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**Updated**

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 Views Tools

# App Engine

# Problem space & context

Software delivery suffers from low predictability of success and unreliable product quality.

Software development is filled with complexities exceeding the comprehension of professional engineers. The same complexities make software development unreachable for entrepreneurs and non-technical team members.

Existing no-code solutions address the issue of coding with templates and out-of-the-box plugins. At the same time, they fail at providing scalable, performant, dependable, long-term ways to sustain user and traffic growth.

The most gruesome software delivery challenges, like scalability, extendability, and high performance at scale remain unaddressed by no-code platforms and are extremely expensive in classic development.





**Specs  
Backlog  
Copy**

**Designs  
Analytics  
Research**

**Logic  
Data/APIs  
Interface**

### **Workflow Problem**

Long feedback loop from the market forces professional product development to be expensive and risky. On the other side of the spectrum, no-code tools provide faster feedback loop, but fail at extendability and scalability.



## Business Tools



## Development Tools



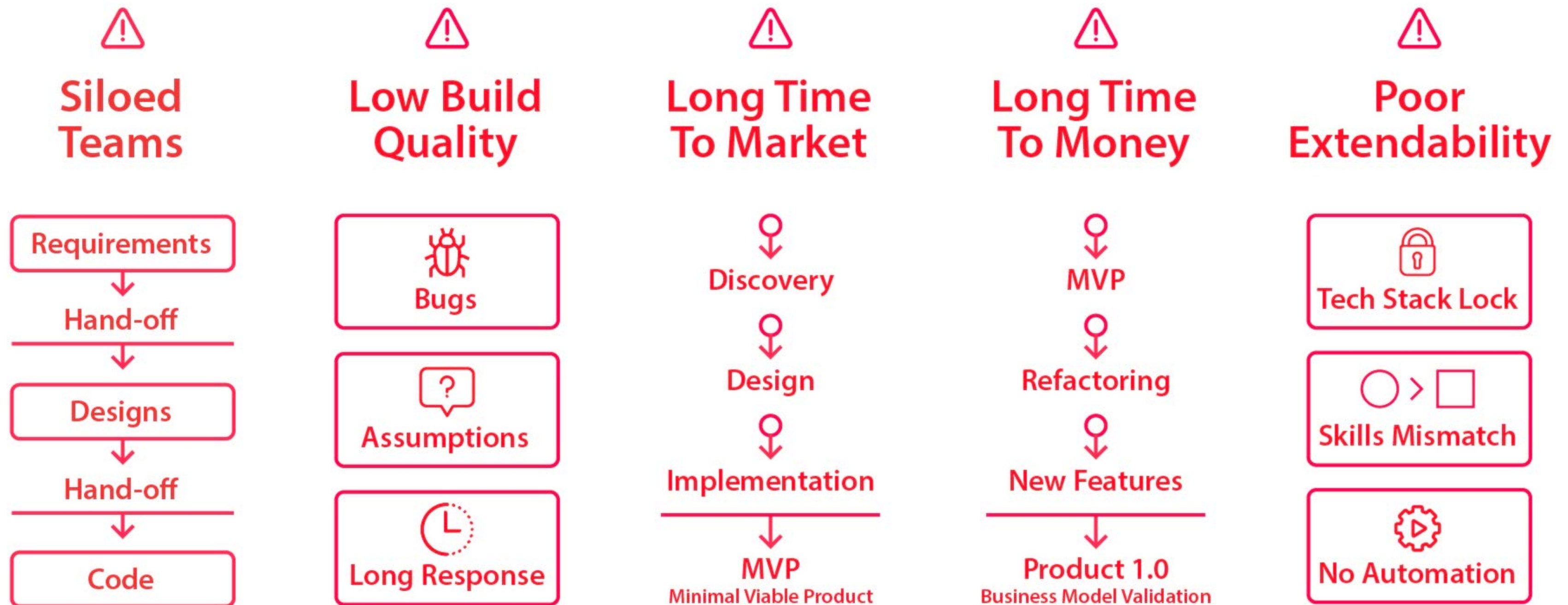
## Design Tools



### Tools Problem

On top of being siloed by the workflow, product teams use multiple tools to deliver partial elements of the final solution. This fractured approach introduces many communication issues and leads to waste of time and resources.





