



buildstash

Build-to-release management
for software teams



ponderpad.zip



ponderpad_ios.ipa



ponderpad.apk



pondermail_mac.app



pondermail_ios.ipa

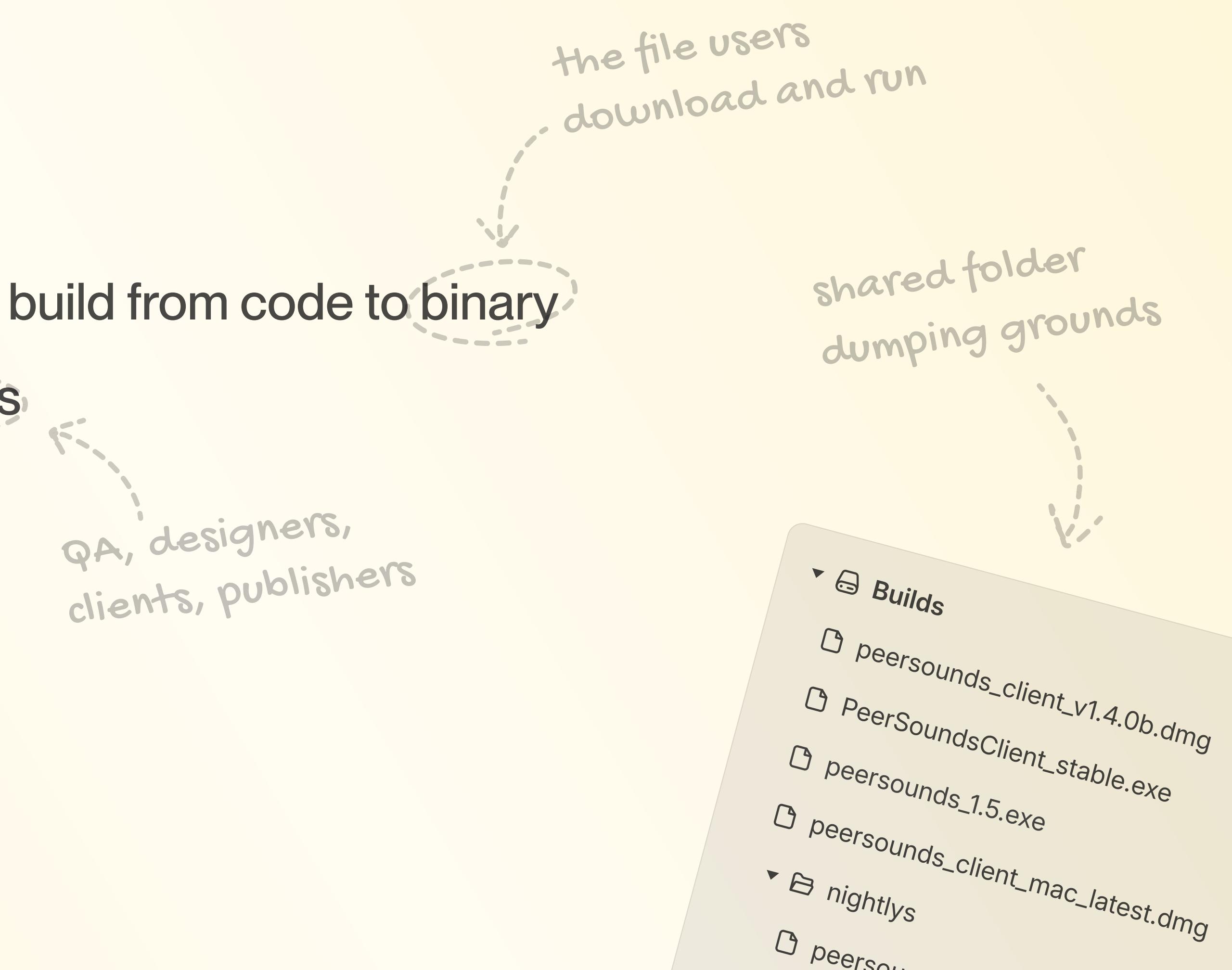
techstars_
NYC Fall '24

Buildstash is going to **power** how
apps, games, and embedded software
is created, from **build** to **release**

