Plixera

AWS Credits Application

NivoStack: Mobile App Monitoring & Configuration Platform

Date: January 2025
Company: Plixera (Founded 2023)
Product: NivoStack
Request: AWS Credits for Infrastructure Scaling
Email: team@plixera.com | **Phone:** +9715544057

Executive Summary

Plixera (Founded 2023) provides comprehensive services for Small and Medium Startups across all products, commercial, and engineering teams at low cost. Our flagship product, **NivoStack**, delivers the same functionalities as big players (MixPanel, Datadog, Firebase, Sentry, Glassbox, Backstage, Cortex) but at 90% lower cost.

The Problem: SMBs spend $500-2000+/month on multiple expensive SaaS tools with fragmented data, complex integrations, and data discrepancy issues between Product, Marketing, and Engineering teams.

The Solution: NivoStack replaces these tools with one unified platform ($49-149/month) that builds an integrated ecosystem where all tools work together seamlessly, eliminating data silos.

Platform Components: Control Plane (NivoStack Studio) for configuration, analytics, customer behavior, business insights, ticketing, and mini CRM. Data Plane with lightweight SDKs (JavaScript/React/Next.js, Android, Flutter, iOS) for data ingestion. Internal developer tools, content management, and QA/testing capabilities.

We are requesting AWS credits to scale infrastructure as we onboard SMB customers. NivoStack targets the $8.5B+ APM market by offering enterprise features at SMB-friendly prices.

Key Highlights:

- Production-ready platform (v1.5.0) with 93% performance improvement
- Multi-platform SDKs: JavaScript/React/Next.js, Flutter, Android, iOS
- 90% cost savings: $500-2000+/month → $49-149/month
- Unified ecosystem eliminating data discrepancies across teams
- Strong SMB market opportunity
- Requesting $10,000-16,000 in AWS credits over 12 months

1. Company Overview

About Plixera

Plixera is a developer tools company focused on empowering mobile development teams with cutting-edge observability and configuration

management solutions. We build developer-first products that solve real problems faced by mobile app teams daily.

Mission: Empower Small and Medium Startups with enterprise-grade tools and services at affordable prices, eliminating data silos and tool fragmentation.

Vision: Plixera provides comprehensive services for Small and Medium Startups across all products, commercial, and engineering teams at low cost. We deliver the same functionalities as big players (MixPanel, Datadog, Firebase, etc.) but at a fraction of the cost. Our platform builds an integrated ecosystem where different tools work together seamlessly, solving data discrepancy issues that plague teams using multiple disconnected solutions.

The Problem We Solve
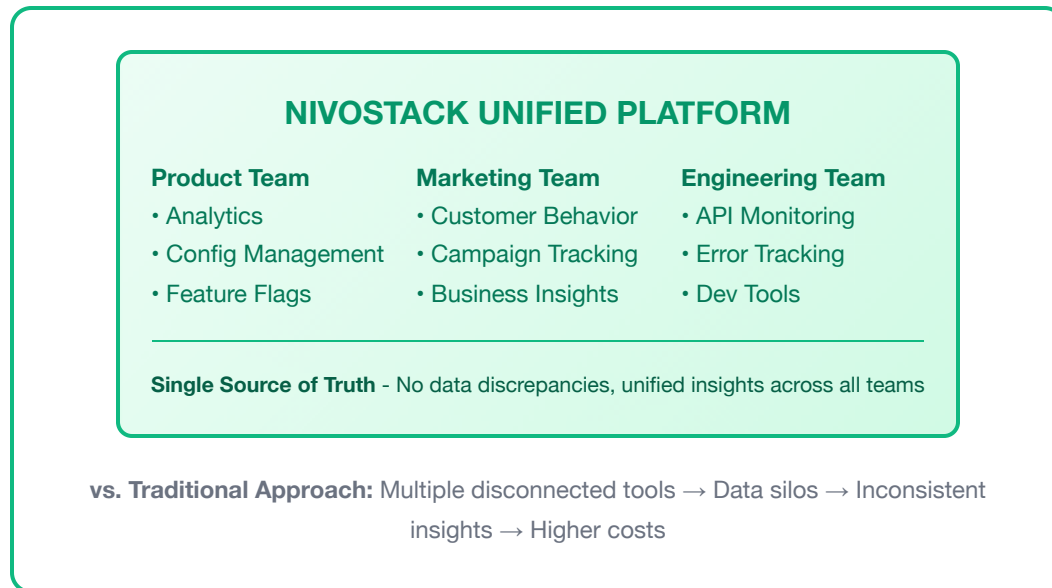
Small and Medium Startups face three critical challenges:

