

Changing the world with the web since 2015

Neutron Creative Inc. 2020 Company Pitch Deck

Last updated July 15th, 2020

# Our seamless ecosystem for the web.

#### **Website Owner**

#### **Agency & Developers**

#### **Hosting & Development Tools**

#### **Website Consumers**

High perceived value & satisfaction

Easy onboarding & website migration

No initial cost, predictable pricing that grows with your business

Take full control of your websites in just a few mouse clicks

Readily available expert support via video call with screenshare

Find more success online with little additional effort

Platform agnostic, works with your existing website & stack

Integrates with your existing tools

No limits on what you can build

Additional resources at your fingertips

Reduced platform & job delays

Quality DevOps & solutions engineer support just a click away

Reliable with little-no maintenance

Simple, all-in-one monthly cost

Team oriented, permissions ready

ZERO revenue bottlenecks

Modular & highly extensible

Doesn't make sacrifices for ease of use

Distinguishably positive experience

High focus on content accessibility

Easier to find, use & consume

No unneccessary bloat

Trustworthy data security

Reliable, consistent experience at scale via global edge network

# The problem

Now, more than ever, websites are a critical piece of corporate infrastructure for communications and everyday commerce.

Despite this, the world still lacks an authoritative platform for finding success online - for everyone.

And unless you have deep pockets & years of experience, you're probably not finding much success. For those that do, they still find themselves struggling with a heavy time commitment & numerous ongoing frustrations.

In short, everything about websites could be so much better.

### The solution

An all-in-one product suite focused on helping users find more success online by affordably bringing proven enterprise solutions to customers of all sizes in **one click**.

### The customer

Enterprise

STARTING FROM \$2,150/MONTH

\$56/MONTH/SEAT Agencies & SMB

\$56/MONTH
Freelancers & Sole Proprietorships

\$0 MINIMUM, A LA CARTE PRICING Entrepreneurs & Makers

### The market

Rapid Application Development Tools

Expected TAM of \$123.5B by 2023

42.9% Expected CAGR

Global Content Management Systems

Expected TAM of \$123.5B by 2026

16.7% Expected CAGR

Global Website Hosting
Expected TAM of **\$154B** by 2022

**16%** Expected CAGR

Sources used:

https://review42.com/cms-market-statistics/

https://www.prnewswire.com/news-releases/web-hosting-services-market-reaches-to-usd-154-billion-by-2022-at-16-of-cagr-industry-affirmations-by-mrfr-300512202.html https://www.marketsandmarkets.com/Market-Reports/rapid-application-development-market-252654522.html

# Market landscape

WordPress is used by 63.6% of all the websites whose content management system we know. This is 37.8% of all websites, or about ~27 Million websites

~50K WordPress websites alone being created each day

There are 1.5M Active WooCommerce Stores on WordPress

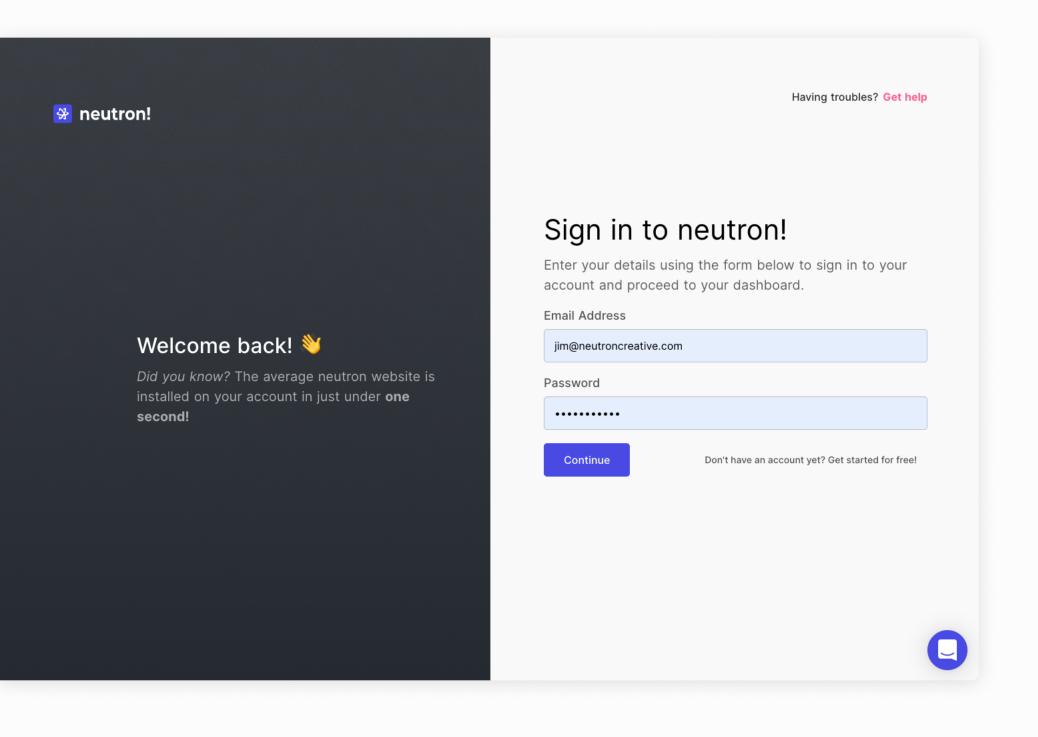
However, Shopify is the leading eCommerce solution with 800,000+ online stores & \$63 billion worth of sales

