



# MACHETE THEME PLATFORM COLLISION CONF. 2018

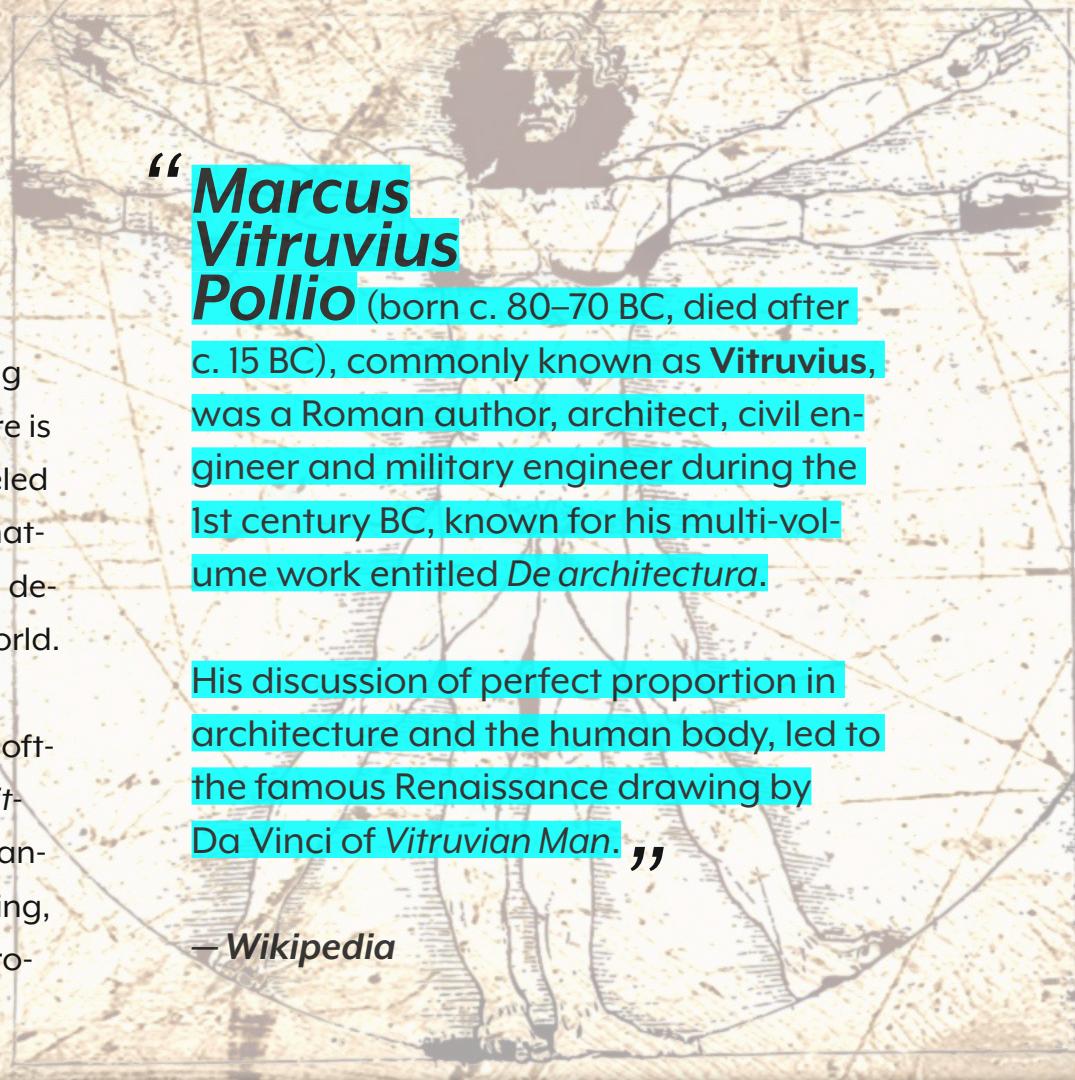


# ROMAN INSPIRED SOFTWARE DESIGNERS

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.

## 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



## 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 SISSON

*Design*

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## JOSHUA SHOR

*Lead Developer*

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## STELLA SPAGHETTI

*Director, Canine Resources*

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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<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

+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)
<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	(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	\$1,999.99



# COMPETITOR MATRIX

	Technology Stack	Build Architecture	Extensibility	Database 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
<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

\* Hybrid = Web-based mobile development

\*\* Native = Compiled mobile development



# VALUE PROPOSITION

## EASE-OF-USE

- Based on **Facebook's** leading *React* UI technology (the first in its class.)
- Quick learning curve - nothing proprietary to the end-user.
- Aimed as a middle-ground for consumers vs. developers.
- HTML-like code (React/JSX), geared towards savvy **DIY** marketers and project managers.

