More then an application development platform - NEST

NEST is a new culture of application development
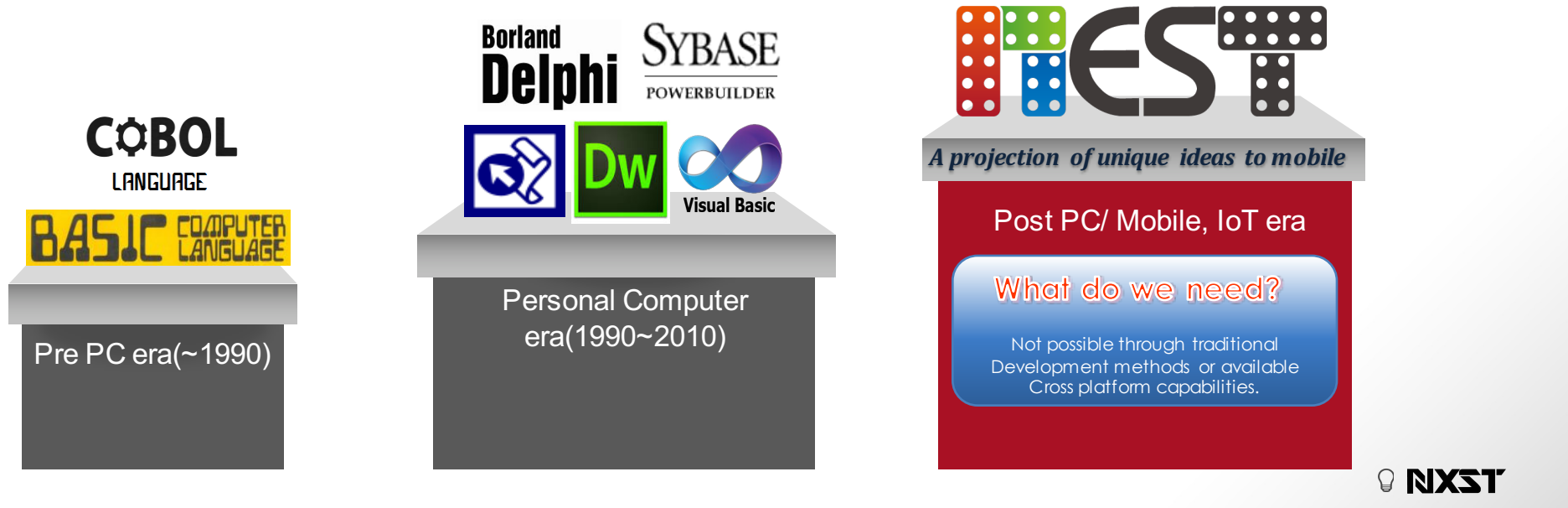
August. 2016

NXST

Why NEST was Built?

"Humans as social creatures have an innate desire to communicate their thoughts to others."

Personal computers or PCs have been especially effective in providing a space for people to express themselves through countless services and software such as personalized websites.

Now as we shift past the PC era and onto the mobile it is imperative that a method to further enhance the ability to express ourselves is found. We believe to have found the method, it is codeless."

Company Overview

Date Founded:	March 12, 2013
Headquarters:	San Jose CA, USA
Core Competencies:	Mobile, Software, R&D, PaaS
Platform Coverage:	140 Countries
Platform Users:	550,000+
User Acquisition:	30,000 - 50,000/month
Product Investment:	4 years of development by 100 software engineers
Intellectual Property:	•Operational software for mobile app ecosystem •Portfolio of 475+ patents

NEST represent 4 years of development, operations and

2016	**450K Users of the IDE, APM/Enterprise Release 1.0** IDE Upgrade V2.0(October, 2014), Web service (November, 2014)
2015	**NEST IDE/ Store/ Web service update, Store and Community release** NEST Store(March, 2015), Webservice (July, 2015), Community service(September, 2015)
2014	**NEST IDE 2.0 and Web Service 2.0 release** IDE Upgrade V2.0(October, 2014), Web service (November, 2014)
2013	**NEST IDE Version 1.0 release** Service Release, July 1st, 2013 NEST IDE Version 1.0

Founder, Sean Baek, has 16 years of experience developing innovative ICT services.

