

AppDrag



TRANSFORMING
WEB DEVELOPMENT

appdrag.com

OVERVIEW

Web development is a \$26 billion/year market in US alone



An estimated 95% of the websites are built by web professionals



High cost, poor security and slow delivery are challenges



AppDrag's Cloud CMS addresses all of these issues



AppDrag is transforming web development



WEB PROFESSIONALS FACE MAJOR OBSTACLES



LOW
PRODUCTIVITY

Manual coding



Customization difficult



Complex setup



HIGH
PRODUCTION
COSTS

Expensive developers



High TCO



Plugin costs



POOR SECURITY

Aggressive Hacking



Maintenance needed



Out-of-date plugins



POOR
PERFORMANCE

Slow response time



No fault tolerance



Poor scalability



COMPETITORS BY SEGMENT

WEB
PROFESSIONALS

MONO SERVER CMS



CLOUD CMS

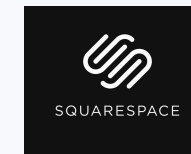
webflow

 AppDrag

duda mobile

HOME USER / DIY

weebly





































 shopify

JIMDO

 wix



BENCHMARKING

	Traditional CMS	Cloud CMS for individuals	Cloud CMS for web professionals	
Main players	WordPress, Joomla, Drupal	Wix, Squarespace, Weebly	Webflow, Dudamobile	AppDrag
Development time/cost				
Scalability				
Security				
Performance				
Source code access		Squarespace only		
Supports localization				
White-label options				
Email Marketing		Wix only		
Domain names				

Excellent



Good



Average



Poor



Not available



THE SOLUTION



HIGH PRODUCTIVITY

- ▶ Pre-configured Cloud CMS server infrastructure with extensive built-in functionality
- ▶ Intuitive and flexible interface



LOW PRODUCTION COSTS

- ▶ A fraction of traditional CMS costs
- ▶ Virtually no ongoing maintenance costs



