

DOREMIND

Project Pitch Deck

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Introduction

Modern Web development industry is one of the fastest growing in the world since the mid-1990s.

As of today, every modern business, large and small, is somehow presented in the Web – starting from a Social Media profile or a landing page, up to large eCommerce platform with complex infrastructure.

But despite its rapid development, the industry still faces a number of consistent problems for Developers, Studios and Clients, which makes it more hostile for newcomers, and in a way – slows down its growth.

Problems

Some of the most common industry's problems are:

- **It is unstructured and chaotic.**

There are no universal steps of Web development process, and no tools to control and evaluate it.

- **It is difficult to prove previous involvement in Web projects.**

Developers and Studios can easily claim authorship to any website, as well as easily lose it.

- **Choosing the right developer for certain tasks can be a blind choice.**

Skills and past experience is often a matter of trust. An outsource developer can take advance payment and stop responding to messages, or prove to be underskilled for a job.

- **Traditional paper-based NDAs often don't work.**

Project design/code can easily be stolen or duplicated.

The list goes on, all of these problems are very familiar to those who either ordered, or developed a website.

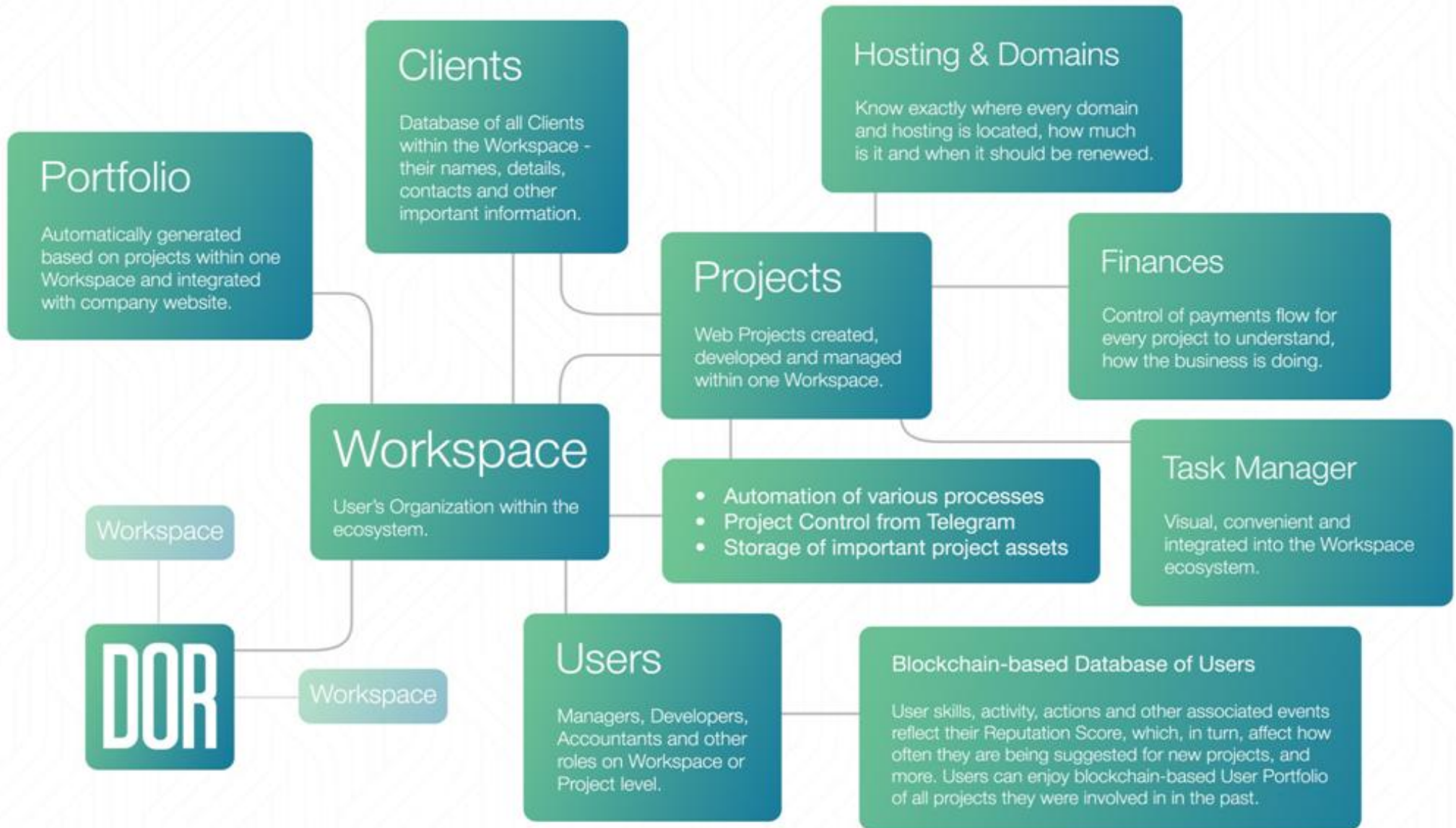
Solution

- **Blockchain-based** platform to organize relations between Websites, Developers, Studios and Clients.
- Also, a platform which helps to **optimize** and **automate** internal process of running a Web Studio, **secures its assets** and payment flow.
- Also, a platform which stores Users actions and projects in Blockchain, generating automated **decentralized Portfolios** of past achievements.

Market Size and Opportunity

- Web development industry has been one of the **fastest growing** industries in the world;
- There are **228,772** Web Design Services businesses only in US (as of 2021). Many have at least some sort of outsource/freelance relations with millions of Web developers around the world;
- Every modern company in the world need a certain level of Web presence. Majority of companies ordered a website at least once;
