Opportunity

Problem #1

Non-tech businesses are struggling with quality custom software development

1. Difficult to hire & manage quality talent
2. IT shops hire cheap talent & provide cheap quality
3. Specialized agencies are very expensive

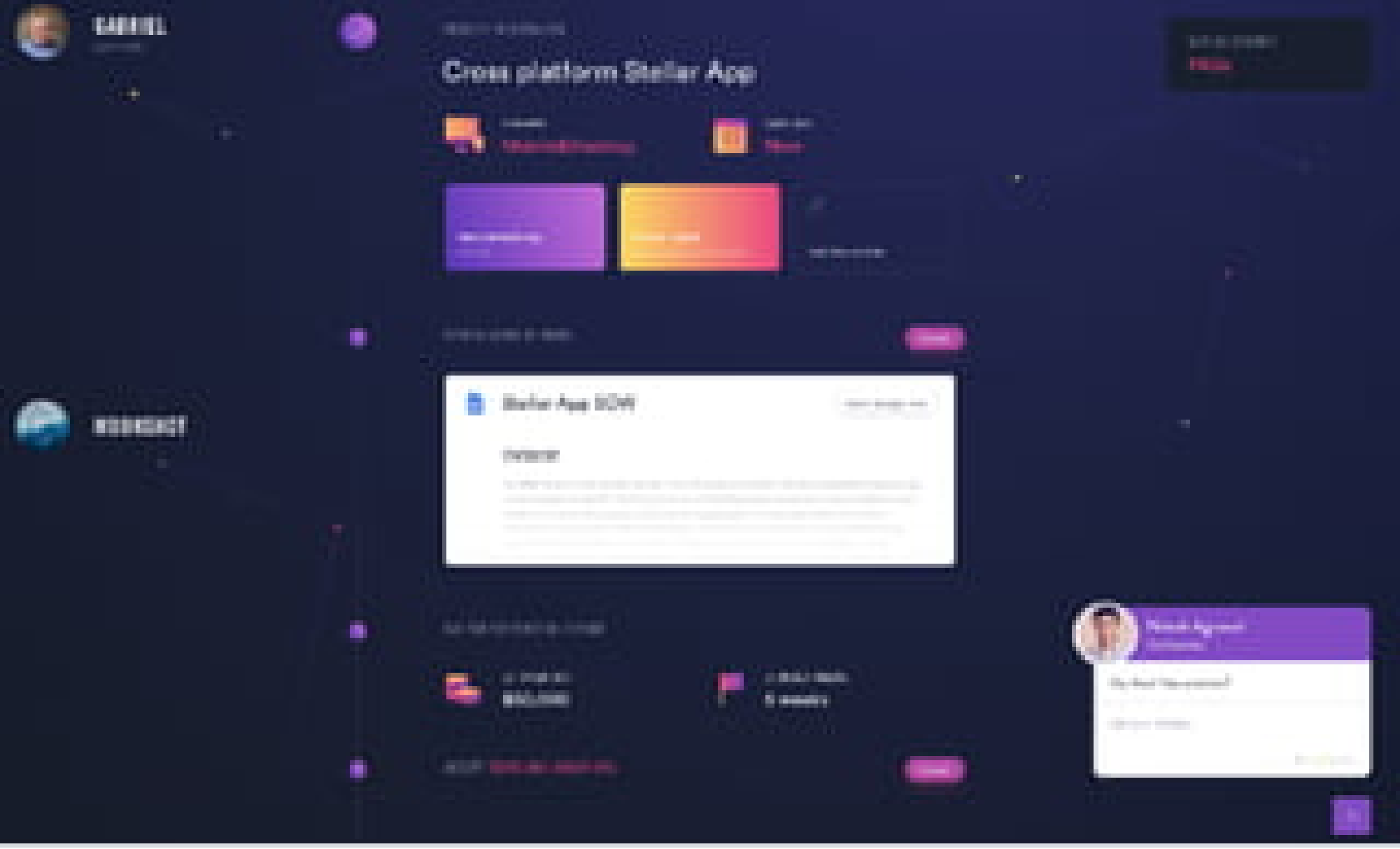
Problem #2

Good software professionals are struggling with broken freelance ecosystem

1. Small cheap projects due to lack of trust