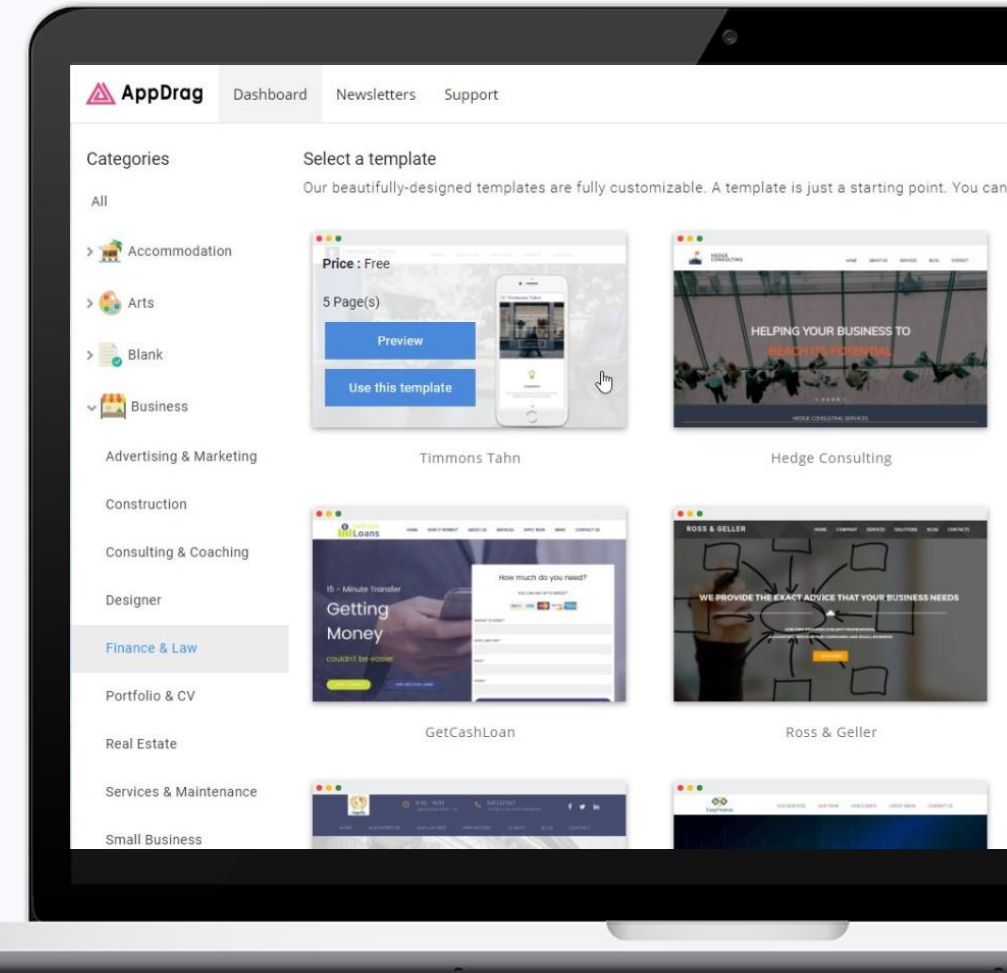
HIGH SECURITY

- ▶ 12 layers of security, Hosted on AWS
- ▶ Overcome traditional security vulnerabilities



HIGH POWER

- ▶ 10x faster than traditional CMS
- ▶ 3-4x faster than other Cloud CMS
- ▶ Highly fault tolerant



THE RESULT

STUNNING WEBSITES

70% REDUCTION IN DEVELOPMENT COST

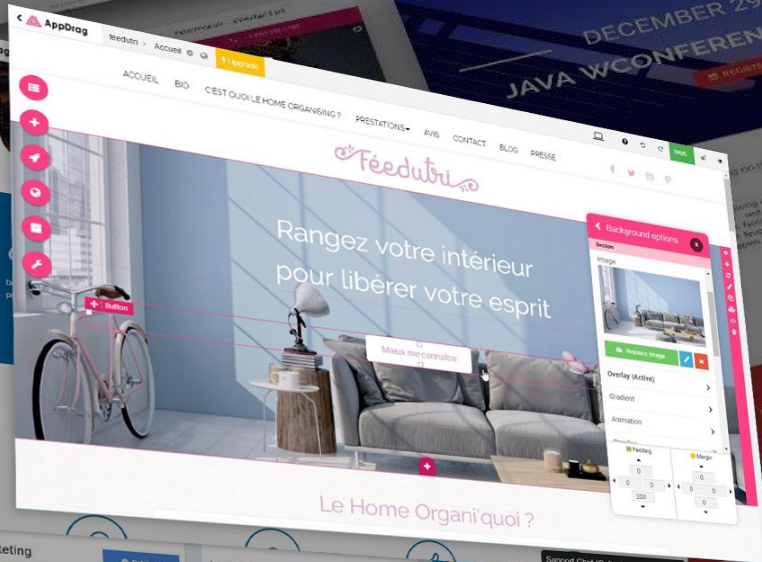
EXTENSIVE INTEGRATED FUNCTIONALITIES

3-10x FASTER RESPONSE TIMES

HIGHLY SECURE

NO MAINTENANCE REQUIRED

This is **AppDrag**



AN ATTRACTIVE BUSINESS MODEL

- **SUBSCRIPTION BASED RECURRING REVENUE**
- **SEVERAL REVENUE SOURCES**
 - Web/mobile development platform & cloud hosting
 - Domain sales / transfer / renewals
 - Email Marketing
 - Translation
- **WILL BECOME INTEGRAL TO DEVELOPER ECOSYSTEM**
 - Drives ARPU growth
- **VAST MARKET**
 - 600,000 professional web design companies
 - Several million freelance web professionals
 - AppDrag only needs a small share to reach excellent profitability

