



virtkick



Virtkick is a virtualization and
control suite for hosting companies.

We combine a solid backend with simplicity and ease of use.

The Problem



Hosting companies are losing customers due to outdated and complicated software, resulting in lost time, poor customer service and higher expenses.



Lost Time

Speed is everything in this industry. Instead of serving more customers and providing better support, hosting providers are wasting time on integrating multiple solutions to work together.



Poor Customer Service

Simplicity and great design can effect how your customers perceive your business. Currently users are dealing with clunky, outdated panels that end in frustration and a poor experience for their customers.



Higher Expenses

Sysadmins cost about \$3k per month while a typical server brings in around \$680 monthly. It takes at least 5 servers to sustain a single sysadmin. Hosting providers need a solution that does the heavy lifting for them.

Complicated and Outdated

The Current VPS Control Panel Today



Market Opportunity



50,000 hosting companies hold half of the
\$20 Billion Market.

Larger companies like Amazon have the tools and resources to offer a great experience for their customers.

The 50,000 other companies that hold half of the market don't have the tools. With Virtkick, they can now become serious competitors while keeping their advantages - price, location and personal relationships with customers.

\$20 Billion

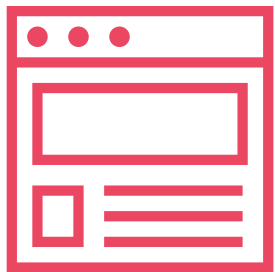
50,000
Hosting Companies

The Product



Virtkick is a tool that the market
Doesn't Have & Desperately needs.

A combination no other competitor has, our virtualization suite includes:



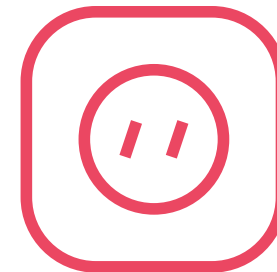
Beautiful UI / UX

Existing hosting panel designs are abysmal. We execute everything with simplicity in mind and give our customers tools that their customers will love.



Built-in Billing System

We charge customers, issue invoices, and deal with different tax rates (like sales tax or VAT rates in Europe) so that our customers don't have to.



3rd Party Add-ons

We enable our customers to resell third party services. From SendGrid to WordPress, our customers initialize additional services with a single click.

Verticals

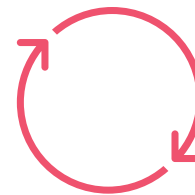


Beyond what we solve today



High Frequency Trading

Have access to servers that are super close to Nasdaq? Sell the computing power for those who need low latency without any prior know-how in the hosting industry. Every millisecond counts!



Re-selling Virtkick

Dedicated server providers can sell Virtkick preinstalled, similar to cPanel or Plesk. Users can spin up any number of virtual servers without having to learn virtualization or buy expensive software, like VMware.



Customizable Images

Our panel will directly integrate with the software inside the virtual machine. If the end customer creates a gaming server like Minecraft, they can set maximum player numbers, start or stop the servers, kick or ban players, install modules, preview the game world, etc. all within Virtkick, without digging into server details.



Private Cloud

Virtkick directed towards enterprise companies that are fed up with their super complicated OpenStack instances. Virtkick can facilitate creating virtual servers and ready-to-use appliances without involving the IT department, saving time and money.

