

# 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

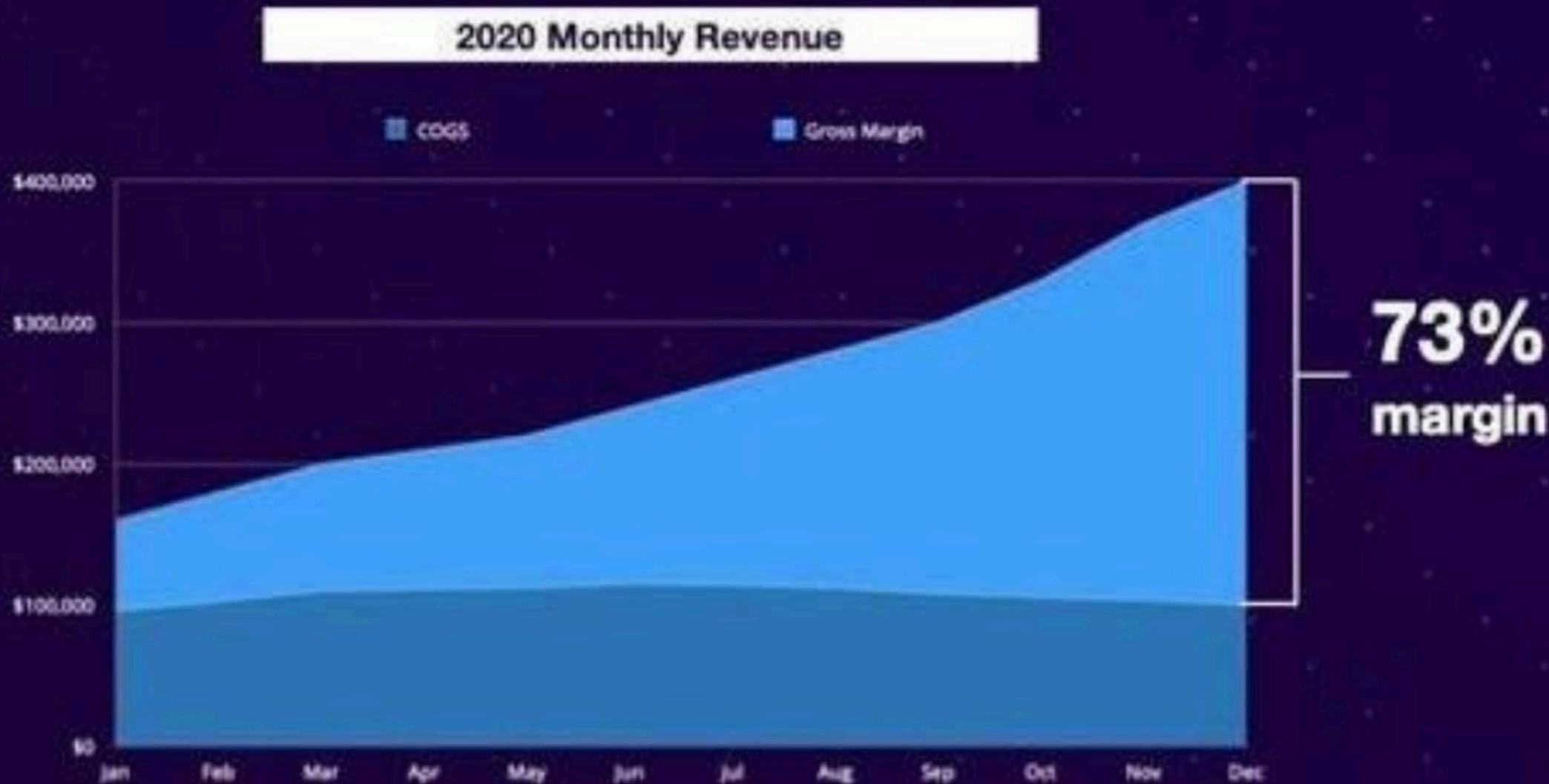
Gross blended margins scaled to 73% in December