- MMS International Standardization Team, 2000
- Product lead: mobile credit card payment device, 2001
- Product lead: worlds first 3G Video Calling System, 2006
- Directed: development of mobile bank system, 2007
- KT Freetel Co., Ltd. Yearly 2B Revenue
- Ph. D in Information Communication & technologies

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NEST: Products & Services

Extending the creation culture to mobile through a ecosystem of app creation

NEST's development approach sets fire to a new mobile application creation culture

A complete set of mobile app development capabilities and implementation practices

Build Idea	• Code optional technology to cater to both developers and non-developers holding over *400 US and PCT patents* : **NEST IDE** • A place of open connections where individually skilled people can display their expertise, satisfy their curiosities, and propose their ideas : **NEST Community**
Commerce & Growth	• Create, sell, and buy from an growing store of components made for the users and run by the users : **NEST Store** • Create, build and manage an app collectively and socialize it to internal and external developer communities in the cloud : **NEST Cloud** • A new way of creation culture to put "idea-creators" in the core : **NEST Platform**
Monetization	• Grow profitability thru diverse monetization tools including App Ads revenue sharing between NEST users and NEST • Provide sentiment user engagement analysis, cross-sourced feedback and in-context crash reports : **NEST APM**

Effortless Implementation

Success

Extend

Commerce

Idea Build

NEST Platform

NXST
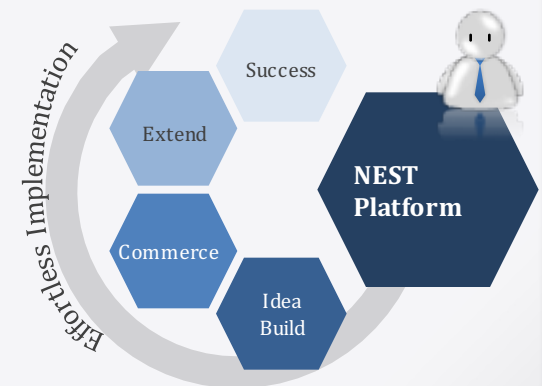
Competitive Differentiators

Code Optional Development *

- Codeless, reusable app components
- Client side data-flow and dynamic binding

Application specific Architecture*

- NEST apps are smaller and more performant
- Patented app architecture enables full-native apps designed in JS

