

# Pioneering DevOps Project-as-Code Acquisition Opportunity



## The Benefits

The Company saves software development teams time, reduces cost, and mitigates risk by automating time-consuming, error-prone steps during developers' first code commits. Their automation solution is flexible and open, ensuring that it remains compatible with old and new technologies. DevOps project generation is becoming the catalyst to Continuous Integration and Continuous Deployment.



## The Technology

The Company's technology jump starts the DevOps lifecycle by filling an overlooked gap in the software delivery pipeline—application setup. Rather than starting each new project or refactoring as an empty code repository, this generator builds all of the initial files and scaffolding for the application so that developers can skip setup coding and start immediately on innovative code. What HashiCorp Terraform is to Infrastructure and Dockerfile is to containers, this Company's technology is to DevOps project creation. With "Everything-as-Code" as the foundation to move a modern software driven organization, the technology is the first in the industry to offer DevOps project creation via code.



## The Company

With the initial inception in 2001, the current iteration of this technology began in 2016 and was launched in 4Q/18. The Company continues to grow, adding support for new platforms, adding new customers, and growing the team. It also has established key partnerships among respected DevOps software firms and continues to expand industry partnerships.



## The Strategy

The Company prefers to enter the next phase of its life with an established partner, and feels the technology's value would be maximized in the hands of an acquirer that can immediately deploy the technology to their existing customer base. Management is interested in continuing on with the business, though it would prefer to remain focused on the technical aspects of the business rather than distribution, company building, recruiting, and personnel management.

### KEY COMPANY INFORMATION

#### Headquarters

→ Cambridge, Massachusetts

#### Outside Investors

→ None

#### Product Launch (v2.0)

→ 4Q/18

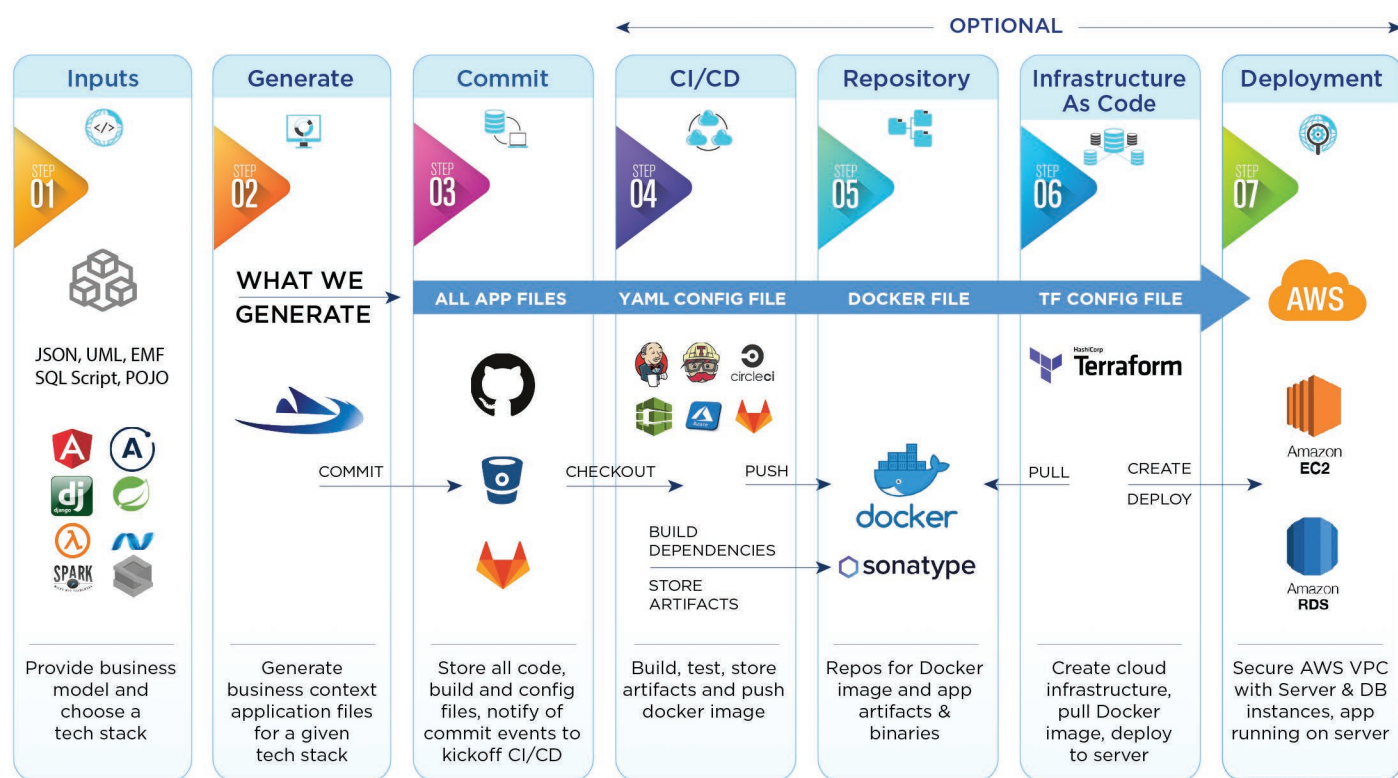
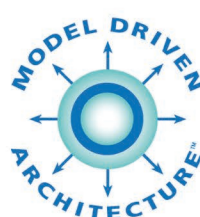
#### Revenue Since Launch (v2.0)

→ Yes

#### Key Partnerships

→ JFrog, CircleCI, Chef, Nutanix

Jumpstart DevOps with Application Generation



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## Investment Highlights



### A Unique Advantage

Few organizations have unlocked the velocity gains that DevOps Project Generation provides.



