



Helping non-technical entrepreneurs succeed

Non-technical entrepreneurs don't understand the developers' work.

- **If you don't code it is almost impossible** to understand devs' work.
- **No easy way exists** to track the developers' work.
- Most of the product development **decisions are based on intuition**. This wastes a huge amount of time & money.

It's time to understand a software development team

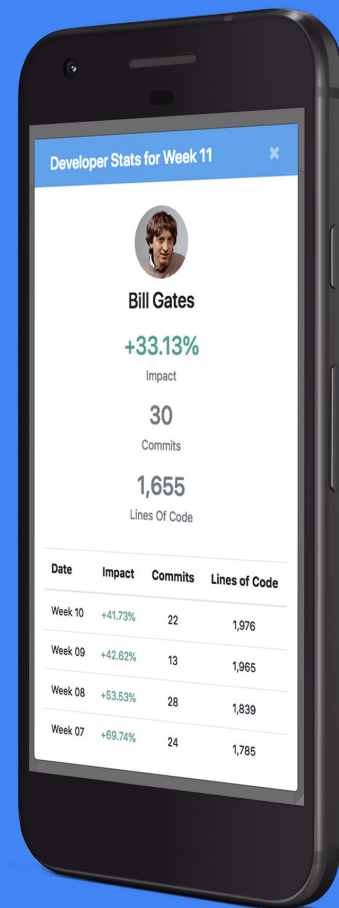
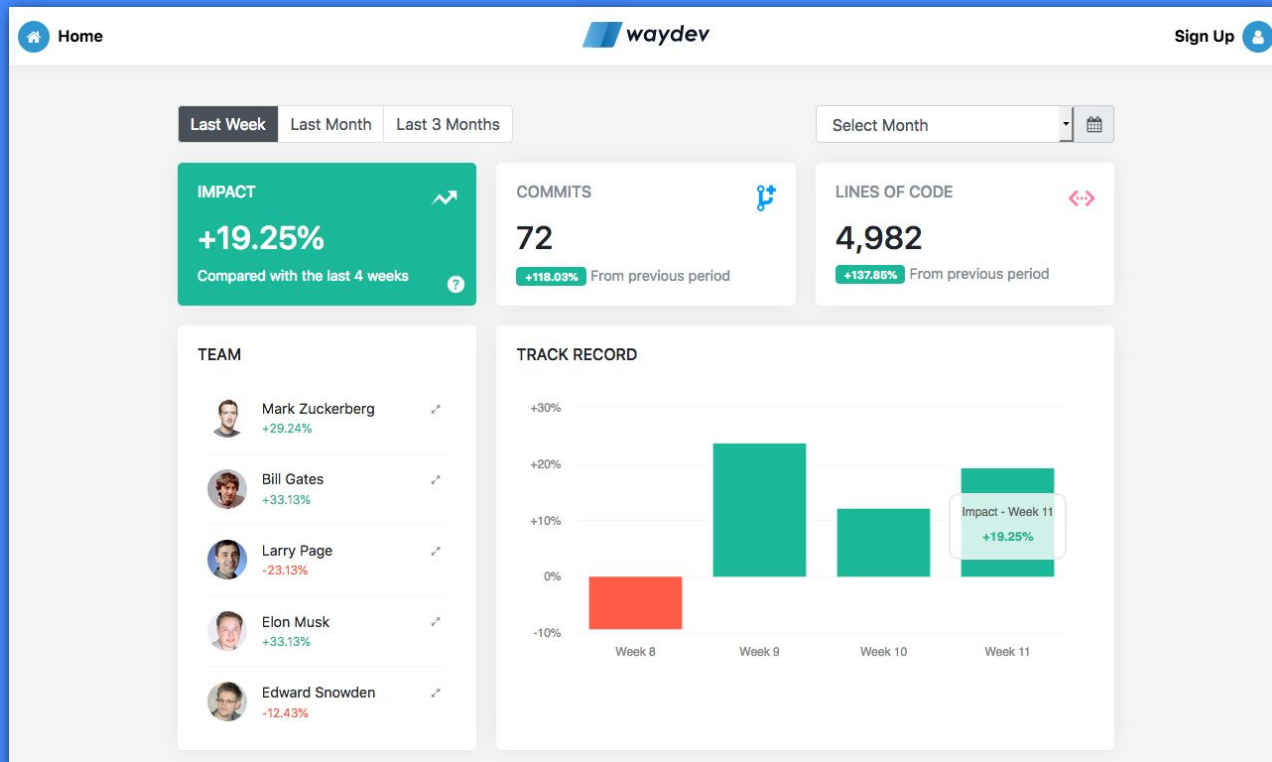
- An **easy-to-understand** overview of your developers' work.
 - A single metric to follow, week after week.
 - Comprehensive deep analysis for each developer.
- Entrepreneurs gain **transparency and control**.

How we do it

We integrate with customer's version control to pull project stats and provide a dashboard of key performance indicators.

1. *Integrate:* **We pull the data** from the version control tool.
2. *Track:* **We apply our metric:** Impact (proprietary algorithm).
3. *Follow:* **We tell how the project is going** compared with the last four weeks.

Product

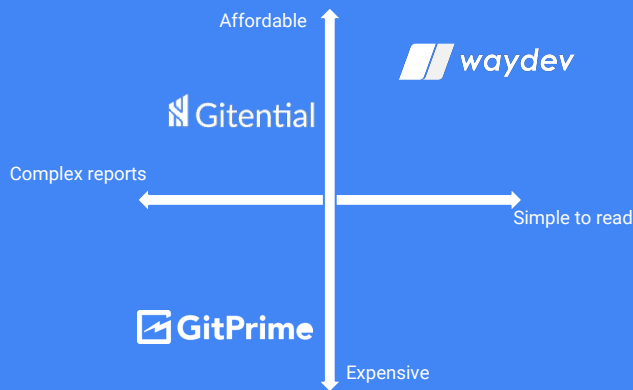


The Addressable Market

Generally, our customers are startups, technology companies, and digital agencies with 1–30 employees.