THE PROBLEM

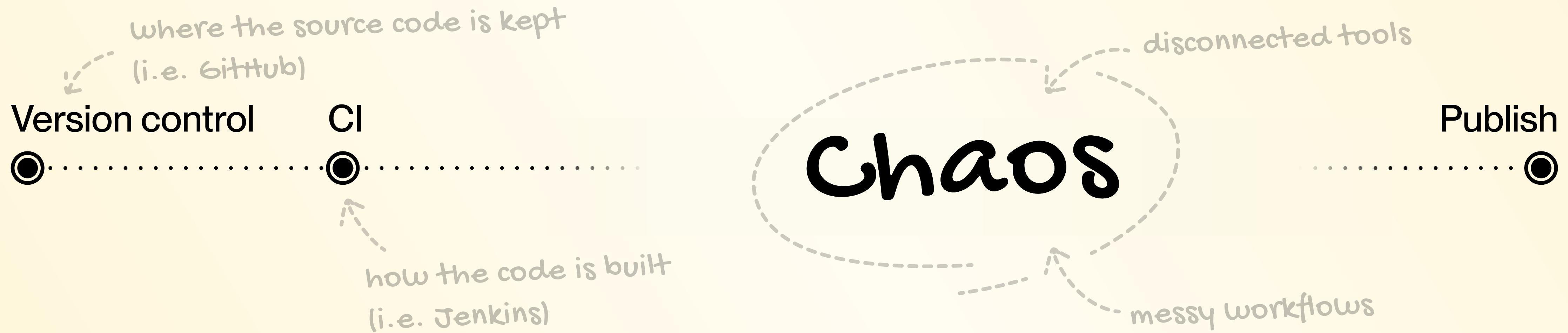
Right now, software teams workflows are a **mess**

- App, game, and embedded devs **frequently** build from code to binary
- They need to **share** builds with collaborators
- Existing tools are **aren't designed for them**
- So they resort to all kinds of **workarounds...**



THE PROBLEM

Between build-and-release, lies **chaos**

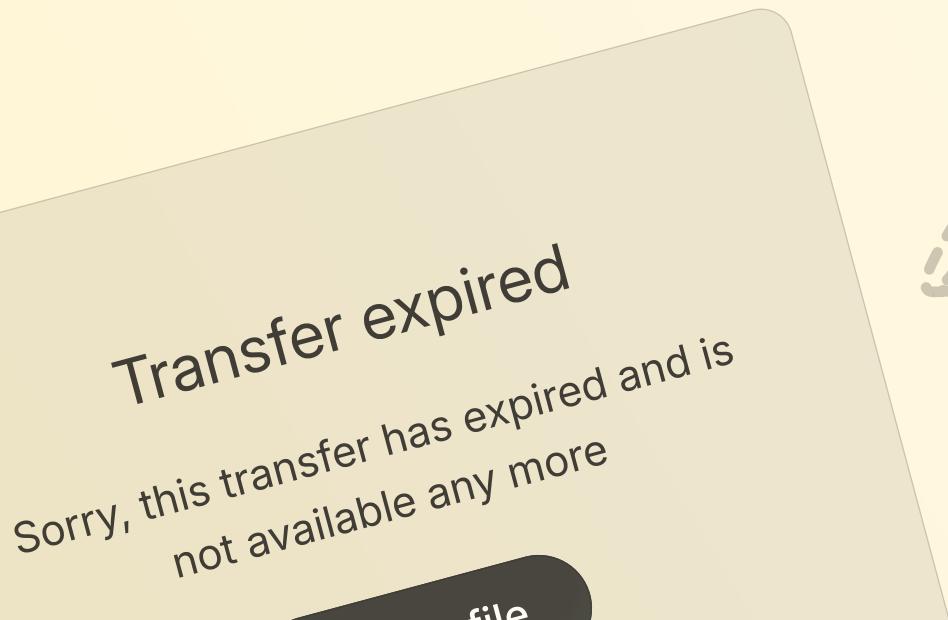


- There are industry standard tools for **version control** and **build automation (CI)**
- There's a **massive gap** between *building* the app, and the app being *published* to users