Business Model

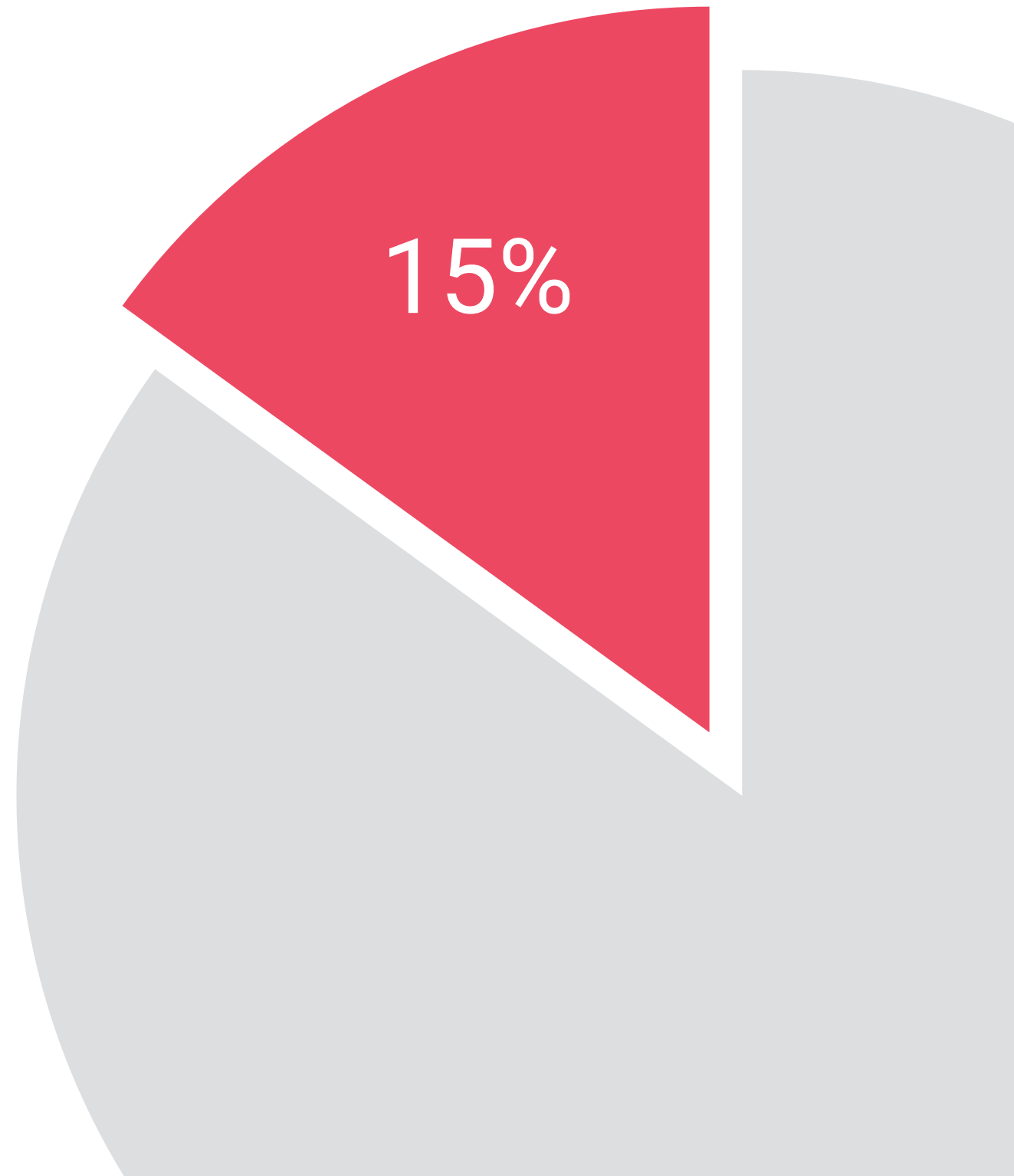


From all transactions,
Virtkick retains 15%

Running a hosting company is expensive. SysAdmins, servers, and billing constantly take their toll.

Virtkick allows any size company to grow by offering a virtualization suite that takes care of these issues and allows companies to focus on running their business.

We take care of painstaking credit card charges and reduce a risk for fraud. We also have additional shared revenue stream through our add-ons marketplace.