FREELANCE

\$49.99/mth + TAX

if paid annually or \$79.99/mth if paid monthly

8 BUSINESS APPS

AGENCY

\$149.99/mth + TAX

if paid annually or \$199.99/mth if paid monthly

25 BUSINESS APPS

CORPORATION

\$299.99/mth + TAX

if paid annually or \$399.99/mth if paid monthly

75 BUSINESS APPS



PROFIT MARGINS MULTIPLIED BY 3 FOR WEB PROFESSIONALS



Price for a very good responsive website (8 pages)	\$1,500	
Setup Time / Cost	\$100 (4 Hours)	\$0 (Instant)
Creation Time / Cost	\$800 (4 Days)	\$300 (1,5 days)
Put in Production Time / cost	\$50 (2 Hours)	\$0 (Instant)
Maintenance Time / Cost	\$25 (1 Hour/month)	\$0 (Instant)
Hosting	\$120/year	\$72/ year
Total Cost	\$1,095	\$372
Margin	\$405	\$1,128



USER VALIDATION



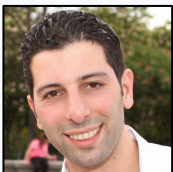
We loved the powerful and intuitive page builder, our designers were able to create great **responsive UX at the speed of light!** We are working with AppDrag since March 2017 and we are creating more and more websites & web applications with it.



Javier Ponce, Digital Transformation Leader
ATOS IT Solutions, New York, USA



With AppDrag we create websites faster and better. We use that extra time to focus on SEO, Web Marketing, Design & Community Management. We are **amazed at how powerful and flexible** AppDrag is. We love using it!



Eric Hassoun, CEO
GAD Web Agency, Paris, France



Our web agency has used AppDrag several times to build websites for our clients. We think that it is a great solution because development is much faster than using WordPress so AppDrag has **radically changed the profitability of our our business.**



Maxime Seligman, CEO
LEADLIKE, Tel-aviv, Israel



As a designer, I do not have a lot of Javascript knowledge; with AppDrag I'm able to add Forms, Galleries, Sliders, Animations and more to my web pages **without coding a single line.** Also I don't have to worry about hosting anymore.



Cédric Pennetier, Web Designer
CALEIS, Bordeaux, France



MANAGEMENT TEAM & ADVISORY BOARD

DIRECTORS



Joseph Benguira
Founder

- 15 years at forefront of web & mobile development
- Leads a team of experienced developers
- Technology lead for many large-scale websites



Kieran Conlon
Strategy, finance

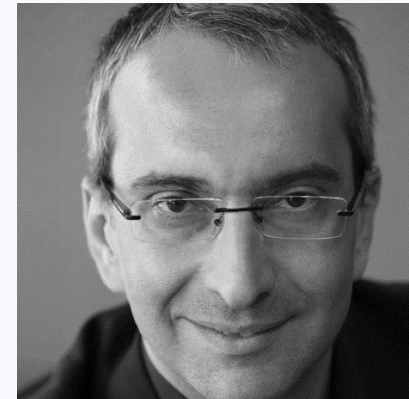
- 25 years commercial, financial & strategic experience
- Leading adviser to high net worth investors and companies

ADVISORY BOARD



Stéphane Buttigieg

- Experienced entrepreneur and startup adviser
- Deputy Director General Louis Bachelier Institute

