Preamble
Death to Wordpress is our working project name. We meet with a branding consultant March 3rd. We are a two-week old unincorporated project with sales. Give us a break on the name. We are focused on product now ☺

Purpose
Providing business owners with a results focused website management system. This typically getting them to first website sale and accelerating their website sales.

Problem
Website Management Systems like WordPress, SquareSpace, Wix, etc. focus on providing business owners tools to manage their website. To make it look nice, etc. Business owners are overwhelmed with a tool that can do everything, but business owners don't know how to use the tool and don't want to do a lot of things (design the site, program the site) they want to sell products, hold events, drive sales, etc.

Solution
Death to WordPress provides a result focused CMS. It will provide business owners the simplest editing experience and will provide owners tips on how to improve their online presence.

Why Now?
The web business is more competitive. SEO, social media, newsletter campaigns are a must for businesses to stand out from the crowd. Today this complexity necessitates expertise or outsourcing. Death to WordPress will be the first website management system to measure success based on business KPIs (sales, leads, engagement, customer retention, etc.)

Market Size
Gartner estimated the CMS market size at $1.4 billion in 2013[1] growing at 10% annually. We expect our share of that market to be 1% of that in 3 years. Capturing 1% would put us around $22mm annual revenue in 2018.

Competitors
WordPress, SquareSpace, Weebly, Wix, GoDaddy,, Jimdo, and more. WordPress has 50-60% of the market. SquareSpace has the easiest ecommerce integration. Wix is publicly traded and has over 1 million users.

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[1]

http://www.awareweb.com/~/media/AwareWeb/Files/WhitePapers/Gartner_Magic_Quadrant_WCM_7-2013.ashx

Product & Roadmap

March 2015 – The simplest editing experience. Targeting businesses with 1-5 employees where the owner has difficulty updating their website. First customer sites will be live in May 2015.

June 2015 – Empowering designers. We will target web design experts at Meetups and conferences with the most empowering environment. Our platform backend uses tools they already understand: HTML. Liquid, and SASS.

March 2016 – Monetize your hobby. We will target hobbyists who want to monetize their website (4hour workweek, smart passive income, etc.) communities. Our tool will get them to revenue and help them grow revenue.

June 2016 – Scalable marketing sites. We will target marketing and IT departments of large corporations with the best web platform. Our design will give us the most scalable websites on the market with no IT expertise required.

Business Model

SAAS – will be billed monthly offerings will range from $0 to $1K.
Consulting – we will redesign and convert existing sites to our platform ($2-$4K)
Customer pipeline – Since our company started we have closed one deal with Craig Mitchell Smith ($2k) and have a verbal agreement with Capitol Macintosh to move forward after the editor is demoed. After they are on our platform they will pay $30 monthly for hosting.

Team
CEO David Smith *– 20 years experience developing website, 4 years sales experience in consulting. David worked on websites for companies like Audi.com, Michigan State University, Microsoft, Winmark, Jones Lange LaSalle. Dave will handle the product team and customer support.*

COO Theresa Sheets *– Theresa runs a side business: Baking it Beautiful. Her website has not produced anything but frustration. Theresa works in Human Resources and will have her masters this quarter. She will manage the sales team, accounting, and human resource functions.*

Financials

$10K loan from founding team. $2k in booked revenue, $4k total sales pipeline (selling activities will begin 3/9 focus is on product now)