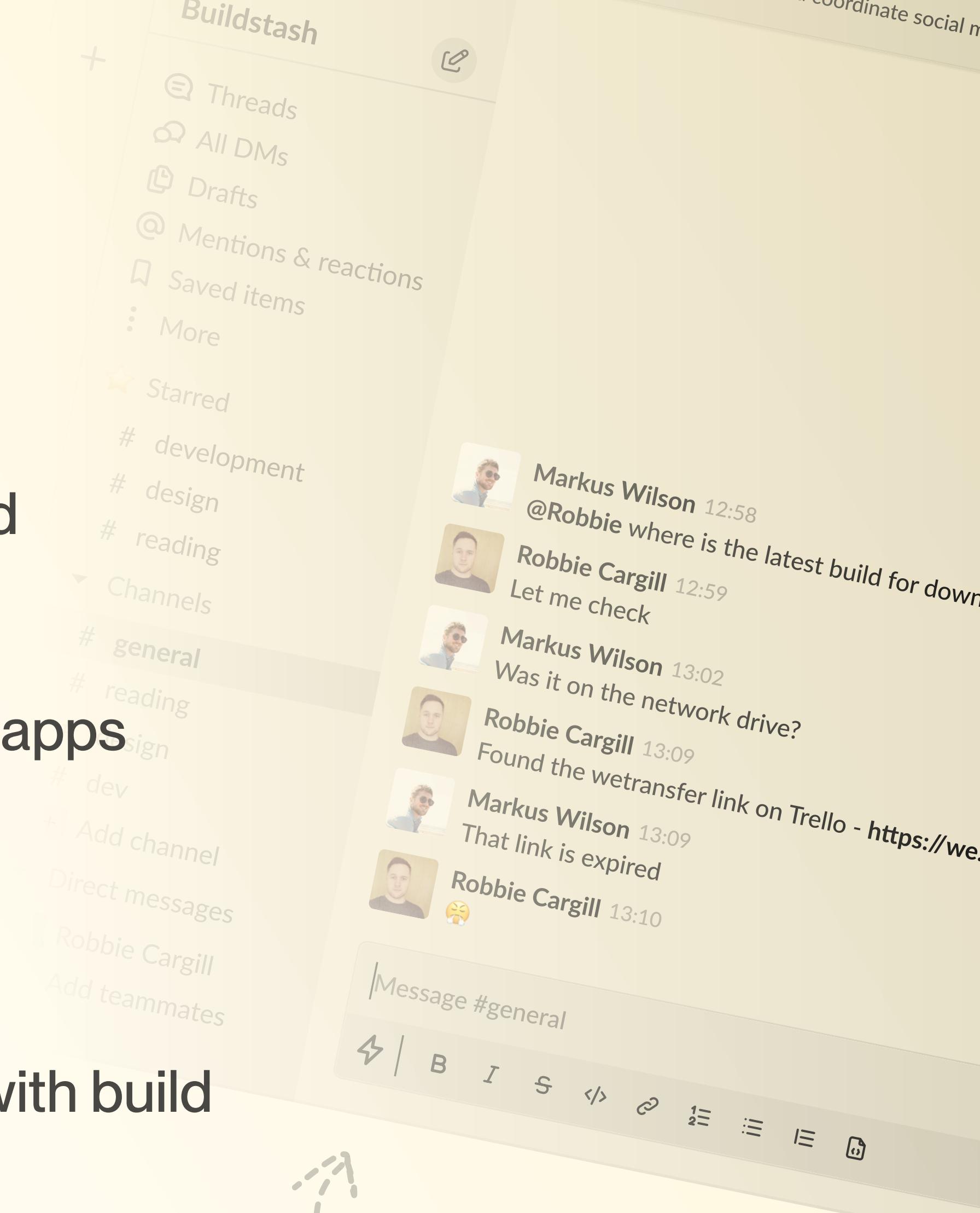
THE PROBLEM

Teams are **suffering** as a result

- Time is **wasted** searching for past builds, and having to rebuild
- Hard to track who has access to what, or **control** access
- Disconnected tools means **teams lose context** when guiding apps from build-to-release
- **Over reliance** on Slack, email, and WeTransfer for sharing and collaboration
- **8 hours / week wasted** on average by workflow inefficiency, with build processes in **top 3 developer frustrations**