## THEMES 'R' US

- Purely SASS (CSS) based (styling separate from layout.)
- Inheritable theming across the Bundle Marketplace.
- Admin-based theme switching.
- Multiple themes per bundle (i.e., seasonal, holiday, etc.)

LET  
DEVELOPERS  
BUILD  
...  
AND  
STAKEHOLDERS  
FIDDLE.



# 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

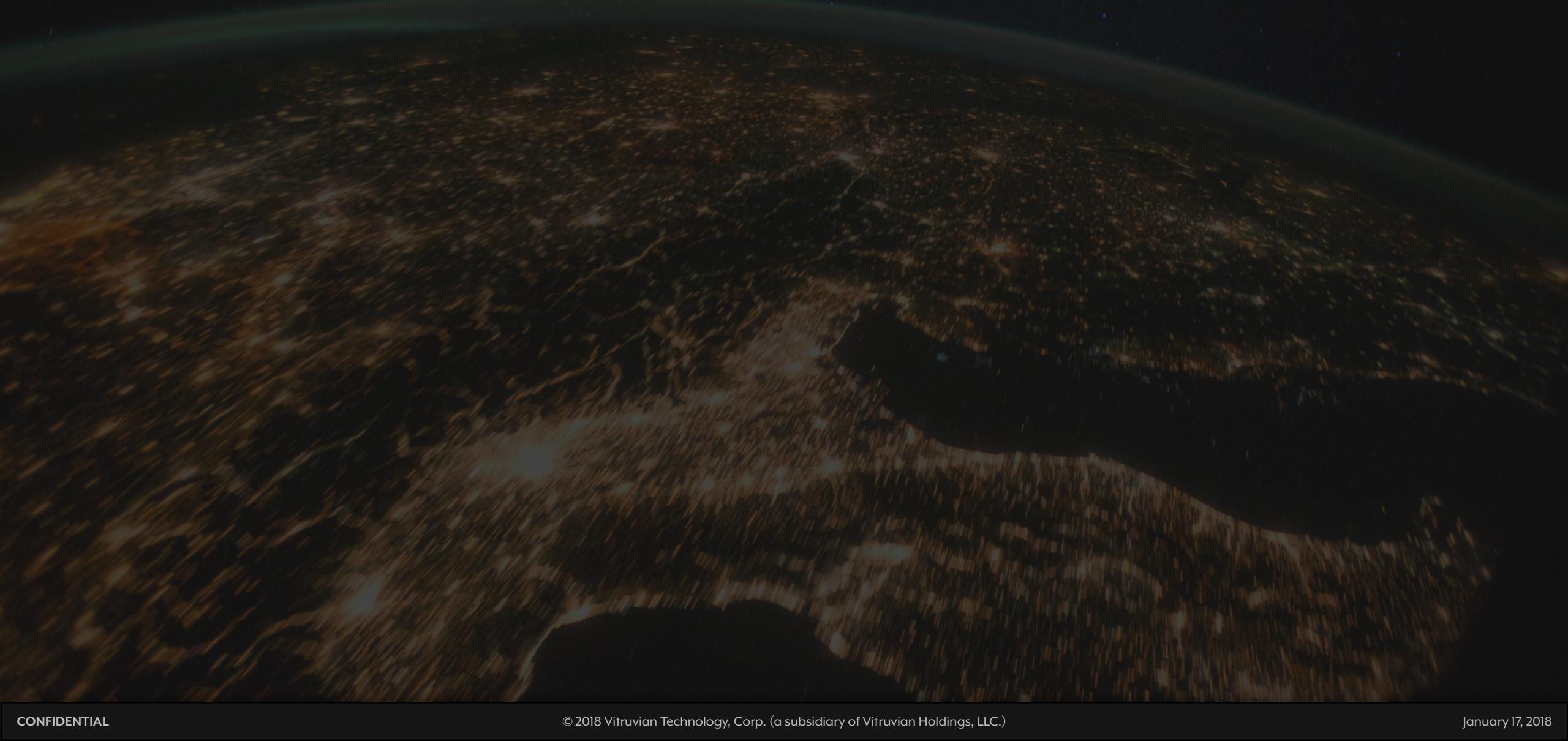
- Web-based system admin.
- “Mix-and-match” theme styles and layouts via the Bundle Marketplace.
- App-wide and page-level cascading metadata for marketers (SEO, social media, etc.)
- App-wide and page-level script embeds/links for developers.

## BYOE (BRING YOUR OWN ENVIRONMENT)

- Develop your bundles independent of tooling, IDE, or code hosting.
- Flip *Developer Mode* ON/OFF.
- Web API bridge interfaces with the server runtime (*Machete Development Server*.)
- Provides support for infinite environment configuration profiles.



# MARKET OPPORTUNITY





# ROADMAP





# BOTTOM LINE





***CONNECT WITH US***

