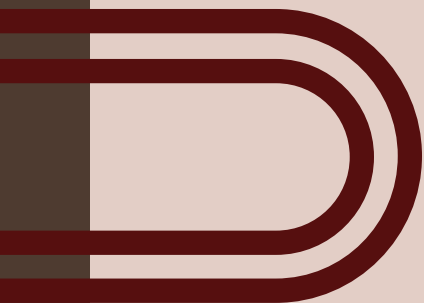




BOOSTLY

ENHANCING AN ONLINE SCHEDULING
APPLICATION
FOR BUSY, SMALL BUSINESS OWNERS





AGENDA

PROJECT DESCRIPTION

GOALS AND OBJECTIVES

PROJECT CONSTRAINTS

TECH STACK

WHAT BOOSTLY DOES (DEMO)

COSTS

Q&A

Building on



BUSINESS MANAGEMENT SOFTWARE

November 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

🕒 Select a time for Mon, 30 Nov
Today
No times that suit? [Join our waitlist](#)

Morning

Afternoon

No times available

☐ 4:30pm

Upcoming

Waitlist

Add to waitlist

Newest first ▾

ContactMe Connor -



(he/they)

60 minute massage

Prefer only Mondays, Wednesdays
and Fridays

Created: 3 minutes ago

*Timely offers text-
notes only when it
comes to waitlist
functionality*

Add to waitlist



Customer name

New customer

Mobile

Phone

Email



Select a service...

Waitlist notes

E.g. preferred staff member, date, or time of day.

250 characters remaining



Cancel

Add

Boostly

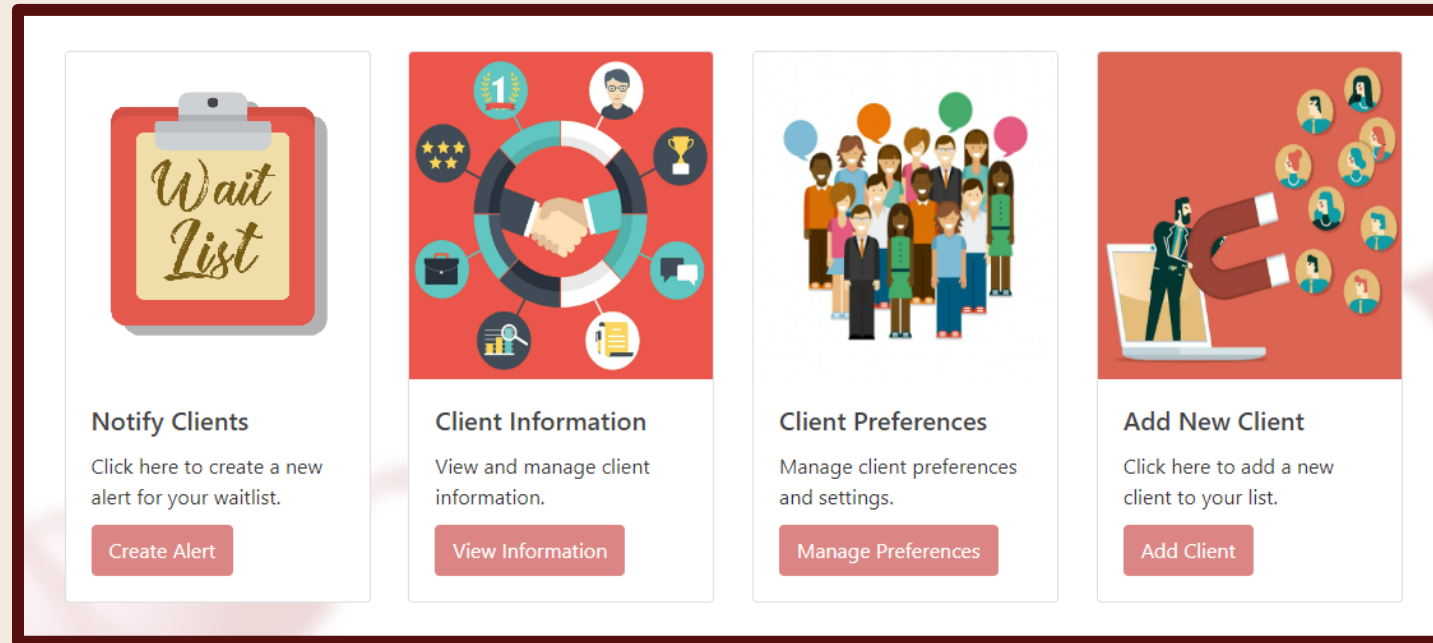
Let Us Boost Your Timely!