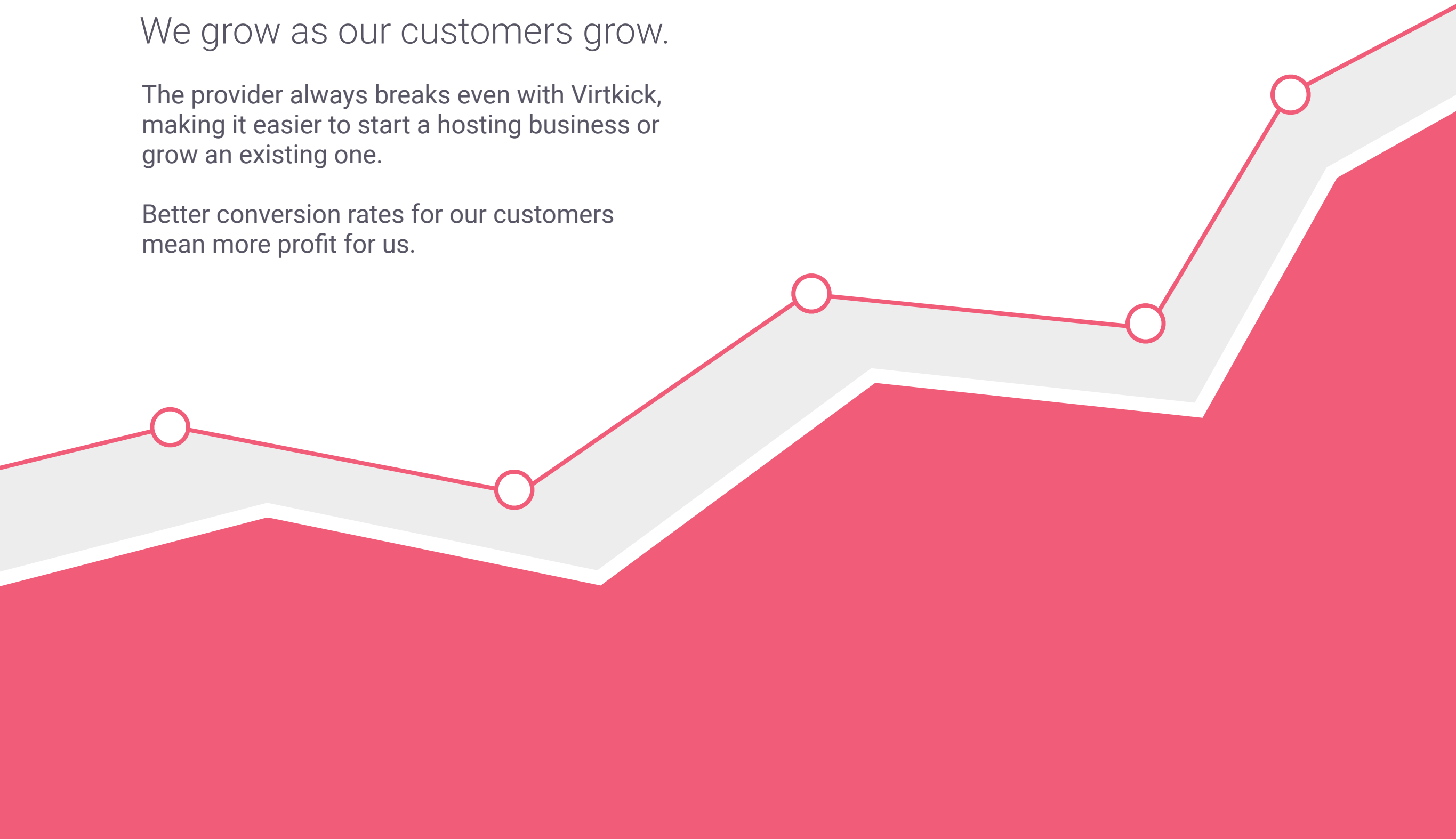


Why 15%?

We grow as our customers grow.

The provider always breaks even with Virtkick, making it easier to start a hosting business or grow an existing one.

Better conversion rates for our customers mean more profit for us.



Traction



**8 Customers on Test
Deployment**



240 Qualified Leads
at 10+ per week



2000+ Mailing List Leads
30% Qualified

How It Works: Boltwolf Demonstration



The Boltwolf Dashboard. Let's create a new machine.

The screenshot shows the Boltwolf Dashboard interface. The browser address bar displays `panel.boltwolf.net`. The main heading is 'Machines' with a monitor icon. A blue button labeled 'Create a new machine' is in the top right, with a hand cursor hovering over it. A left sidebar contains a 'Machines' icon, 'Billing', and 'Sign out'. The user is identified as 'Admin' with a rocket icon. The dashboard displays four metrics: 1 Machine, 256 MB Memory, 20 GB Storage, and free Monthly usage. A table at the bottom lists the machine 'mobtest' with 256 MB memory and 20 GB storage.

