

I Spent \$50 on an AI and Got a **\$25,000 App**

My 8-year-old could probably
replicate this.*

*Assuming she learns to code, understands OAuth, and stops
asking for screen time every 5 minutes.

No Really, Here's What We Built

- OAuth login (Google/Meta/Apple)
- PostgreSQL database
- **46 automated tests** (all passing)
- Mobile UI
- Deployment docs

Time: 8 hours

Cost: \$50

Market rate for this: \$15-25k

ROI: 300:1

Your Portfolio

Companies Pay Too Much for Software

Typical mid-market company:

\$150k/year

on SaaS subscriptions. Every year. Forever.

The Old Way

\$150k/year
subscription

5-year cost:
\$750k

Build It Once

\$10k to build
custom
5-year cost:
\$12k

That's \$738k saved. Per company.

But Wait, There's More

Companies with custom tech sell at higher multiples.

Example: \$5M EBITDA company

- Standard multiple: 6x = \$30M
- With proprietary tech: 7-8x = \$35-40M

\$5-10M extra at exit

From a \$15k investment.

Here's What We're

Actually Proposing

Phase 1: Proof (\$0 - Done)

Built a working app. You're looking at it.

Phase 2: Pilot (\$25k)

Pick one pain point. We build a replacement. 4-6 weeks.

Guarantee: 5x ROI in Year 1 or we refund 50%

Phase 3: Scale (\$250k)

We become your build partner for 2-3 years.

Expected return: \$1-3M across portfolio

Downside: \$12.5k if Phase 2 fails

How This Actually Works

AI Can't Cut Corners

Tests required. Data integrity enforced. Code doesn't commit if tests fail.

Enterprise Patterns

Same tech stack as Netflix/Uber. Not cutting edge, proven.

8 Hours, Not 8 Weeks

Because we're not starting from scratch every time.

Translation: Fast development.
Production quality. No surprises.

Real Example: Compliance Tracker

**Vendor
Quote**

\$75k

Our Build

\$8k

Regulatory deadlines. Document tracking.

Automated reminders. Audit trail.

When regulations change? Update in days, not
"Q3 roadmap pending prioritization."

**You own it. Deploy everywhere. No
per-seat fees.**

www.turnyourturn.com

Why hasn't Everyone Done This?"

Good question. Three reasons:

- Most companies don't know it's possible
- Most dev shops quote \$100k+ because they can
- AI tools without guardrails ship garbage

We figured out how to make AI ship quality fast.

Your competitors will figure this out eventually.

Question is: do you want a 2-year head start?

Let's Do Some Math

Your portfolio: 10 companies

Each burns \$150k/year on SaaS

Replace 3 systems per company

Old way: \$1.5M/year across portfolio

New way: \$300k one-time build

Year 1: \$1.2M saved

5 years: \$7.2M saved

"What's the Catch?"

Plus the exit multiple burn on each company

Honest answer: Three risks.

- This is new. Not battle-tested at scale yet.
- Your team needs to trust the process.
- We might build something that works but you hate.

That's why we're offering a pilot with a guarantee.

\$25k. 4-6 weeks. One tool.

**5x ROI in Year 1 or we refund
50%**

Worst case: You're out \$12.5k and know this

doesn't work for you.

Who Else Does

WHO ELSE IS DOING THIS?

Best case: You save \$125k+ per year. Forever.



Nobody yet.

Which is either the best reason to do it,
or the best reason not to.

We're betting you're the kind of
investor who sees a 300:1 ROI proof-
of-concept

and thinks "let's test this" not "let's
wait and see."

So Here's The Actual Ask

Pilot: \$25k

One tool. 4-6 weeks. Full deployment.

5x ROI guarantee or 50% refund.

If it works: \$250k scale partnership

2-3 years. All portfolio companies.

Expected return: \$1-3M in savings + exit bumps.

Next step: Pick a pain point
Thanks for
What's the SaaS bill that makes you
Reading This
wince every quarter?
Far

Most people tap out at slide 4.

Here's what you know now:

- We built production software for \$50 that normally costs \$25k
- Your portfolio probably burns \$1-3M/year on SaaS
 - Most of it could be custom-built for 10-20x less
 - Companies with owned tech sell for more

The proof is at
github.com/jkraybill/myturnyourturn

46 tests. All passing. You can deploy it
yourself right now.

JK: (you know how to reach me)