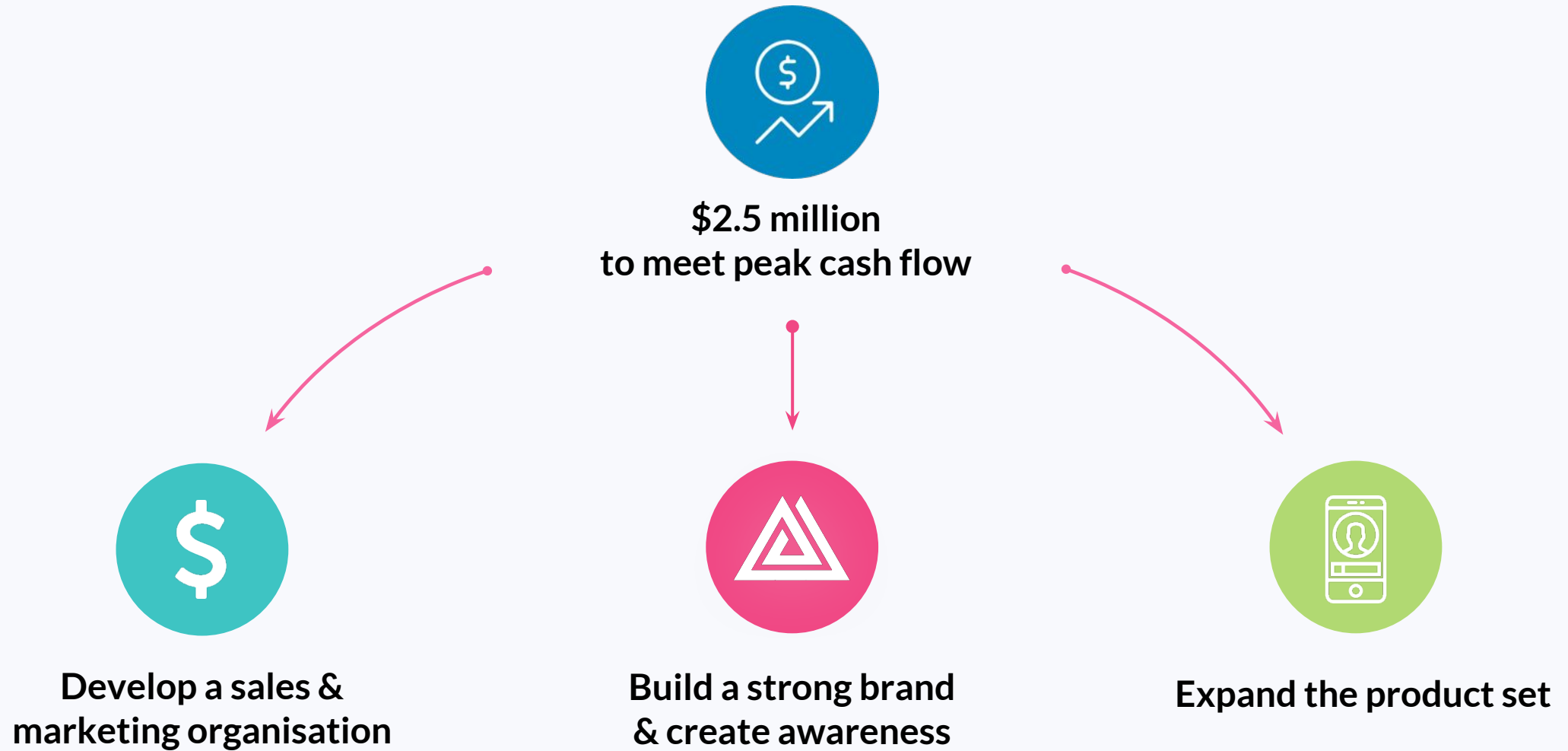


Claude Nahon

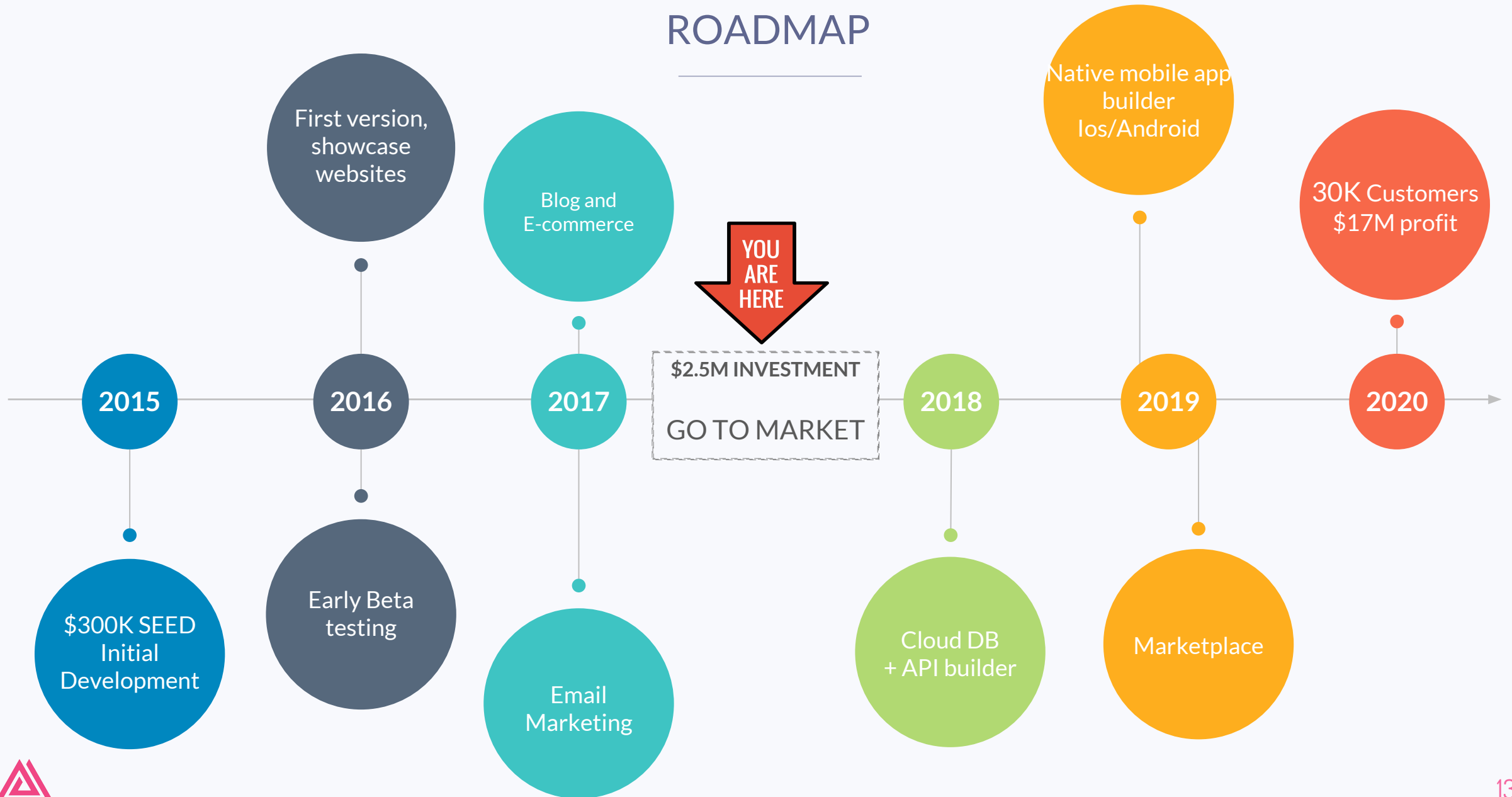
- Business development across 3 continents
- Extensive marketing and media experience