Name	Memory	Storage
mobtest	256 MB	20 GB

How It Works: Boltwolf Demonstration



Pick a machine configuration.

The screenshot shows a web browser window at `panel.boltwolf.net`. The dashboard includes a sidebar with navigation links for Machines, Billing, and Sign out. The main content area is titled "Create new machine" and features three subscription plans. The first plan, "256 MB RAM", is highlighted with a mouse cursor. Below the plans, there is a section for "Mounted OS" with icons for Ubuntu, Debian, CentOS, Fedora, openSUSE, CoreOS, and Arch Linux.

Create new machine

Subscription plan

256 MB RAM	512 MB RAM	1024 MB RAM
20 GB SSD	30 GB SSD	50 GB SSD
1 CPU	1 CPU	1 CPU
\$3.00 / mo	\$5.00 / mo	\$10.00 / mo

Mounted OS

- Ubuntu
- Debian
- CentOS
- Fedora
- openSUSE
- CoreOS
- Arch Linux

How It Works: Boltwolf Demonstration



Select an operating system...

The screenshot shows a web browser window at `panel.boltwolf.net`. The dashboard includes a sidebar with navigation links for Machines, Billing, and Sign out. The main content area is titled 'Create new machine' and features three subscription plans. Below the plans is a section for selecting an operating system, with Ubuntu being the selected option. A hand cursor is shown clicking on the Ubuntu icon.

