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# SoftAware

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.

SoftAware has a simple graphical interface for creating and editing files in the cloud in real time. Programs can be run and tested at any 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 a team member ruining a project!

Developing projects has never been as easy, simply visit the SoftAware website using your preferred browser, log in with your credentials and continue developing.

SoftAware will be 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 whether 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.

## The Team

Name – Credentials

Experience

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.

I currently have 6 professionals who are working on SoftAware with me, a previous software developer with 5 years industry experience writing kernel level programs in C and Java. Another developer who has currently left his role at a networking company who develop multiplayer gaming software using Python and Go. 2 front-end web developers who have worked together for many years building highly interactive web applications for a job seeking website as well as 2 back end developers, one who has 3 years’ experience in optimising server transactions and one who has recently graduated with a master’s degree in computer science and who has 6 months experience in developing back end facilities for routing web pages.

It will not be the first time for every member of the team to meet each other, 4 of them were in the same year as each other during their undergraduate studies. The goal for the team is to expand the experience of the developers that we have, to those who know different languages, especially the ones students will be using, that is not industry technologies/languages.

## Market Analysis

//disrupt

//less sophisticated , masses

//Define market, market share, size (revenue)

//Over time + projections

//Mean growth rate.

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.

The similar markets that we will be targeting are

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. People in this position may easily get disenfranchised attempting to figure out how to use an IDE correctly and may just give up. This is why we believe our product will differentiate ourselves from others.

Our business will combine different elements of pre-existing services such as the version control and group collaboration that 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.

Github dominates the collaborative version control space that is used in industry and we are not looking to replace that and acknowledge that students having a basic understanding of Github 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.

Other online platforms like “codechef” also provide online interpreters/compilers and allow users to run programs within their web browser however it doesn’t support cloud file hosting of source files rather it always has a blank a slate for writing programs. We hope to utilise this similar concept of taking a user’s text input in the browser, send it to a back end server where it will be compiled/interpreted and then subsequently execute that program and send the terminal result back to the front end of the browser for the user to see. Another extension of this functionality that we could provide would be time of execution that may be important for a student studying algorithms for example.

## Strategy

//Outline problems and resolutions

//Where you are at now, where you want to be, SMART goals, how to get there.

Our strategy to acquiring a user base will be through targeted ads using an ad service such as AdSense that will target those that are searching for git tutorials, git problem resolutions as well as searches for IDE downloads and reviews. We will also utilise the network we have from our college life and the relationship we have with college societies that a few of us held committee positions. We will contact these societies to host informative events about the software industry and landing their first job/internship, we will be taking this time also to be showing off our product to the students and giving demonstrations of the ease of collaboration and beginning new projects. We will invest in stickers, pens, phone covers and other merchandise with our company brand on it that students will take, use and hopefully subsequently spread our name

SMART goals

Specific

Measurable

Attainable

Realistic

Time-bound

. **From my experience as a student, a great barrier for many people from learning new languages is not the language itself but figuring out how to compile, run, link libraries etc. in a manner that is time efficient**

**Github is a popular service for uploading ones git repositories online s**o that they can pull it, edit it and push it using different machines such as a personal laptop, personal desktop, college desktop etc. It is used by students to collaborate on projects while keeping the files necessary in the cloud and readily available. Our service will not only provide version control for source files such that Github provides as well as repositories for groups to collaborate on, we will provide this without the user ever having to pull their repository to their local machine for building, testing, developing etc. as this will all be available on our service. This will eliminate the cost of novices forgetting to push their commits or having to figure out how to merge their commits.

SoftAware aims to provide Google Docs level of collaboration to source files by having all files contained only within our service in which two or more contributors can simultaneously edit different sections of a source file if needs be. This further aims to remove the hassle caused by merging git branches and rolling back changes, our service will regularly at intervals (every 5s for example) save the updated changes. Contributors to the repository can then revert their file back to an older version if needs be while the newest version will still be saved and can be accessed.

**SoftAware will attract students that have small assignments across a broad range of programming languages such as Java for algorithms, C for systems programming, HTML for web dev etc. At this level of development, students need not worry about the nuances of the compiler, large IDE’s with heavy boot times that contain full debug kits and a large amount of support for industry level software development. The focus of the students attention should be on the source code and solving the problem at hand which our service will guarantee that time won’t be wasted elsewhere.**