2. Sales, payment & project management hassles
3. Solitary experience

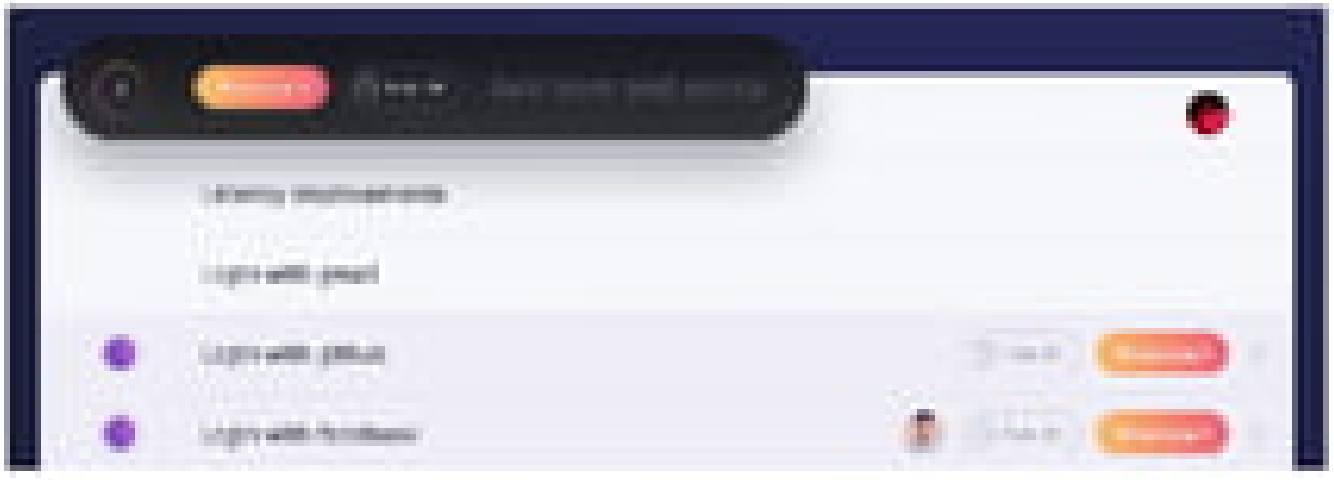
Solution

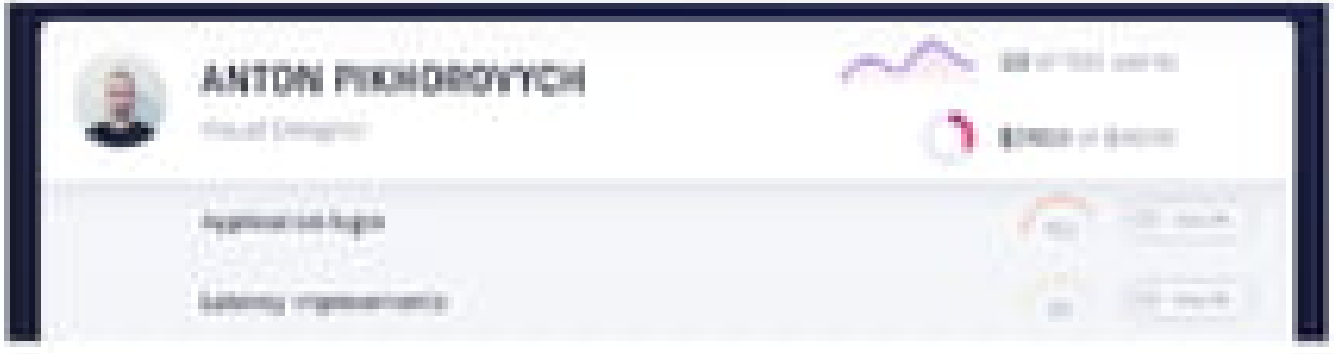
Platform to build & get quality custom software, with guaranteed fulfilment.
Businesses who need quality custom software
Top software professionals who want to freelance
intelligence using AI
data from tools
Core Tech: AI engine to deliver quality software at scale