Subscription plan

256 MB RAM	512 MB RAM	1024 MB RAM
20 GB SSD	30 GB SSD	50 GB SSD
1 CPU	1 CPU	1 CPU
\$3.00 / mo	\$5.00 / mo	\$10.00 / mo

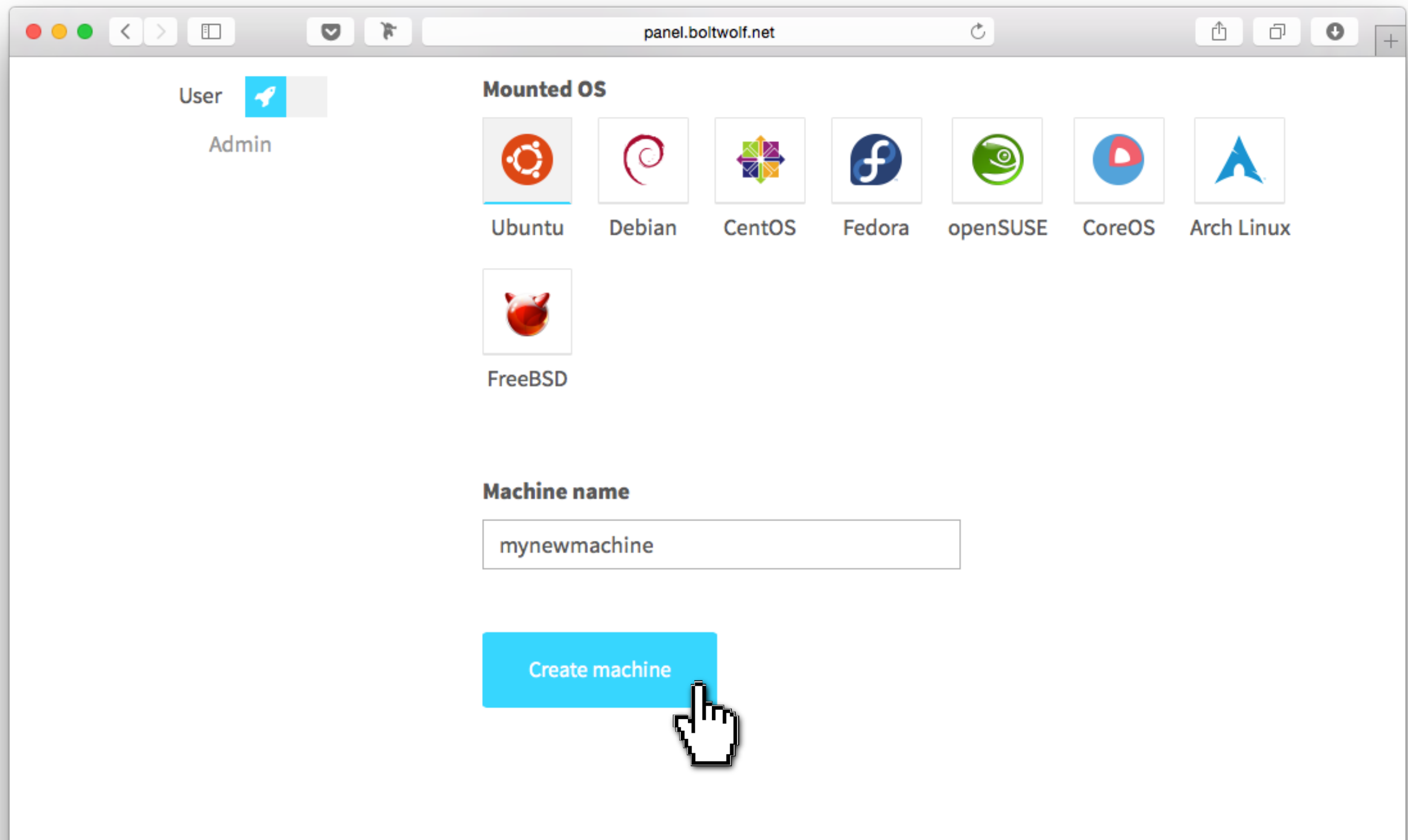
Mounted OS

