

REACTORY

The RAD Tool for the Peer to Peer Economy

Reactory is a Rapid Application Development toolkit for modern applications, or RAD for short. Reactory is a combination of the words React and Factory. The Platform consist of a modern multi-tenanted Graph based API and an intelligent PWA client. The platform uses schematically defined “recipes” to create functional components that are downloaded by the client application eco system.

These recipes or schema can then be used in any other schema. This means very little code exists as hard coded components and provides a very high level of customization.

Why use Reactory?

Cost of ownership:

Modern applications are complex and very expensive to build properly. Most go through an MVP process where much is either discarded or completely re-written, which results in a high value wasted CAPEX.

Reactory avoids this by allowing developers to quickly prototype applications using the backend and the PWA (Progressive Web App) Reactory client.

As the application requirements change, much of these changes can be made without affecting the business logic of the application. The framework allows for a piece-meal replacement of generated components with highly customized compiled components. This means your application can consist of a mix of generated components and customized components, giving developers the freedom to focus on areas that require the most focus.

Flexibility:

The application architecture makes no assumptions about your current systems and infrastructure and integration with any number of databases or 3rd party APIs. Several integrations are already built and provided as part of an enterprise license agreement.

Light Weight:

The server component is exceptionally light weight and runs on NodeJS with a very small memory and CPU use profile. A base level VM with 2 virtual processors, 2Gigs RAM can easily handle up to 200 concurrent users and it scales exceptionally well both vertically and horizontally. This means the platform can run on micro-computers and is perfect for providing highly capable IoT services with rich Graph based APIs.

Fast:

The framework and engine is design to delivery only what the client needs, when they need it. Plugin components are injected into the runtime on a JIT (just in time) basis, which means the application only downloads what it needs, when it needs it.

Current State

The application framework is currently in a closed BETA with several projects that are running in and generating income for their respective organizations.

Mores Assessments: MVP ready, generating annuity-based income from a small group of trial customers. Full push of partnership engagement and selling to starting Q1 2022. Target of R3.5m for 2022 has been agreed on by sales partners. Another companion application is currently under development for this project. *Reactory is a minority shareholder in this business.

Lasec PTY Ltd: Running in production, serving some 300+ users across South Africa (Cape Town, JHB Durban), full CRM solution with O365 integration, SSO, Quote and customer management, excel and PDF report generation. Lasec generates in excess of R340m per annum in quotes from this system.

Sens User Engagment: MVP ready, used with small group of trial users, application records video and audio, is integrated into two separate AI systems that extracts emotion, pitch, tone, facial recognition and more.

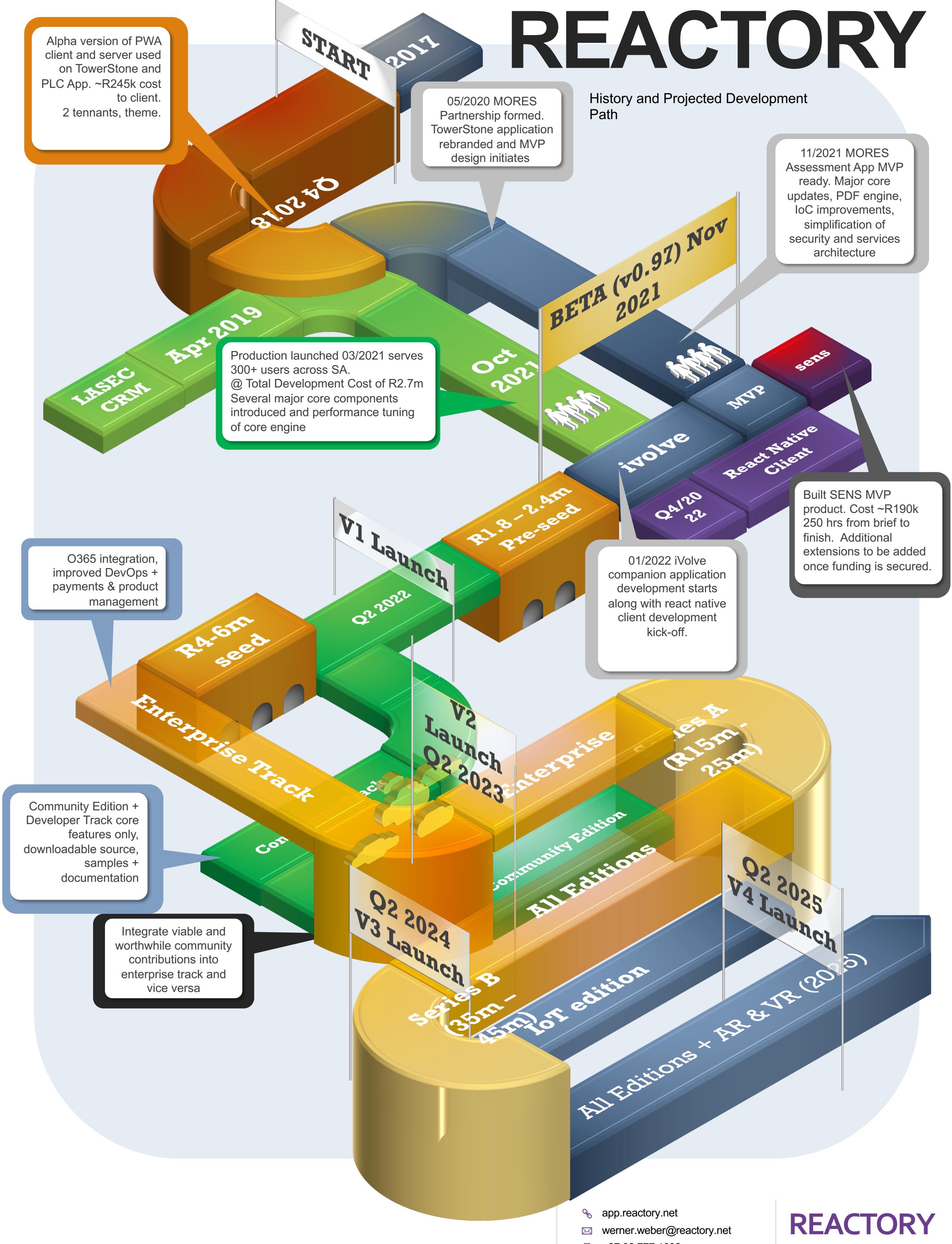
The platform is nearing what we consider V1 ready. At which stage we will open the core of the framework for a community edition stream. Additional features and enterprise support processes are currently under development. We've also started the development of a React Native client for the framework, which will be an enterprise only option once released and will be charged on a per user basis. The community edition will only have the PWA client as part of the release. Office 365 and auto Graph generation are components which will be reserved for the enterprise editions.

