#### **Problem**

Remote work should not feel like Big Brother in one moment and like being a lone wolf in the next.

And business laptops are not part of the answer, still they bind significant capital.

# **Existing Alternatives**

Video conferencing with camera turned off or virtual background workarounds.

Giving others control over your mouse and keyboard when sharing your screen.

#### **Solution**

Seamless integration of high quality, low latency audio conferencing with a shared Ubuntu 20.04 LTS desktop in the cloud and a dedicated email inbox for each of your project teams.

# **Key Metrics**

Number of deployments per month

Number of active users

Number of premium customers

# Unique Value Proposition

Walk the talk together anywhere you are and without overhead cost.

Provide your team with a persistent yet flexible virtual creative space.

# **High Level Concept**

Pure infrastructure as code and capable of multi-cloud

Full privacy within your own cloud tenant accounts

Consequent application of the "less is more" design principle.

#### **Unfair Advantage**

Fully functional prototype developed during Corona short-time work i.e. MVP was effectively funded by the German government.

Work experience as a data scientist across industries

## Channels

Employee allowance for maintaining private hardware that stays private.

PairPac runs fully in everybody's favorite browser (supports Chrome, Firefox, Safari and Edge).

#### **Customer Segments**

Data science consultancies

Freelancing marketplaces

DevOps software teams

Hackathon facilitators and online courses

#### **Early Adopters**

Digital nomads

Mob programming enthusiasts

Podcast producers

NGOs

### **Cost Structure**

Infrastructure as code powered by HashiCorp Terraform enables fully automated deployment and scaling. Start with free tier cloud resources and flexibly upgrade to high-performance compute nodes in a matter of minutes when you need it.

### **Revenue Streams**

Free basic plan where deployment is limited to free tier cloud resources.

Premium plan with access to more powerful resources and customization services.