Ubuntu	Debian	CentOS	Fedora	openSUSE	CoreOS	Arch Linux

How It Works: Boltwolf Demonstration



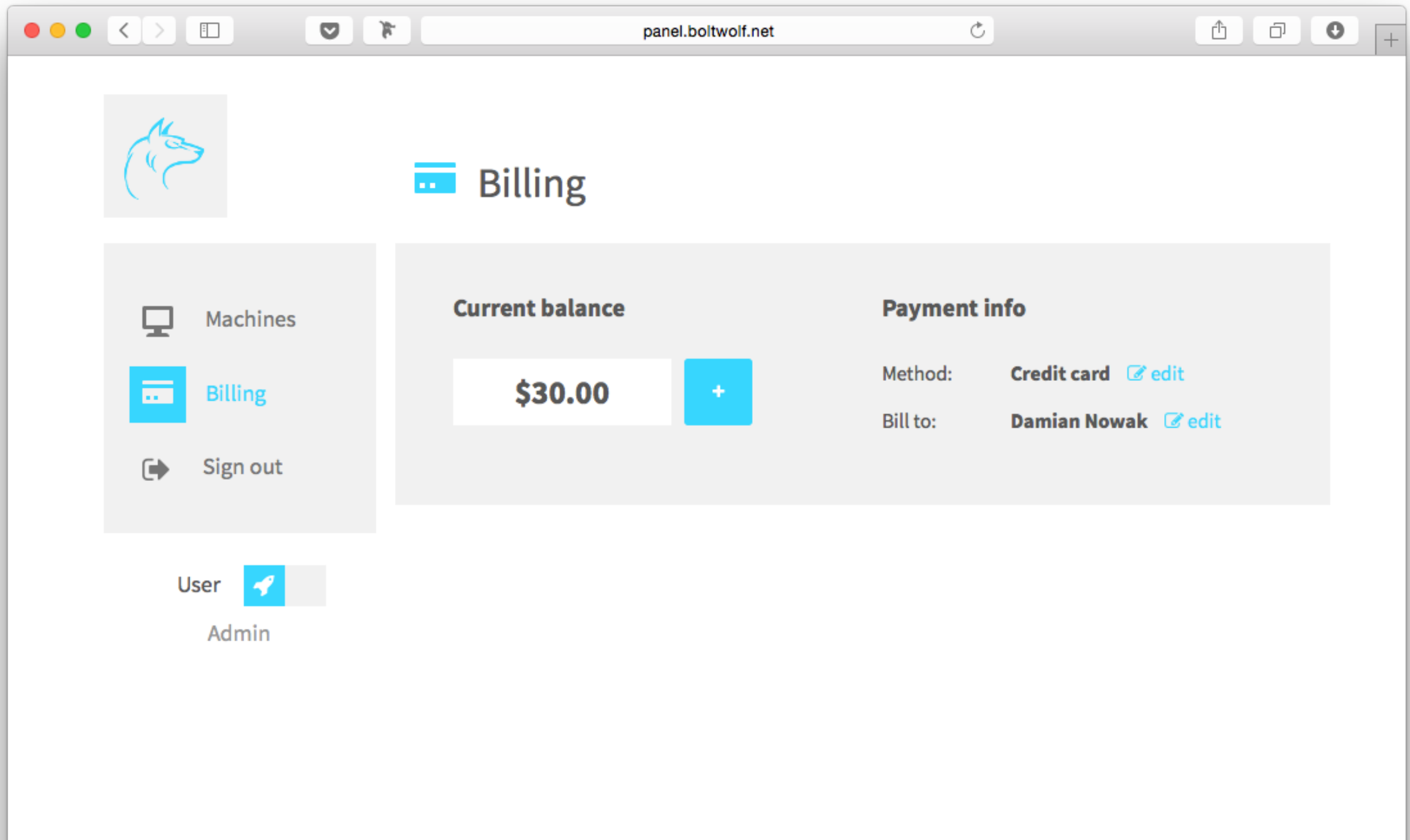
... and launch it! Ready to make money in less than 30 seconds.



