

Apex Pitch Deck

Apex, Redefining Web Development

Website: <https://apexpl.io/>

E-Mail: matt@apexpl.io

Table of Contents

1. Apex, Redefining Web Development
2. SWOOT Analysis
3. Monetization Streams
4. Marketing Strategy
5. Financial Projections
6. Funding Request
7. Personal Background
8. Conclusion

Apex, Redefining Web Development

Bridging the Divide

- Currently new self-hosted operations are developed one of two ways:
 - Fully fledged framework such as Symfony / Laravel or headless CMS, requiring skilled development personnel if not full engineering team.
 - CMS solution such as Wordpress which comes with limitations such as reduced flexibility, less scalability, bloat and security concerns.
- Apex fills this gap by combining the power and flexibility of frameworks with the user-friendly aspects of CMS solutions, including extensibility through the central package manager.

Apex Evolution

- Developed over five years with continuous input from the open-source community, Apex sets a new standard for quality and caliber.
- Adopts modern coding best practices, paradigms, and industry standards.
- Focus on simplicity drives Apex's straightforward yet powerful architecture resulting in minimal learning curve.
- Offers extensive scalability support, including horizontal scaling, message queues, pub/sub architecture, database replication, and more.

Modular Flexibility

- Features a modular architecture with a centralized package repository for easy installation, upgrades, and removals.
- Developers earn 70% of sales by marking packages as commercial and setting their own prices in the integrated marketplace.
- Provides the same extensibility as WordPress and other plugin architectures.

AI Assistance

- AI-assisted development generates fully functional base systems within seconds using NLP.
- Easily customize and tweak into final form revolutionizing development speed.

Supporting Network Infrastructure

- Development network supports all facets of the project development pipeline under one umbrella.
- Includes version control, code repository, team/ACL management, easy onboarding, code signing, and more.
- Built-in CI pipeline ensures automated unit testing, static analysis, and code sniffing with every commit/release.
- Offers staging environments, easy 3-stage syncing, one-line deployment, and installation images.

Explore the future with Apex - your bridge to seamless, powerful, and developer-friendly web development.

SWOOT Analysis

Strengths

- Technically superior, adheres to modern best practices and industry standards.
- Straight forward yet powerful architecture with minimal learning curve.
- Centralized network offers a robust package manager, extensible systems, and opportunities for developers to earn passive income.
- Bridges gap between fully fledged frameworks and easy to use CMS solutions.
- Streamlines the entire project development pipeline from inception to deployment and maintenance.
- Levis, a lightweight gateway framework: <https://github.com/apexpl/levis>

Weaknesses

- Limited name recognition due to a preference for a "behind the scenes" approach and minimal use of social media.
- Constrained marketing budget poses a challenge.
- Lack the strong community presence enjoyed by other software frameworks.

Opportunities

- Poised to emerge as framework leader for AI-assisted development, with NLP-based development already available via Chat GPT integration.
- Plans to train Apex-specific LLM, automate unit test development, and more.
- Entrepreneurship is thriving according to surveys and data points from US Census Bureau, Pew Research Center, Intuit, Upwork, Mastercard and others signifying a conducive environment for Apex.
- Lack of modernization since 2017/18 hence favorable timing.

Obstacles

- Equivalent of encouraging individuals comfortable with their 2004 Honda Civic to try a brand-new Lexus, or convincing those familiar only with air mattresses that more comfortable alternatives exist.
- Overcoming the hurdle of getting initial packages published to the central repository, addressed through developer competitions and hackathons, which will result in hundreds of packages.

Threats

- While AI replacing developers is a distant concern, commitment to prioritizing AI integration and assisted development sets Apex apart from potential threats posed that other frameworks will face.

