

Crowd~~b~~otics

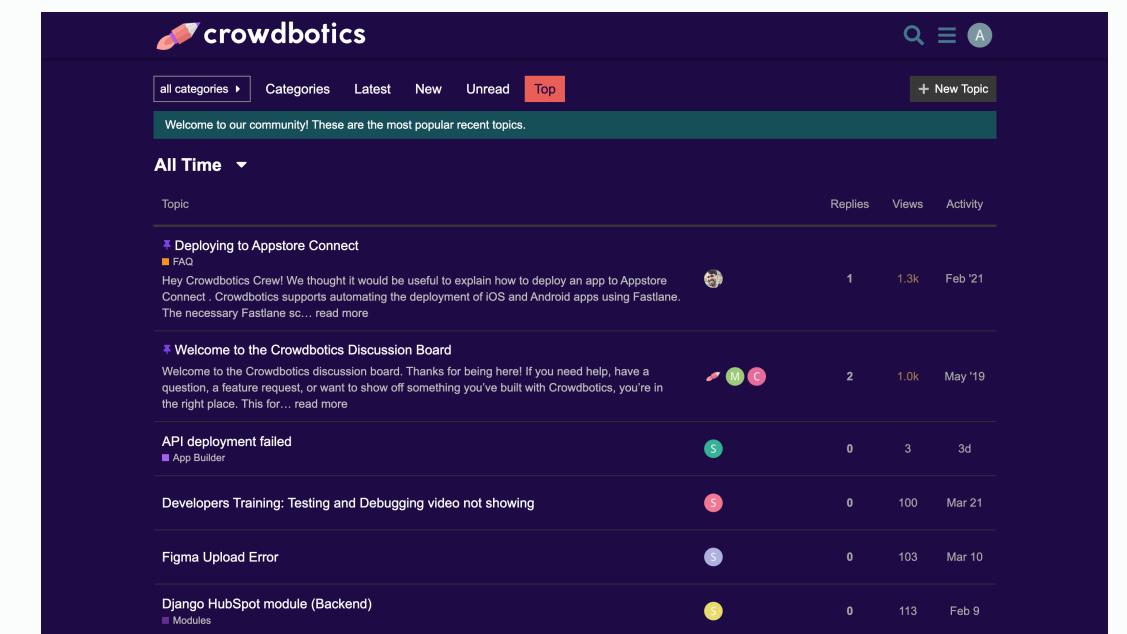
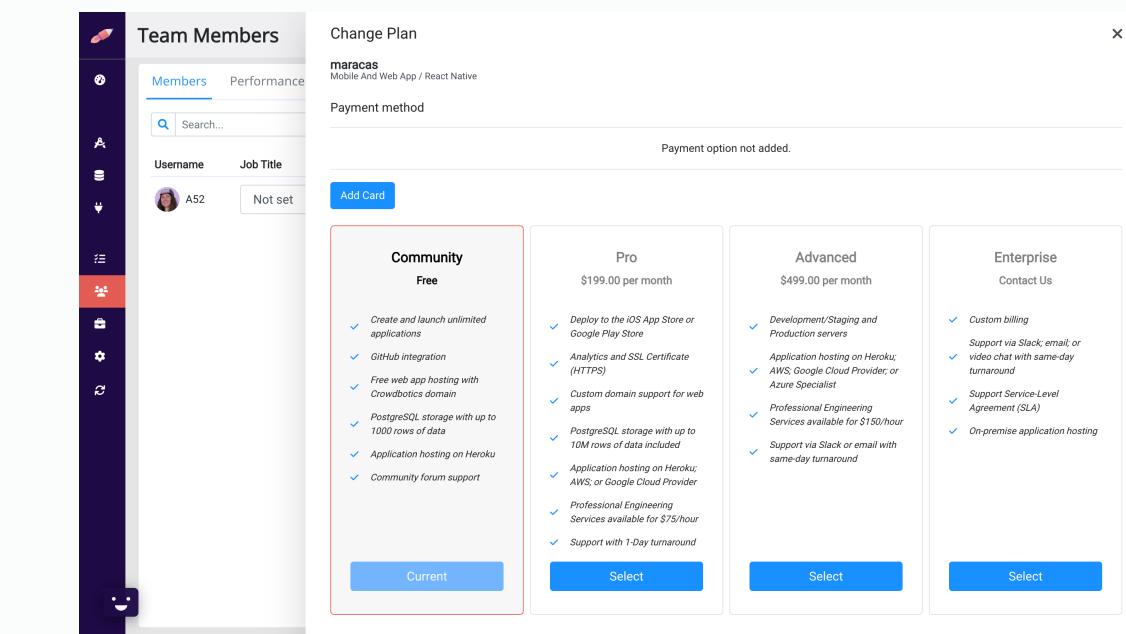
