

ELEVATOR PITCH

**"IMDB for Software Developers...
meets Twitter, for Software Developers!"**



Increase Job Opportunities, Connect & Support Developers across the world.

The Online Work Showcase for developers, enhance and connect your entire work footprint with one click. Share your portfolio, resume, staff, relevant social media sites and much more...all with one well designed click. Make connecting you to the job and the world easier.

Also, connect with fellow developers across the globe, share ideas, join Q&A groups and get programming/code assistance.

NodeBomb

Market

Our Market is:

- Software Developers globally.
- Companies looking to hire Developers
- Investors looking to fund Tech Startups

Market size

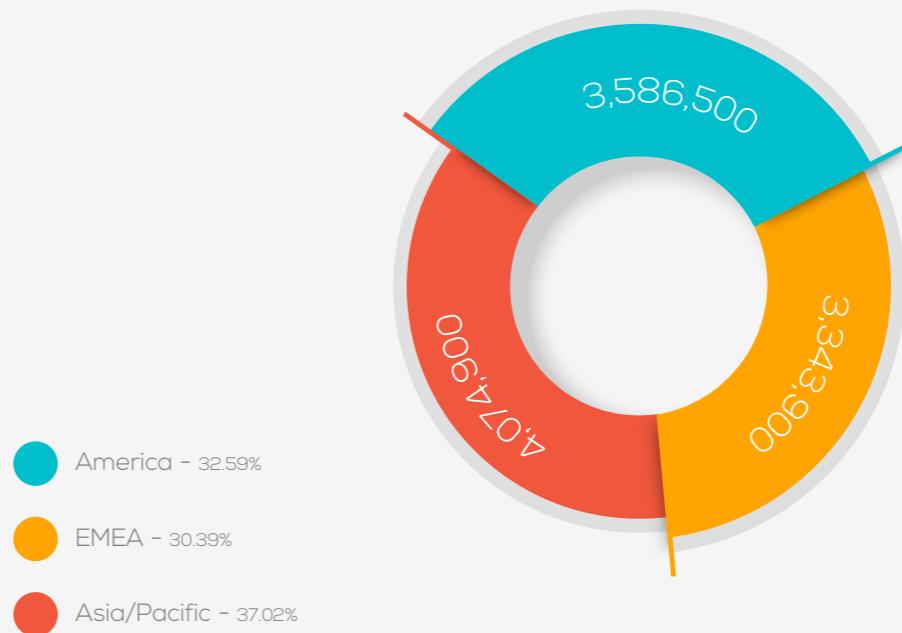
SOFTWARE DEVELOPERS:

Professional Software Developers	11,005,000
Hobbyist Software Developers	17,534,500
Total	18,539,500

COMPANIES HIRING DEVELOPERS:

The top 10 Freelancer sites have over 1M jobs posted.
Average developer jobs are \$2.5-3K.

2014 - Professional Software Developers by Region



INVESTORS FUNDING STARTUPS:

In America 300K people have made an angel investment in the last two years. VC's invested \$48.3 billion in 4,356 deals in 2014, an increase of 61% over the past year.

The Problem

INCREASED COMPETITION:

18M+ software developers and growing. This field is expected to grow 22% by 2022, much faster than the average for all other occupations. With increased numbers, comes increased competition.

SKILL DISPARITY:

Since you do not need to have a 4-year degree to become a professional Developer and technology is evolving so rapidly, there have been huge skill-disparities.

Current Solutions:

INCREASED COMPETITION

Developers stand out of the crowd by

- Creating a Portfolio website
- Increasing Skill Levels/Education

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Current Solutions (Cont'd)

Developers stand out by:

- Creating a Portfolio website - Most Developers do not create portfolios, they should!

PROS

- Developer can customize their own site. Making it look however, they desire.
- Can use a personal URL

CONS

- Site may not be well-designed by developers.
- Site may not have all of the relevant information.
- Site costs to maintain.

NODEBOMB

- Personal NodeBomb URL.
- Well designed.
- All of the relevant info an Employer needs to highlight your work!
- NodeBomb Basic site is FREE. Our NodeBomb Plus for a monthly fee, gives more customized add-ons including a cover page and more.
- Connect & Follow Developers across the world.
- Submit To Jobs.
- Connect to Investors.
- Q&A Groups.
- Daily news postings! And more...



Eric, 27, USA

Uses NodeBomb to land his dream job! With one click the employer could see Eric's entire workfootprint... making his application stand out.

Current Solutions (Cont'd)

Developers stand out by:

- **Increasing Skill Levels** - Besides going back to school, Developers increase skills by practicing/studying the desired language through tutorials & Q/A Forums online (StackOverflow, Reddit).

PROS

- Developers have a basic profile site and can follow each other.
- Up-voting system, rewards/encourages answers answer to questions.
- Archive past questions with past answers.

CONS

- Very formal, newbies may beintimidated for asking "elementary"questions.
- May take a few hrs to a few weeks to get a question answered.
- Site looks old, design needs updating

NODEBOMB

- NodeBomb has a profile and a Portfolio site of entire work.
- Up-voting system, rewards/encourages answers answer to questions.
- Archive past questions with past answers.
- All questions and experience levels are welcome to answer questions.
- Quick solutions to questions posted!
- Site look fresh, latest graphics/design!