Ecosystem*

- Marketplace aggregates & monetizes contributed capabilities fostering growth
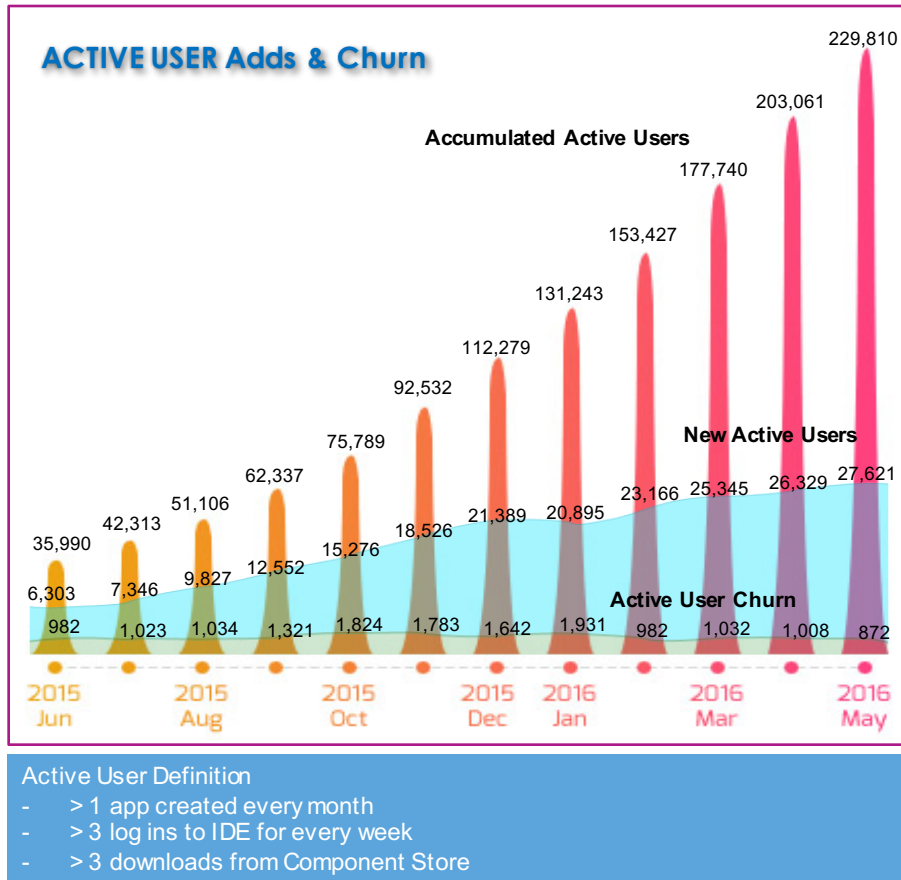- NEST can easily integrate third party source codes, APIs, and SDKs.

Build, Growth, Monetize

- All app types supported: native (unwrapped), hybrid & HTML5, Web App (URL wrapping)
- Seamless collaboration between professionals and non-professionals
- P2P direct component, data and project sharing within NEST environment for seamless collaboration between developers, marketers, business users, and web designers.

* *Key patent area*

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User Growth & Churn

ACTIVE USER Adds & Churn

Accumulated Active Users

229,810
203,061
177,740
153,427
131,243
112,279
92,532
75,789
62,337
51,106
42,313
35,990

New Active Users

6,303   7,346   9,827   12,552   15,276   18,526   21,389   20,895   23,166   25,345   26,329   27,621

Active User Churn

982   1,023   1,034   1,321   1,824   1,783   1,642   1,931   982   1,032   1,008   872

| 2015 Jun | 2015 Aug | 2015 Oct | 2015 Dec | 2016 Jan | 2016 Mar | 2016 May |

Active User Definition
- > 1 app created every month
- > 3 log ins to IDE for every week
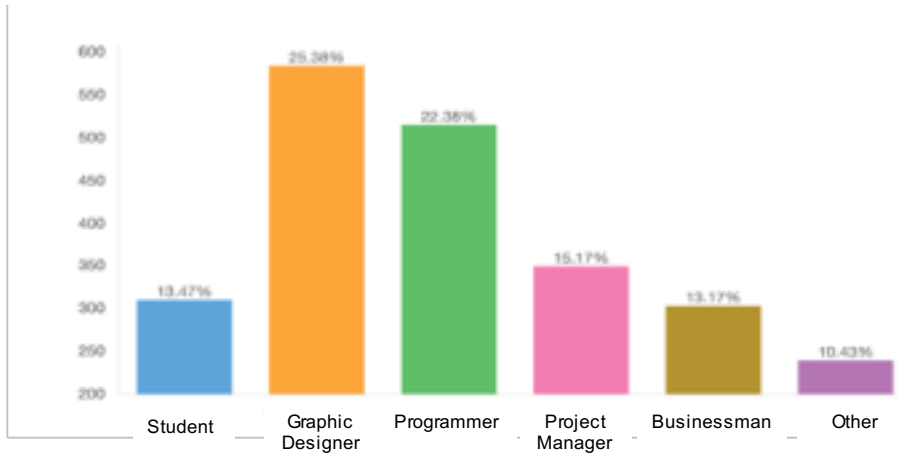- > 3 downloads from Component Store