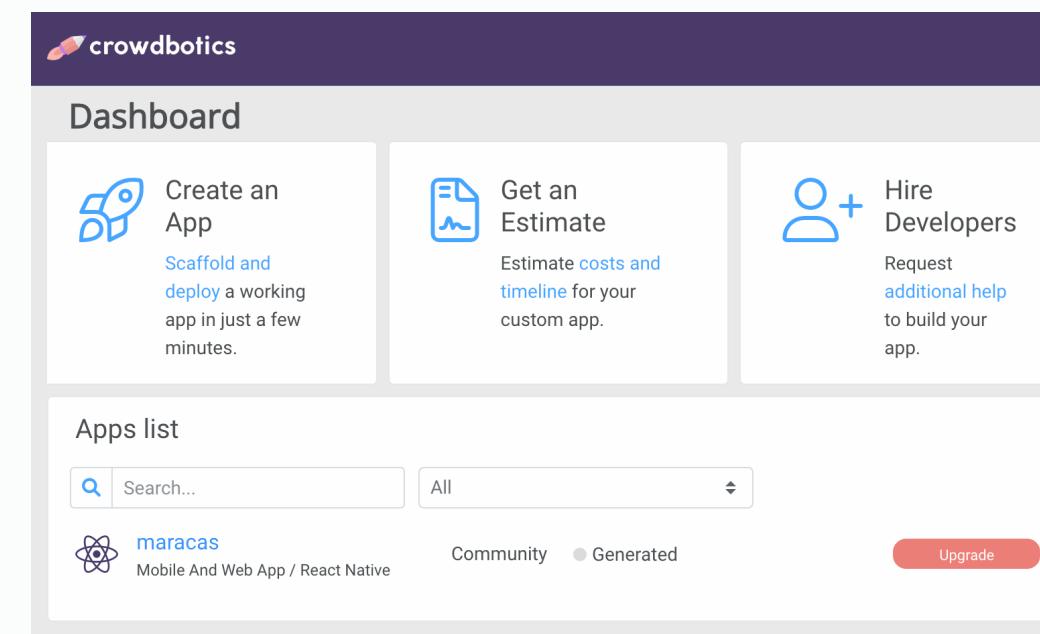
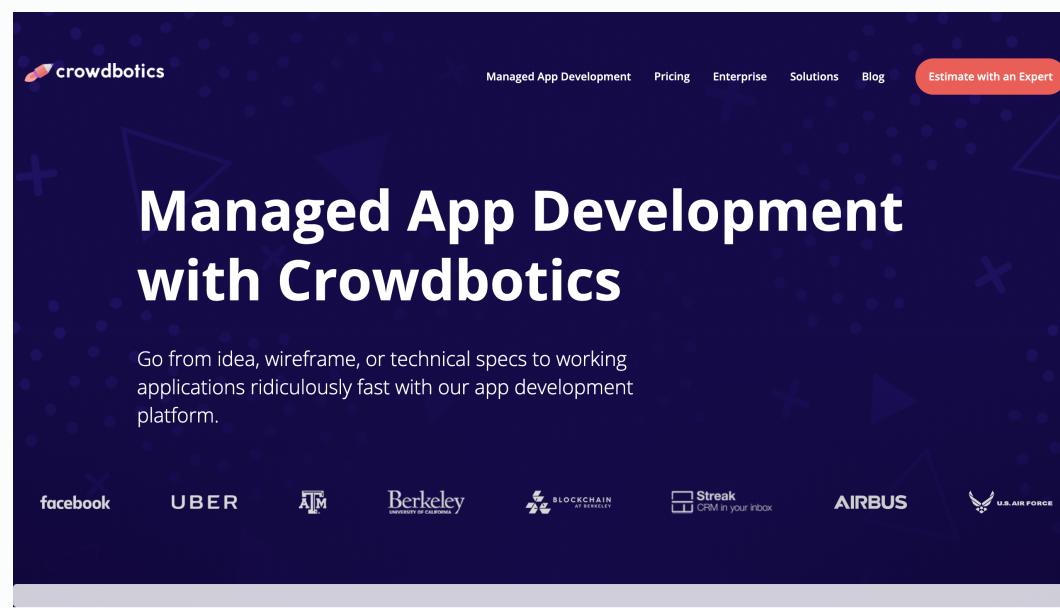
Product thoughts with Amalia Litsa