Target Audience: Existing Timely users

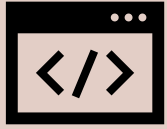
Intended use: notify clients automatically when slot becomes available

Purpose of the application: help small business owners manage their clients effectively

Functionality: Knows when an appointment slot has opened (a client cancelled or moved their appointment)

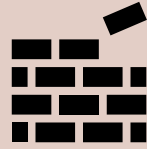


Boostly: dashboard



DEVELOP

Explore the possibility of building on apps without APIs



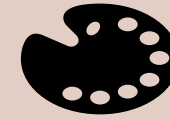
BUILD

On top of existing (awesome!) services



INTEGRATE

Technologies from different software and cloud providers



DESIGN

Deliver a high-quality user experience with responsive and intuitive design elements.



DEPLOY

Deploy the app on AWS ensuring with seamless integration and synchronization

GOALS AND OBJECTIVES



BUDGET

The project must be monitored constantly not to exceed the limits of free tier in AWS



RESOURCE

The project team may have limited resources, as the amount of work required more people to be efficiently allocated to develop, design and test



TECHNOLOGY

Cloud providers don't play nice with each other



TIME

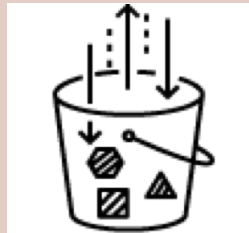
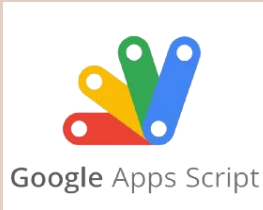
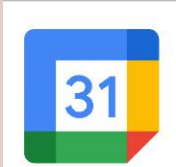
The project must be completed within a specified timeframe to meet the desired deployment deadline.