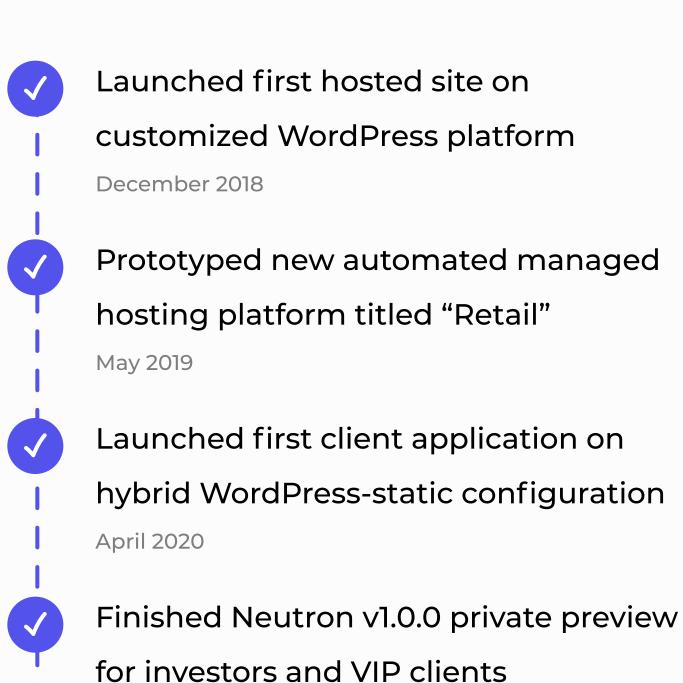
Sources used:

https://w3techs.com/technologies/details/cm-wordpress https://expandedramblings.com/index.php/wordpress-statistics/

https://www.websitetooltester.com/en/reviews/shopify/#:~:text=Shopify

## **Current traction**





Neutron launched available to public

July 2020

September 2020

### **Business Model**

Neutron generates revenue by building an easily quantifiable product and correlating the price of the product alongside your product success.

Amass users with little-no paid marketing via free plan

Convert users from free to a la carte (From \$3/Month) to paid members (From \$56/Month)

Expand ecosystem & add new features to continuously increase price of existing customers

Free tier cost: ~ USD 60¢ Paid Customer LTV (Jan-July 2020): \$2,122.29

Estimated Customer Base Value with 25,000 free users and 3% conversion rate \$1,591,500

Non-enterprise a la carte services

AUTOMATED BACKUPS (FROM \$3/MONTH)

WEBSITE MONITORING & ALERTS (FROM \$4/MONTH)

ADDITIONAL PRODUCTION SITES (FROM \$8/MONTH)

WEBSITE ANALYTICS (\$8/MONTH)

ON-DEMAND SUPPORT (\$125/HOUR)

UPGRADED STAGING SITE (FROM \$4/MONTH)

DEDICATED STAGING CLUSTER (FROM \$50/MONTH)

AND MUCH MORE...

Features coming soon

REAL-TIME COLLABORATIVE BUILDING
ONE-CLICK UNIVERSAL ECOMMERCE IMPORT
ONE-CLICK WEBSITE MIGRATION & IMPORT
UNIVERSAL STATIC FALLBACK SUPPORT
ONE-CLICK BUILD OPTIMIZATION
SEO MONITORING & INLINE TAG EDITOR
DEDICATED BUILD SERVERS

#### **Our team**

Our unique, irreplacable team making the product possible.



Jim Bisenius FOUNDER & PRESIDENT

Professional maker since 12, building products behind the scenes for various clients. If there's a way, he can build it.



Bill Bisenius CHIEF ADVISOR

Bootstrapped a product safety firm, scaled to an international enterprise, and won multiple awards for private company growth.



Navid Kabir CHIEF TECHNICAL OFFICER

Programming for over a decade, knows a thing or two about computers.



Andrew Boyle CHIEF STRATEGY OFFICER

Behind-the-scenes strategist likely with his nose in a book.



Manuhe Abebe VP OF COMMUNICATIONS

Researcher, observer, and public speech enthusiast.

# Fundraising

#### We're looking for a \$1.25M USD Convertible Note

Effectively, this purchases 12 months of runway to work on:

Making Neutron available to the public

Collecting early customer feedback

Improve Neutron one-click import on alternative platforms (ex: Shopify)

Releasing four major updates (One/Quarter)

Reaching Net Profit (\$1-2M ARR, ~2,000 Memberships Sold)

At a later date (6-10 months post-capital), we will evaluate the need to raise further round to drive market adoption

## Get in touch

Any questions or feedback? Please don't hesitate to reach out.

Our founder Jim takes the time to answer all inquiries personally, small or large.

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Thanks for taking the time to review our pitch deck. We appreciate it!

We hope you have a great rest of your day 👄