Exploration

Product Ecosystem

“Connect with Crowdbotics to turn ideas and specs into working code”



Lead Gen
Crowdbotics.com

Project Planning
app.crowdbotics.com

Managed Hosting

Dev Support
discuss, knowledge, experts

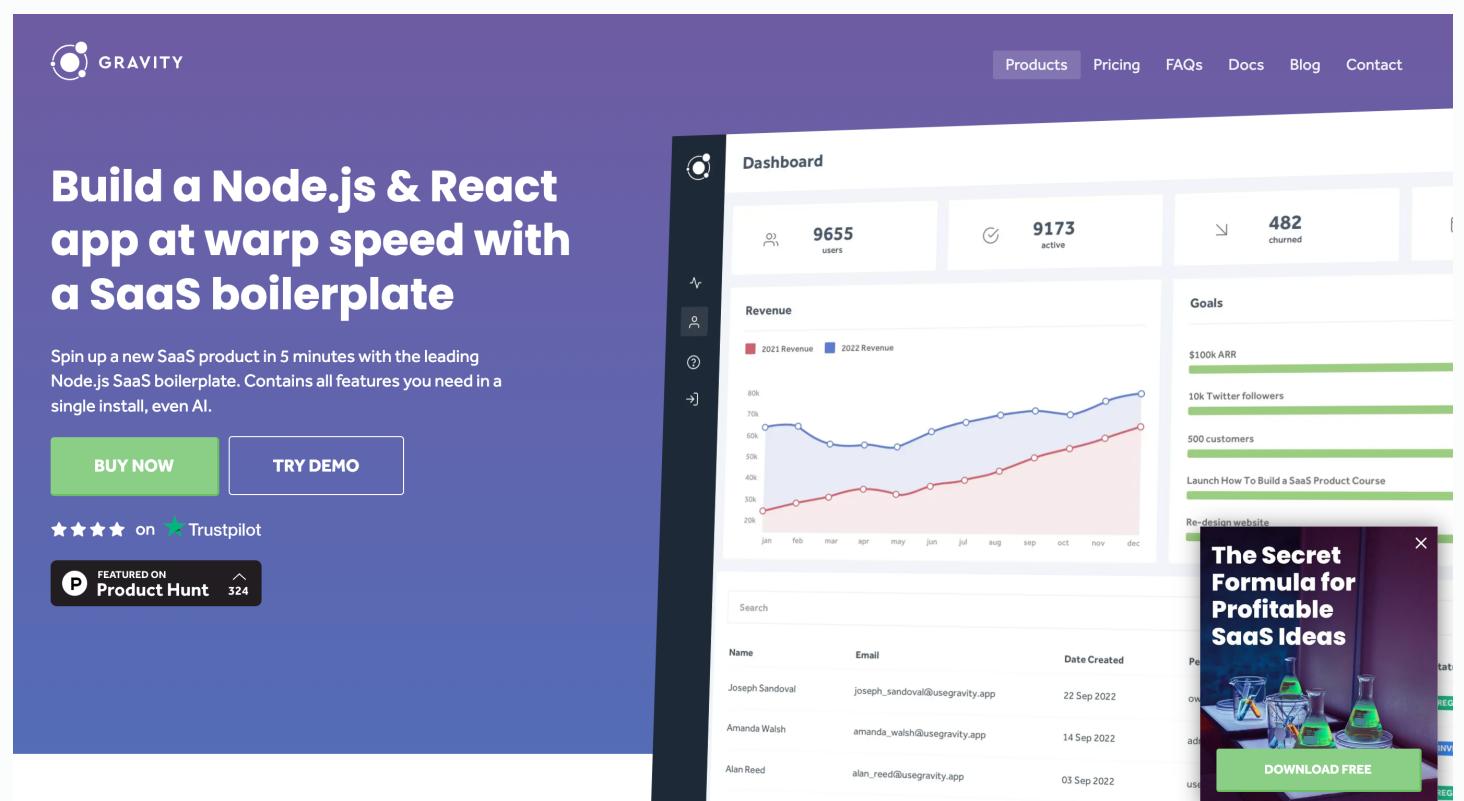


Customer, tee up your project

Dev, find a customer
who's ready

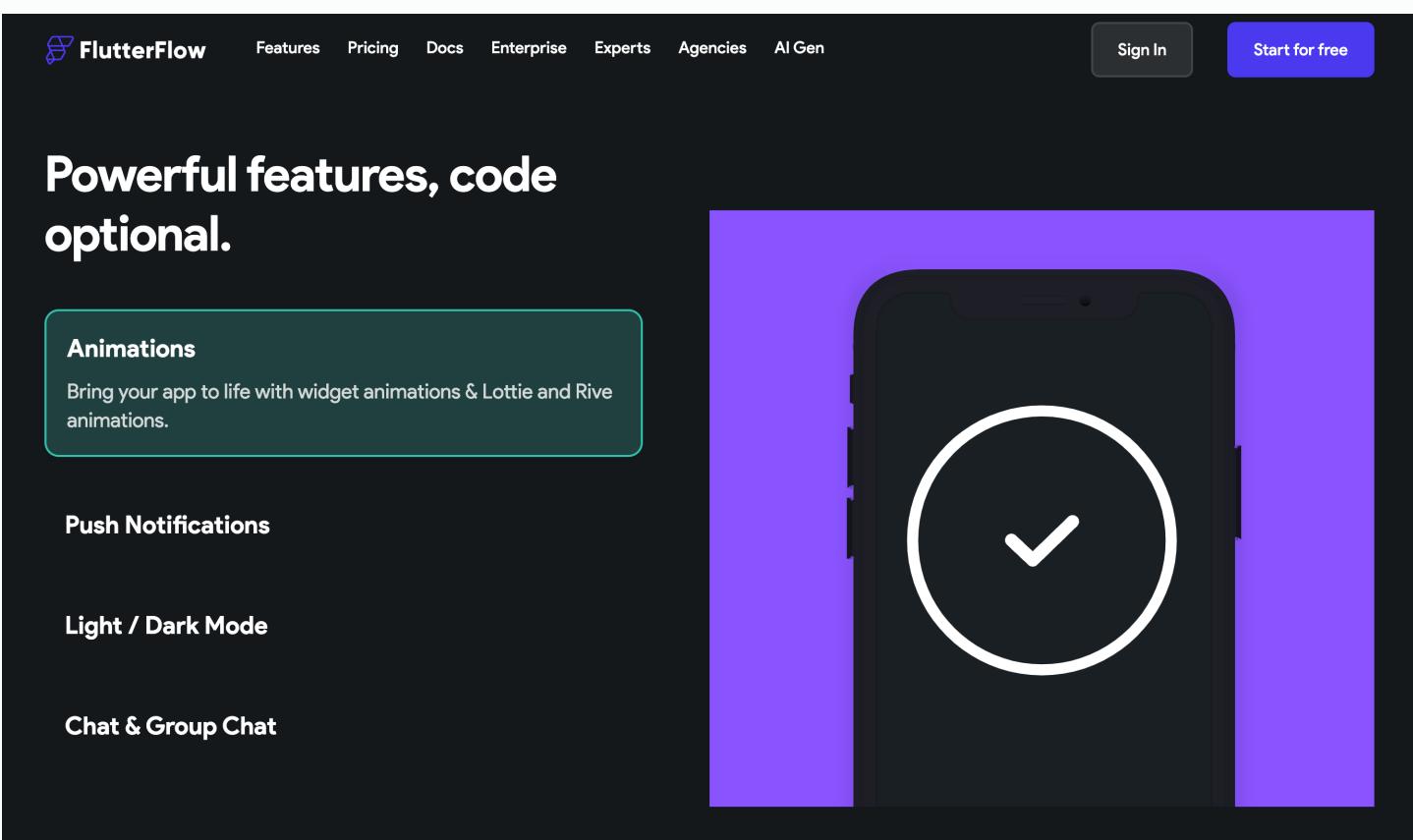
Competition

“Build a Node.js & React app at warp speed with a SAAS boilerplate”



