



**Business Plan**

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SoftAware takes the hassle out of learning and developing with programming languages by providing an online suite that handles all aspects of developing software/programs. We provide a platform for students and novice users to quickly begin developing and learning using a language of their choice while abstracting away details of building their code/projects. It is a web platform using cloud storage for saving projects and programmes allowing them to be accessed anywhere from any device at any time. Users can learn rapidly without worrying about the capabilities or requirements of their device and can run and test their code at the click of a button.

SoftAware has a simple graphical interface for creating and editing files in the cloud in real time. We are reducing the barrier for students and novices to learn new technologies and programming languages and helping people around the globe get their dream jobs and degrees in a time efficient manner.

SoftAware not only limits itself to personal projects but also supports group collaboration. Multiple people can simultaneously edit source files all at the same time without disruption. Version control is provided de facto for all files in our cloud, so you will never have to worry about forgetting to save your changes or worse, someone over writing your work!

SoftAware is a web embedded application. Students as well as amateur/casual developers can use it to keep all their project files in the same place without having to worry about the location of their files or if the machine they are using has the necessary compiler, text editor, libraries installed etc. They will simply have to log in using their credentials through a web browser and everything necessary for their project will be available and further development can continue.

SoftAware are looking for €1 million in investment for a 33% share in the company as we aim to reach just under €3 million in net revenue in just 2 years.

## The Team

### **John Harding**

**Programming Language Specialist  
Bachelor's Degree Computer Science**

John Harding has been a very successful systems software developer, having demonstrated his success and drive by earning the role of senior software developer for Arista Networks, having graduated from college only 3 years previously. John left his role at Arista 1 year ago to join us at SoftAware and his knowledge and enthusiasm has been hugely noticeable. He is currently working with the servers that we purchased and is working closely with our backend developer to co-ordinate the compiling and executing of programs on our servers as well as processing the output for sending back to the web page.

### **Peter Orwell**

**Front-End Developer  
Bachelor's Degree Computer Science**

Peter joined the team at SoftAware 2 years ago, when this project began. Before joining SoftAware, Peter previously worked as a front-end web developer for Shutterstock, creating, developing and implementing new

front-end website features. He has successfully met all goals that we have set in the past 2 years. Whatever the challenge or deadline, Peter will get it done. He has successfully implemented the live text editor for programming, the collaborative text-editing feature as well as the user interface for the file management. He is a key member of the team and has been with us since the start.

### **Conor Long**

### **Front-End Developer**

### **Bachelor's Degree in Computer Science**

Conor is the newest addition to our team at SoftAware, having only graduated last year. Conor has demonstrated his interest and enthusiasm for learning and will also be a key employee for our relationships with Societies in Trinity College. He has previously held committee positions in the computer science society as chairperson and the events officer for the net society. Since first year this man has tirelessly worked to develop his skills in programming and web development securing internships during the Summer of 2nd and 3rd year as a Software Engineering intern. He has arranged to give talks with the societies that he was a committee member and popular figure within in his college about careers in software development and securing your first internship which we will use this opportunity to spread our product and brand.

### **Niamh O'Connor**

### **Back-End Developer**

### **Master's in Computer Science**

Niamh has been working with us for the past year as a back-end developer. Niamh did an integrated masters program in Trinity in which she did an industrial placement for 6 months with us. She subsequently returned to college to finish her master's program in which she completed a dissertation on the topic of server concurrency and efficiency. Niamh returned to us after completing her master's degree and is using the knowledge she has gained through her research to implement efficient solutions on the limited hardware that we have at the minute. Niamh has successfully implemented her theoretical knowledge by achieving 30% throughput increase on our server hardware. She is an invaluable employee for scaling our product. She has also been awarded an award for women in STEM by the Students Union and has been a role model for many women in STEM subjects during her later years in college.