### Security and Compliance

Further integrate security and governance into your DevOps lifecycle by only allowing approved tech stack templates that follow security guidelines, compliance protocols, and company policies.



### Deliver on Time & Under Budget

Shorter application setup times means faster delivery, lower costs, better margins, and satisfied customers.



### Strengthen Engineering Teams & Generate More Revenue

Software engineers will have to spend less time preparing applications for development and can spend more time improving their programming innovations while increasing the production of net-new systems of engagement.



### Future-Proof Development & Standardized Best Practices

Develop reusable tech stacks to standardize proven patterns and lower costs across all projects, and remain compatible with the next generation of technologies via a flexible platform architecture.



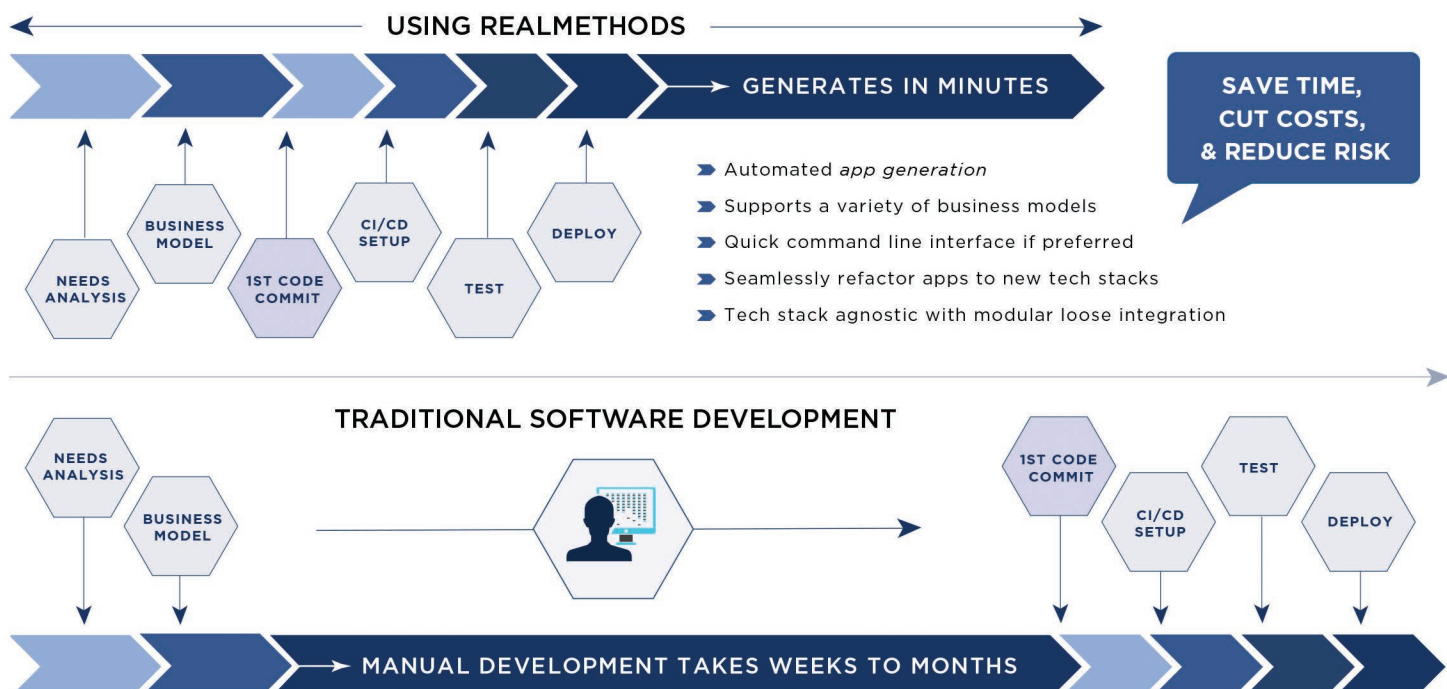
### Legacy App Modernization

Provide a simpler path for enterprises to move aging apps onto more modern stacks.



### World Class Team

As a small team the Company has been delivering application generation solutions for nearly 20 years with a proven model to demonstrate the exponential value the platform will give a much larger organization. The team members have worked for such companies as Apple, IBM, Raytheon, Microsoft, Siemens, Fidelity, Google, HPE, and Travelers.



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