Apex, Redefining Web Development – https://apexpl.io/

Bridging the Gap

- Self hosted operations are developed using either fully fledged frameworks requiring engineering team, or CMS solutions like Wordpress that can hinder power, flexibility and scalability.
- Apex is a hybrid framework that combines the power and flexibility of frameworks with the simplicity and extensibility of CMS solutions.

Apex, the Solution

- Ready after five years of iterative development, significantly shaped by feedback from open source community.
- Adheres to all modern best practices and industry standards.
- Provides simplistic yet powerful architecture with minimal learning curbe.
- Modular design Featuring centralized package manager similar to app store while retaining 30% of all commercial sales.
- Streamlines all facets of project development pipeline under one roof.

Revenue Streams

- 30% of commercial package sales
- Enduro package sales ($5000 + $795 semi-annually) allowing firms to internally host private Apex network preserving data privacy and security.
- Monthly fees for private packages, staging environments, white label hosting.
- Mass deployment partnerships with various sectors.

Marketing

- Guerilla tactics mandatory to generate organic chatter across user's personal communication feeds from familiar contacts.
- Developer competitions across colleges and universities, hackathons, in-person demos of Enduro, collaborate with influencers, PPA network, etc.

Funding

- Request $200,000 USD as convertible note, 18 month maturity, $500,000 buy back option, 10% monthly royalty.
- Projections are monthly revenue of $23,000 in 3 months, growing to $1.3 million in 12 months.

Conclusion

- Involved in software since a child, started couple small successful firms myself, plus worked as technical lead for several successful entrepreneurs.
- Possess necessary skill, experience and leadership to successfully manage and scale Apex.
- Apex and myself 100% ready to help tens of thousands of developers help millions of site owners.