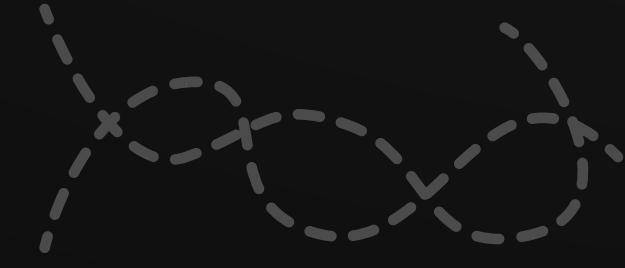
unsecure, unmanageable,
expiring share links



THE PROBLEM

AI means **way more software** being made,
and **way more builds**

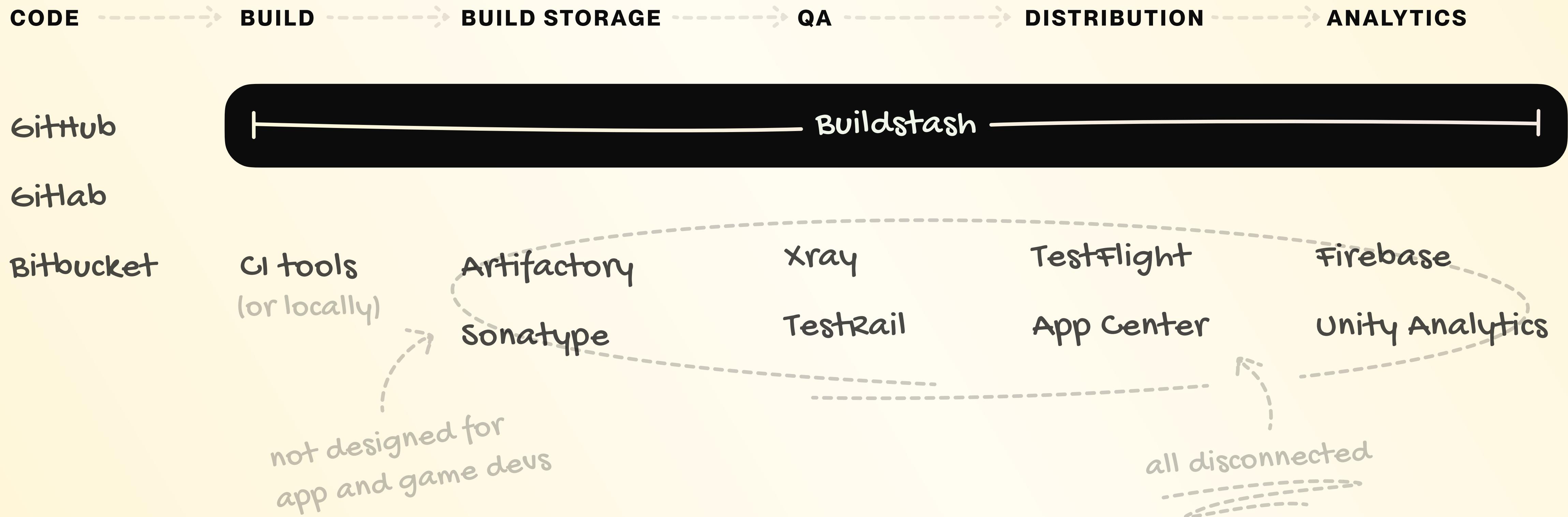
- Low code, no code, “vibe coding” - barrier for producing software is **being lowered**
- Skilled developers can complete tasks up to **twice as fast**
- **Way more** software in the world
- Automation paired with **faster iteration**: way more builds being produced
- More of an **urgent need to manage**. With less human involvement:
 - context all the more **essential**
 - QA review the more **critical**