START A PROJECT

- Business communicates requirements
- Chats with experienced Project Manager
- Gets quick quote (using 1000+ modules library)





Easy Management

For Freelancers:

- Team formation
- Milestone management
- Results tracking
- Performance tracking

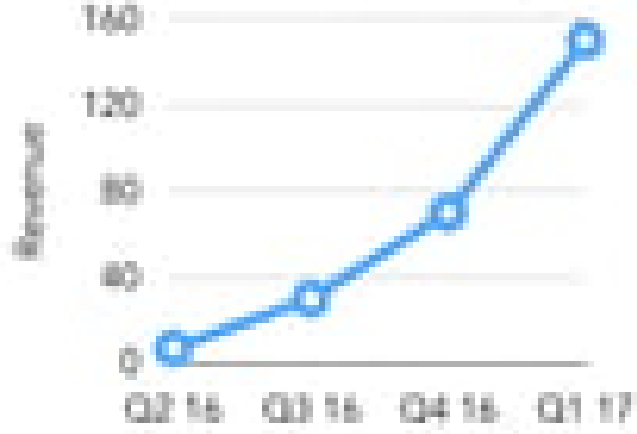
For Clients:

- Results Tracking
- Payments
- Support

Data products using data from existing tools, which are integrated with our platform, and easily setup at the start of a project

Pre-Product, OS Marketing

Traction (1 Yr)



- 250 Indiez from 30 countries
- Avg. payout: USD 1500 per mo.
- 85% qualified Indiez engaged
- Average rating: 9.2/10

- 80 projects from 10 countries
- Monthly rev.: USD 50,000
- 15 recurring accounts
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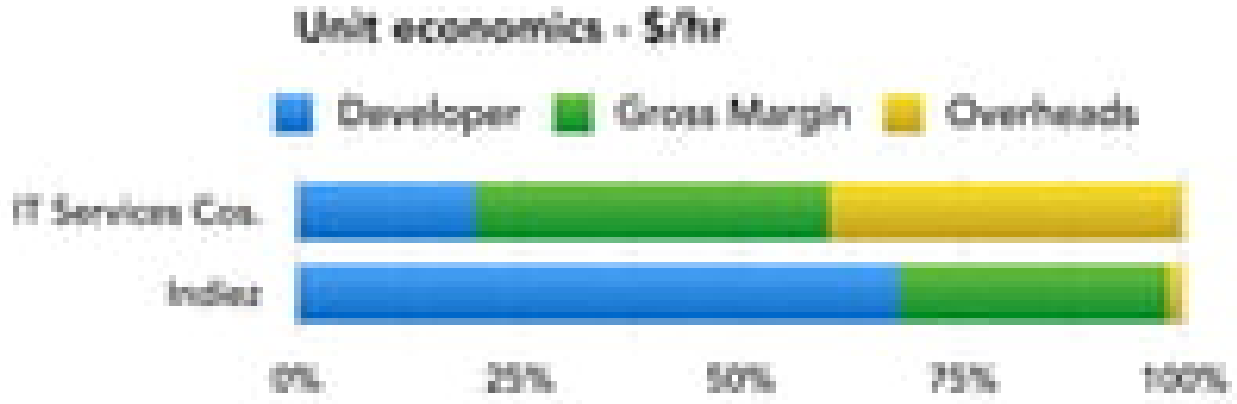
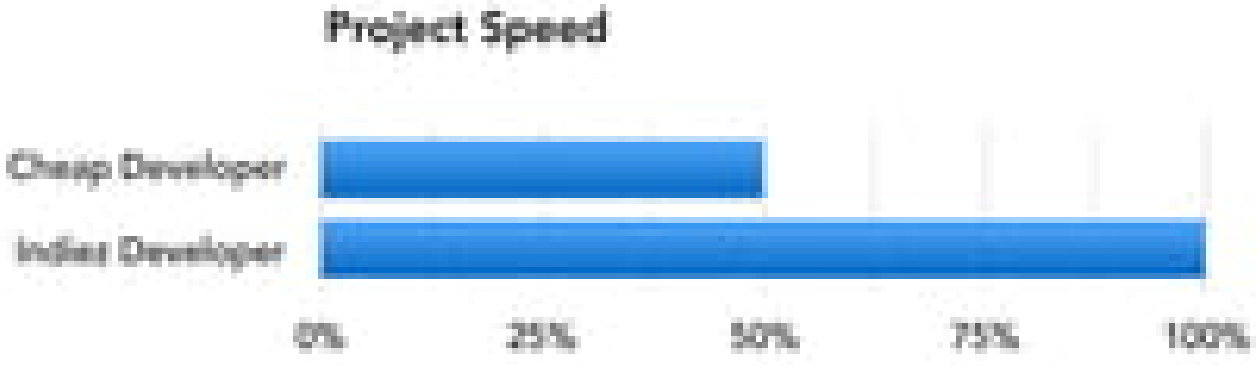
Massive Opportunity

