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Emerge Xcelerate Application

* Required



Company Information

Company name: *

Death to WordPress

Company url, if any:

www.davidsilvasmith.cc

If you have an online demo, what's the url?

http://www.slideshare.n

What is your company going to make? *

We are going to make a results focused content management system. The system will make recommendations to users helping them make an effective website.

Death to WordPress is not going to be the company name for long (meeting with a branding agency Tuesday)

Where do you live now, and where would the company be based after Xcelerate? *

Please enter map url if possible.

I live in Lansing Michigan and would base the company here after Xcelerate unless it needs to be based in GR, in which case it will be HQ'd there.

Map of post accelerator HQ if in Lansing (incubator):
<https://goo.gl/maps/KDx4R>

Contact Information

Email address that we can contact you at: *

dave@bitcoinbulls.net

Phone number(s): *

517 944 1872

Founders

Please enter the url of a 1 minute unlisted (not private) YouTube video introducing the founders.

<https://www.youtube.co>

Progress

If you've already started working on it, how long have you been working on your business? *

I started work on this site 9 days ago.

I had the idea for this business two years ago when my uncle wanted a website where he could charge for a monthly newsletter. I saw there were no great solutions.

I created my own website last year, and found out there is a lot to learn and know about making a website that brings in revenue.

Thursday February 19th I decided to go to Startup Weekend Lansing and build this product. To validate my idea I made two sales calls and got very positive responses.

I built an alpha product Saturday February 21st at Startup Weekend Lansing.

Which of the following best describes your progress? *

Taking Pre-orders

When will you have a prototype or beta? *

I built a prototype Saturday February 21st and will have a beta product Monday 3/9.

How many users or customers do you currently have? *

One and a half. :)

Do you have revenue? *

Yes

If you have revenue how much?

2,000

What is your monthly growth rate? *

(in users or revenue or both)

Expected at 8K / month starting in April.

Currently have closed one sale (\$2K) and have another order for (\$2k) after demonstrating a working product

If you have already participated or committed to participate in an incubator, "accelerator" or

"pre-accelerator" program, please tell us about it.

We have not applied to any other accelerators.

Idea

Why did you pick this idea to work on? Do you have expertise in this area? How do you know people need what you're making?

Dave picked a Content Management System because he saw a market need. Business owners have constantly complained about their websites to him.

Theresa has personally felt the pain of having an ineffective business website.

Dave, has been building websites for 20 years. Including working on websites for large companies like the State of Michigan, Microsoft, and Audi.

What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)? *

Most small business owners hate their websites. If someone gives me a hammer and wood I have the tools to build a house, but it will not be a house anyone wants to live in.

The CMS market is the same way. Squarespace, Wix, WordPress all give business owners the tools to create websites. With those tools website owners create bad websites.

We are building a CMS that gives them advice on how to improve their website. For example inserting images in blog posts to increase effectiveness, using different keywords to improve search volume, increasing backlinks, posting to social media, etc.

Who are your competitors, and who might become competitors? Who do you fear most?

WordPress, SquareSpace, Wix, and Hubspot.

Hubspot is the scariest because they are really good at inbound marketing.

What do you understand about your business that other companies in it just don't get? *

Business owners don't want full control over their website. They want simplicity and effectiveness.

How do or will you make money? How much could you make?

(We realize you can't know precisely, but give your best estimate.)

Initially as a consulting company (6 months?) then as a white label CMS for designers (Q3 2015), then as a SAAS company.

<http://www.slideshare.net/DavidSmith225/results-focused-cms-pitch/14>

Annual sales could be in the \$700M range. The current CMS market is ~\$1.4B annually and WordPress has about half of that market. We can build a CMS driving business results, capture half the market, and expand the market.

How will you get users? *

We decided to sell a consulting product, marketing websites to business owners with 1-5 people. Dave used to sell websites for Gravity Works Design and Development and has a good understanding of the sales process.

This consulting first strategy will allow us to acquire users, build case studies, better understand our customers, and bring in revenue to fund improving our product.

Second stage is to sell to designers (through meetups and conferences) who will then build on top of our platform.

Third stage is to have a SAAS solution targeting small business owners, hobbyists, personal websites, and big company marketing departments.

Equity

Have you incorporated, or formed any legal entity (like an LLC) yet? *

No 

Please describe the breakdown of the equity ownership in percentages among the founders and any other stockholders.

Has not been finalized yet (just found co-founder yesterday).

Will be some type of vesting schedule maybe based on this article

<http://walkercorporatelaw.com/startup-issues/founder-vesting-five-tips-for-entrepreneurs/>

List any investments your company has received. Include the name of the investor, the amount invested, the premoney valuation / valuation cap, and the type of security sold (convertible notes, safes or stock).

None yet, however David Smith and Theresa Sheets will loan the company up to 10K if necessary to meet expenses.

Also the way the sales pipeline is looking this company may not need founder float (already has \$2k sales).

If you have not formed the company yet, describe the planned equity ownership breakdown among the founders and any other proposed stockholders.

Has not been finalized yet (just found co-founder yesterday).

Will be some type of vesting schedule maybe based on this article

<http://walkercorporatelaw.com/startup-issues/founder-vesting-five-tips-for-entrepreneurs/>

Please provide any other relevant information about the structure or formation of the company.

David will be the CEO focusing on product build out and customer service.

Theresa Sheets will focus on administering the company, managing our sales and marketing.

Are any of the founders covered by noncompetes or intellectual property agreements that overlap with your project? If so, please explain.

No.

Others

Check any of the following that may qualify. *

- ☐ You're the only founder.
- ☐ You're a student who may return to school next term.
- ☒ alf or more of your group can't move to the West Michigan region.
- ☒ One or more founders will keep their current jobs.
- ☐ None of the founders can build the physical product.

Please tell us something surprising or amusing that one of you has discovered.

(The answer need not be related to your project.)

David Smith was surprised to discover people aren't spreadsheet like ROI driven calculators when he became director of business development for a consulting company.

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