

astonio

framework



Generating complex business software in just minutes.

\$27B growing niche market • Early traction • Seeking seed funding

astonio.com/framework • info@astonio.com

Problem

Two out of three programmers lack tools vital for the cost-effective development of business data management software

Time consuming

software coding

Likelihood of mistakes

where accuracy is crucial

High software cost

resulting in programmers losing clients

Solution

A tool for developers that analyses databases and automatically generates data management software, saving weeks of coding

All programming languages
 Requires little or no coding
 Opensource core module
 Large extensions market
 Supports recent web techs
 Updated by large community
 Easy to customise*

astōni3	CUBA platform	OpenERP OPEN SOURCE MANAGEMENT SOLUTION	1c	Velum ActiveAdmin	Microsoft Access Apache OpenOffice™
✓	✗	✗	✗	✗	✗
✓	✗	✓	✗	✓	✓
✓	✓	✓	✗	✓	✗
✓	✓	✗	✓	✗	✗
✓	✓	✓	✓	✗	✗
✓	✓	✓	✓	✗	✗
✓	✓	✗	✓	✗	✗

Growing market

Our primary target audience are developers working with web and JavaScript technologies.

\$43B

DBMA market¹



62%

Overlooked developers²



\$27B

Niche market



¹ Database management applications users / Source: Market Research Future

² Web focused developers with no specific current solution / Source: Developer Survey by Stack Overflow.

Multivector business model

Revenue of \$3.2–6.4M projected on the two-year target.

15%
fee

Charged to individual
and corporate developers

for selling their extensions from our store



Developers
certification

via subscription

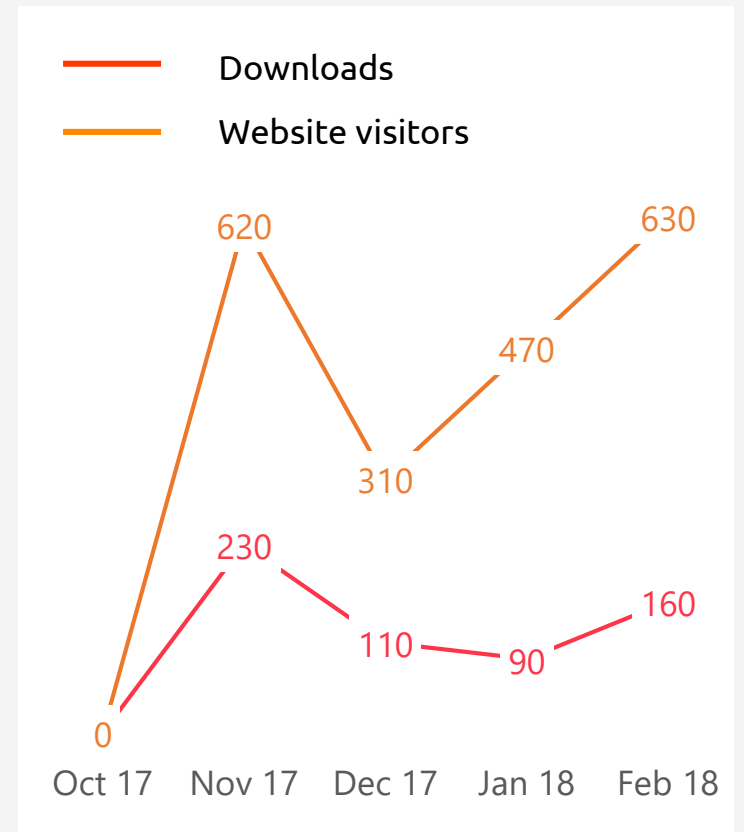


Extensions store
membership

via subscription

Traction and milestones

- 2013 ● **Launch of the prototype**
- 2014 ● 50 customers / \$50K milestone
- 2015 ● Starting to develop the MVP
- 2017 ● **Launch of MVP**
- Top ranked articles on Reddit and Habrahabr with 20K+ reads
- 500 downloads milestone
- Year 1 ● **Launch of the full product**
- Focused marketing
- 100K downloads target
- **Launch of the extensions market**
- Year 2 ● 100K downloads target / \$3.2–6.4M revenue target



Key team members



Ivan Katlianik

Management and marketing, co-founder the founder of Znanio (5M users), Oxford's MSc in Learning Technology, BSc in Computer Science and Economics, Open Europe Scholarship Scheme award, Minsk Council awards for contribution into IT and education, Talented Youth award by the president of Belarus, 3 publications and 2 national media interviews



Victor Katlianik

Author, development lead, co-founder senior web and business software developer, entrepreneur, BSc in Computer Engineering with extensive research supervision experience for IT students



Andrew Sviridkov

Customer service and SMM

MBA, BSc in Economics, former CEO of a top Belarusian web design and marketing company



Helena Pestunova

Accounting, policy and legal advice

BSc in Accounting and Law with extensive international practice



Angelina Bryz, Martha Newson

Localisation and proofreading

EU and UK

Investments

Bootstrapped by the founders and now seeking seed investment

\$1.2M

Target seed funding

Launching of the extensions market

Initial marketing

Reaching 2-year targets

100K

Downloads target

\$3.2–6.4M in revenue in 2 years

2
years

Series A funding

To facilitate marketing

Scale customer service

Scale infrastructure