NEST User Data (as of May 2016)

- 500K Users and 230K Active Users
- More than 45K new user adds per month
- More than 25K new active user adds per month
- Active user churn:
  - Average of 1.5% per month over last 12 months
  - Average of 0.5% per month over last 4 months
- Active user churn has remained steady while active user community has grown 500%
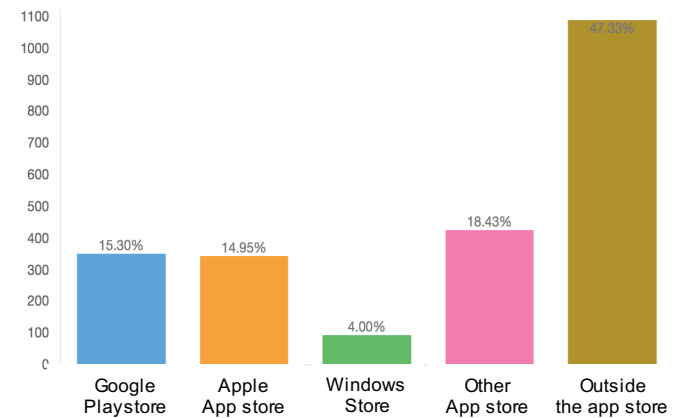

~500,000

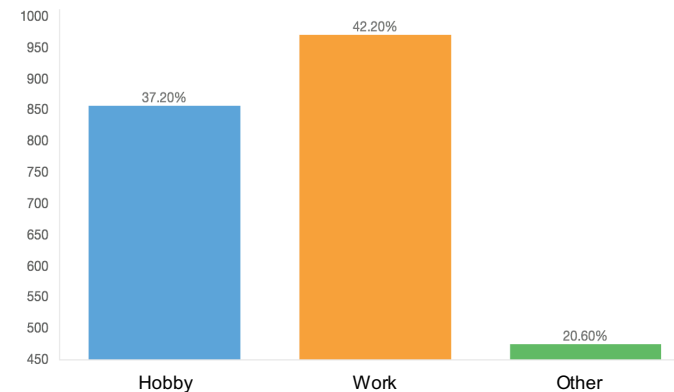Total User Growth

2014   2015   2016   2016 Mar

2.0 Release   3.0 Release

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NEST User Data

Reported jobs of NEST users

Bars (left to right):
- Student — 13.47%
- Graphic Designer — 25.38%
- Programmer — 22.38%
- Project Manager — 15.17%
- Businessman — 13.17%
- Other — 10.43%

Where NEST apps get published

Bars (left to right):
- Google Playstore — 15.30%
- Apple App store — 14.95%
- Windows Store — 4.00%
- Other App store — 18.43%
- Outside the app store — 47.33%

Reasons for using NEST

Bars (left to right):
- Hobby — 37.20%
- Work — 42.20%
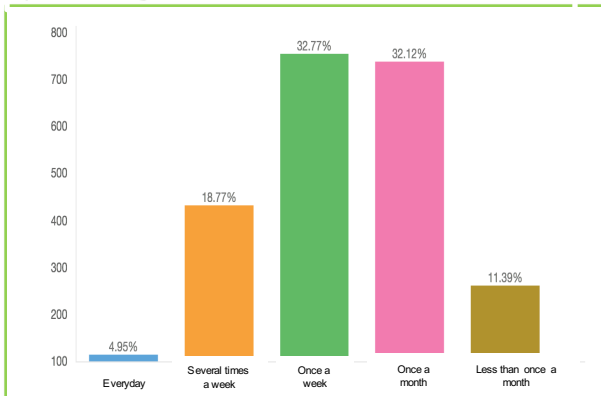- Other — 20.60%

