



Websites are expensive; \$10-40K+ to get started and a \$100K+ annual maintenance budget is common. Sites are difficult to build and maintain, and guarded by a thicket of expertise. Using Artificial Intelligence, the Grid eliminates website creation & maintenance cost.

There is no category-defining solution for website creation. Our San Francisco market survey shows that per 100 respondents, not a single branded service was mentioned more than once, and over 80% of respondents could not identify a solution available in the marketplace.

Drag & drop builders like Wix and Squarespace solve a problem that doesn't exist; nobody wants to "build" a website. Few people have the experience & skill set to make acceptable typography and layout decisions. On the Grid, content dictates form - the Grid automatically scales complex design decisions for you.

## **Gutenberg solved the book problem, the Grid solves the website problem with artificially intelligent websites that adapt to the user & her content**

RSS has died and bookmarks suck so site owners have a difficult time staying connected with their audience. The Grid provides an app-store-like experience with a homescreen that allows you to save your favorite sites. And, On the Grid you stay connected with your audience through a newsfeed of followed sites.

Content Management Systems like Wordpress make the user do too much work. Nobody wants to "manage" anything. People of the Grid do the same thing they do on Facebook - throw content in and not worry about it - only, they benefit as if they command the intelligence & creativity of a million dollar design team.

### **Milestones**

\$100K Kickstarter for Developer Tools (NoFlo) - Completed  
Release Designer Platform Tools - Oct 2013  
The Grid \$1M Pre-purchase campaign - Jan 2014  
The Grid Beta Launch - June 2014  
The Grid 1.0 Launch - End of 2014

### **Business Model**

\$0-\$95/year  
Additional \$95/year developer license  
Small percentage of financial transactions relevant at scale

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