Monetization Streams

- **Commercial Packages**
 - Developers may mark packages as public, commercial or private. If commercial, define their own prices.
 - Integrated marketplace, 70/30 split of sales between developers and Apex.
 - Same concept as folks developing and selling Wordpress plugins.
 - Example repo: <https://code.apexpl.io/apex/bitcoin/>
- **Enduro**
 - Allows firms to host their own internal private Apex network preserving data privacy and security.
 - Targets development / design firms using dedicated approach via in-person demos and office meetings.
 - Offered at \$5000 USD, plus \$795 semi-annual maintenance fee.
 - Repo: <https://code.apexpl.io/apex/enduro/>
- **Private Repos & Staging Environments**
 - \$8.59/month for private repo.
 - Additional \$8.95/month for staging environment, fully installed Apex system on apexpl.dev that always remains in-sync with all commits allowing team and site owners to view development progress in real-time.
- **In-House Packages**
 - Sales of proprietary commercial packages.
 - Example: <https://code.apexpl.io/apex/bitcoin/>
- **White Label Hosting**
 - Order via one-line deployment or online order form.
 - Instant setup of Digital Ocean server instance with Apex pre-installed and configured.
 - Multiple plans and prices.
- **Mass Deployment Accounts**
 - Many outfits such as marketing, drop shipping, real estate and others setup small business owners with their own online operations.
 - Form partnerships with these outfits to use Apex as their infrastructure to offer online operations more efficiently and with higher quality.
- **Contract Development**
 - Pursue significant contracts: oil & gas, government, nonprofits, etc.
- **AI Assisted Development (Upcoming)**
 - Within 6 months custom LLM for PHP and Apex ready.
 - Potentially introduce small monthly fee for developers to access API.

Marketing Strategies

- **Current Challenge**
 - Apex consistently receives positive feedback, yet potential users hesitate to invest small handful of hours necessary to explore it deeply.
 - Low brand recognition due to being a behind-the-scenes individual.
 - Guerrilla marketing tactics must be adopted to promote grassroots, organic word of mouth growth.
- **College Developer Competitions / Hackathons:**
 - Host global competitions targeting computer science students with \$1000 cash prize per-school for best Apex package.
 - Sponsor hackathons / competitions with sites such as DevPost, HackerRank, TopCoder, MHL, ChallengeRocket and others.
 - Cost-effective, targets prime demographic, promotes organic word-of-mouth.
 - Will result in several hundred packages published to central repository.
- **Enduro In-Person Demos**
 - Target design / development firms starting in Western Canada, expanding throughout North America
 - Upon perfecting pitch, hire and train sales reps to quickly expand reach.
- **Mass Deployment Partnerships**
 - Engage with outfits in various sectors such as e-commerce, marketing, real estate, drop shipping, etc.
 - Develop partnerships to utilize Apex as their infrastructure for mass deployment of custom web portals / operations for their associates.
- **Connect with Plugin Developers**
 - Reach out to Wordpress, Joomla, Drupal and other plugin developers.
 - Inform them of Apex, the ability to earn passive income, and bring them into the Apex eco-system.
 - If feasible, assist with developing automated conversion tools to convert their existing plugins into Apex packages.
- **Industry Collaboration**
 - Collaborate with YouTubers, bloggers, local meetup groups, etc for sponsored content, paid reviews, live demos.
 - Offer compensation as necessary including one-time payments and 10% lifetime referral commissions via unique URLs.
- **PPA Network**
 - Implement a pay-per-action model.
 - Participants earn per Apex mention on social platforms; payout upon reaching ~\$10 balance.
- **Apex Youtube Channel**
 - Revitalize Youtube channel (<https://youtube.com/@apexphp>) which previously received very positive feedback indicating promising future.

Financial Projections

- Note: These are projections based on personal experience and the estimated 500 new WordPress sites developed daily, among other platforms.
- All figures are in USD.
- Assumptions:
 - For every 20 active developers, anticipate 1 paid project monthly.
 - The average value of a paid project includes \$300 for commercial packages and a \$8.95/month charge for a private repository and staging environment.
 - An "active" developer refers to one who has contributed within the past 90 days.
 - From the outset, I will engage in in-person pitches and demos of Enduro to development/design firms across Canada.
 - By Month 4, we'll onboard trained sales representatives to promote and demonstrate Enduro.