Buildstash weaves together build **storage**,
review, and **deployment** into one platform,
so teams can collaborate better and focus
on creating

SOLUTION

Powering teams workflow from build to release

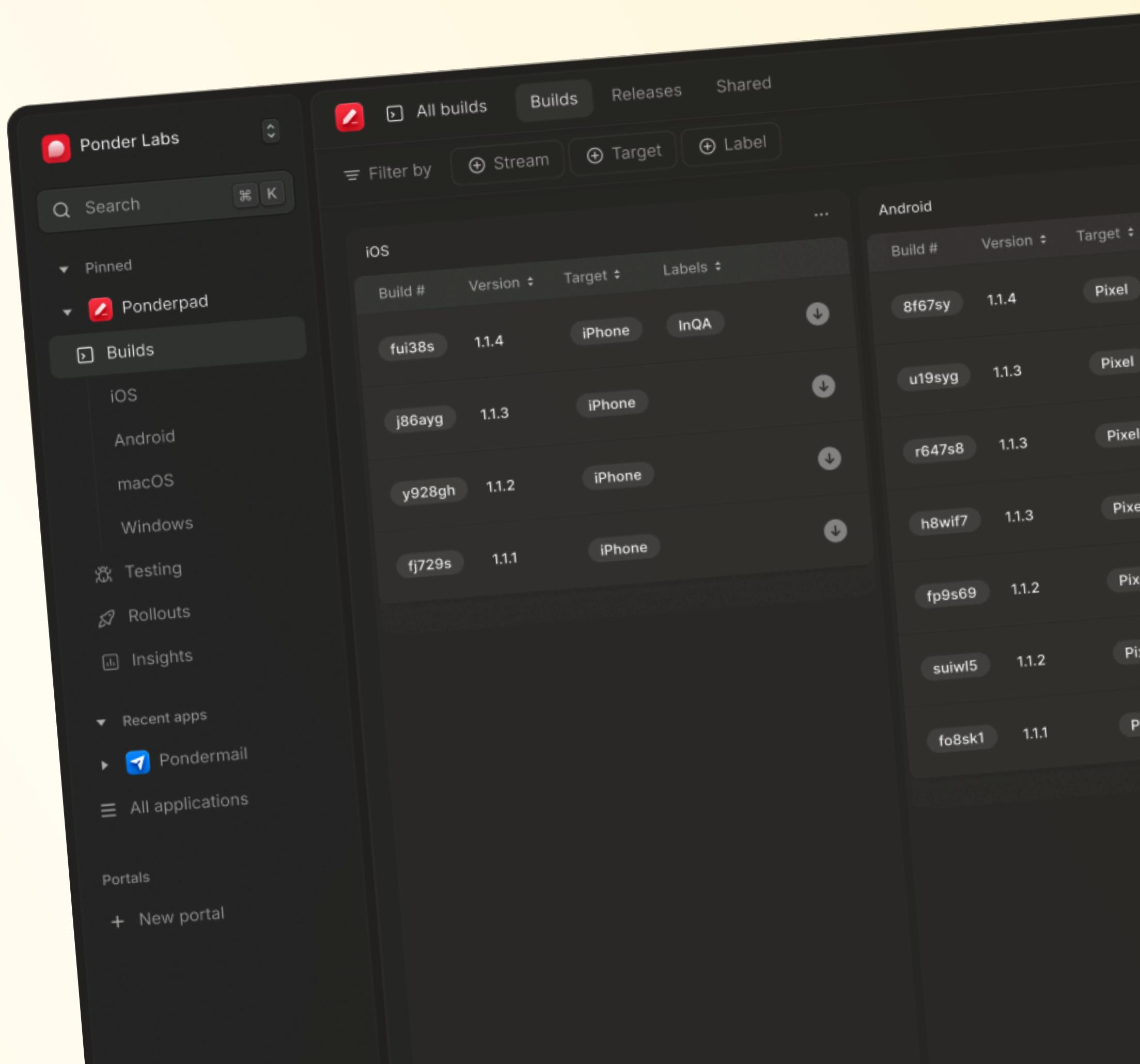


SOLUTION

With the **features** app, game, and embedded teams need

- ✓ **Automate storage and manage all past builds**
- ✓ **Share with your team, collaborators, or testers**
- ✓ **QA review and sign-off**
- ✓ **Deployment to storefronts**
- ✓ **Branded private portals**
- ✓ **Public download pages**
- ✓ **Analytics and insights**

