**Company name:**
Planck’s Cloud

**Company url, if any:**
https://plancks.cloud

**If you have a demo, what's the url? For non-software, demo can be a video. (Please don't password protect it; just use an obscure url.)**
No Demo

**Describe your company in 50 characters or less.**

An enterprise cloud using existing infrastructure

**What is your company going to make?**

Planck’s Cloud will create a platform to enable enterprises to utilize the existing infrastructure that they already have, to elastically scale and curb future infrastructure costs.

This will be accomplished by building a platform that enterprises can install on their employees’ laptops, desktops, and the enterprise’s servers - both locally hosted and cloud hosted - which will allow them to run containerized applications across this vast compute resource, exposing it as IaaS.

This platform will be highly un-opinionated and configurable to be tailored to each enterprise’s requirements. For example, an organisation may require that the instances of certain applications should only run on laptops with very low usage, others should run always, some applications should only run on servers, others that need to be replicated across offices to ensure availability.

**Which category best applies to your company? Consumer Community Marketplace Developer Tools B2B Enterprise Security Government Education Energy Biotech Healthcare Science Financial Services Hardware Robotics Drones Transportation Virtual Reality Agriculture Augmented Reality Artificial Intelligence Entertainment Media Diversity International Markets Other**

Enterprise Cloud Services

**Is this application in response to a YC RFS?No Yes**
Yes - Making expensive enterprise software cheaper.

**Where do you live now, and where would the company be based after YC? (List as City A, Country A / City B, Country B.)**

We live in Johannesburg, South Africa.
We would love to live and work in Mountain View, USA.

## CONTACT

**Email address of the founder who is filling out this application:** Charlie Kung's email address is charlie@plancks.cloud
**Phone number(s):** +27 73 959 5718

## FOUNDERS

**Please provide the email addresses of the other co-founders in the startup. No need to add yours again. Founders must have at least 10% equity in the company. We will send an email to each founder to fill out additional information about themselves. Please enter the url of a 1 minute unlisted (not private) YouTube video introducing the founders. (Follow the Video Guidelines.)**

Justin Tamblyn - Justin@plancks.cloud
Matthew Yun - Matthew@plancks.cloud
Kevin Stroud - Kevin@plancks.cloud

**https://youtu.be/NDj83h2PuPg**

**Please tell us about an interesting project, preferably outside of class or work, that two or more of you created together. Include urls if possible.**

amaNetwork (https://amanetwork.io/) -
A mobile application platform that enhances the experience of networking. Suppose you know someone's name and do not have their contact details. It allows a person to access their contact's contacts in a seamless, non-intrusive, private and polite way. When someone is looking for another contact, whether it be to find a reliable doctor, a tradesmen (plumber, electrician, etc), or a business contact - these contacts can be shared privately and politely between them. (You can find the app here: https://play.google.com/store/apps/details?id=com.amabanana.cc&hl=en)

Outside of class or work?

**How long have the founders known one another and how did you meet? Have any of the founders not met in person?**

Matthew and Charlie were friends (2001) from primary school, Kevin and Justin have been friends since high school (2004). The two groups met and became friends in first year university (Monash University South Africa, 2009).

## PROGRESS

**How far along are you?**

We started near the end of February 2018. We're close to finishing our POC and kicking-off our MVP so that we can test our assumptions.

**How long have each of you been working on this? Have you been part-time or full-time? Please explain.**

We've all been working on this idea part-time, and we are gaining increasing momentum the longer we work on this. We're looking to get even more momentum to take this project on full-time.

**Which of the following best describes your progress? Nothing Built Sketches Mocks / Renderings Prototype Private Beta Public Beta Taking Preorders Launched >$1M Revenue in the Past 12 Months**

We have designed sketches, mockups and the proof of concept is currently in development, we are also fast on our way to having an MVP - with a good idea of the market we will test first.

**Do you have revenue? No Yes**

No

**How much money do you spend per month?**

Around $15 at the moment for server costs, email costs, domain address.

**How much money does your company have in the bank now?**

$0

**How long is your runway?**
**(e.g. 5 months)**

We haven't begun working on this project full time to consider an amount on a runway.

**If you've applied previously with the same idea, how much progress have you made since the last time you applied? Anything change?**

This is the first time applying to YC with this idea.

**If you have already participated or committed to participate in an incubator, "accelerator" or "pre-accelerator" program, please tell us about it.**

No.