Pavel, 19, Canada

A University student, gets a bug in his code for a programming class...it's late at night and his assignment is due in the morning. He posts the problem and code on one of the leading Q&A Forums...an hour or so goes by, no reply.

He then searches the many Groups on NodeBomb, finds the programming group, posts his question...within 15 minutes, he gets answers!

Pavel also submits an app he built to NodeBomb's Investor List, hoping to get funding!

Job Submissions Eligibility

3 Portfolio Jobs & 3 Positive Ratings

- Companies looking to hire Developers from NodeBomb will have a fresh supply of Experienced Developers!

Most Popular

- Elance, Freelancer, UpWork
- Freelancers from multiple professions
- Developers skill levels vary.

NODEBOMB

- Experienced Developers only.
- We do not choose
- Michael Jordan was not picked in his high school basketball team... who are we to choose
- Eligibility is solely based on experience and high client ratings... the power is in your hands.

Developer Only

- Toptal, TheWorkMob
- They choose the Developers they accept to submit for jobs. Toptal only chooses 3% of the 97% of developers that submit to their site.



Amit, 35, Bangladesh

He is eligible to submit for jobs on NodeBomb and Instantly increases his job opportunities because now he is competing against a smaller pool of experienced Developers only!

He also continues to submit to other freelance sites...but now uses his NodeBomb portfolio, he sees a significant increase in job inquiries! Win, win for Amit.

Marketing Strategy

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Team

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Business Model

Freemium	NodeBomb	NodeBomb Plus
Portfolio Postings	8	Unlimited
Custom Cover Page	None	Yes
Staff List	3	Unlimited
Advertisements	Yes	None
Price	Free	\$9.99/monthly

Job Listings

Deduction from 12% of the job payment/Service Fee

Investor Funding

Deduction from 8% of the funding/Service Fee

Promoted Nodes

Marketers can buy nodes that show up in the Users timeline like an ordinary node. We use an algorithm to put promoted nodes on the timeline of the most appropriate Users. For example, if we know someone is a mac enthusiast, we place a promoted node from an apple retailer on that Users timeline, etc.

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Financials Year 1

Monthly Expenses		Monthly Net Income	
Expenses	Costs	Income Type	Amount
Office Lease/Expenses	\$4,000	NodeBomb Plus	\$4,200
Back-End Developers	\$14,000	Promoted Nodes	\$183
Front-End Developer	\$4,000	Job Postings	\$3,420
Full-Stack Developer	\$2,000	Investor Funding	\$70,000
Marketing	\$10,000	TOTAL MONTHLY INCOME	
Legal	\$1,500	\$420K	
Miscellaneous	\$1,000		
TOTAL MONTHLY EXPENSES	\$36.5k		

Annual Budget By Month												
Income & Expenses	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Previous months balance		\$36.5k	\$73k	\$109k	\$275k	\$659k	\$1.04M	\$1.42M	\$1.81M	\$2.19M	\$2.58M	\$2.96M
Available Cash				\$421k								
Monthly Expenses	\$36.5k											
Savings	-\$28k	-\$56k	-\$84k	\$309k	\$702k	\$1.09M	\$1.48M	\$1.88M	\$2.27M	\$2.27M	\$3.06M	\$3.45M

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Annual User Growth

		2015	2016	2017	2018	2019
Work Showcase	Basic (Free)	100K	180K	350K	1M	3M
	NodeBomb Plus	5K	9K	17.5K	50K	150K
Job Postings	Eligible Freelancers	15K	27K	53K	150K	450K
	Job Postings	17.4K	31.3K	61.5K	174K	522K
Investor Funding	Investor Groups	300	500	700	1000	1500
	Startups Posted	500	900	1750	5K	15K

- Avg. Job Budget: \$2.5K | 20% of jobs posted are not completed | 15% of Users are eligible to submit for NodeBomb Jobs.
- 15-20% of companies Investors look at are funded. Seed funding ranges from \$25K-1M (table avg is \$35K). 1800 companies were funded in 2013 from 1000 Angel Groups in Gust.com.

Annual Income Estimate

	2015	2016	2017	2018	2019
NodeBomb Plus	\$50K	\$90K	\$175K	\$500K	\$1.5M
Promoted Nodes	\$2.2K	\$4K	\$7.8K	\$22.5K	\$67.5K
Job Postings	\$4.1M	\$7.5M	\$14.8M	\$41.7M	\$125.2M
Investor Funding	\$840K	\$1.4M	\$1.9M	\$2.8M	\$4.2M

- According to a June 2014 study by RBC and Advertising Age, nearly 80% of US marketers were using Promoted Tweets (Twitter), up from 44% in 2013 Digital marketing channels have planned Budget increases for 2015 (up from 46% Dec. 2014 MarketingCharts staff).

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Investment

Our 12-month Seed Funding Round Investment will be \$438K.

Our office is in Santa Barbara, CA.

- Founder Salary: \$2K/month
- Sales/Marketing: \$10K/month
- Back End Developer: \$14K (two developers \$7K monthly for each hire)
- Front End Developer: \$4K
- Legal: \$1.5K
- Office Lease/Expenses: \$4K
- Miscellaneous: \$1K

Location: Santa Barbara, CA.

Email:info@nodebomb.com

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