The Math behind the Magic



AI & tools for management
=> Low overheads
=> Better payouts
=> Better developers



Better developers
=> Smarter and faster
=> Better performance
=> More projects

Amrose Birani
#CTO

- 6 yrs Bay Area experience
- AMEX, Snaplogic, Tribal Tech
- ML, DevOps, Full Stack
- IIT Bombay CS, JEE AIR 3

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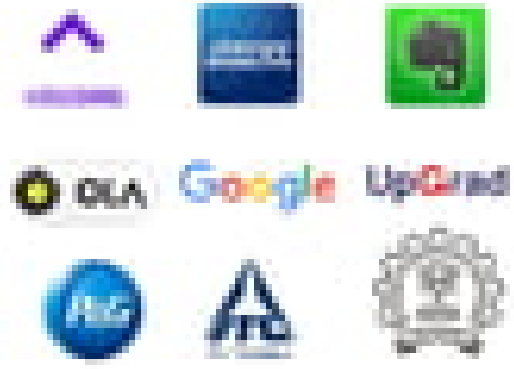

Would you like to join our
journey to the future of work?
Contact Us:
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+91 8427601863
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+91 9958429222

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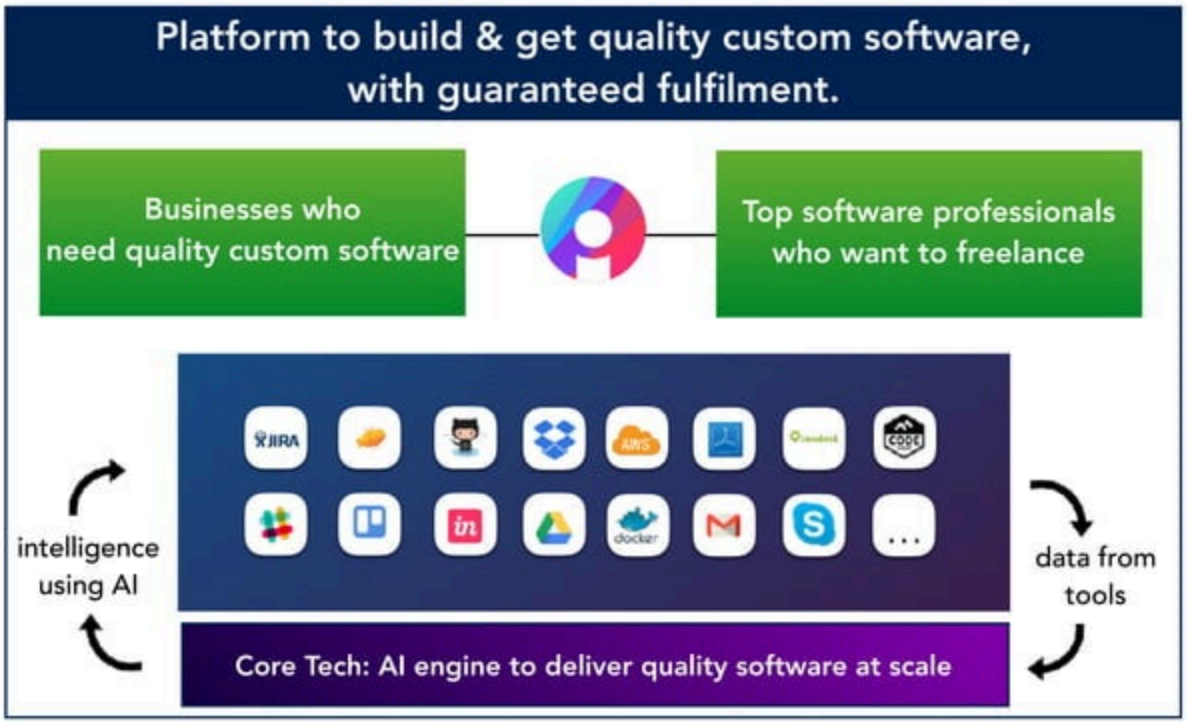
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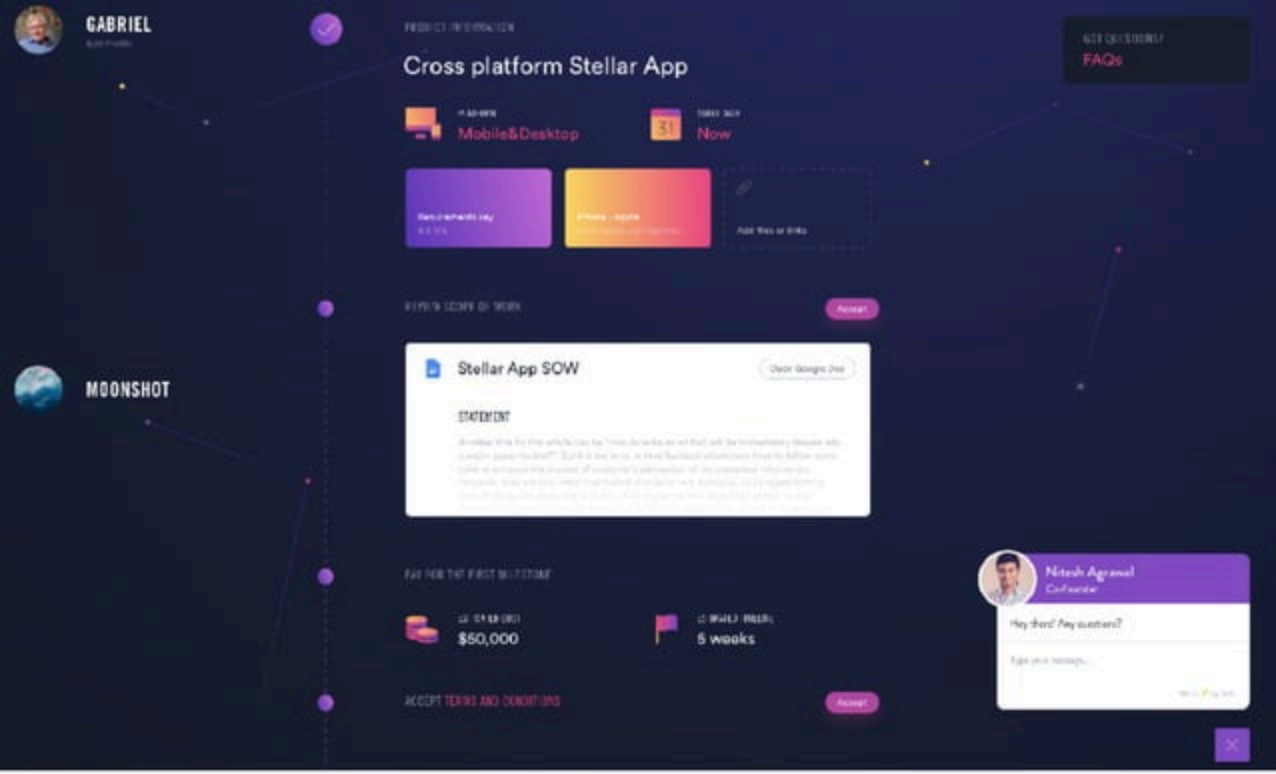