## Existing Software Delivery Risks



# New App Engine

One source of truth for everyone on the product team



**Specs**  
**Backlog**  
**Copy**



**Designs**  
**Usage Data**  
**Research**



**Logic**  
**Data/APIs**  
**Interface**

## Solution

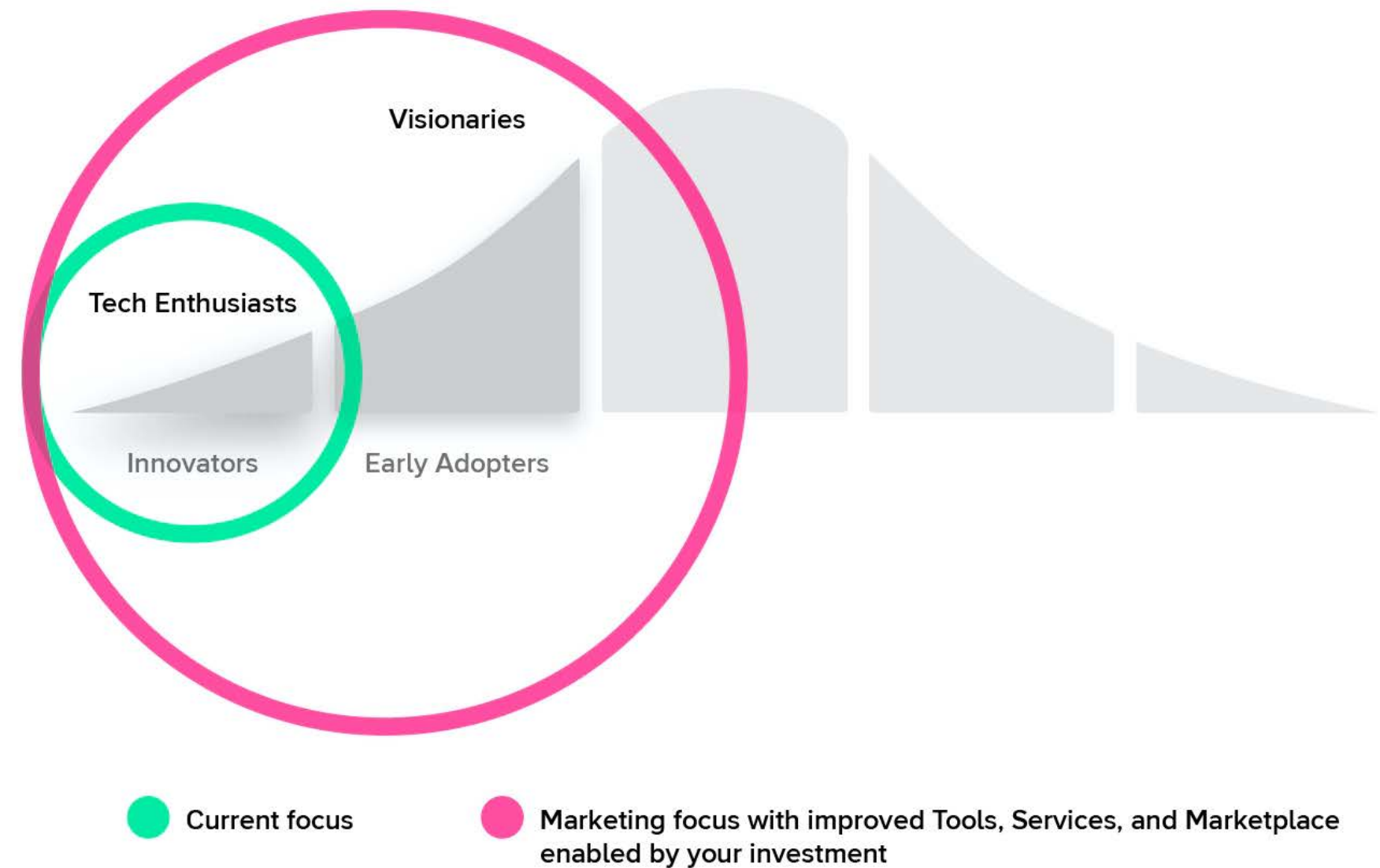
New App Engine - One intuitive platform for technical and non-technical team members with simplified development concepts, quick access through an intuitive toolset, and an open-source, highly-scalable and flexible underlying architecture. One tool and one source of truth for everyone on the team, throughout the life-cycle of the product.



Views is for teams who see the value of experimentation as a competitive advantage.

Product teams can use Views to maximise the experimentation time by spreading the engineering effort across everyone on the team.

When designers and product owners productively contribute to the final product, engineers have more time to run essential experiments.



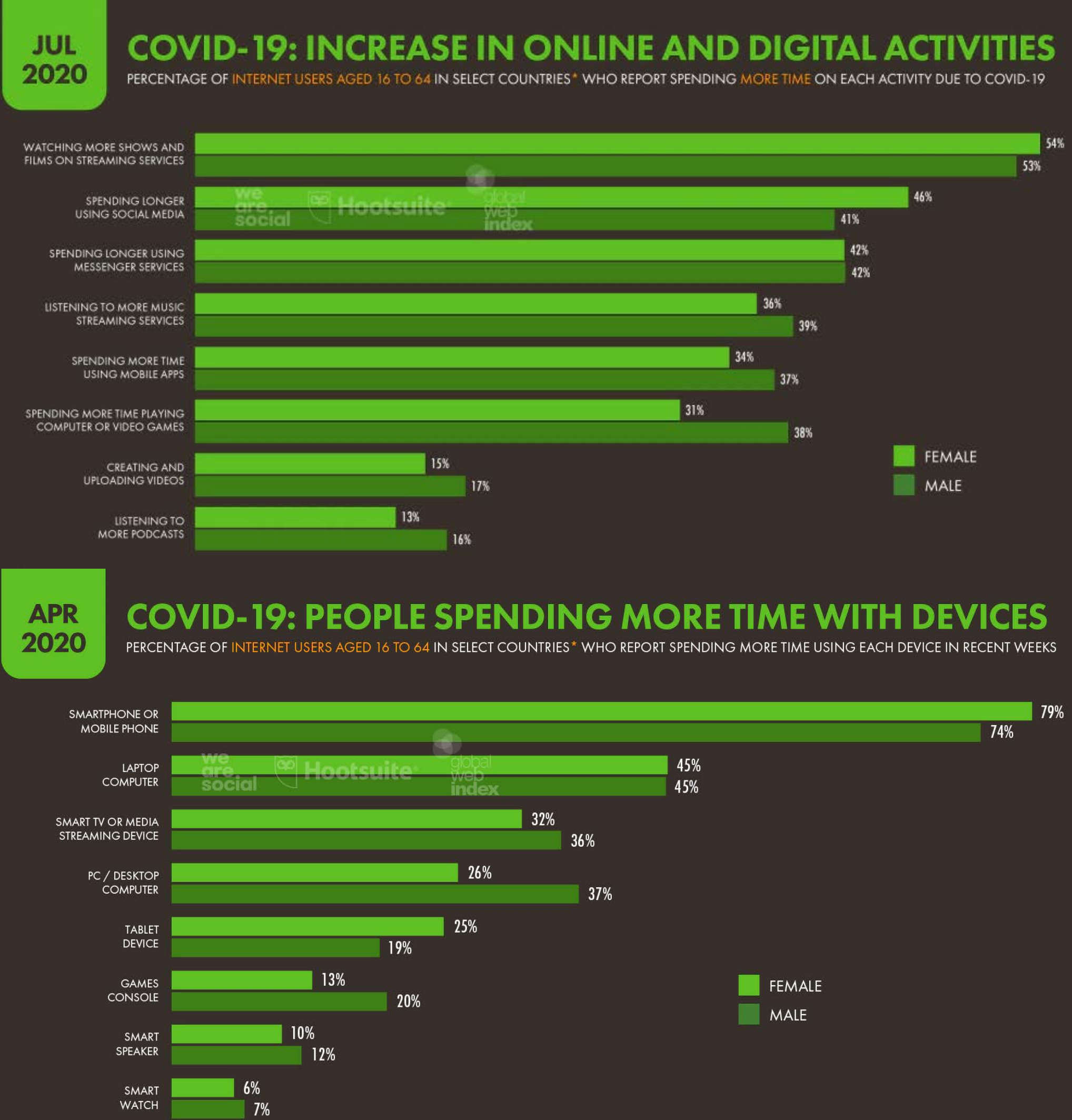
# Target Group

# Pandemic

The time to speed up delivery of new creative tools for software delivery is now.