INTEGRATION

Our functionality is dependent on Timely

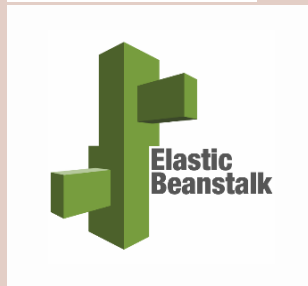
PROJECT CONSTRAINTS



Amazon S3



Amazon RDS



Elastic
Beanstalk



Amazon SES



Flask



SQLAlchemy

SaaS

GCalendar/Gmail

PaaS

SES, Elastic Beanstalk

IaaS

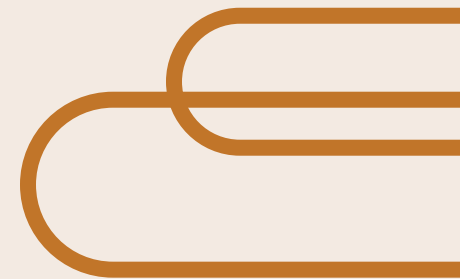
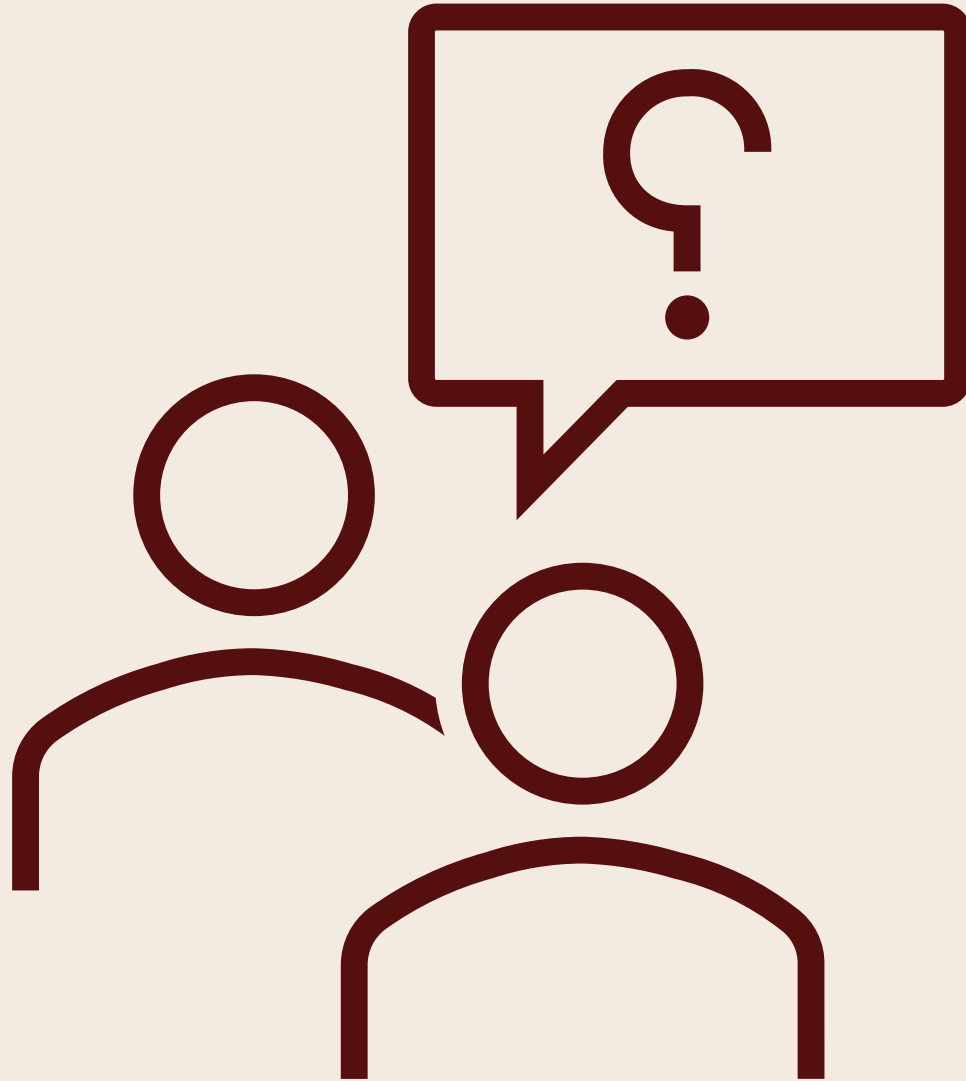
EC2, S3, RDS