- There are around 25 million software developers in the world.
- Github has 21 million accounts and 500 million visits per month
- 23% software developers (5.7 million) work in teams under 20 developers
- The cost per developer is ~\$35/month: \$2.1B (addressable market)
- Source: Our Competitors & Stack Overflow Survey

Competitors



1st TO MARKET
FOR NON-TECHIES

EASE OF USE
WEEKLY REPORT

FREE
UP TO 2 DEVS'



HISTORY DATA
WAYBACK MACHINE



- Last year Gitprime hiked its' basic plan from \$200/m to \$749/m (billed annually); a total of \$8,988 in upfront cost.
- They are focused mainly on CTOs and Technical Managers (enterprise)

Our Business Model

- We have a freemium plan for teams of 2 developers
- 89\$ for teams of up to 5 active developers
- \$199 up to 15 active developers
- ~\$15.5 price per active developer

User's feedback

Apr 14 (2 days ago) ☆  

to me ▾

Hey this is really slick.


The onboarding was reaaaaaally nice. I have so many friends that have software projects they're running & have no clue WTF is going on.

I plugged this into another project I'm working on as a side project. I'll give you more feedback once it's up & running.


Just connecting my Github repo.

Thanks for sharing this! I think you're onto something really valuable here!

PS -- main feedback I'd say is if you could add a component like HackerOne where you could get 3rd party devs to review code that a non-technical founder can get advice from. For example, let's say I have no clue how software development works but paid this agency \$100k for my app idea, did I really get something worthwhile? Are there a bunch of bugs? Vulnerabilities? Am I using sketch open source GPL libraries? Cheers.



User's feedback

 **[Redacted Name]** >

11:03 PM (12 hours ago) ☆ Reply

to Alex ▾

Hi Alex and thanks for your e-mail, great idea with your product and company. I will definitely check it more, because might be in the situation fairly soon when we need to know more what our developers are doing, for now we are just focusing to launch the product which I hope will be next week.

Once again thanks, your solution describes exactly where we are, founders with limited technical capabilities.

Best regards

Mikael

Mikael Fredholm
Co-founder
Monday

Our Marketing Plan

- Direct Sales, email marketing (network effect)
- Content Marketing
- Affiliate Marketing

Team



Alexandru Circei (31)

CEO & Founder

10y entrepreneurship; \$8m+ in online sales; 6 Startups: liveMag, Copimaj, Live2c, Storebeez, Lupsale, Billme



Radu Ciorba (40)

Co-Founder

18y entrepreneurship; \$50m+ in sales; 4 Startups: Cirasico, Zebra Pay, Ocean Credit, Volt



Andrei Nastasa (30)

CTO

14 years+ coding;
470,929 lines of code



Valentin Buzea (23)

Lead Developer

4 years+ coding, Scholarship at University Politehnica



Dragos Roman (38)

General Counsel

15 years+ legal practice
member of The New York State Bar



Sabin Iacob (32)

Devops

16 years+ coding;
worked in nuclear research for 2 years

***Our next developers: Vlad, Calin & Sorin**

Next milestones

30 days

- Go live on app.waydev.co
- Billing integration (chargebee), managing our users.
- Process the data for the first month, after for the rest
- Update repos button & status
- Reset Password
- Fixing bugs
- **Customer Dev**
- **50 Accounts**
- **5 clients**

90 days

- Invite a developer - Feature
- Invite a team member to receive weekly reports - Feature
- Add multiple projects - Feature
- Notification service - Feature
- Register from landing page / waydev.co - Feature
- Integration full with Chargebee - Feature
- Advanced report per developer - Feature
- Viral feature - recommend us and you will receive 3 months free - Feature
- **Customer Dev**
- **200 Accounts**
- **15 clients**

Finances

- Until now, we've invested ~\$55000
- Our current burn rate is ~\$5500 per month
- 2 Developers, 1 Devops

Waydev, Inc	
PROFIT AND LOSS	
April 2017 - March 2018	
	TOTAL
Income	
Discount Received	25.00
Total Income	\$25.00
GROSS PROFIT	\$25.00
Expenses	
Accommodation Expenses	276.70
Advertisement Expenses	188.09
Bank Charges & Fees	214.21
Dues and Subscriptions	380.73
Freight Expenses	108.40
Javascript Development Services	9,420.00
Legal and Professional Fees	30,892.14
Meals & Entertainment	799.31
Office Supplies & Software	614.29
Other Business Expenses	209.40
Processing Fees	9.84
Rent expenses	1,214.49
Revolut Banking services	855.62
Selling and Marketing Expenses	1,168.49
Travelling expenses - Domestic	259.82
Uncategorized Expense	0.00
VAT Tax	672.99
Web Hosting Charges	435.36
Website Development	7,515.25
Total Expenses	\$55,235.13
NET OPERATING INCOME	\$ -55,210.13

Capital

- We're raising 200.000 US Dollars.
 - Investments can vary from \$5000 to \$50000.
- Terms: Discounted convertible notes.
- With this capital we are:
 - growing our engineering team ~ \$7000/m
 - invest in marketing ~ \$500/m
 - office & food ~ \$1200/m
- This will get us to 50 paying users and grow our team to 7 people.

* We are a US company, incorporated in Delaware.

Contact us

“For the last ten years, I’ve struggled to understand what my developers were doing when failing to deliver within the deadline. Because of this, I've created Waydev, for helping non-techies regain control.”

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- CEO & Founder
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- www.waydev.co