Due to the pandemic and lockdowns, the levels of online activity grew significantly.

Entrepreneurs and visionaries recognise new opportunities in the online software market and look for more productive tools to deliver on their vision.





# User Research

As part of the beta programme we're gathering user feedback regarding the business readiness, bugs, and user experience of Views.

Here's the short list of the most requested features with the delivered ones marked in green:

- ☒ Automated Environment Setup
- ☒ Automated Project Setup
- ☒ State and Flow Management
- ☒ Layout Design
- ☒ Data Connection
- ☐ Design Tokens
- ☐ Control Properties Without Code
- ☐ Drag & Drop Layout Elements
- ☐ Easier Git Versioning
- ☐ Live Online Collaboration
- ☐ Video Courses
- ☐ Easier Project Deployment
- ☐ Ready Made Design Components
- ☐ Jobs Marketplace

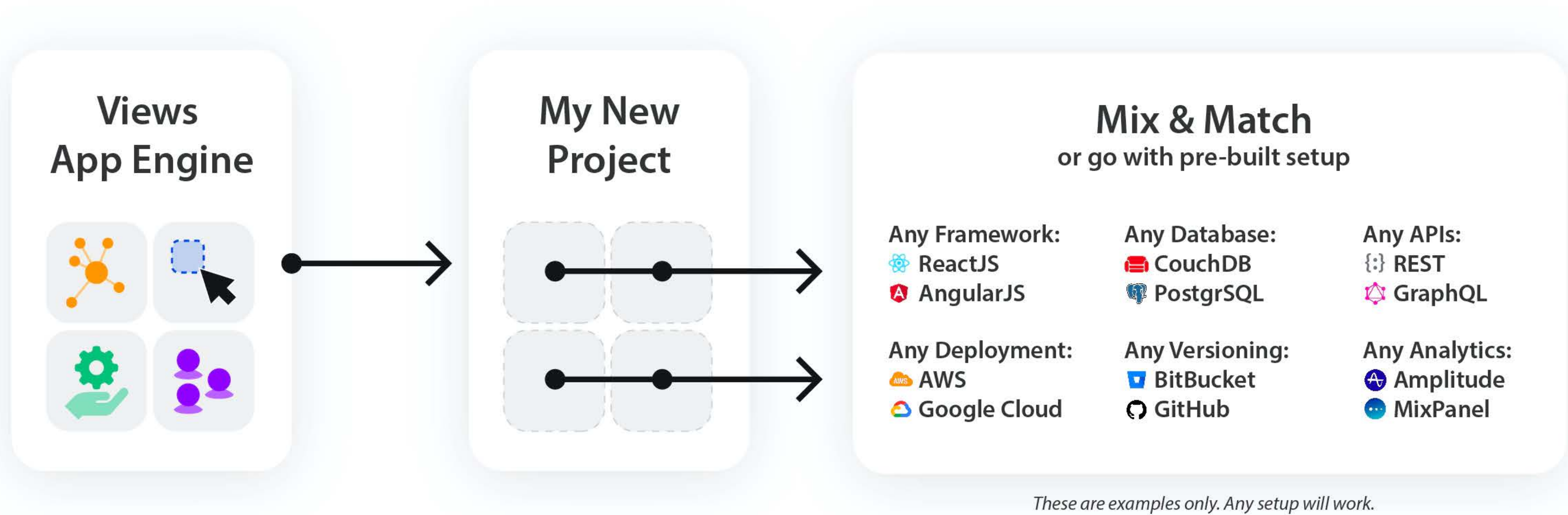


## New App Engine



# Product

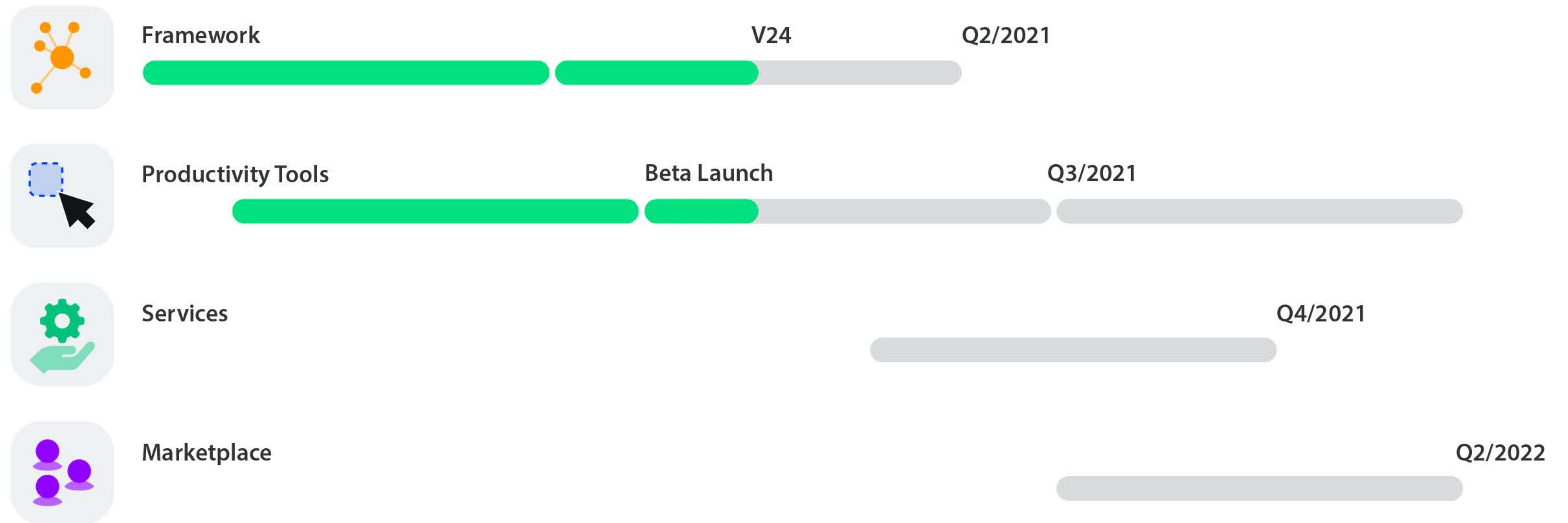




Highly scalable, extendable, and performant

# Tech Stack

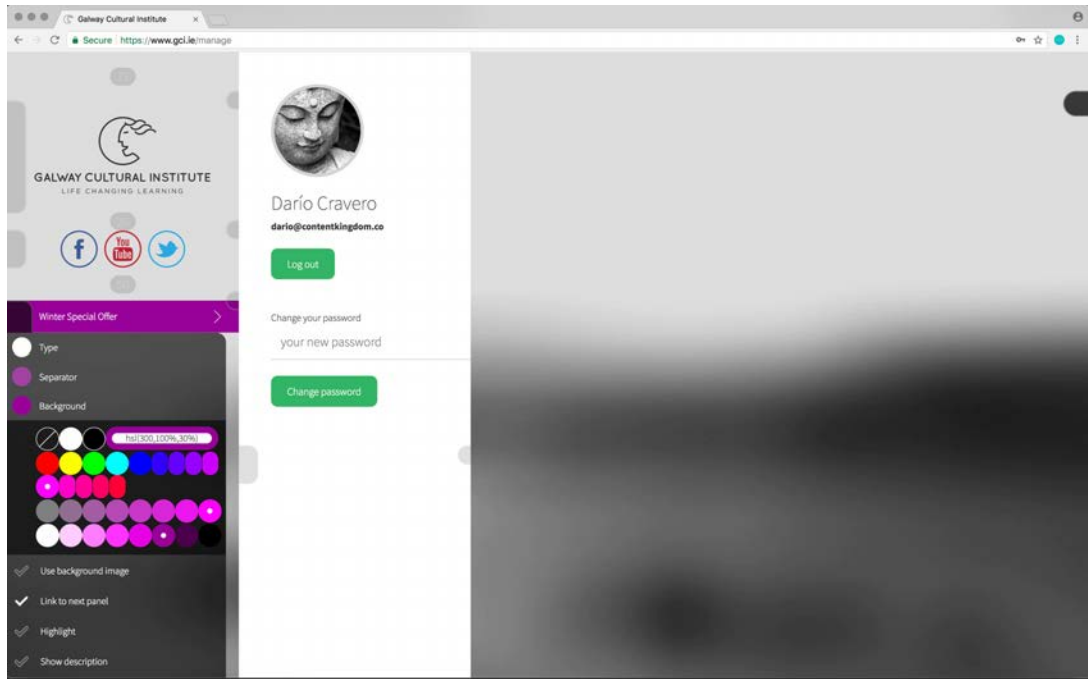




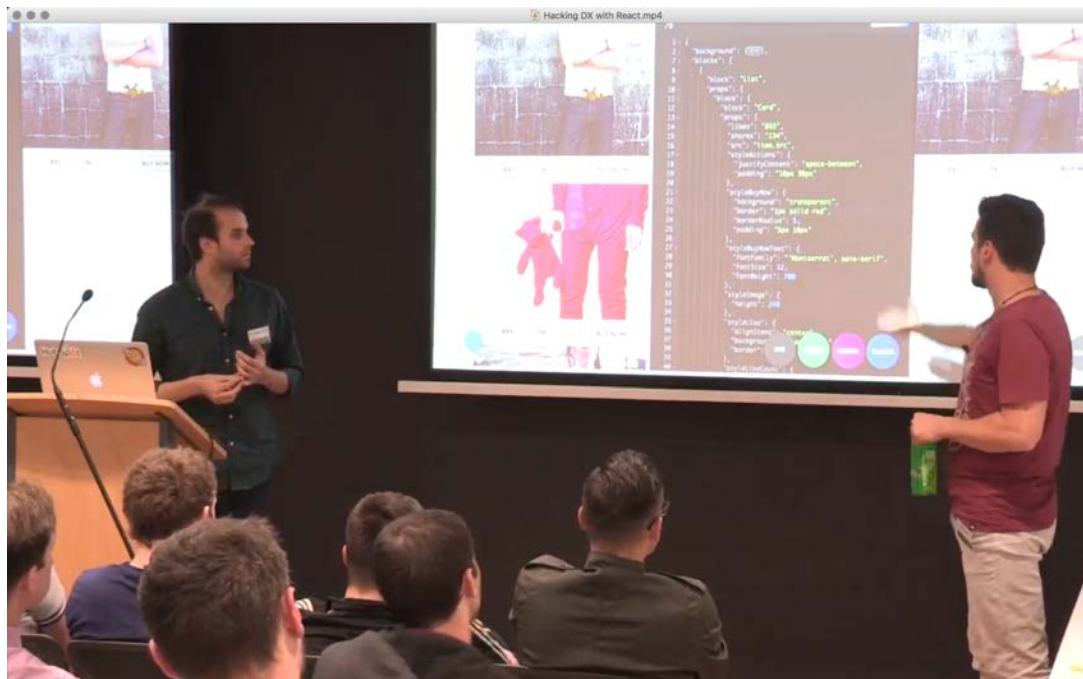
## Delivery Timeline

We are at the end of phase two which completes the state and data management features. On top of the base features we plan to implement revenue generating services and marketplace.