- ❑ **User Demographics**
  - 35% are Women
  - 53% are 18-24
  - 27% are 25-34
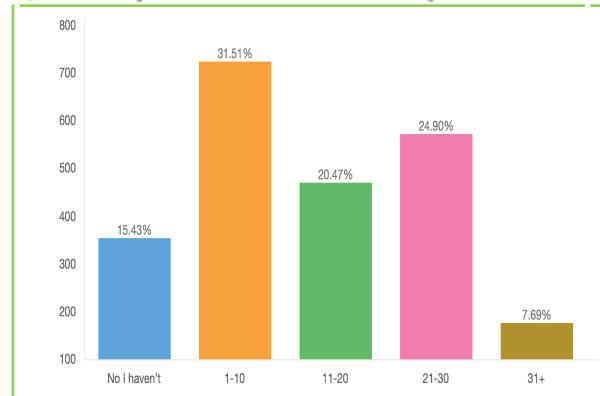 - 20% are 35+
- ❑ **User Behaviors**
  - 20% of web users register
  - 17% use the component store
  - 16% use the community
  - 7% use the academy
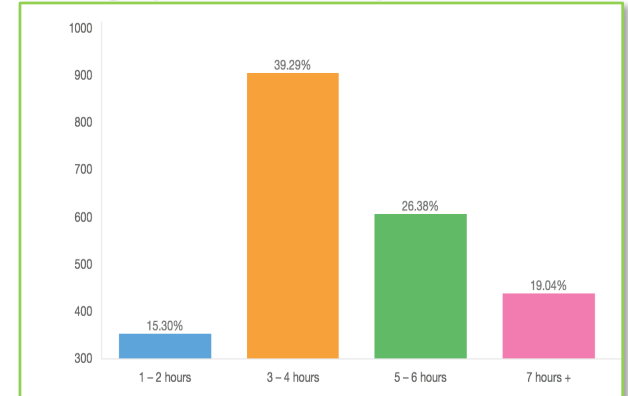
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User Engagement Details

How often you visit the NEST website

Everyday	Several times a week	Once a week	Once a month	Less than once a month
4.95%	18.77%	32.77%	32.12%	11.39%

How many downloads from NEST Component Store

No I haven't	1-10	11-20	21-30	31+
15.43%	31.51%	20.47%	24.90%	7.69%

Average spent time on NEST IDE per session

1 – 2 hours	3 – 4 hours	5 – 6 hours	7 hours +
15.30%	39.29%	26.38%	19.04%

Created apps created on NEST per user

1-5	6-10	11-15	16-20	20+
47.28%	11.82%	5.48%	32.38%	3.04%

- 56% use the website at least once a week.
- 55% have downloaded more than 11 items from component store.
- 57% use >3 hours for **every** IDE session.
  - 45% use >5 hours for **every** IDE session.
- 53% create at least 6 apps. 53% of apps make it to an app store.

NXST
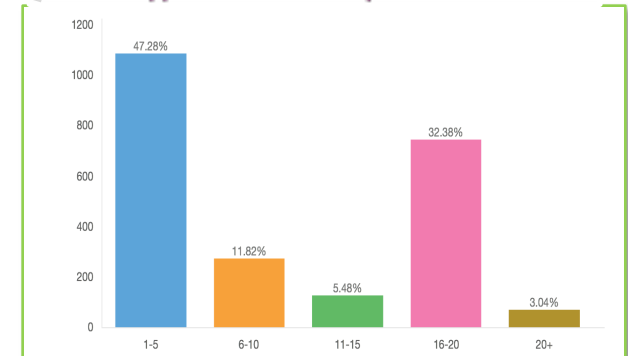
IPO or Exit opportunity

IPO Plan

- **Conditions for entrance into IPO after 3 years of marketing.**

  - Acquire over 10M paying users(Basic revenue $1B)

  - Reach $10M in NEST Store revenue.

  - Maintain a constant 100M users and over in Academy Users

  - Establish business relations with Fortune 500 companies.