usegravity.app

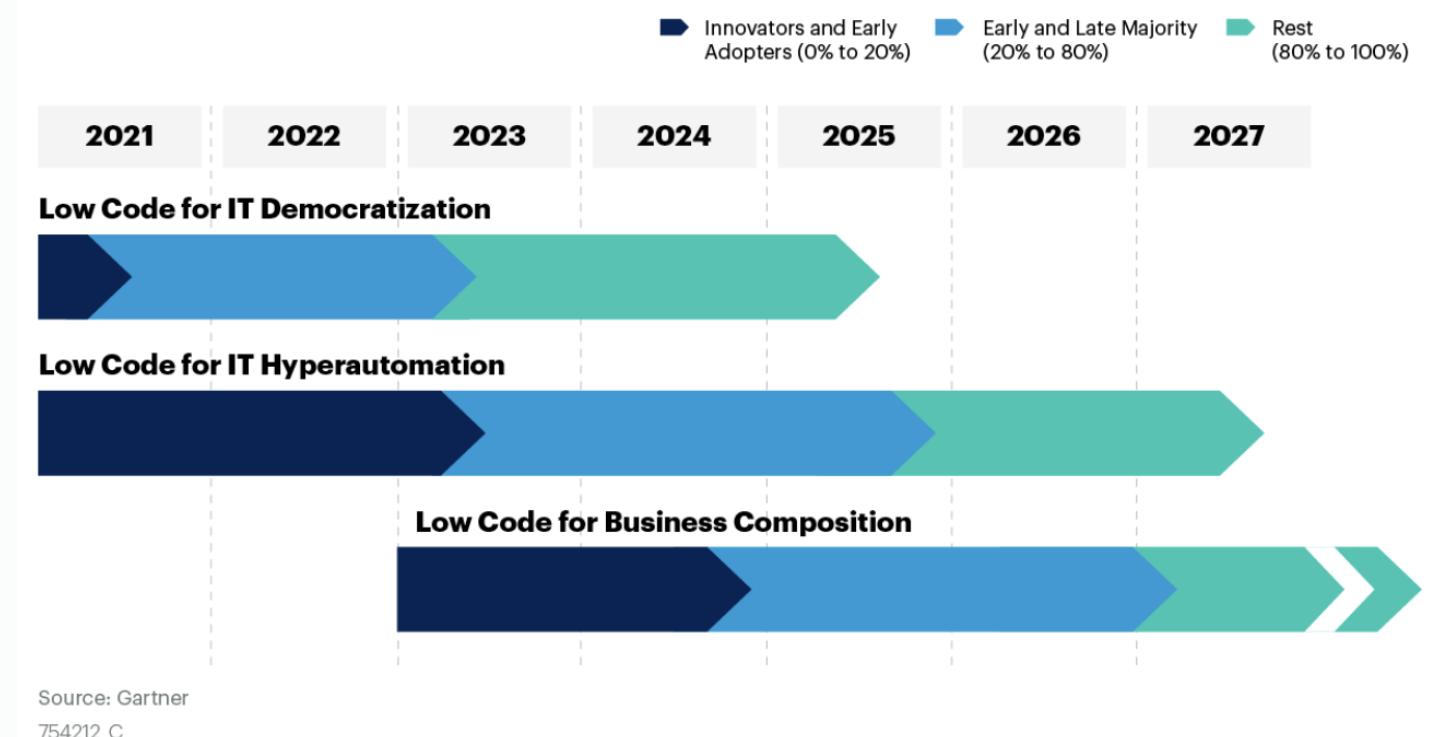
“Unlock the power of visual application development”



flutterflow.io

The Future
Non-IT contributors will play a large roll in IT development

Low-Code Evolution Spectrum



Gartner

<https://www.gartner.com/doc/reprints?id=1-2CGRXDDP&ct=230202&st=sb>

Observations

“We like to say that we’re not low-code, we’re full code made easy”

- **CUSTOMER** Crowdbotics marketing is more targeted to businesses (“MVPers”) than developers, positioning Crowdbotics as a dev agency that has built nice internal tools that speed things up.
- **VALUE** Crowdbotics promises fast launch which it achieves by
 - guiding the customer to tee-up their project before hiring a dev, and
 - sourcing developers who are equipped with CB’s boilerplate, components, etc.
- **UX** app.crowdbotics.com serves this flow: pull in the customer, gather requirements, connect customer to developer, facilitate project management

is, helping companies of all sizes to increase the quality and velocity of their software development. [Crowdbotics](#) is one such startup and it just recently announced itself and a \$22 million Series A fundraise.