FUNDING REQUIREMENT



ROADMAP



CLOUD BACKEND = CLOUD DB + API BUILDER

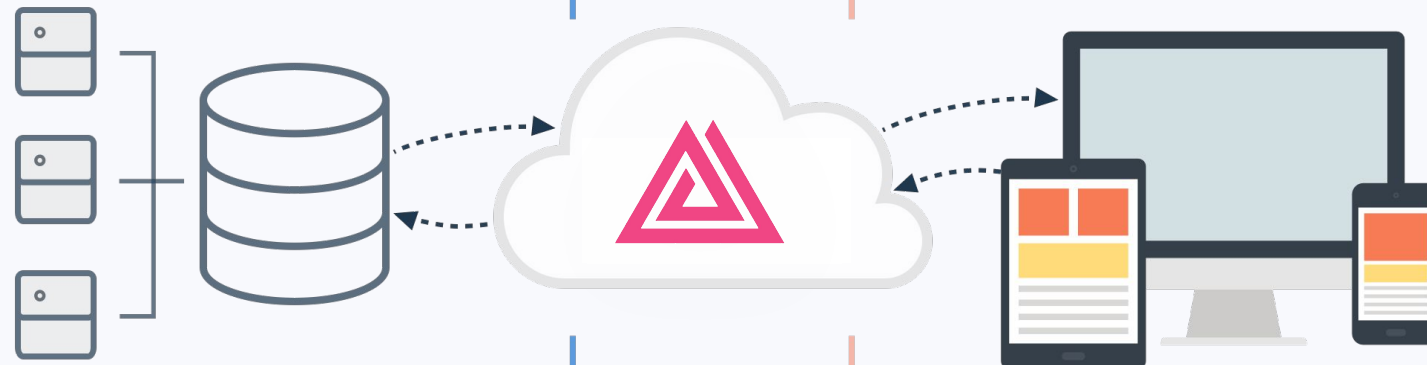
Disrupt the developers hierarchy! Allow frontend developers to replace a Full Stack dev (front+back)

Cloud Database

- Scalable up to 64 TB & millions of users
- Zero setup, zero maintenance required
- Create & Edit DB Tables visually
- Import/Export content from/to CSV or standard MySQL format

API Builder

- Scalable up to millions of API calls per minute
- **VISUAL SQL**: build queries without SQL knowledge required
- **Raw SQL** Queries for advanced use cases
- **Native functions** in your favorite language: Node.js, Python, Java, C#, PHP, Perl
- Auto generated REST API with documentation + samples



CUSTOMER ACQUISITION

Get traffic & leads

- Content Writing / SEO / Tutorials / webinars / coding events
- Side projects: free tools for web professionals to get qualified traffic
- Growth hacking

Transform leads into customers

- dedicated sales team to callback all leads
- Assist the customer from A to Z to create and publish his first website for a real customer he have

Onboarding / Customer Success Management / Retention

- Dedicated team of Customer success manager

	2018	2019	2020
Number of customers	4,088	15,348	30,451
Average revenue per customer / year	\$ 109	\$ 368	\$ 722
Customer Acquisition Cost	\$ 327	\$ 192	\$ 184



PROJECTIONS

	2018	2019	2020
Revenues	<u>\$ 445,592</u>	<u>\$ 5,648,054</u>	<u>\$ 21,985,622</u>
Overheads			
IT development & support	\$ 535,000	\$ 775,000	\$ 1,426,000
Advertising	\$ 780,000	\$ 1,180,000	\$ 1,200,000
Sales & Marketing	\$ 556,000	\$ 984,000	\$ 1,584,000
Other	\$ 98,000	\$ 263,000	\$ 473,000
	<u>\$ 1,969,000</u>	<u>\$ 3,202,000</u>	<u>\$ 4,683,000</u>
Operating Income (Loss)	<u>(\$ 1,523,408)</u>	<u>\$ 2,446,064</u>	<u>\$ 17,302,622</u>
Cumulative Cash flow	(\$ 1,523,408)	\$ 703,981	\$ 14,516,264

Break even: End of 2019



THE OPPORTUNITY

AppDrag can become the leading web & mobile platform for professionals within 3 years

Cost, security and scalability concerns will drive the demand for change

The potential market is vast



Competition is limited

The recurring-revenue business model is highly profitable and scalable

AppDrag's technology is unrivalled



Join the adventure



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CEO / CTO

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