App Store,
Steam, etc.



TEAM

Who are we?

We're making Buildstash because we **needed** this tool in all our past work.

We looked for it, were **frustrated** we couldn't find it, and set out to **build it**.



CEO

Robbie Cargill

Developer with a career spanning engineering leadership across games studios, app work for high-profile brands, and startups.



CPO

Markus Wilson

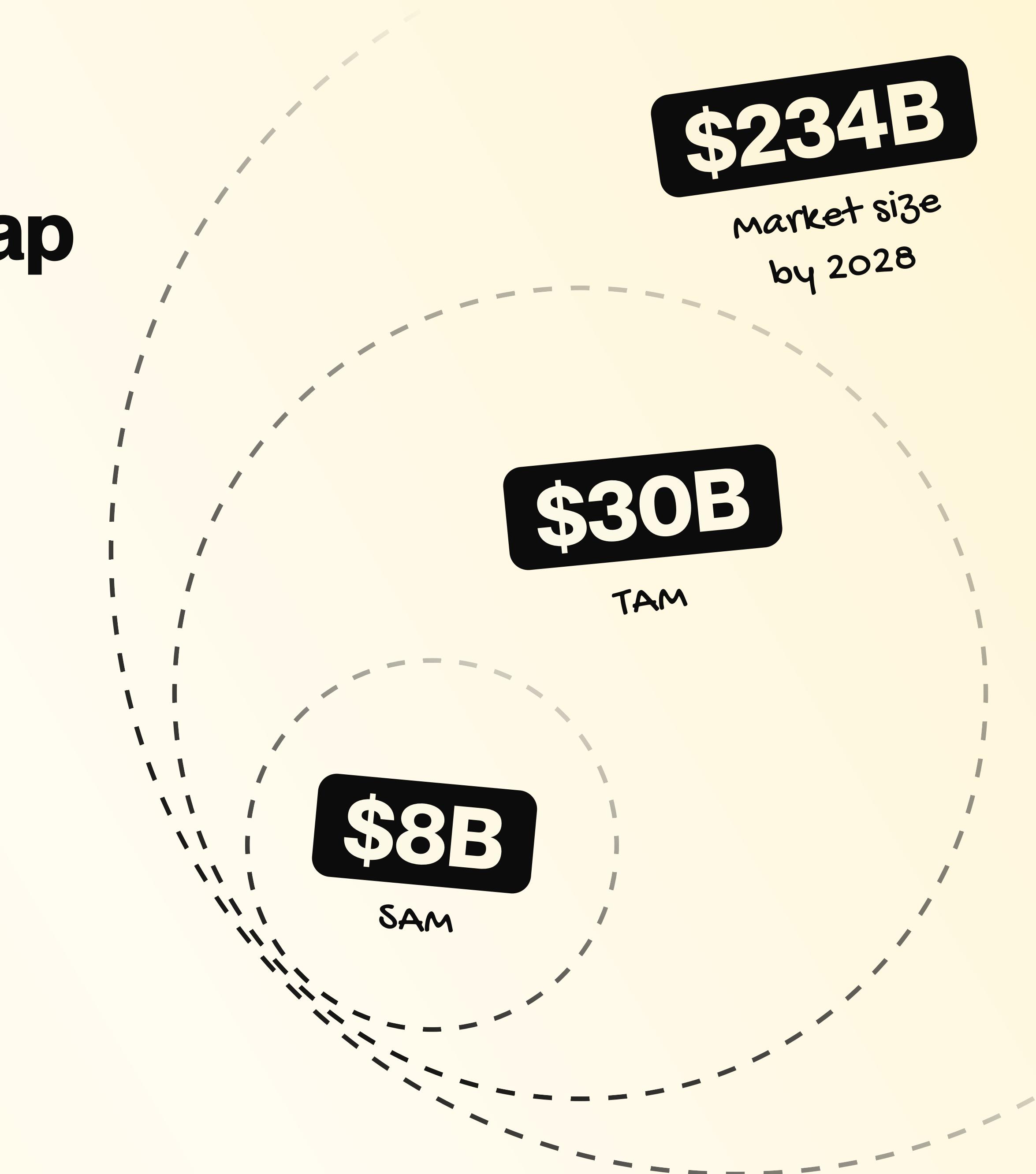
Product Designer with experience leading the end-to-end product design for a range of B2B & B2C startups across mobile apps, XR, and SaaS.