## IDEA

**Why did you pick this idea to work on? Do you have domain expertise in this area?**

We solidified the idea while testing ideas to solve the problem of hosting applications with minimal friction in a cost effective manner. This is when we decided that we wanted to create a network that scales as your needs do, without purchasing equipment, using existing infrastructure in an environment that would satisfy regulatory and compliance requirements, as well as the ability to scale the network as more equipment is added - regardless of the type (laptops, desktops or servers).

We decided to pick this idea for three reasons: firstly, because it's something we would use for our own company; secondly, it solves one of the problems that we see frequently in enterprises - the problem of spending excessively on infrastructure, when they can utilise their existing hardware better; and thirdly, we believe we have a competitive advantage in being a first mover of this type of technology.

Our domain expertise is in enterprise software and businesses, as the technical founders all develop enterprise software currently, two of whom worked in R&D for technology and new business models. The other founder has worked to understand the businesses processes and ideate on the best mechanisms to solve the problems that the business was facing. This included processes, new systems and defining what areas were in need of improvement for the business.

**How do you know people need what you're making?**
We have faced this problem first hand with corporates where they are spending more money on hardware to run services to support the operations running at peak loads.
Corporates will save time and reduce risk by using their desktops and laptops to share the load of their daily operations.
This can work to the advantage of companies who are too skeptical about moving their solutions to the cloud due to the risks involved. If the current enterprise would like to use Planck's Cloud with their current cloud provider, Planck's Cloud will allow the enterprise to build onto scalability of the on premise solution with the current cloud provider.

**What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?**

Typically large organizations purchase new hardware or rent from a cloud provider. Most of these servers will sit idle or at extremely low utilization most of the time. Our solution will allow companies to use their under-utilised devices (laptops, servers and desktops) to form part of their infrastructure, giving corporates the extra compute resources at no additional hardware cost.
There will be a huge saving going forward with implementing solutions due to the fact that enterprises can now use internal resources which they owned but never had access to.

**Who are your competitors, and who might become competitors? Who do you fear most?**

AWS, Microsoft Azure, IBM Bluemix, Google Cloud, Golem.

AWS - they are innovative and won't be willing to give up market share without a fight

**What do you understand about your business that other companies in it just don't get?**

1) Enterprises prefer to use their own infrastructure(trust).
2) Enterprises have a large amount of unutilised compute power connected to a trusted network.
3) Sometimes solutions have to be designed around compliance and may not be the best technical solution

**How do or will you make money? How much could you make?**
**(We realize you can't know precisely, but give your best estimate.)**

We will make money through a licensing price structure as we're planning to operate our business as an infrastructure as a service (IaaS) platform. Effectively, this will have us playing in the IaaS industry. Our estimated revenue, if our growth was at $5 per month per device (computer, laptop or server) is as follows:

If a business has 400 computers configured for Planck's Cloud, this would be $5 multiplied by 400 = $2000 monthly. And with a price as low as $5, it will be cheaper than competing cloud compute solutions, enticing businesses to try Planck's Cloud. This will feed into our growth strategy of getting as many companies as we can to use our platform, as much as possible over traditional alternatives. In addition to that, our business model is scalable enough that it lowers both the friction of market adoption as well as our own company expenses in rendering these services.

We estimate, by looking at the current market size of IaaS cloud compute, that the total addressable market is currently $34.7 billion, and is growing by over 30% each year.
We think we can capitalize on this growth and enter into the market with a unique product offering, as well as pioneer this new technology on a global scale. If our assumptions are correct, we should be capable of onboarding at least one small to medium enterprise weekly,

and more than one large enterprise every month once we start building momentum. We're thinking of offering an automated, friction-less online channel where our clients can sign up easily to use our product as our initial sales strategy, and working our way to becoming more high touch as we gain momentum – we think this is best strategy for keeping lean.

We expect our monthly recurring revenue growth percentage to start strong for a few years, and we also believe that in addition to upscaling the amount of clients we do get, our service will also be utilized increasingly as users start to realize the value we can provide them. We estimate that, depending on the size and adaptability of the company, that it would take at most a few months for small businesses to realise the value our service offering, meaning they would try out our services and realize and immediately get as many devices as they need in their business onto our platform, but for medium to large businesses (especially traditional corporates who would realise the biggest cost saving) this conversion may take much longer than a few months. We believe the data we get from the users above will also help us understand how to increase the value we can provide and helping us retain and recapture users who have left the platform.