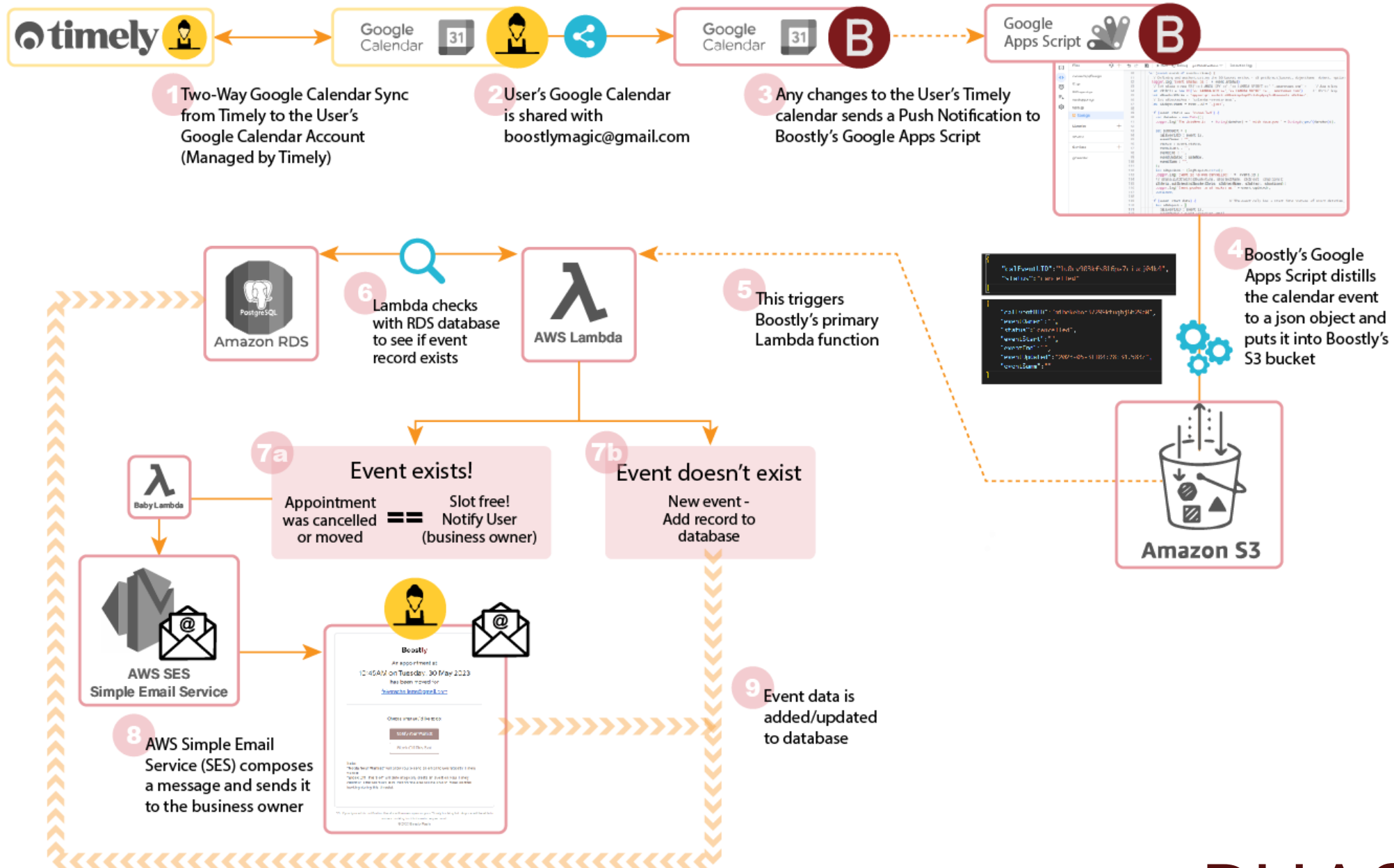
Serverless

AWS Lambda
Google Apps Script

TECH STACK

TO CREATE A SAAS... BOOSTLY!





A decorative graphic on the left side of the slide, consisting of two sets of three horizontal, rounded rectangular lines. The top set is dark red and the bottom set is a lighter red. They are positioned on a dark brown background that occupies the top half of the slide, and a light pink background that occupies the bottom half.

DEMO

aws pricing calculator

Feedback Language: English Contact S

Upfront cost 0.00 USD	Monthly cost 64.20 USD	Total 12 months cost 770.40 USD Includes upfront cost	Get started for free Contact Sales
--------------------------	---------------------------	--	---

My Estimate [Duplicate](#) [Delete](#) [Move to](#) [Create group](#) [Add support](#) [Add service](#)

<input type="checkbox"/>	Service Name	Status	Upfron...	Monthl...	Description	Region
<input type="checkbox"/>	Amazon Simple Email Service (SES)	-	0.00 USD	1.01 USD	SES costs for 10,000 emails/mth	US East (N. Virgin
<input type="checkbox"/>	Amazon RDS for PostgreSQL	-	0.00 USD	59.68 USD	Multi-AZ, t3.micro @ 100% capacity	US East (N. Virgin
<input type="checkbox"/>	Amazon Simple Storage Service (S3)	-	0.00 USD	3.51 USD	100,000 reqs with 100GB storage	US East (N. Virgin

Service	AWS Free Tier usage limit	Current usage	Forecasted usage	MTD actual usage %	MTD forecasted usage
AWS Lambda	1000000.0 Request are always free per month as part of AWS Free Usage Tier (Global-Request)	49 Request	51 Request	0.00%	0
AWS Lambda	400000.0 seconds are always free per month as part of AWS Free Usage Tier (Global-Lambda-GB-Second)	5 seconds	5 seconds	0.00%	0

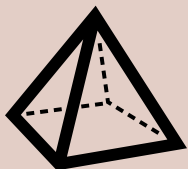
- Not an application with heaps of activity
- Harnessing serverless computing
- Scales well!



RDS
T3.micro, multi-AZ



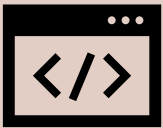
SES
10,000 emails



S3

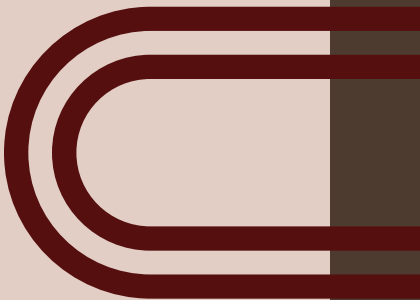


BEANSTALK
No extra charge



APPSCRIPT/
LAMBDA

Needs at least
100-600x more
traffic to incur \$





QUESTIONS?