OPPORTUNITY

A rapidly growing market gap

We're starting here

- Over **10M** developers globally working on apps, games, and embedded software, growing rapidly. **Neglected** by existing products more focused on web
- Transforms or replaces a whole chunk of devs workflows, representing a **TAM of over \$30B**
- **Just starting** with these teams, assuming \$360/seat/yr, **obtainable market of \$3.6B**



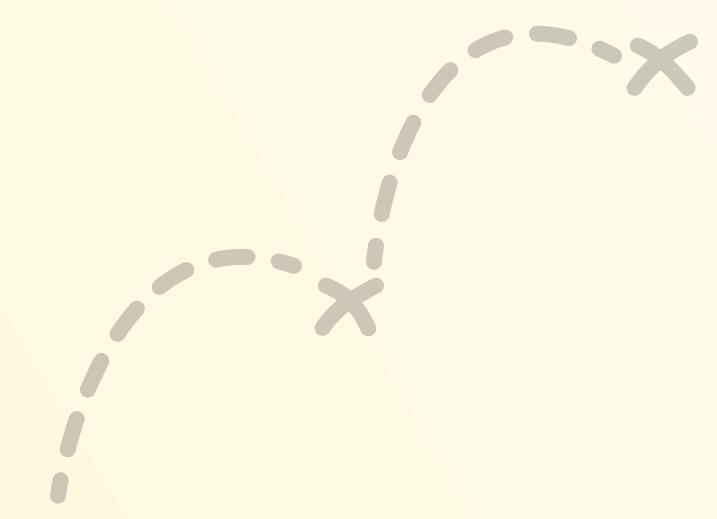
Our Go-to-Market **strategy**

- Validated we're solving **real and painful** problems teams are facing, speaking with over with over **100 teams** across apps, games, and embedded systems
- **Start by targeting** mid-size game studios, mobile devs, and client service agencies
- Prioritize solving the most **severe** pain points within each target group
- Sell to **engineering leaders**. Building relationships with build and DevOps engineers, who will become our advocates
- **Integrations** and **strategic partnerships** with other key tools these teams are using