Period	Devs	Packages	Private Repo	Eduro	Total
Month 1	50 (5 proj)	\$200	\$24.75	\$5,000 (1)	\$5,224.75
Month 2	140 (12 proj)	\$420	\$92.15	\$15,000 (3)	\$15,512.15
Month 3	800 (60 proj)	\$2400	\$396.50	\$20,000 (4)	\$22,796.50
Month 4	4000 (220 proj)	\$12,000	\$2632.50	\$30,000 (6)	\$44,632.50
Month 5	10,000 (450 proj)	\$32,000	\$5055.00	\$45,000 (9)	\$83,055
Month 6	25,000 (1200 proj)	\$65,000	\$14,375	\$80,000 (14)	\$159,375
Month 12	200,000 (5000 proj)	\$850,000	\$180,600	\$300,000 (60)	\$1,330,600

Funding Request

Never sourced funding before, so although I may believe this seems fair and reasonable, could be off base.

- Seeking \$200,000 USD (\$270,000 CAD) as onvertible note.
- 12% simple interest accrued monthly.
- Monthly royalty rate of 10% will be extended to the investor until the principal amount of \$200,000 is fully reimbursed.
- Convertible note possesses a maturity period of 18 months. Upon conclusion of this term, the investor retains the right to request the outstanding balance of the \$200,000 principal plus accrued interest.
- Note converts into a 10% equity stake under specific conditions: upon securing an additional \$800,000 in funding or upon the Company achieving a milestone of \$500,000 in monthly revenue. It is imperative to note that the conversion may also be triggered prior to the 18-month maturity period, contingent on mutual agreement.
- Optional buy-back provision is available at a total consideration of \$500,000, inclusive of accrued 10% monthly royalties. This provision must be exercised prior to the culmination of the 18-month maturity period.
- Investor retains first right of refusal on all future ventures funding is sought for for period of five years.
- Allocation of Funds:
 - College Developer Competitions - \$40,000
 - Sponsored Hackathons / Online Competitions - \$40,000
 - Social Media Promotion - \$10,000
 - Paid Reviews / Meetups Groups - \$30,000
 - PPA Network - \$10,000
 - AI Development Enhancements - \$30,000
 - Video Editing - \$5,000
 - Design (web, and marketing material) - \$10,000
 - Legal Drafts (SLA, EULA, etc.) - \$5,000
 - Miscellaneous expenses (hosting, hardware, travel, etc.) - \$20,000

Personal Background

- Been involved in software ever since I was a child, started couple small successful firms myself, one at 16 to move back to Canada. Another at 19 after two years of landscaping developed in empty apartment with deflated air mattress, and six months later making \$50k/month with five employees.
- Have worked as technical lead for several highly ambitious and successful entrepreneurs over the years, and watched their operations rapidly grow while being responsible for scaling back-end operations as necessary.
- Have been lucky enough to travel and live all over the world, experiencing a rich journey called life with some amazing people, which has provided me with a grounded and humble perspective of reality.
- No stranger to adversity, and for one of many examples, six years ago experienced the following in quick succession:
 - Went suddenly and totally blind while residing in NE Thailand.
 - Client of 9 years met untimely passing resulting in no income.
 - Forced to return to Canada resulting in loss of fiancée, dogs of 7 years, friends, and place I called home for 8 years.
 - Realized I was outdated compared to modern best software practices, and needed to retrain myself.

now on the precipice of doing my small part to help modernize and transform the current online software industry. This example is simply a microcosm of my life.

- Don't fear failure, never get angry, down to earth, always straight forward and honest especially when problems arise, least bit materialistic, creative and innovative problem solver, try to fall back on principles of stoicism during times of distress. have during this journey.
- All combined, have the skills, experience, leadership, tenacity, determination, patience, humility, drive and long-term vision to successfully manage and scale Apex while ensuring its long-term viability.

Conclusion

- Both myself and Apex are 100% ready to go and help tens of thousands of developers help millions of site owners.
- Within a week I can have computer science students all over chatting about Apex, plus in-person meetings across Western Canada scheduled to showcase Enduro.
- It's currently perfect timing to push Apex as winter semester for CS students is underway, plus due to past 16 months of layoffs within tech good timing to get several thousand packages published to the Apex network, both free and commercial.
- Apex is free and open source, so please feel free to have it checked out.
- Please reach out with any enquiries via e-mail at matt@apexpl.io, [redacted for public]