1. **High Costs:** Enterprise tools cost $500-2000+/month, unaffordable for SMBs

2. **Data Silos:** Multiple tools create data discrepancies between Product, Marketing, and Engineering teams

3. **Tool Fragmentation:** No unified ecosystem - tools don't work together, causing workflow inefficiencies

Our Solution

NivoStack provides:

1. **Affordable Enterprise Features:** Same functionality as big players at 90% lower cost

2. **Unified Data Platform:** Single source of truth eliminating data discrepancies

3. **Integrated Ecosystem:** All tools work together seamlessly across teams

Plixera Vision: Unified Ecosystem

NIVOSTACK UNIFIED PLATFORM

Product Team
• Analytics
• Config Management
• Feature Flags

Marketing Team
• Customer Behavior
• Campaign Tracking
• Business Insights

Engineering Team
• API Monitoring
• Error Tracking
• Dev Tools

Single Source of Truth - No data discrepancies, unified insights across all teams

vs. Traditional Approach: Multiple disconnected tools → Data silos → Inconsistent insights → Higher costs

Company Details

- **Founded:** 2023

- **Industry:** Developer Tools / SaaS

- **Focus:** Complete Stack Platform for Engineering Teams

- **Target Market:** Small and Medium Startups (10-500 employees)

- **Website:** https://nivostack.com

- **Product:** NivoStack Studio (Control Plane) + SDKs (Data Plane)

- **Email:** team@plixera.com

- **Phone:** +9715544057

2. Product Overview: NivoStack

What is NivoStack?

NivoStack is a comprehensive **complete stack platform for engineering teams** targeting Small and Medium Startups. It provides a unified solution combining runtime tools, content management, analytics, and SDKs for different frontend stacks including JavaScript/React/Next.js, Android, Flutter, iOS, and more.

NivoStack bridges the gap between Product, Marketing, and Business Insights by merging market-leading tools (MixPanel, Firebase, Glassbox, Backstage, Cortex) into a single, cost-effective platform. It serves as both internal developer tools for engineers and content management for product and business teams.

Control Plane (NivoStack Studio): A comprehensive digital UI layer for managing all configurations, analytics, customer behavior, business observation, ticketing systems, and a mini CRM.

Data Plane (SDKs): Lightweight SDKs responsible for data ingestion across multiple platforms.

NivoStack provides real-time visibility into:

- **API Traffic Monitoring** - Every HTTP request/response with full headers and bodies
- **Device Management** - Track all connected devices with detailed metadata
- **Error Monitoring** - Automatic detection and alerting for API errors
- **Cost Analytics** - Track API costs per endpoint, device, or session
- **User Flow Analytics** - Visualize how users navigate through apps
- **Remote Configuration** - Manage app configs without app updates
- **Session Tracking** - Complete user session timelines with events
- **Localization Management** - Remote translation management
- **Feature Flags** - Remote feature toggles and SDK control

- **Customer Behavior Analytics** - MixPanel alternative for product insights

- **Business Observation** - Unified dashboards for business teams

- **Ticketing System** - Integrated issue tracking

- **Mini CRM** - Customer relationship management

Product Positioning

Think of NivoStack as: MixPanel + Firebase + Datadog + Sentry + Glassbox + Backstage + Cortex, but unified in one affordable platform designed for Small and Medium Startups.