BUSINESS MODEL

B2B SaaS

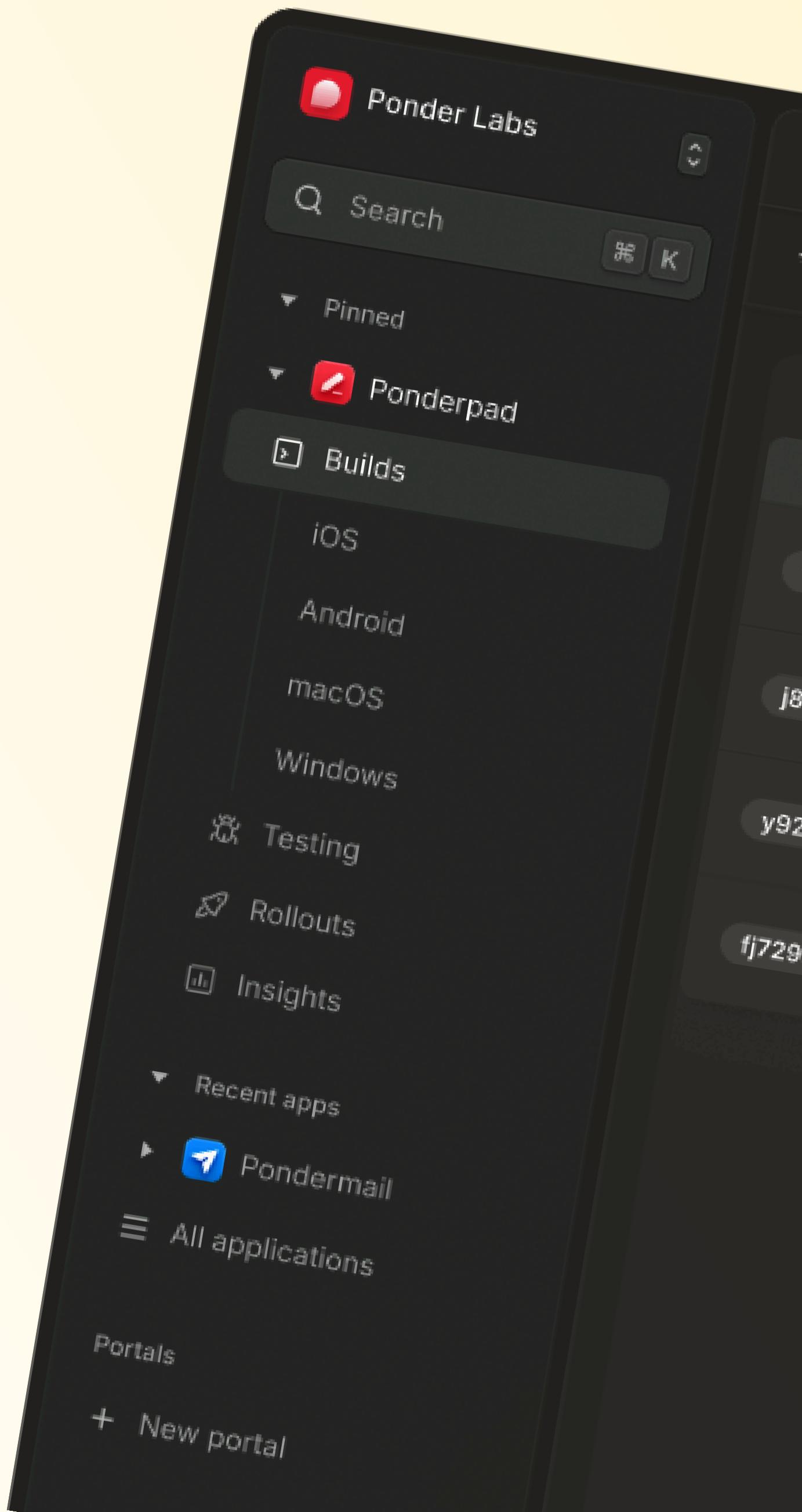


Tiered pricing with freemium plan

Top ups for storage use

A dashed arrow pointing from the 'Top ups for storage use' text up towards the 'Add 10gb' text.

Add 10gb



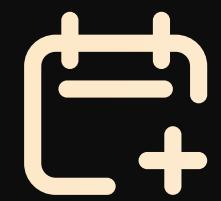
PROGRESS

Where are we?

- × **Backed by Techstars**, graduating from the NYC program in Dec '24
- × **Built our MVP**
 - automated build archival
with sharing and integrations
- × **10 design partners onboarded**, incl. major game studios, app, and embedded teams
- × **Over 160 teams on our waitlist**, and quickly growing, with ~200 more in our pipeline
- ⊕ **Raising a pre-seed round to *build* an engineering team, *accelerate* development and onboarding, *relentlessly* pursue product-market fit**

We're raising our pre-seed

Join us in building the new industry-standard
developer platform



↗ Book an introductory call

robbie@buildstash.com