## Fast-scaling inbound acquisition

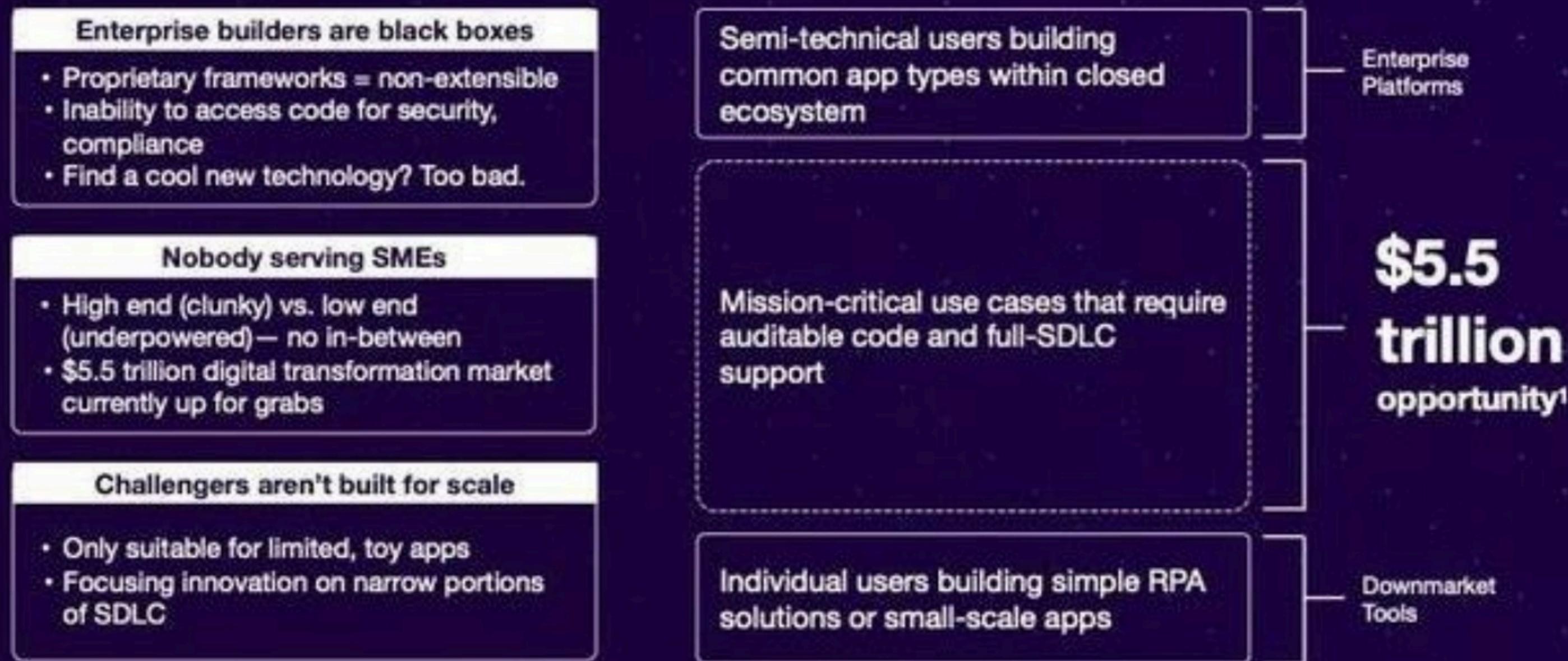
\$25K annual customer spend, \$5.5K CAC

## 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.



# Market Opportunity & Targets

## Opportunity

\$30,000  
average deal  
value

X

15M SMEs<sup>2</sup>  
planning digital  
transformation<sup>3</sup>

=

**\$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

# 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



# 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

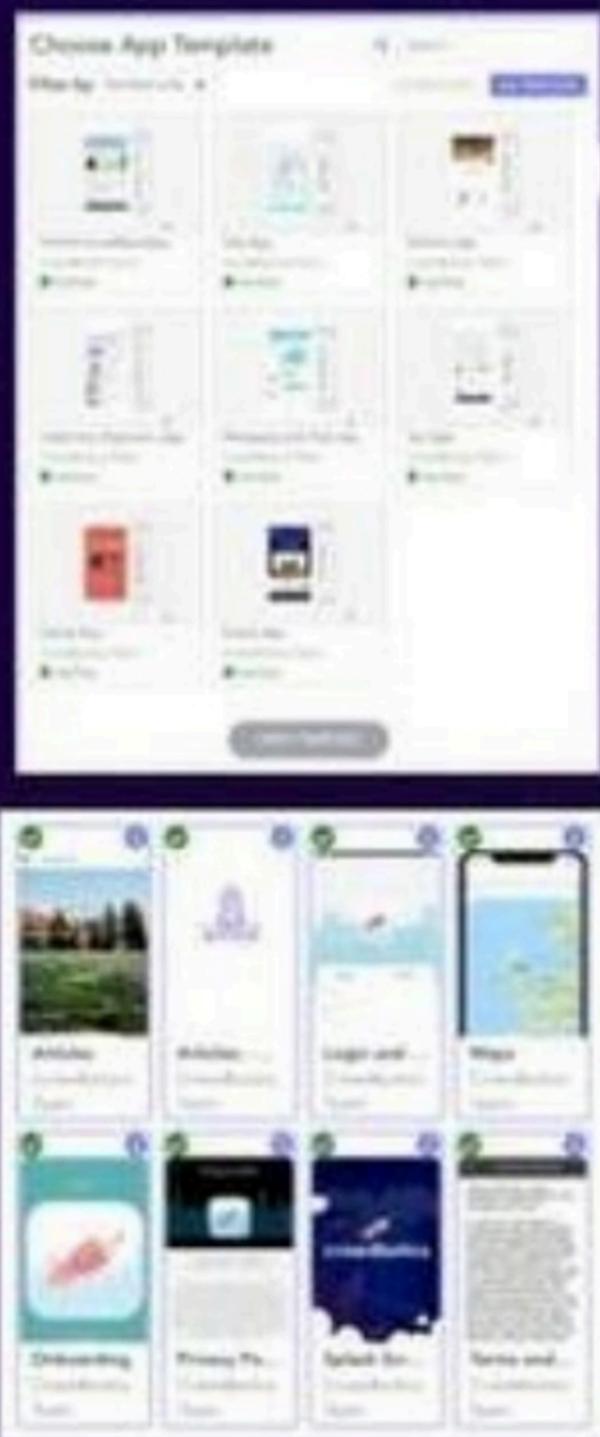
Regulatory compliance

Configurable devops

## Visual Builder



## Crowdsourced Code



## Professional Services Network



# 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



# 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

