

SolutionLoft



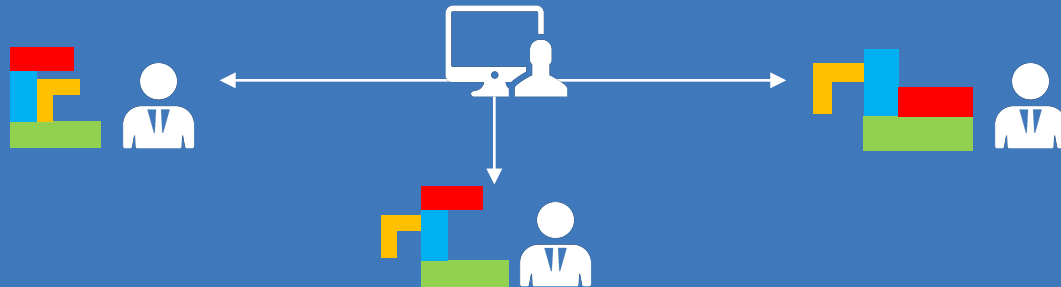
the future of programming

Problem

Freelancing platforms are inefficient for both clients and developers

Clients: Pay a lot of money and wait a long time for jobs

Developers: Re-invents the wheel for each client, even when two jobs contain similar 'parts.' Unable to leverage their previously completed work



SolutionLoft is creating a marketplace, where each job is broken down into modularized 'blocks' which, once created for one client, is stored for re-use for any future client with a similar request



Our technical advantage consists of three intertwined components. Humans breaking complete jobs into blocks, the protocol that enables them to be stored and indexed effectively, and the back-end storage of blocks that makes them easy to find and re-use for future clients

- **Human interaction**

Human sales engineers break down jobs into ‘blocks’ with defined inputs, outputs, and transformation description. This enables completed blocks to be re-used for future clients



- **Commenting Protocol**

Using a web IDE, based on Eclipse’s Orion project, developers can document code in our systematic protocol. This allows blocks to be stored, indexed, and searched



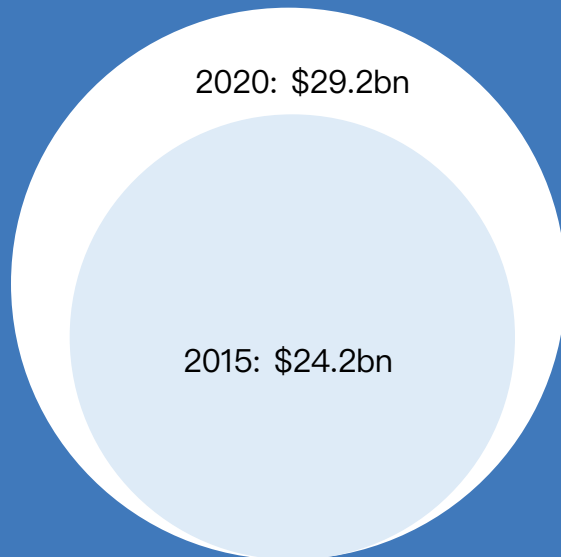
- **Back-end engine**

Stores the blocks once completed by developers. Protocol enriches level of details, allows for easy search. Plans to leverage MongoDB for smart storage, in order to reduce retrieval time and storage needs

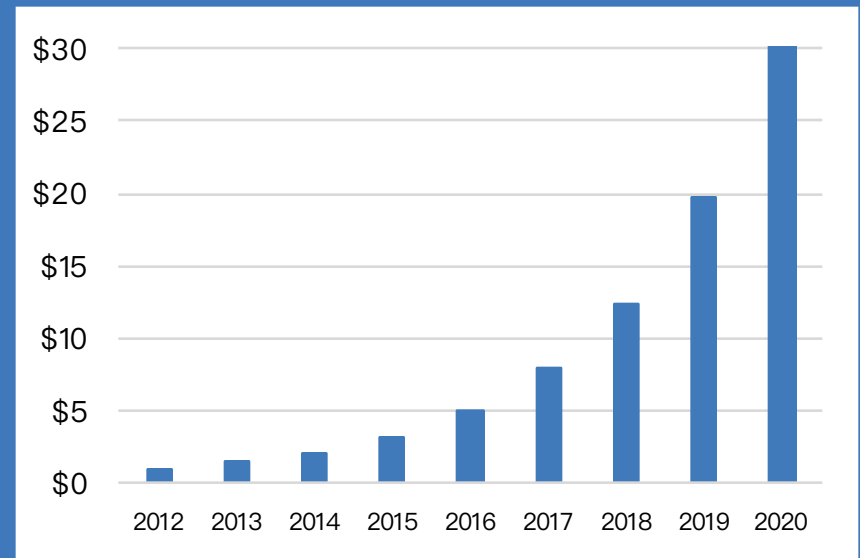


- The entry market, freelancing developers, is primarily affected by amount of web development work, and amount of online freelancing
- US Web Development set to grow at 3.6% annually¹, while Global Online Staffing is set to grow at 60% annually²

Web Development (US)



Online Staffing (Global)



Our MVP is a proprietary back-end of stored blocks that can be used for multiple different clients at marginal cost. This proof of concept focuses primarily on the technological assumptions, and are expected to be reached before the end of March

Identify dense area of requests

Researching freelancing platforms to identify area of jobs where 'blocks' can be re-used

Build out SolutionLoft's database of 'blocks'

Once area of requests specified, claim jobs to build out back-end library of 'blocks.' Allows us to test solution in practice, and if sufficiently valued blocks are identified a flywheel effect is in reach to enable self-fueling growth of SL's database

Speak to clients & developers, ID pain-points

Key lessons to be learned: trade-offs between quality, cost, and delivery time of code, pros and cons of freelancing platforms, and preference of large up-front payments for developers vs. revenue sharing based on usage of produced blocks

Technical talent

Potential further recruitment of 1-2 technical people in Philadelphia area to build out MVP before summer

Team



William Fry

Business & Engineering
Prev @DormRoomFund @FirstRound
Penn: Huntsman (W/C) '17



Jacob Wallenberg

Strategy & Customer Research
Prev @EQT Partners, @Mirantis
Penn: W '16



Vuk Petrovic

Design & Engineering
Prev @Cigna, @GravicSB
Temple: CS '17



Mukund Raghothaman

Advisor on Program Synthesis
Prev @MicrosoftResearch
Penn: PhD Student in CIS