WHO: [Anand Kulkarni](#) started Crowdbotics in 2017 to build apps faster. Previously he founded Lead Genius to provide AI-accelerated prospecting for sales teams. [Crowdbotics](#) extends on his interest in combining software with human assistance.

WHAT: Crowdbotics [dramatically lowers the barrier to app building](#) for everyone from solo entrepreneurs to large corporations, even in heavily regulated industries like health care and government. They do this via a modularized framework where developers can use a React Native and Django library to generate Git-hosted code output that's open to your customization. And if you don't have developers available, Crowdbotics has a cloud labor force of app integrators to do the 'last mile' work for you.

HOW: Serious products need real code meaning that low-code solutions simply can't create most of the software that people want to build. Their approach – letting teams build with real code, directly in Git, using a growing library of prebuilt parts and knowledge – enables creators to actually scale on the platform rather than outgrow it.

WHY: "Software enables the world" means that not just everyone becoming a customer of software companies but making it easier to create or customize your own software. [Crowdbotics](#) seeks to democratize the act of software development.

Go From
Design to
Development

Hire
Developers on
Demand

Digital
Transformation
Development

Who is the customer when Crowdbotics is 100% SaaS?

Web-to-Mobile
Conversion

Citizen
Developer

Citizen Developer

Agency / Freelance Dev

Enterprise Team



Citizen Developer

Gorgeous component library marketplace

Component mapping tool

Figma and Adobe XD extensions

Managed hosting with third party connections

Non-technical database and server config tools

True no-code deployment

Visual tech stack with links to Heroku, Github, etc.

TARGET
Entrepreneurs & Designers
Product incubation teams

VALUE
Rapid prototyping, testing, and iteration
Quickest path to MVP
Hand production-ready app to dev

MONETIZATION
By seat

Agency / Freelancer

Marketplace (sell apps, find customers)

Agency-branded customer dashboard

File-sharing

Complete project flow represented in Customer dashboard

Agency dashboard for performance monitoring / reporting

Outsourced app maintenance (pass customer on)

More framework support

TARGET
Web development agencies

VALUE
Expedite the hardest part of working
with a new customer: onboarding, asset
gathering, and customer-side configs

Django and other boilerplates

MONETIZATION
Free until live (like Pantheon)
Resale (e.g., SSL certs, SQL storage, etc.)

Enterprise



Component Mapper

by Crowdbotics

Maintain ongoing parity between your Design System and Crowdbotics components



Data Modeler Tool

by Crowdbotics



Marketplace

by Crowdbotics



Code

by C



Analytics

by C

TARGET

Complete teams with specialists.

Anyone, in any role, who has something to gain from web framework.

VALUE

The utility of each tool is specific to its target user's role on the team.

However, all tools help their users benefit from the underlying framework more fully.

MONETIZATION

Seats

- What target customer are you going after?
 - What is Crowdbotic's #1 value for them?
 - How might the entire Crowdbotics ecosystem serve that central purpose?
 - What promise earned the B series funding?
-
- Does Anand want to preserve “software plus human assistance” somehow?
 - What is his plan for the 400+ contractors?
 - Could that audience evolve to be dev agencies?
 - Where have y'all landed regarding increased platform support vs. Django loyalty?
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- Connecting customers to contractors is pretty central to the design of the current dashboard.
 - Might this influence Crowdbotics to either keep their current target customer (contractors) or
 - Shoehorn new customers (citizen devs and enterprise teams) into an experience that wasn't designed for them?
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- Would splitting the dashboard into a suite of utility apps help Crowdbotics get to 100% SaaS faster / pivot more easily? I.e., is there any merit to decoupling the technology you built from your old flow so you can resell it (and grow it) for a new target customer?

How I can help

Research

- Addressable market size
- Competition for those customers
- Presence of a real problem to be solved
- Cost of solving that problem

Ideation

- Internal ideation
- Customer validation & prioritization

Design

- Risk identification, KPI definition
- Quickest path to testing hypothesis
- MVP definition and alpha / beta test plans

Strategy

- Roadmap
- Internal buy-in
- Go-to-market strategy
- OKRs

Development

- Iterative design
- Ongoing testing (usability & feedback)
- Agile development

Celebration

- Company fun stuff
- Team fun stuff