- A good practice is to do at least a make-over for a website (or a complete redesign) **every 4-5 years**.

Schematic View of the Product



Traction

Prototype version of DOREMIND was launched internally 1 year ago. Its features allowed its creators to:

- **Optimize** workflow between team members with different work schedule;
- **Automate** domain & hosting renewal notifications and sites health monitoring;
- **Organize** internal processes and external processes with Telegram Bot;
- **Optimize** time required to retrieve important Project or Client-related information;
- Many other benefits.

Benefits for Studios

With many features powered by Blockchain, we strongly believe small and medium-size Web Studios will be able to:

- **Improve** their performance;
- **Safeguard** their assets and intellectual rights using Blockchain;
- **Automate** their internal processes;
- **Find right people** for the right project;

Benefits for Developers

Furthermore, developers will also find many advantages from using DOREMIND:

- Be sure their involvement in projects will not be overlooked;
- Be sure Web Studios who hire them are fair and credible;
- Be sure their activity and performance is stored in Blockchain and can be used later as proof of their efficiency.

Team



Maxim Najib

Founder, Tessella Studio



Andrey Krasnojon

GlobalDev Group, Tech Lead

Competition

Similar parts of DOREMIND functionality appears in various separate tools, with limited synchronization between each other:



DOREMIND offers a complex Blockchain-powered **ecosystem** with lots of room for further growth (own cloud-based repository for Projects, etc).

Financials – Business Model

- DOREMIND will be monetized on monthly/yearly subscriptions.
- Free accounts will allow Users to create one Workspace and up to 3 Projects. As Developers, users will be able to see show only 3 most recent projects in their User Portfolios.
- Blockchain will prevent Users from creating duplicate accounts.
- Paid subscriptions will avail all limitations.

Financials – Numbers and Figures

Expected time required before the First Release :	On 9 th month
Planned Launch of Subscriptions :	On 15 th month
Planned cost of Subscription :	\$ 10.00 / month
Prospected number of users on the first month after Release:	1 000
Planned user growth rate coefficient:	5%