EXIT Opportunity

- **Inability to reach IPO conditions will be a cause for exit.**

- **NEST appeals to organizations in search of new markets and revenue models.**

- **Tier A companies gains an optimal medium for content delivery.**

- **Google will be able to enhance their mobile capabilities and presence in market.**

- **Adobe will obtain further mobile presence and extend academic offerings.**

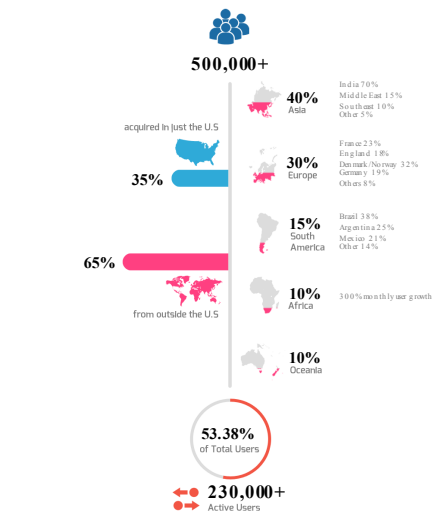- **Facebook stands to achieve its goal of connecting users globally and improve its services.**

NXST

Over **140** Counties
Platform Coverage

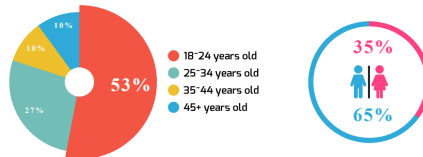**1,279,723** Projects for App Creation
Created App Projects

Portfolio of **475+** patents
Intellectual Property

NEST
INFOGRAPHIC

Platform Users

500,000+

40% Asia
India 70%
Middle East 15%
Southeast 10%
Other 5%

acquired in Just the U.S

35%

30% Europe
France 23%
England 18%
Denmark/Norway 32%
Germany 19%
Others 8%

65%

15% South America
Brazil 38%
Argentina 25%
Mexico 21%
Other 14%

from outside the U.S

10% Africa
300% monthly user growth

10% Oceania

53.38%
of Total Users

230,000+
Active Users

80% of all users are between the ages of 18~34 years old

53%
27%
10%
10%

- 18~24 years old
- 25~34 years old
- 35~44 years old
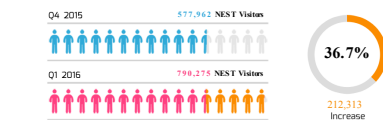- 45+ years old

35%
65%

User Acquisition

30,000~50,000 month
User Acquisition

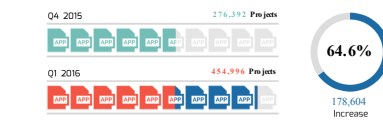Over **10M**
downloads of NEST built apps

800,000+
Unique Visitor per month

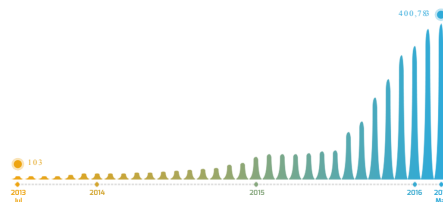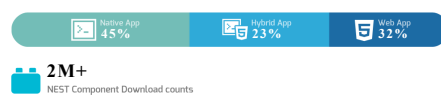## Quarterly Data Comparison Between 4Q 15 and 1Q 16

Q4 2015   577,962 **NEST Visitors**

Q1 2016   790,275 **NEST Visitors**

36.7%
212,313
Increase

NEST Projects Created

Q4 2015   276,392 **Projects**

Q1 2016   454,996 **Projects**

64.6%
178,604
Increase

Monthly User Growth Graph

400,788

103

2013 Jul   2014   2015   2016   2016 Mar

Applications and Components

Native App 45%   Hybrid App 23%   Web App 32%

2M+
NEST Component Download counts

NEST Community

Over **500**
Highly active Boosters

280%
Monthly Booster Increase

- Minimum of 10 Output Project per month
- Daily active Ask Away submissions and reviews
- Weekly Component Store Review