We predict that we could tap at least 1% of the current market size in the time of 3 to 7 years. Which is $0.65 billion revenue in the next 7 years (1% of $65 billion according to projected growth). And it's worth noting that this is a relatively new market, meaning our projections might be multiplied two to three times more than what we expect, from $0.65 billion to $1.95 billion.

**How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?**

Our business does not have the chicken and egg problem as our platform is directly selling to business, and the value of our platform is not dependent on the number of users on the platform.

Our main target at first will be small to medium sized businesses, as they are more flexible with respect to new products/services. A reduction in costs would also be more immediately valuable to small to medium sized businesses.

We will be attending digital conference/events to talk and showcase our products. We will connect to as many developers and key decision makers at these events to build interest. We will also be incorporating digital marketing into our strategy to get our product known and established globally.

We plan on differentiating our product offering through price (cheaper then traditional alternatives) to further entice prospective clients into trying out our services while using promotions and marketing to add value to our users. We will also be differentiating ourselves through the ease of managing cloud infrastructure by allowing our users to incorporate other cloud services into the Planck's Cloud ecosystem with a common management interface, creating a truly hybrid cloud.

To attract large, high touch customers we will be aiming our solution to vendor companies, as vendor companies often need additional hardware to run their solutions. Vendor companies will no longer be required to excessively spend money on hardware infrastructure costs, they will be able to do this  by running their software on our application platform. Solution vendors will now be able to save on costs to an even greater extent while negotiating deals with clients.

We plan on partnering with development houses in order to expand our product and allow them to offer our product as part of their solutions. This will make their offer look a lot more attractive from a pricing perspective.

By positioning Planck's Cloud Enterprise as a solution to effectively use existing resources that a business already has to help curb excess infrastructure spending, we will entice large enterprises to run proof-of-concept projects where we will partner with internal teams, turning one of their most resource intensive tasks into a containerized application running Planck's Cloud on their own infrastructure. This could be preparing a batch process for a lending bank, running risk profiles of existing customers for insurance companies, or hosting a highly available API that gets consumed by the enterprises customers.

## EQUITY

**Have you incorporated, or formed any legal entity (like an LLC) yet? No Yes**

No

**If you have not formed the company yet, describe the planned equity ownership breakdown among the founders, employees and any other proposed stockholders. (This question is as much for you as us.)**

60% Founders (15% each)
20% Prospective investors
20% Options for employees

**Please provide any other relevant information about the structure or formation of the company.**

There are currently four co-founders within the company, with different skill sets that complement one another. 2.5 Technical founders, and 1.5 Business development founders.

## LEGAL

**Are any of the founders covered by noncompetes or intellectual property agreements that overlap with your project? If so, please explain.**

No, none of the founders are covered by non competes or intellectual property agreements that overlap with our project.

**Who writes code, or does other technical work on your product? Was any of it done by a non-founder? Please explain.**

Justin and Kevin have been doing technical work on the product.
None of the work has been done by a non-founder.

**Is there anything else we should know about your company?**
**(Pending lawsuits, cofounders who have left, etc.)**

The company has no pending lawsuits, co-founders who have left, or anything else which may be material to the decision by an investor to invest in Planck's Cloud.

## OTHERS

**If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.**

- Global Blockchain cloud computing platform - create an open marketplace of computers and consumers of compute that is self-healing, competing directly with tier 4 data centers.
- amaNetwork - search for a contact. The app searches your contacts contacts lists and asks them if you could have the contact. You don't need to know who has a contact. Someone in your network could connect you.

**Please tell us something surprising or amusing that one of you has discovered. (The answer need not be related to your project.)**

Corporates have more compute power outside their data centers than in.

## CURIOUS

**What convinced you to apply to Y Combinator?**

- Startup Bootcamp
- Sam Altman
- Hearing about YC through Y Combinator
- Speaking to a friend who was in a YC batch in 2017 (Matthew Whalley - Passerine Aircraft Corp.)

**How did you hear about Y Combinator?**

Hacker news, friends and other entrepreneurs talk about Y Combinator.

**Submitting an incomplete application does not improve your chances. Please ensure that this application is complete and all founders have filled out their profiles before submitting your application for review.**

**Applications must have at least one founder to be submitted. A video URL is required in order to submit.**