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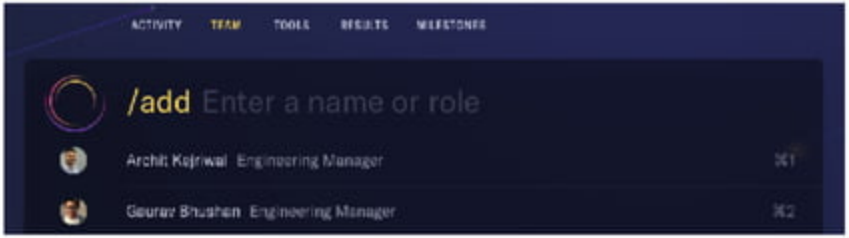

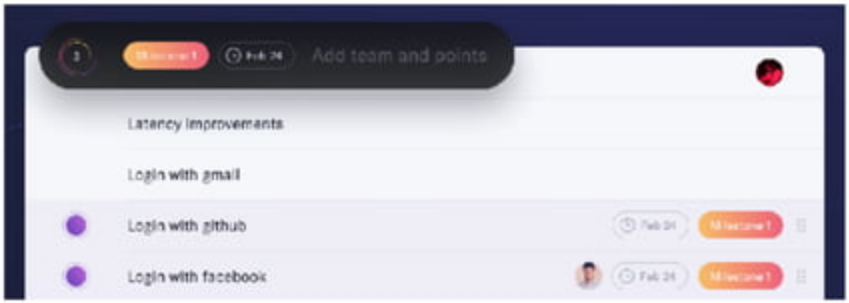

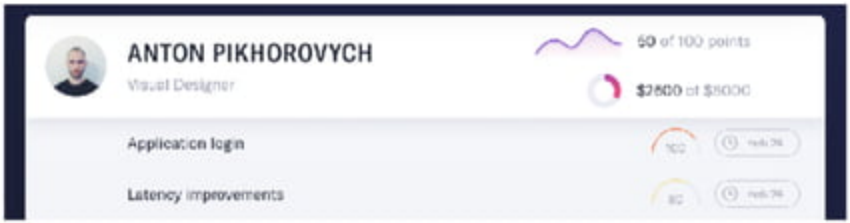

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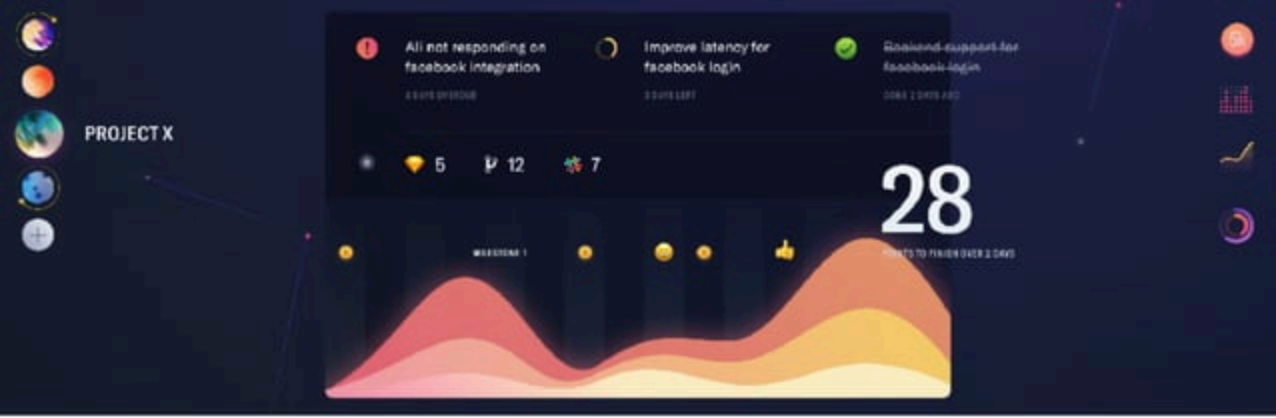

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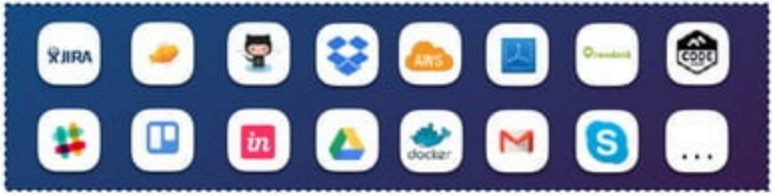