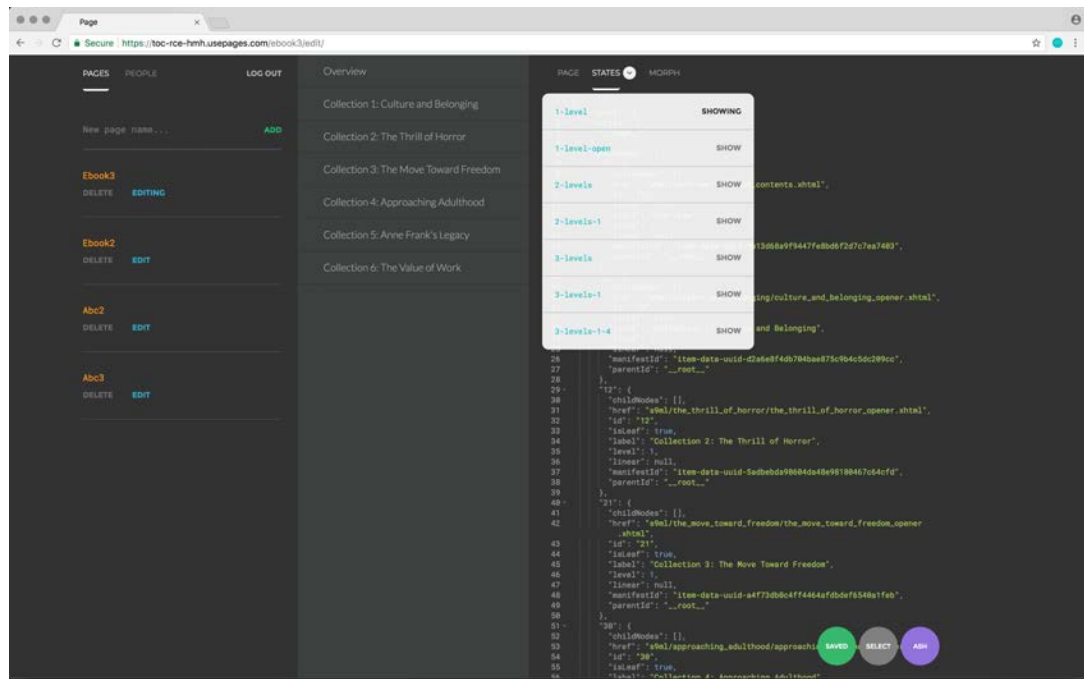




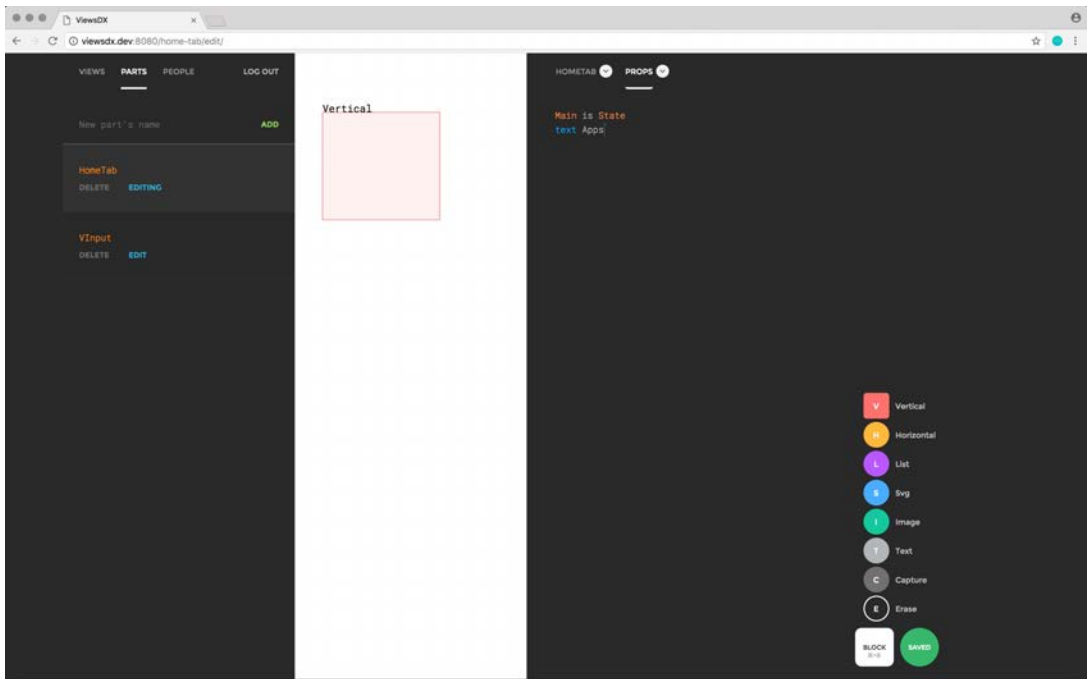
2013



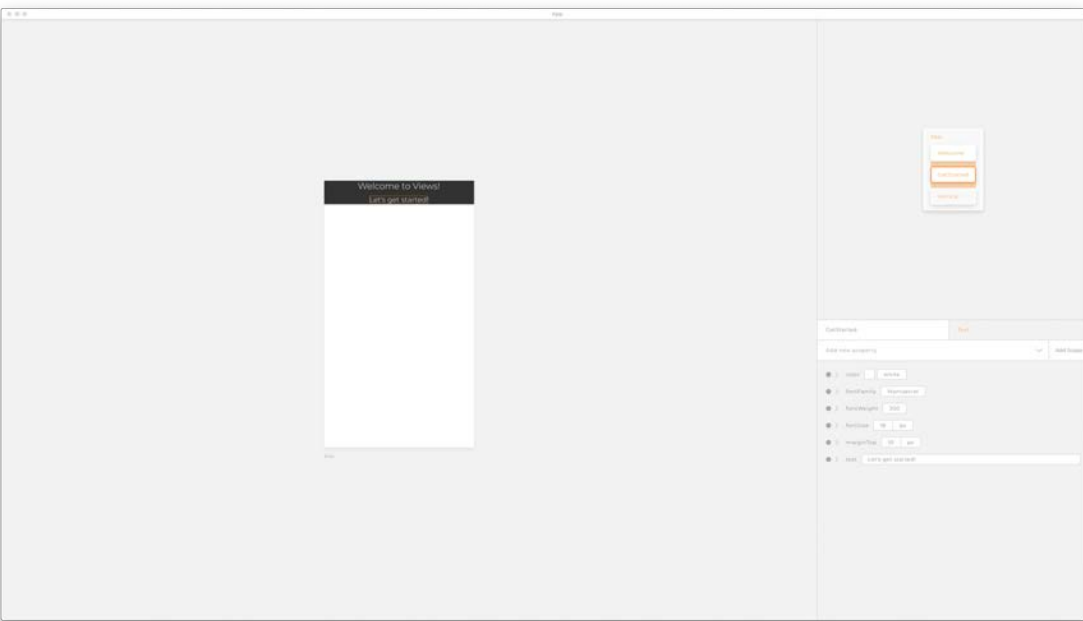
2015



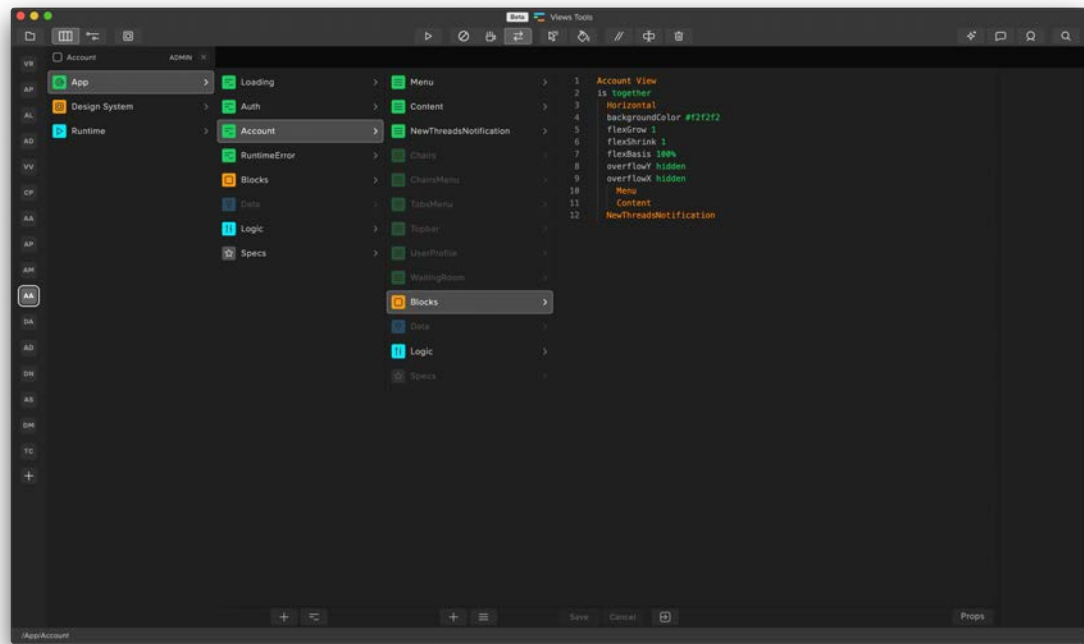
2016



2017



2018



2020

## The Iteration Path

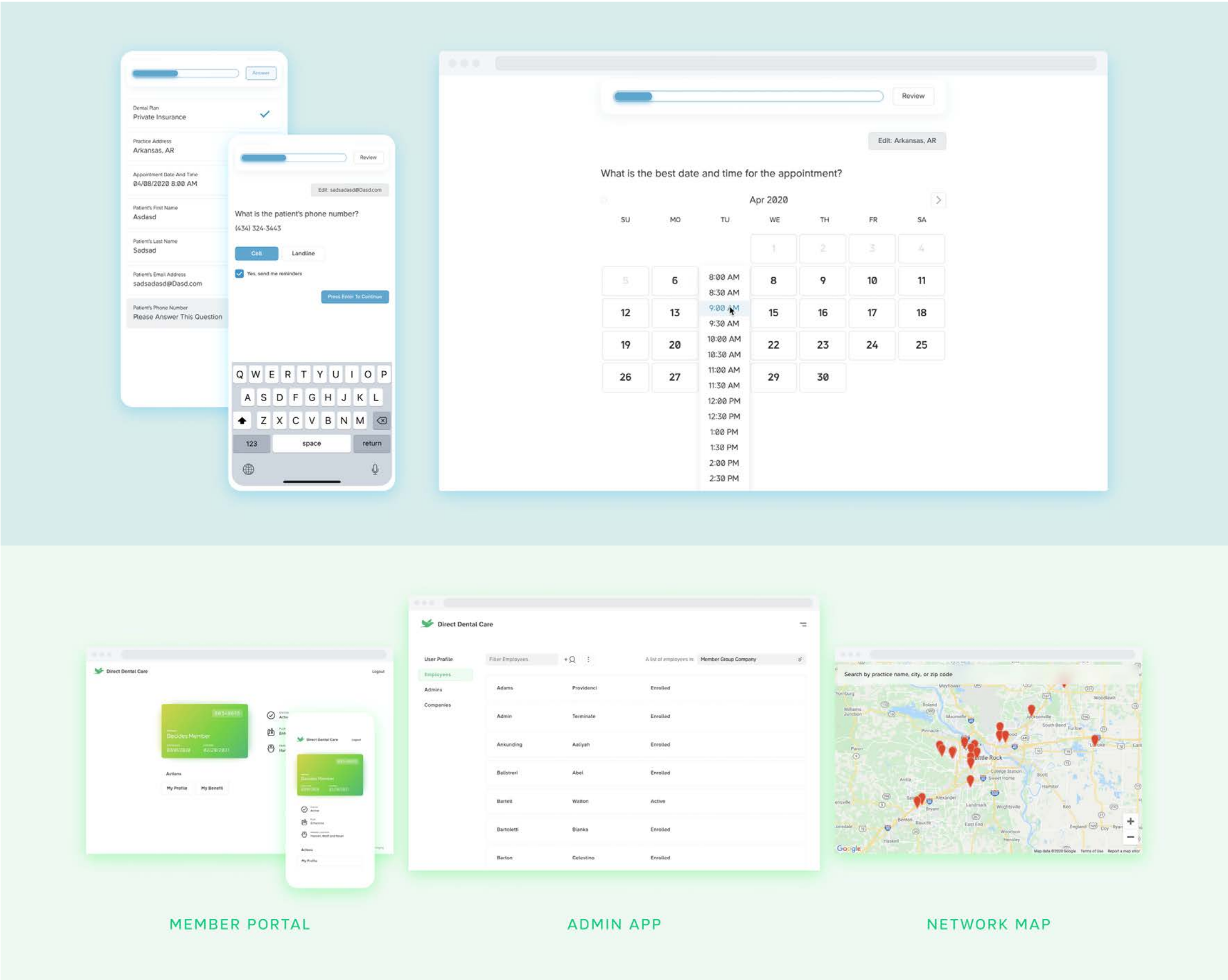
# Self-funded

We've partnered with companies that share our vision and use Views to build their products.

This gives us enough exposure to the challenges teams face and let us gain insights on what to build next.

€600K invested over 7 years

14 products built in production





# New App Engine



## Framework

Open sourced to remain trust-worthy, and to have a community of collaborators.

Example: React by Facebook

## Productivity Tools

Free to grow the adoption.  
Not open source to protect the IP.

Example: Unity Game Engine

## Services

Monthly subscriptions for features like deployment, versioning, live collaboration.

Example: AWS, GitHub

## Marketplace

Perpetual licence or once-off download fee. Percentage fee of job marketplace.

Example: Unity Game Engine

## Business Model

Combination of open-source framework, free tools, paid services with monthly subscriptions, and marketplace of ready made assets.

## No-code adoption **Over 50%**

According to Gartner, “By 2023, over 50% of medium to large enterprises will have adopted a low-code application platform.”

## Marketplace **Over 12M.**

According to Peter O'Reilly from Unity, “Store assets were downloaded over 12 million times in 2017 alone. More than one million users use the store each month, purchasing 56,000 asset packages.”