Key Differentiators

1. **Complete Stack Solution** - Runtime tools, content management, analytics, and SDKs in one platform

2. **Multi-Platform SDK Support** - JavaScript/React/Next.js, Android, Flutter, iOS, and more

3. **Unified Tool Replacement** - Replaces expensive SaaS tools (MixPanel, Firebase, Glassbox, Backstage, Cortex) with one affordable solution

4. **Cross-Functional Platform** - Bridges Product, Marketing, and Business teams with unified insights

5. **Internal Developer Tools** - Serves as Backstage/Cortex alternative for engineering teams

6. **Content Management** - Easy digital UI for product and business teams to manage configurations

7. **QA & Testing Tools** - Track devices, testing data, and API traces for Quality Engineers

8. **Localization & Configuration** - Manage localizations and business configurations with intuitive UI

9. **Cost-Effective for SMBs** - Replaces multiple expensive tools with one affordable platform

10. **Performance Optimized** - 93% faster SDK initialization (4.3s → 290ms)

3. Market Opportunity

$8.5B+ APM Market (2024)	**$4.2B+** Mobile Tools Market
12-15% CAGR Growth Rate	**93%** Performance Improvement

Target Market

Primary Customers:

- **Small and Medium Startups** (10-500 employees) - Our primary target

- Engineering teams looking to replace expensive SaaS tools

- Mobile app development teams (iOS/Android/Flutter/React)

- QA engineers and testing teams

- DevOps and platform engineering teams

- Product and Business teams needing unified insights

- Marketing teams requiring customer behavior analytics

Market Pain Points:

- **Tool Sprawl** - Using multiple expensive tools (MixPanel $25+/month, Firebase $25+/month, Glassbox $100+/month, etc.)

- **Cost Burden** - Small startups spending $500-2000/month on multiple SaaS tools

- **Data Silos** - Data scattered across different platforms

- **Complexity** - Multiple integrations and learning curves

- **Lack of Unified Insights** - No single source of truth for Product, Marketing, and Business teams
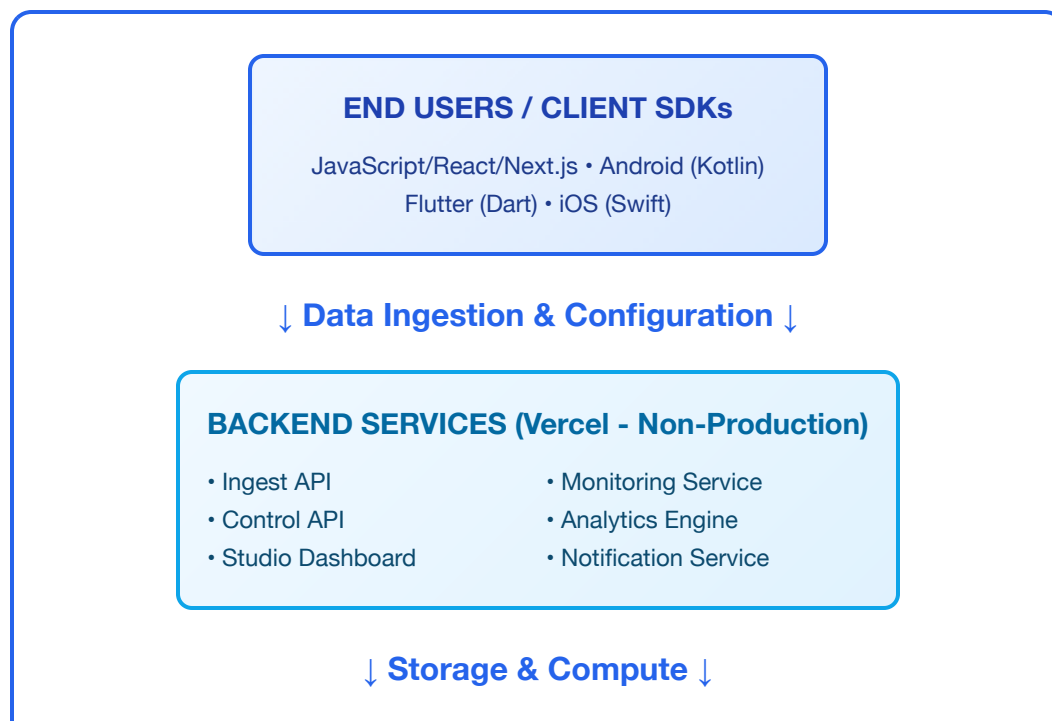
Market Segments

1. **E-commerce & Retail Apps** - High API volume, need for monitoring

2. **FinTech Apps** - Critical error monitoring, compliance needs

3. **Healthcare Apps** - Reliability and monitoring requirements

4. **Gaming Apps** - Performance monitoring, user flow analytics

5. **SaaS Mobile Apps** - Configuration management, feature flags

4. Architecture & Technology Stack

System Architecture (High-Level Design)