Business Model

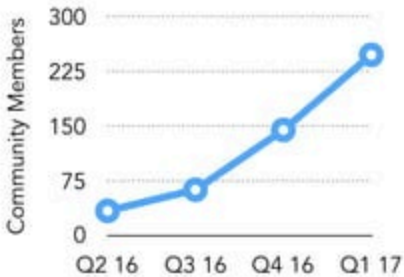
Client signs contract with Indiez Inc

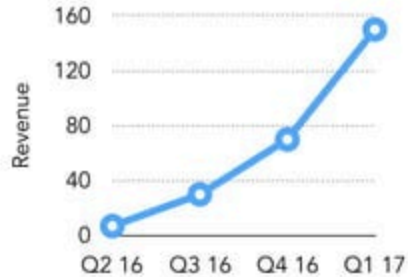
Advance milestone payment collection
Avg. project size: USD 20k
Target account size: 100k - 10mn / yr

Payment disbursed at end of milestone
Current margin: 20-30%, Target: 30-40%

Bonus & Guarantee Period components
for risk management

Pre-Product, 0$ Marketing
Traction (1 Yr)





Microsoft UBER Google
Flipkart zomato Paytm
OpenTable Spotify Grab

ADITYA BIRLA FINANCE Euronet make my trip
LODHA 99.co UpGrad

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Massive Opportunity
$200 bn
Global Custom Software Outsourcing
33% CAGR
Fastest growing enterprise IT spend
$1 bn
Upwork (Elance + oDesk) GMV

Indiez is the next gen Elance for enterprises with recurring business, higher billings and no leakage. This model will work.

- Beerud Sheth (Advisor)
Co-founder & CEO, Gupshup
Co-founder, Elance

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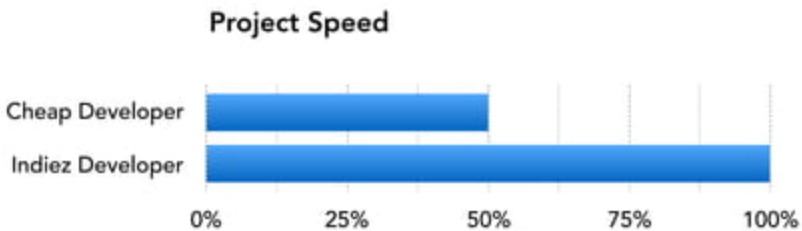