## React success **140M.**

According to 2019 Stack Overflow report, “ReactJS was downloaded 140M times in 2018 alone. React is a framework of choice for 60% of devs with twice the web penetration over Angular.”

## Scalable stack



According to TechCrunch, “Most top tech companies in the world use GraphQL and high performance databases, like PostgreSQL in their production tech stack.”

## Views deployed **+50M.**

According to our partner's reports, “Views power enterprise solutions for over 50 million users in production as of Q3 2020.”

# Market Validation

by Gartner, Epic Games, Stack Overflow, TechCrunch, HMH



### Low-code Market Cap

**45B. by 2025**

Low-Code Development Platform Market is projected to grow from USD 13.2 billion in 2020 to USD 45.5 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 28.1% during the forecast period.



**582M.**

Entrepreneurs Worldwide



**100M.**

New Startups Each Year



**1.35M.**

Tech Startups

### New Generation of Coders

**100M. by 2025**

According to the National Center for Education Statistics 100 million students will enrol to universities worldwide by the spring of 2025. Most of the future workforce will be connected to technology and new jobs will depend on an ability to optimise and automate processes with software solutions.

Market Size by Guidant Financial, The Hill, National Center for Education Statistics

New users each 12 months

**+10K.**  

**+5K.**  

**+2K.**  

**+1K.**  

Adoption Tool

Open source architecture

Entrepreneurship and up-skilling courses

Ready made components and modules

Enterprise support and pilots

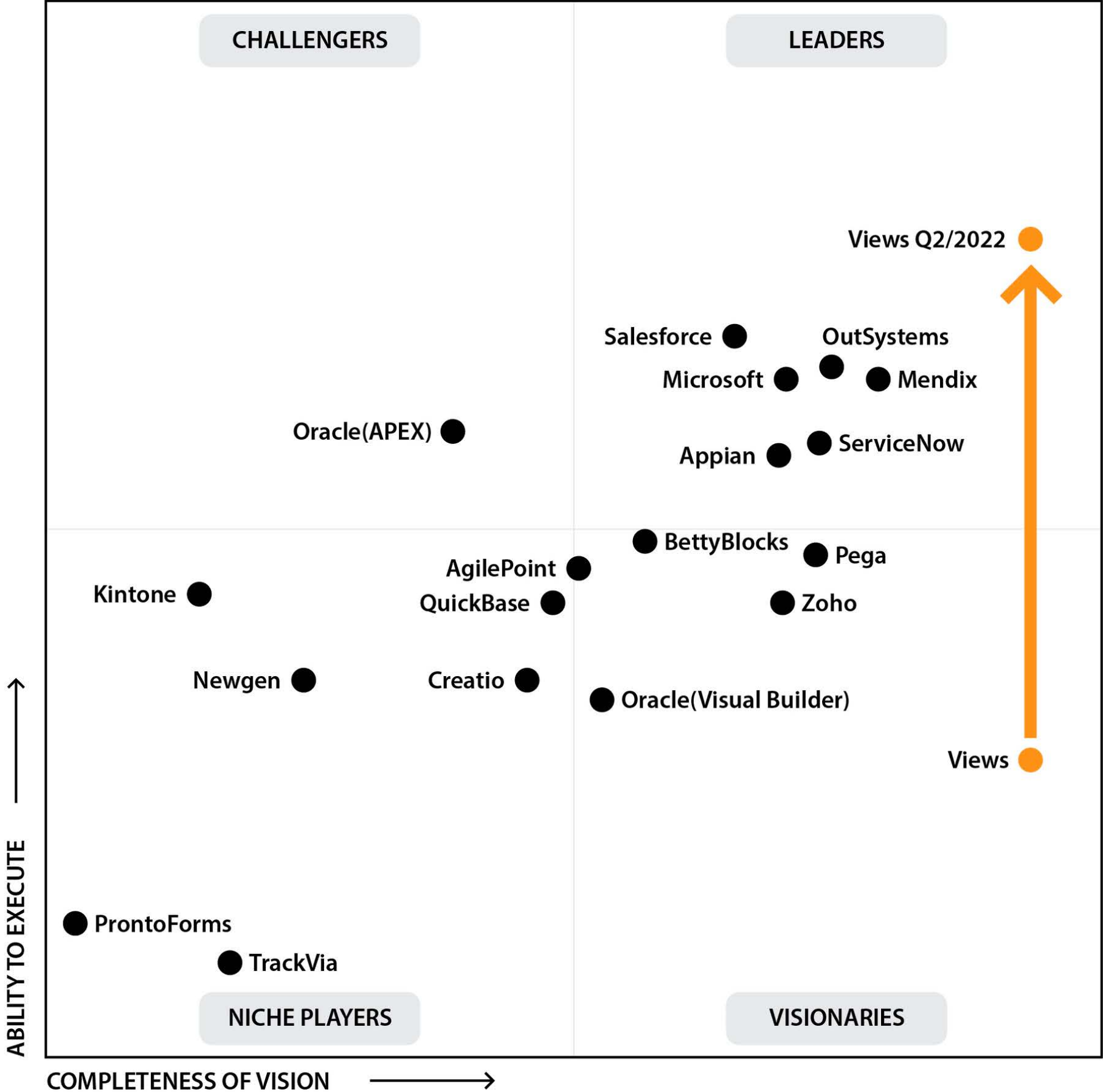
Focused on startups and existing ReactJS product teams

# Adoption



# Competition

Magic Quadrant for Enterprise Low-Code Application Platforms  
Source: Gartner (September 2020)



Over the last years we've achieved completeness of vision. We now need resources to ramp up the execution and grow our visionary product to leader position.



# Competitive Advantages

## **Professional Low-Code for Entrepreneurs**

Intuitive authoring user experience differentiates Views from development tools and other IDEs.

## **High Company Valuation**

Underlying tech-stack enables entrepreneurs to exit at higher valuation than with hacked no-code solutions.

## **Expand at Scale**

Entrepreneurs can tap into the existing pool of professional JavaScript engineers to grow the product throughout the full product life-cycle.

## **Not a Black-Box**

Products made in Views can be hosted on the company's own infrastructure, which opens doors to the enterprise market, enables more performant data level integrations with existing systems, and provides the ability to integrate with the tech-stack that devs want to use, which differentiates Views from other no-code tools.