NivoStack follows a **Control Plane / Data Plane** architecture with integrated monitoring and services:

END USERS / CLIENT SDKs

JavaScript/React/Next.js • Android (Kotlin)
Flutter (Dart) • iOS (Swift)

↓ Data Ingestion & Configuration ↓

BACKEND SERVICES (Vercel - Non-Production)

- Ingest API
- Control API
- Studio Dashboard
- Monitoring Service
- Analytics Engine
- Notification Service

↓ Storage & Compute ↓

<div style="border: 2px solid orange; background: #fdf5d0;">

INFRASTRUCTURE (AWS - Production)

• RDS (PostgreSQL)   • EC2/ECS (Compute)

• S3 (Storage)   • CloudWatch (Monitoring)

• CloudFront (CDN)   • SES (Notifications)

</div>

Note: *Current implementation uses Vercel for non-production environment and testing. Production migration to AWS infrastructure planned with credits. Monitoring, analytics, and notification services are integrated throughout the platform.*

Technology Stack

Frontend (NivoStack Studio - Control Plane):

- Next.js 16 (App Router)
- React 18
- TypeScript 5.0
- Tailwind CSS
- Deployed on Vercel (non-production/testing)

Backend APIs:

Current Implementation: *Using Vercel for non-production environment and testing. Production migration to AWS planned with credits.*

- **Ingest API** (`ingest.nivostack.com`) - High-volume data ingestion
- **Control API** (`api.nivostack.com`) - Configuration and CRUD operations
- Next.js API Routes
- PostgreSQL (migrating to AWS RDS)
- Prisma ORM
- JWT Authentication (Dashboard) / API Keys (SDKs)

Mobile SDKs (Data Plane):

- **JavaScript/React/Next.js SDK** - Web applications

- **Flutter SDK** - Production-ready (v1.2.0+)

- **Android SDK** - Production-ready (v1.0.0)

- **iOS SDK** - In development

Planned AWS Services

Service	Purpose	Estimated Cost/Month
Amazon RDS (PostgreSQL)	Production database hosting, Multi-AZ, backups	$200-500
Amazon S3	Image storage, logs, backups	$50-150
Amazon CloudFront	CDN for global distribution	$100-300
Amazon EC2/ECS	Background jobs, cron tasks	$100-250
Amazon CloudWatch	Monitoring and logging	$50-100
Amazon SES	Email notifications	$20-50
Total		**$550-1,430/month**

5. Use Case for AWS Credits

How AWS Credits Will Be Used

Phase 1: Infrastructure Migration (Months 1-3)

- Migrate PostgreSQL to Amazon RDS (Multi-AZ)

- Set up S3 for image and log storage

- Configure CloudFront CDN for global distribution

- Set up CloudWatch monitoring and alerting
- **Credits Needed:** $2,000-3,000

Phase 2: Scaling & Optimization (Months 4-6)

- Scale RDS instances for increased load
- Optimize CloudFront caching strategies
- Set up EC2/ECS for background jobs
- Implement SES for email notifications
- **Credits Needed:** $3,000-5,000

Phase 3: Enterprise Features (Months 7-12)

- Multi-region deployment
- Enhanced monitoring and alerting
- Data retention and archival
- Advanced analytics processing
- **Credits Needed:** $5,000-8,000

> **Total Credits Request: $10,000-16,000 over 12 months**

6. Business Model & Traction

Business Model

Value Proposition: Replace expensive SaaS tools with one affordable, unified platform

Cost Comparison

Tool Category	Current Solutions	Monthly Cost	NivoStack Alternative
Analytics	MixPanel, Amplitude	$25-200+	✅ Included
Monitoring	Datadog, New Relic	$31-200+	✅ Included
Error Tracking	Sentry	$26-80+	✅ Included
Remote Config	Firebase Remote Config	$25+	✅ Included
Session Replay	Glassbox, LogRocket	$100-300+	✅ Included
Internal Tools	Backstage, Cortex	$50-200+	✅ Included
Total Cost	**Multiple Tools**	**$500-2000+/month**	**$49-149/month**