How It Works: Boltwolf Demonstration



Painless billing baked right into Virtkick.



Competition

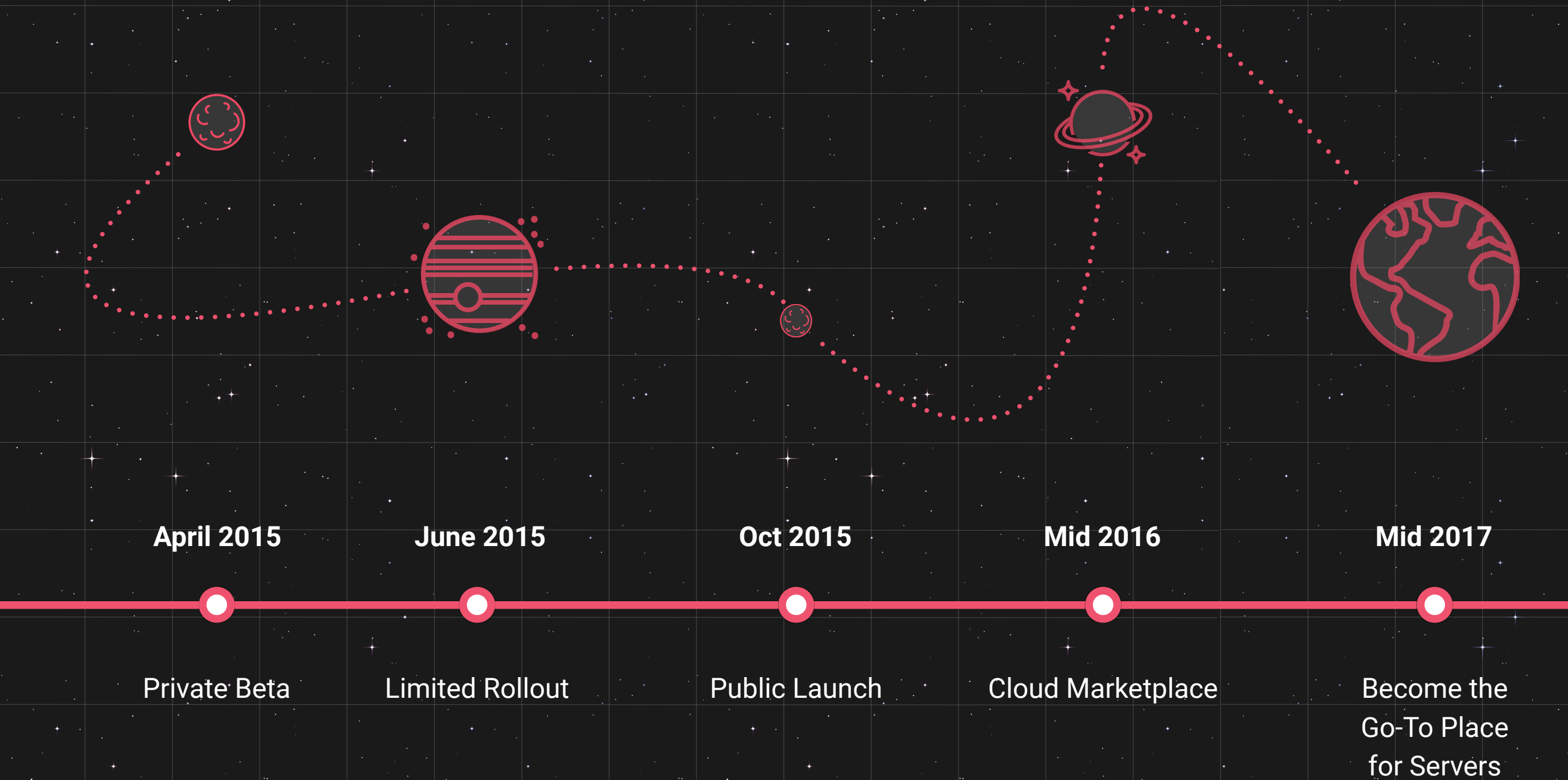


Virtkick is the only comprehensive solution for small and medium size hosting providers and doesn't require any additional engineering.

	SaaS	Storefront	Virtualization	Billing	IaaS	Simplicity
Virtkick	X	X	X	X		X
SolusVM		*	X			
WHMCS		**		X		
OpenStack			X			
OnApp			X		X	

* Interface for managing servers only. ** Interface for orders and payments only.

Roadmap



Big Vision



Soon, the only place to purchase hosting
The Virtkick Cloud Marketplace



Convenience

We Set the Price

Just like Uber drivers provide a service while Uber sets the price. We'll decide on features and pricing and sell the services to the end customers.



Power

They Sell Their Cloud

Similar to how Airbnb allows the host to set the price but facilitates the listing, we'll offer a place for hosting companies to show their offer. End customers are able to post reviews and see statistics.

Team Virtkick



Damian Nowak, CEO

Former developer at Zerigo Hosting. Founded & sold AtlasHost, a small hosting company.



Damian Kaczmarek, CTO

Former lead developer at Verity Medical. Experience in embedded devices and real time web applications.



Mirek Wozniak, CMO

Founded Hackerspace in Cracow. Former marketing consultant for various IT companies.

Wojtek Jodel, Designer

Former freelance UX/UI consultant. Bassist and globetrotter.

Mateusz Kwiatkowski, DevOps

Former DevOps at Intel and Sysadmin at WP. Co-founded AtlasHost.

Rafal Lisewski, DevOps

Former DevOps at Solwit and Sysadmin at WP.

Joe Pettit, Developer

Former support specialist at DigitalOcean. Founded SpacePanel, an open source virtualization management panel.

Advisors



Blake Yeager

Techstars Cloud Program Manager, former Director of Next Generation Markets for Rackspace.

Ev Kontsevoy

Product Director at Rackspace, co-founder of Mailgun.

Camuel Gilyadov

Director of Software Engineering, Global Data Unit at Rackspace.

Don Douglas

President & CEO at Liquid Networx.

Michael Girdley

CEO & Founder at Codeup, Managing Director at Geekdom Fund.

Troy Toman

Director of Engineering at Planet Labs.

Dirk Elmendorf

Founder of Rackspace.

Robert Miggins

Former VP of Business Development at Peer1 Hosting.

What We Need



\$600,000

For Development & Sales
so that we can get



1 Year Runway



500 Paying Customers
by end of 2015

\$350,000 already funded.

Let's Talk! founders@virtkick.com