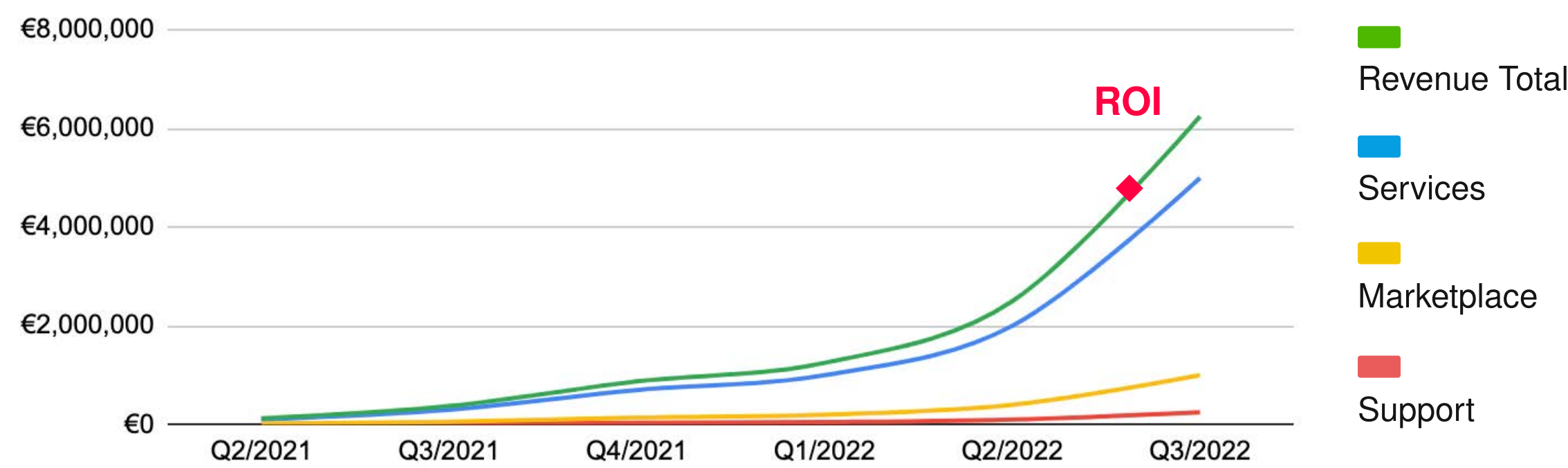
# Financials

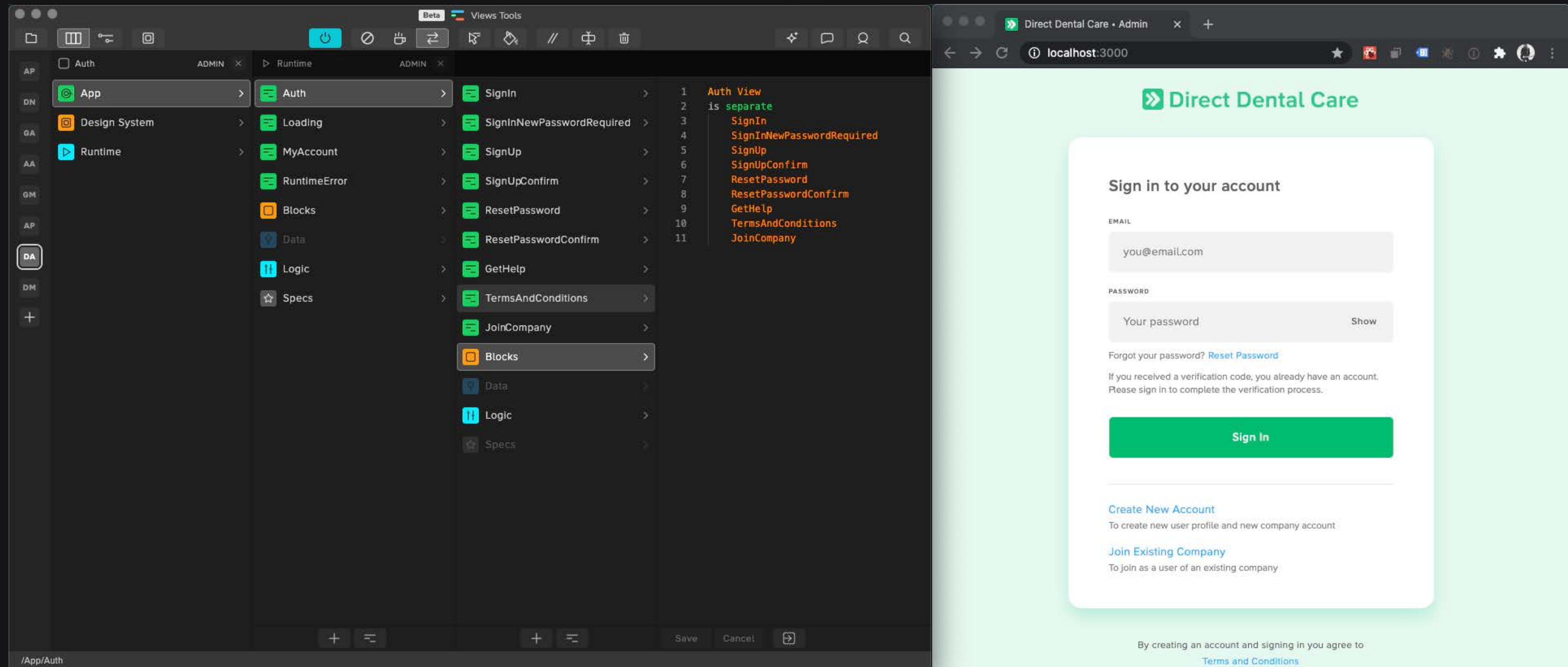
Over the last 7 years we've executed over 14 products for our partners and customers. We are well equipped to manage the delivery throughout the full product life-cycle.

€1M. at 6M. pre-money valuation for 15% + board member seat

ROI after 15 months

Role	Focus	Annual Cost
Engineer	Framework/Services	€100,000
Engineer	Framework/Services	€100,000
Engineer	Tools	€100,000
Engineer	Marketplace	€100,000
Engineer/Designer	UX/Front-End	€100,000
Content Writer/Customer Success	Courses/Support	€50,000
Content Writer/Customer Success	Courses/Support	€50,000
Growth Marketing	Early adopters	€300,000
Operational Costs		€100,000
Total Investment		€1,000,000





Beta Available

<https://views.tools>