### **Caolan Barry**

### **CEO**

### **Master's in Computer Science**

I am chief executive officer for SoftAware. I had the idea for this company 2 years ago while working for a company that provides front-end marketing services to other companies. I saw the potential for web applications to abstract the details of IDE's and developer tools that were unnecessary for learning and developing your first projects. After meeting with Peter, we both left our jobs and began focussing on SoftAware. I oversee all aspects of the company for the moment as we are still small and this isn't very difficult to manage. I am also trying to attract new employees to join us as well as conduct the interviews for these candidates. We are currently interviewing and reviewing applications for another back-end developer to work alongside Niamh and the programming language specialist to implement the program compilation, execution and output parsing stage of the service. We aim to decide by next week. The team that we have at the minute has a diverse enough range of experience within the software industry that we have overcome any issues that we have encountered thus far. This team has been enough to develop our minimum viable product which we will be shipping live in one-month time.

## **The Future of The Team**

The team of developers that we have at SoftAware will need to grow after we have shipped our first live product online. We will need to employ a head of marketing, a head of quality assurance and also more developers for when we need to scale the permitted traffic to meet the amount of traffic that we are receiving. I am currently posting job openings on websites to attract employees to join us for when the product is live.

## Head of Marketing

As I come from a very technical background, spending most of my professional career working in software development, I am aware that my familiarity with marketing strategies is minimal. The position of Head of Marketing is intended to fill this skills gap. They will be responsible for the decisions of marketing campaigns, purchasing the merchandise and also will be working with the front-end developers to ensure the UI/UX is satisfiable.

## Quality Assurance

Quality assurance employee's will be involved in rigorously testing our product to ensure satisfiability as well as to discover any unforeseen issues that haven't been found by testing. In order to keep costs low, I intend on offering computer science students internship positions as a quality assurer with us. Their opinions on our student campaigns and pricing will also be valuable insights as this is our target market.

## Developers

More developers will be required for expanding our language capabilities, we also need more front-end and back-end developers to support the developers we have at the minute and to continue developing features that the customers want.

The team I am assembling for SoftAware includes developers with experience across the full spectrum of software development as our service will require experienced professionals in each language/technology that we are providing. A greater emphasis and a larger amount of web developers will be required as this application will be fully contained and accessed through a browser. We will also require a lot of backend developers to work with the team as these will be providing the functionality of compiling and running the user's programs and sending the results back to their webpage.

## Market Analysis

SoftAware is currently disrupting the market of hosted collaboration platforms and we are emerging into our own market of web-based collaborative software development tools.

## Github

The similar markets that we are targeting are web-based hosting services for version control. Github dominates this industry and we are not looking to replace that and acknowledge that students having a basic understanding of Git and using Github with other collaborators is an important part of industry and also can be necessary for succeeding in an interview process. However, for many projects with a small number of developers working on a relatively small number of source files (about <10 but there's no limit), me and my colleagues agree that most of the time it's not entirely necessary. We hope to get students on board who find Github cumbersome and a frequent waste of time for projects and assignments that don't require multiple branches.

## Target Market

The target market for SoftAware will be students and novices of programming/software development who are either doing assignments for their college education or are developing projects to gain experience to get their first job as a developer. It could also be used by employees wanting to upskill and pursue a career in software development. The size of this market will grow as more college degrees incorporate programming aspects into their degrees such as in Mathematics and the Sciences. Me and my colleagues have also seen first-hand and from our immediate respective friend groups, the emphasis employers are placing on employees without any knowledge of programming to upskill.

## Why our product ?

Our business will combine different elements of pre-existing services such as the version control and group collaboration that git & Github provides while extending that and removing the terminal commands that git requires as well as providing an environment for editing code in a text editor window and having a terminal section that will return the programs output. SoftAware will be a less sophisticated development environment targeted to be usable by anyone who is at all familiar with programming. When it reaches the market, it will serve the masses for easy validity testing, prototyping and an environment to keep all assignments in the same place. One of the most elegant selling points of our service is the live collaboration that we provide. This will differentiate ourselves from other collaboration software such as Github, we provide the first service to provide real-time code collaboration in a web application. Think of the Google Docs for source code. This has been a recent feature that other popular text editors have extensions in development for such as Atom although none of them are contained entirely online which we are providing.