We are at the point where we can start engaging and looking for funding to prepare the community edition release. Pre-seed funding will be used for material creation, videos, samples, documents and design artifacts that is needed for a successful community edition launch.

Once V1 community edition is launched, we will use any balance of the pre-seed money and any contract engagements to development the enterprise stream and licensing and payment management tools. At this point we will be looking for Seed funding to create components and develop the customer base for the enterprise licensing as well as establishing enterprise training materials and certification processes for enterprise and implementation partners.

V2 will signal official enterprise support and a full SaaS product for users to deploy and manage their instances from the Reactory dashboard.

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Funding model

We are currently engaging with potential partners / VC for a pre-seed funding that will allow us to complete documentation, samples, videos and how-tos for a community edition launch. A pre-seed funding of about R1.8m to R2.4m is required to achieve this. This will provide a 6 month window to create content, setup the required infrastructure and training content. This represents V1.

Once this is complete a major push for OpenSource adoption will be done to raise awareness of the core engine. Once we have established an active user base of at least 100 developers that is using the community edition, we will open for Seed funding, to push for the next major release.

A seed funding value of R6m is required to prepare and launch the enterprise version. The major difference between enterprise version and community edition will be the modules that are made available to the enterprise edition at no additional licensing costs. This would be V2 launch.

Once the Enterprise version with support is made available, we will use our remaining funding and contract engagements to kick off our IoT edition and build the corporate customer base implementations and build out several additional enterprise / licensable modules to increase our offering for the enterprise version.

Once reactory has at a minimum of 10 corporate customers we will engage for Series A funding.

Series A funding will largely be used to refine the IoT edition and to prototype several integration toolkits for modern IoT platforms, e.g. Arduino, Nvidia, Raspi and Drone toolkits. We will use this funding to build warehousing solutions that incorporate smart IoT devices with AI toolchains as well as integrating into several key operational partner platforms. AWS, Digital Ocean, Azure etc. This would be the V3 mark.

Series B funding will be applied to further increase our paid for licensable modules for DevOps, scaling, extending the IoT edition to AR and VR devices, as well as developing extension and plugins into popular devices platforms like Platform IO. Series B funding if required will take us to V4 and beyond.

The Business Model

Reactory at its core provides unparalleled value for money and exceptionally fast turn around times for digital projects irrespective of the complexity. This is achieved through our intelligent forms engine, our api architecture and the flexibility of the engine itself.

Out of the box it provides easy ways to manage user roles, navigation, components, security, pdf generation, graphs and much much more.

We are able to complete projects at a speed and quality no one can match. Our costs are anything from 50% to 90% cheaper than other digital agencies and projects can generally be completed with a 1 man or at most a 2 man team.

All the code is developed in TypeScript or JavaScript thus opening up the development to a huge development pool. The platform removes a lot of complexities and thus the developer can focus on features and less on problem solving basic UX.

Our initial model is to generate income from project engagements where we have a high turn around per Developer with a very low cost of ownership. This would easily make the platform a very tough competitor.

We have also developed some enterprise modules that will be licensable per organization or per user. Some of these modules are Azure / Office integration, Code generation, DevOps services and enterprise support.

We will establish a Reactory certification classes which will allow developers to register and certify as official Reactory consultants. Reactory will build an online shop for modules where developers can publish their own modules for the platform. The platform will management the payments, escrow and disbursements.

Reactory will create a small delivery team internally, however it is envisaged that most implementations will be completed by implementation partners and that the bulk of our income will be generated from Enterprise license agreements and training.

To date, whilst developing Reactory as a platform the platform has earned approximately R3.4 million since first Alpha in late 2018. We have deliberately kept costs low in order to develop the platform whilst delivering on projects.

Our mission is to become the development tool and integration tool of choice for the peer to peer economy as well as to provide an unparalleled value for money when it comes to total cost of ownership of your digital enterprise.

We envision a platform that will be generating R2m – R3m EBIT / month in licensing and percentage of payments processed by 2025 and our goal is to generate R20m – R30m EBIT / month by 2030 when fully engaged in the VR and AR space.