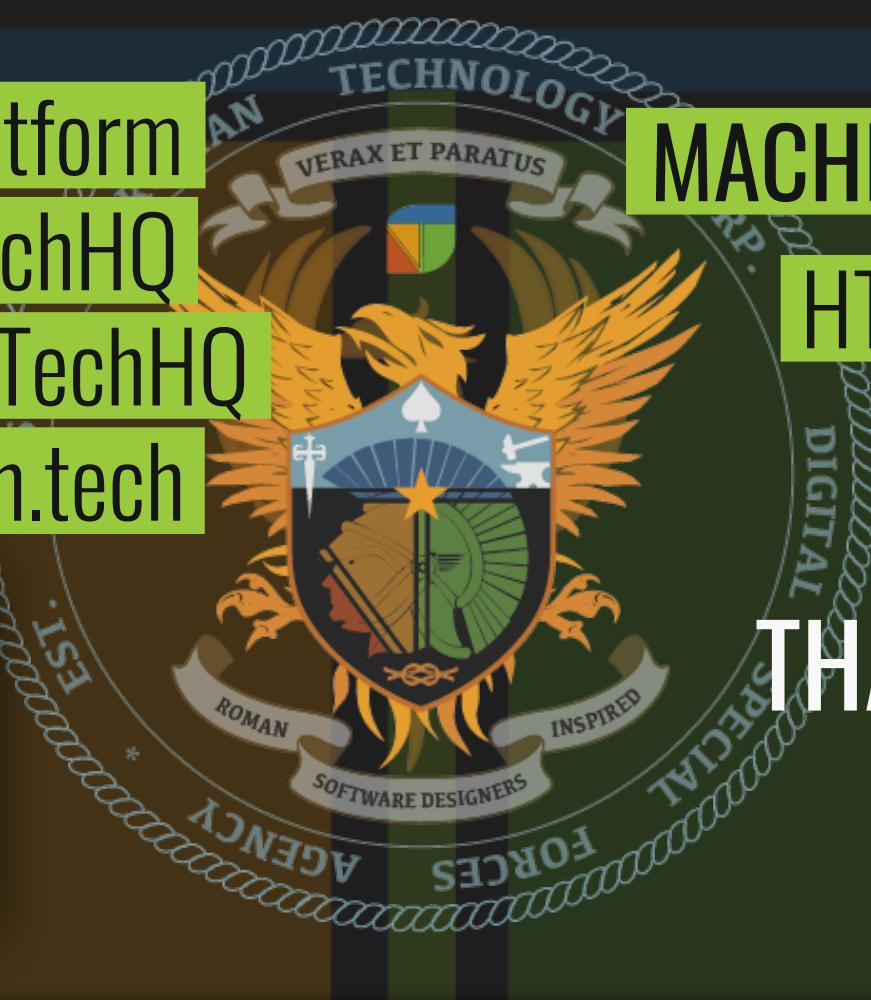
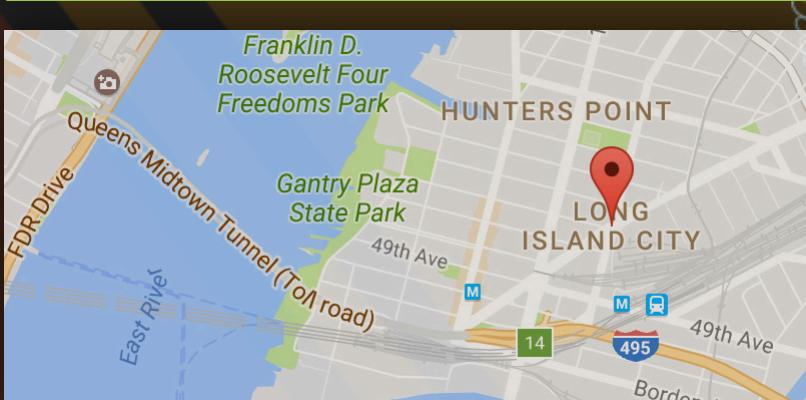
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### CONTACT US

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## THANKS FOR VIEWING

“VERAX ET PARATUS!”