

Apakau

The Data Delivery Network (DDN) that assures lowest real-world mobile data latency, maximum database uptime and ease of development of enterprise mobile applications.



Contact Information

Vic Cekvenich
San Francisco, CA
(415) 598-8878
vic@apakau.com

Industry Overview

Global BaaS market is estimated to grow from \$216.5 million in 2012 to \$7.7 billion in 2017*

(*) marketsandmarkets report

Development Stage

Bootstrapped – Private Beta

Year Founded

2013

Team

Vic Cekvenich - Founder

- Prolific developer, 15 years of enterprise software development
- Experience at Akamai CDN & NASA
- Author of First Book On Struts
- JDJ trainer of the year
- Start up experience @ Keibi
- Team builder
- Multiple tech stacks (+ P/T team)

Fadel Darwish - Cofounder

- PMI certified project manager
- 6+ years of experience in PM and enterprise sales
- Strong background in lean startups and agile development
- Experienced business developer

Mo Lam - Advisor

- 15+ years of business and strategy experience
- Held senior positions at Hearst & IAC

Hon Wong - Advisor

- Founder, executive, angel investor, and active board member of tech startups
- Cofounder of Ecosystems, NetIQ, Digital Market, and Centrify
- Board Member at Relevant Technologies (Flextronics)
- Experience at Intel and 3Com

OVERVIEW

Uptime and latency are the make-it-or-break-it for mobile apps. Enhancing mobile experience is key to user base growth, revenues, user loyalty, and brand image. Also, developers prefer to develop their mobile apps using APIs for faster development and a greater focus on user experience. Companies use CDNs to lower latency of their media assets (images, videos...) and to protect from DDoS attacks. But what about their most important asset - enterprise data?



OPPORTUNITY

First, enterprises and governments face a continuously heightening threat landscape, more sophisticated database attacks and an increased regulatory compliance burden. Outages are hard to explain to a board of directors or to customers. Outages jeopardize a company's:

- Revenues
- Online traffic
- End-user productivity, privacy, satisfaction and loyalty
- Image and reputation
- Database availability to other business processes: email, calendar...

Second, studies show a strong relationship between latency and sales KPIs of websites and mobile apps. Latency on mobile still do not meet user expectations. Low latency enhances user engagement which translates into higher traffic, conversions & revenues.

Third, a data delivery network brings a CIO/CTO the opportunity to reduce data center, scalability spikes, and bandwidth costs. The need for over-provisioning is eliminated.

Fourth, enterprise developers prefer to use APIs in developing their websites and mobile apps. But for security and reliability concerns, CIOs and CTOs prefer to use their own database rather than cloud solutions.

VALUE PROPOSITION

Through its intelligent, manageable and patent-pending data delivery network, Apakau provides the following:

1. Reduced risk of database outages
2. Lowest data latency, globally
3. Ease of use: iOS/Android developers can easily develop apps using APIs
4. Reduced costs of data centers, scalability spikes, and bandwidth
5. Reduced risk of damaging brand name or customer loyalty
6. Real-time monitor and control center to manage traffic & monitor threats

Request a demo on apakau.com

BUSINESS MODEL

The services will be provided for a monthly subscription fee based on usage. Subscribers get 24/7 NetOps & tech support.

GO-TO MARKET STRATEGY

Using direct sale, we are targeting CIOs, CTOs and enterprise developers of the identified target market segments.

We are also establishing a referral partner program with a finder fee.