

crowdbotics



A New Way to Build Software

Create scalable software products fast using modules of real code.

Anand Kulkarni, CEO
Crowdbotics Corporation

We're automating application development.

Software-style margins

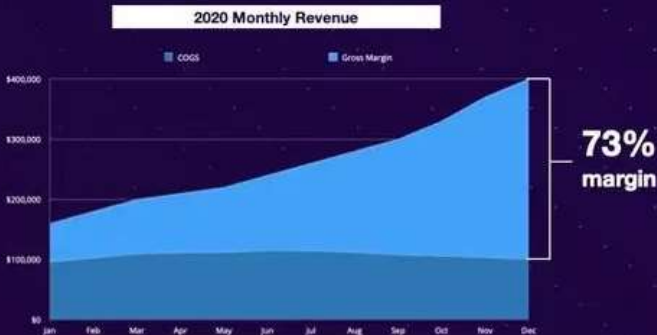
Gross blended margins
scaled to 73% in December

Fast-scaling inbound acquisition

\$25K annual customer
spend, \$5.5K CAC

250% growth in 2020

From \$160K to \$397K in
topline monthly revenue,
scaling to \$1.2M in 2021



You can't build serious products with low-code tools.

Enterprise builders are black boxes

- Proprietary frameworks = non-extensible
- Inability to access code for security, compliance
- Find a cool new technology? Too bad.

Nobody serving SMEs

- High end (clunky) vs. low end (underpowered) — no in-between
- \$5.5 trillion digital transformation market currently up for grabs

Challengers aren't built for scale

- Only suitable for limited, toy apps
- Focusing innovation on narrow portions of SDLC

Semi-technical users building common app types within closed ecosystem

Enterprise Platforms

Mission-critical use cases that require auditable code and full-SDLC support

\$5.5 trillion opportunity¹

Individual users building simple RPA solutions or small-scale apps

Downmarket Tools

A low-code platform product teams can love.

Crowdbotics App Development Platform

Input

Product
Specs

Design File
Import

Code Generation
in Git

Open code
components

DevOps + Cloud
Management

Output

Live Apps

We're Building a Whole-Market Solution

SME

Free tier for basic apps

Prebuilt app scaffolds

Low-code user interface

Mid-Market

Cloud-native architecture

Professional services API
built on Upwork

Supports custom deploys

Enterprise

Secure, auditable code

Regulatory compliance

Configurable devops

Visual Builder



Crowdsourced Code



Professional Services Network



250% growth in 2020, 300% coming in 2021

Repeat Growth

Top 50 customers grew annual spending 150% YoY from 2019-2020. From 2020-2021 our top single customer grew 10x.

Modules Drive Margin

We net an average of over \$20,000 per app, at 75%+ margins and growing, with a \$6K CAC.

Bigger, better buyers

Customer average annual spend grew to \$25K / year. Biggest customers flip into recurring \$X00K contracts

Growth Spend vs. Topline Revenue, 2020



Scalable Inbound Growth with Strong Economics

Data-driven Content

Niche application topics drive funnel acquisition at the point point of searching for solutions: code, explanations, costs.

Freemium Funnel

Product qualified leads receive targeted marketing to upgrade and buy (22% PQL-to-close). \$5.5K CAC

High Purchase Value

Customers spend \$5K-\$100K per app on variable usage fees (professional services API and modules), plus \$199-\$2K/mo/app

Acquisition Cost vs. Deal Value, 2020



Raising \$10M to scale to \$15M annual revenue

Use of Funds Raised

Topline Revenue Growth

Spending \$6M on acquisition to reach \$15M annual revenue

Product/Ops Spending

Key hires:

- Marketing Manager (Q1)
- Growth PM (Q1)
- UX Designer (Q1)
- Developer Evangelist (Q1)
- Revenue Ops (Q1)
- Technical Sales Rep (Q1-Q4)
- Product Marketer (Q2)
- DevOps Manager (Q1/Q3)
- Product Manager (Q2/Q3)
- Sales Manager (Q3)
- Marketing Manager (Q3)

2021 Acquisition Spend vs. Projected Revenue



Market Opportunity & Targets

Opportunity

\$30,000
average deal
value

X

15M SMEs²
planning digital
transformation³

=

**\$450B target
market size**

Targeted SME Use Cases

- Digital transformation
- Cloud migration
- Business intelligence
- Legacy upgrades

Enterprise Beachheads

- Healthcare
- Finance
- Defense
- Consumer tech

Representative Client Builds

- Biosensor and crop disease detection app for farmers
- Sales CRM for insurance agencies
- Robotic chemical mixing station software
- Remote optical surgery software
- Improved PPE distribution related to the COVID-19 crisis

- Collaborative AI workflow tool for industrial R&D
- AI-powered training modules for the U.S. military
- Intelligent "data factory" built for regulated industries