SaaS Subscription Plans

Plan	Price	Features	Replaces
Starter	$49/month Save $450+/month	5 projects, 10K traces/month, basic monitoring & analytics, content management	Basic MixPanel + Firebase + Sentry
Professional	$149/month Save $850+/month	20 projects, 100K traces/month, advanced analytics, customer behavior tracking, business observation, ticketing, mini CRM	MixPanel + Datadog + Sentry + Glassbox + Firebase
Enterprise	Custom	Unlimited projects, custom features, dedicated support, SLA, SSO	Full enterprise tool stack

Revenue Projections

Monthly Recurring Revenue (MRR) Growth

Period	MRR	Customers	Visual
Months 1-3	**$500-2,000**	10-40	▮
Months 4-6	**$2,000-5,000**	40-100	▬
Months 7-12	**$5,000-15,000**	100-300	▬▬

Annual Revenue Run Rate (ARR) Projection

Timeframe	ARR	Visual
End of Year 1	**$60K-180K**	
End of Year 2	**$300K-600K**	
End of Year 3	**$1M-2M**	

AWS Infrastructure Cost vs Revenue

Period	AWS Cost/Month	Revenue/Month	Net Margin
Months 1-3	$550-1,430	$500-2,000	Break-even
Months 4-6	$550-1,430	$2,000-5,000	+40-70%
Months 7-12	$550-1,430	$5,000-15,000	+70-90%

Note: AWS costs remain relatively stable while revenue scales, improving margins over time.

7. Why AWS Credits Matter

Impact on Business

1. **Faster Time to Market** - Infrastructure ready for enterprise customers

2. **Cost Efficiency** - Avoid upfront infrastructure costs during growth phase

3. **Scalability** - Handle customer growth without infrastructure bottlenecks

4. **Reliability** - Enterprise-grade infrastructure for mission-critical monitoring

5. **Innovation** - Focus resources on product development vs. infrastructure

6. **Competitive Advantage** - Superior performance and reliability vs. competitors

Commitment to AWS

- Long-term AWS Customer - Plan to use AWS as primary cloud provider

- AWS Best Practices - Follow AWS Well-Architected Framework

- AWS Marketplace - Consider listing NivoStack on AWS Marketplace

- AWS Integration - Integrate with AWS services (CloudWatch, S3, SES, etc.)

- Case Study - Willing to provide case study and testimonials

8. Request Summary

Credits Requested

Total: $10,000-16,000 in AWS credits

Duration: 12 months

Purpose: Infrastructure scaling and migration

Expected ROI

- **Customer Growth:** Support 100-300 customers in Year 1

- **Revenue:** $60K-180K ARR by end of Year 1

- **Infrastructure:** Scale to handle 10K+ devices, 1M+ traces/month

- **AWS Spend:** $6.6K-17K/year (credits enable growth without upfront costs)

9. Conclusion

Plixera and **NivoStack** represent a significant opportunity in the mobile app monitoring market. With AWS credits, we can:

1. **Scale Infrastructure** - Support enterprise customers from day one

2. **Improve Reliability** - 99.9%+ uptime for mission-critical monitoring

3. **Reduce Costs** - Optimize infrastructure costs as we grow

4. **Accelerate Growth** - Focus on product vs. infrastructure challenges

5. **Global Reach** - Low-latency access worldwide via CloudFront

6. **Enterprise Ready** - Infrastructure capable of serving enterprise customers

> **We respectfully request $10,000-16,000 in AWS credits to accelerate our growth and scale NivoStack to serve the mobile app development community.**

Appendix

Contact Information

- **Company:** Plixera

- **Product:** NivoStack

- **Website:** https://nivostack.com

- **Dashboard:** https://studio.nivostack.com

- **Email:** team@plixera.com

- **Phone:** +9715544057

Technical Specifications

- **Architecture:** Microservices-ready, serverless-capable

- **Database:** PostgreSQL (migrating to RDS)

- **API:** RESTful API, GraphQL planned

- **SDK:** Flutter (available), Android (available), iOS (planned)

- **Security:** JWT auth, API keys, encryption at rest and in transit

- **Compliance:** GDPR-ready, SOC 2 planned

Thank you for considering our application for AWS credits.

This document is confidential and proprietary to Plixera.

Document Version: 1.0 | Last Updated: January 2025 | Prepared By: Plixera Team