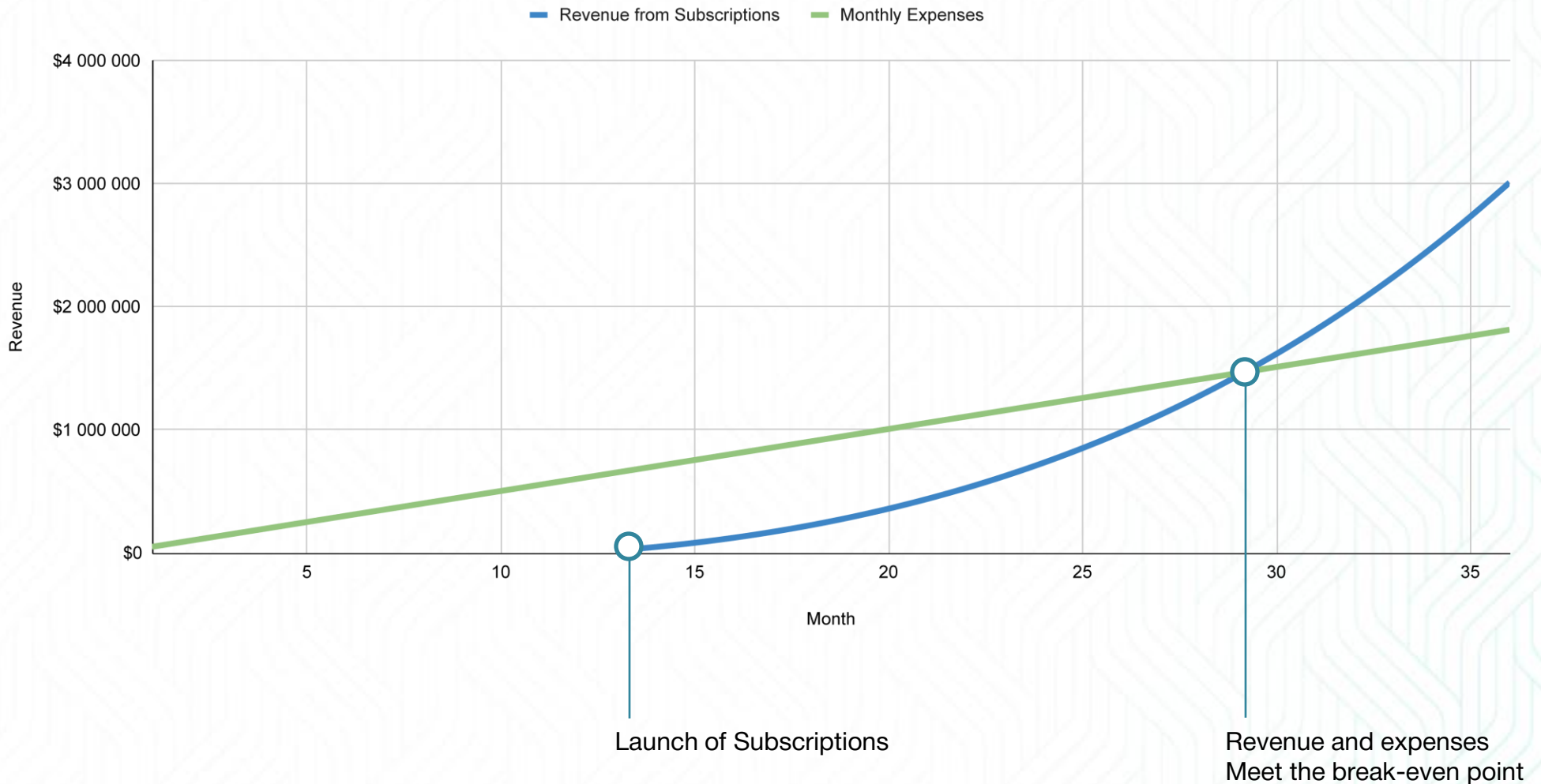
Financials – Investment Requirements (Monthly)

Planned monthly expenditure:

Description	Hourly Rate	Monthly Rate
Team Lead	\$60.00	\$9,600.00
Back-end Development (2 devs)	\$80.00	\$12,800.00
Front-end Development (1 dev)	\$30.00	\$4,800.00
Development Operations	\$20.00	\$3,200.00
QA	\$20.00	\$3,200.00
Project Manager	\$30.00	\$4,800.00
UI/UX	\$20.00	\$3,200.00
Management	\$40.00	\$6,400.00
Marketing	\$15.00	\$2,400.00

TOTAL MONTHLY: \$50,400.00

Financials – Growth Model



Financials – Investment Requirements (Total)

Development of DOREMIND require financial support for 30 months, after which it's generated revenue is planned to meet expenses at break-even point.

Total investment amount required:

Monthly expenses	Months	Total amount
\$50,400.00	30	\$1,512,000.00

Thank you!

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