## Market Size

Our product could be seen as falling under the developer tools umbrella. Giants in this market include:

|                  |                                         |
|------------------|-----------------------------------------|
| <b>Atlassian</b> | \$11b market cap \$600m+ revenue a year |
| <b>Github</b>    | \$7.5b market cap \$300m revenue a year |
| <b>Adobe</b>     | \$119.5b market cap \$7b revenue a year |

## Strategy

Currently at the minute we are preparing for our first live product launch which will be in one months' time. The launch date will coincide well with when Conor is visiting Trinity to speak to students. We plan on running competitions for those who sign up on the day as well as on social media to spread awareness for our product. Marketing videos demonstrating the ease of beginning new projects and running them shortly after will be used for advertising on Instagram and Facebook targeted at those who ad services have profiled as students and have an interest in computer science. Our goal is to reach 1,000 users after our first month of the product going live. After this stage, we will be investing in more server space for scalability of the service as well as rolling out new features to hold the interest of the user base. We will be adopting a decentralized decision-making process for when our company scales to give greater autonomy to the back end developers as well as the programming specialists. We firmly believe our goal is attainable and will leave a long-lasting impression on those that use it. To increase our user base, we will need to retain those that are currently using it as well as expand the user base to those that have never used it.

## Retaining User's

Our goal to retaining user's is by adding extra functionality to the service at a regular interval. We are aiming to do this monthly and will also send a monthly newsletter to those subscribed to the product detailing the new support for languages/frameworks/technologies that we have succesfully added. Bug fixes and scalability improvements will be fixed when we fix them. This newsletter will also include testimonies of previous students who used our service to save time working on college assignments as well as personal projects and how it helped them achieve their dream job.

## Expanding the User Base

Our goal to expand our user base is similar to how we are initially planning to attract user's, we hope to develop relationships with colleges similar to the one we have with Trinity at the minute. We will have different employees visiting colleges to give speeches as well as to speak about the internship positions we have available if we get the necessary permission. We will also hand out merchandise for visibility on campus. We will continue with our student marketing campaigns and competitions to subscribe as many as we can to the service.

## Subscription Service

The service will be a subscription-based service. All features are available for those subscribed to the service, we will offer one month of the service for free so that users can try the product and begin their projects and assignments on our service. After that the service will cost €7/month. We believe when students begin using our service for their projects and assignments, they won't want to revert to having separate IDE's and environments for different languages and will remain subscribed after the trial has ended. With subscription services defeating their pay-per-unit counterparts in the market of online content streaming such as for films and TV shows (Netflix, Amazon Prime) as well as for music (Spotify, Apple Music), we believe a subscription based service provides the lowest amount of risk to the user and users will be most willing to pay for these services. Those who have utilised a free month trial will remain on our newsletter list for further updates and developments to our service and will be invited to re subscribe.

## Financial History and Projections

### History

| TIME          | CAPITAL |
|---------------|---------|
| December 2016 | €100k   |
| June 2017     | €240k   |
| November 2018 | €200k   |

SoftAware is founded in 2016 by Caolan Barry and Peter Orwell, they both invest €50k each for 50% share. By June 2017, an office has been rented and they have received a bank loan of €200k. By November 2018, SoftAware has 5 employees who have all invested in shares in the company and our first product launch goes live in a month. All equipment has been provided by employees except for a second-hand server.

### Projections

| TIME         | NET REVENUE |
|--------------|-------------|
| January 2020 | €700k/year  |
| January 2021 | €2.8m/year  |
| January 2022 | €10m/year   |

One year after our initial launch, our product has retained its users who availed of their free month by providing exceptional, industry-revolutionising features for fully online software development and education. The company marketing campaigns have reached students throughout Ireland as well as around the world with our online advertisements. Our user base has now amassed 100,000 subscribed users. One year later, the team and office has grown to 40 members to meet the demands of 400,000 subscribers worldwide using our services for it's breakneck speed of adapting to the market of new programming languages and technologies, putting our users ahead of their counterparts for experience with new industry leading technologies. Students from around the globe are using our service for easy collaboration and learnability. Three years after the products initial launch, the subscriber count is nearing the 1 million mark. Tiered subscription services with added functionality becomes available to more advanced developers such as those starting a start-up. Yearly gross revenue is bordering along the €10m mark.