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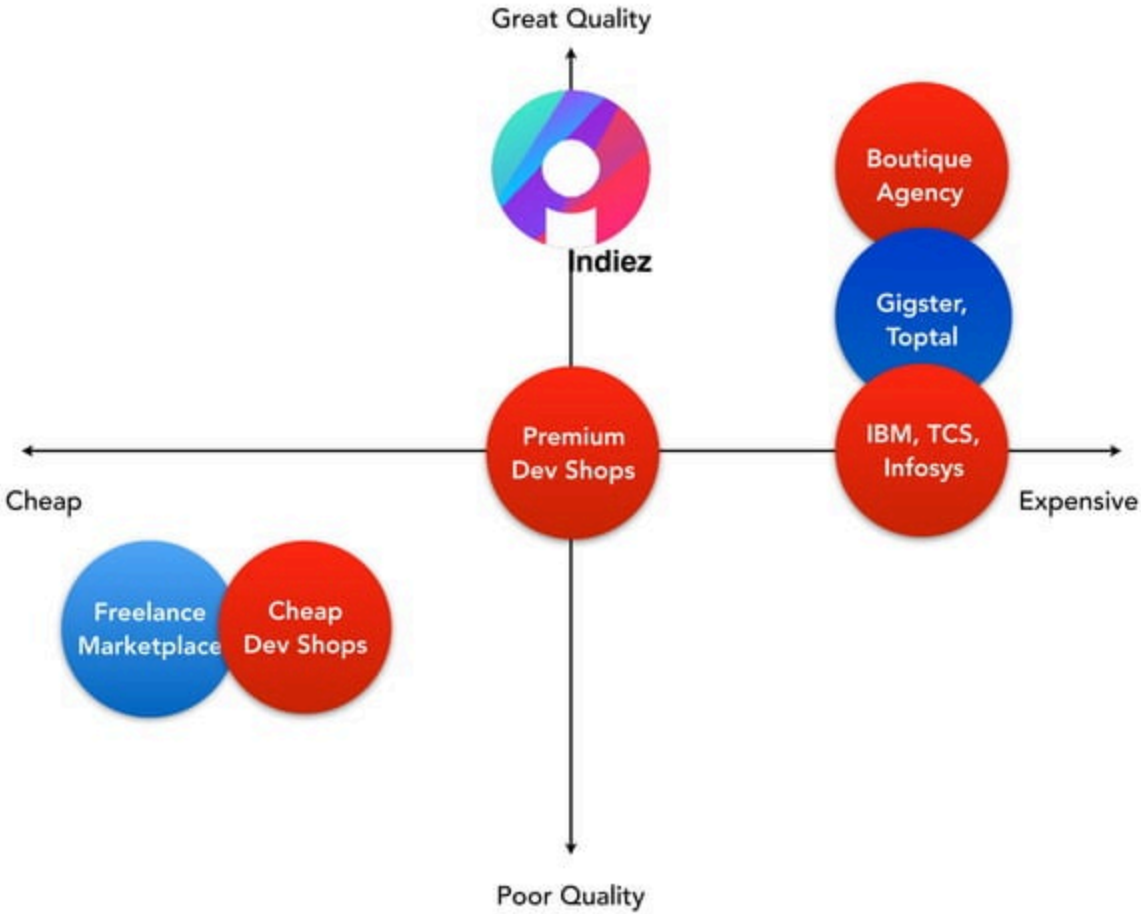
Great Quality
Indiez
Boutique Agency
Gigster, Toptal
Premium Dev Shops
IBM, TCS, Infosys
Cheap
Expensive
Freelance Marketplace
Cheap Dev Shops
Poor Quality

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Next Milestone

- [x] Solid founding team
- [x] Proof of model
- [x] Community traction
- [x] Enterprise traction
- [x] Recurring accounts
- [ ] Platform product
- [ ] US/EU Enterprise traction
- [ ] Community stickiness
- [ ] Solid early employees
- [ ] Future of Work brand

Capital Requirement: USD 500k
60% Product, 30% Sales, 10% Brand

1 Yr Targets:
- USD 500k revenue/mo.
- 100 recurring accounts
- Average rating: 9.5/10
- 500 community members
- 100 full time Indiez
- Average payout: USD 3000/mo.

FAQs

Q. Competition?
A. None in India; Global competitor - Gigster- super expensive for average experience

Q. What's wrong with Elance/Upwork?
A. Pure marketplace; No experience control; Vicious cycle of poor talent and cheap projects

Q. How do you guarantee delivery?
A. Our product monitors project health and assigns issues to trusted community members

Q. What about cost?
A. We are significantly (>100%) more affordable than any traditional alternatives

Q. Why now?
A. Global rise of freelancing & co-working spaces, tools with open APIs, advances in AI

Q. How will you grow?
A. Affiliate partner network; Enterprise sales team; Content marketing and SEO

Q. Moat?
A. Enterprise accounts lock-in;
Data network effects; Brand leadership

Q. What are you raising for?
To accelerate product development and sales- removing the next layer of risk

Top quality. Affordable. Fully Managed. Guaranteed.

"Thanks for bringing in so much innovation into our product. Why didn't we find you earlier :)" - Domino's Dig. Mktg. Head

"I enjoy the daily interactions with Indiez. Thanks to them, I don't have to hire expensive Swedish devs." - Stockholm startup CEO

Good work. Good money. Free lifestyle. Global community.

"This is what I was waiting for \m/ Now, I can quit my job and move to Indonesia to work by the beach side" - VP, bn$ startup

"Been doing Indiez full time for a few months now, so there is self-motivation to have Indiez successful :)" - codeizpoetry

Would you like to join our
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