

Neutron Creative Pitch Deck

2020 Pre-Seed Fundraiser

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neutroncreative.com

THE PROBLEM

The way in which businesses build, maintain, and distribute SaaS software is broken, and leaves consumers short-handed with an untrusting & unsatisfied consumer-business relationship.

SAAS SOFTWARE IS GROWING AT UNPRECEDENTED RATES

with a large market shift towards monthly billing and rolling product improvements, consumers seek software that delivers higher value.

HOWEVER, THE WAY PRODUCTS ARE BUILT AND DELIVERED IS BROKEN

Building profitable products that users love is inefficient at best, and guess & check at worst. There are no best practices for businesses to align consumer & economic incentives to build better products/businesses.

OPEN-SOURCE

Our unique approach to open-source increases profitability & consumer satisfaction

Neutron Creative is an R&D focused product studio building SaaS software with our unique open-source methodology that allows us to collaborate with the community to build better software, make happier customers, and reach higher profits.

Since our public launch in mid-2020, we've been leading by example and building a tightknit community of loyal followers who love our products and want to see our mission through.

Our open-source software is

- Affordable to build, market, and distribute
- Easily accessible to all users internationally
- Secure & transparent throughout
- Built in collaboration with consumers
- Organically growing & self-maintaining
- Community-backed & loved

BUSINESS & CONSUMER FRIENDLY

Aligning business & consumer incentives

Consumers

- Transparent and secure
 - Independently auditable
 - No hidden changes
 - Public roadmap
- Scalable, independent, and adaptive
 - Ability to fork and/or self-host and self-maintain to modify and scale to your needs
 - No vendor-lock inhibiting growth
- Increased accessibility/reduced costs
 - Billing is a choice, not a requirement
 - Portable, can adapt to any environment
- High value
 - Infinitely growing, pace set by maintainers
 - Built for the community, by the community

Businesses

- Low cost
 - Little-no marketing expenses
 - Development costs reduced by community maintainers
- Increased product value/satisfaction
 - Increased functionality, faster product growth, and reduced costs
- Community maintenance/marketing
 - Sustainable, free, organic growth
 - Projects can live/grow long past corporate support
- Self-funding
 - Ability to pre-sale as early as idea stage
 - Optional monthly pledge required to release open-source/modify licensing

REVENUE MODEL

Neutron Creative is currently pre-revenue, but will generate revenue through sales, sponsorships, and enterprise support by 2021

Idea ➡ **Pre-release** ➡ **Post-release** ➡ **Mass adoption**

We are currently working to retroactively apply this sales model to our existing software to sell & find sustainability as soon as possible

Currently Neutron Creative is ~75% supported by outside investments, however we aim to achieve sustainability through community support & sales by mid-late 2022.

REVENUE MODEL

(Continued)

Idea (Concept)

- 0-15% product completion
- 5-10 refundable pledges
- No product access
- Obtain market validation

Pre-release (Prototype)

- 15-65% product completion
- 100-250 early adopters with some product access (paid)
- Reach sustainability

Post-release (Beta)

- 65%+ product completion
- 1-2k paid subscribers
- Product access is free
- Find profitability through scale

Mass adoption (Production)

- 100%+ product completion
- Thousands of paying customers
- Expand roadmap to find niches
- Build enterprise sales & support
- Raise prices in correlation with new features to grow profits

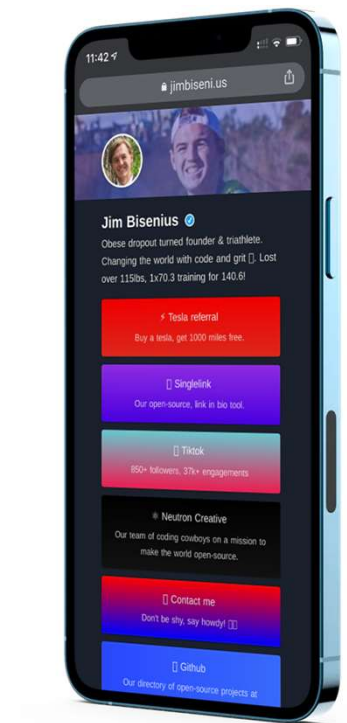
TRACTION

Our first test product – September 2020

Singlelink (<https://singlelink.co> - <https://singlel.ink/analytics>)

A Singlelink for everything! Our free & open-source link builder tool.

- 600+ users
- 70+ stars on Github
- ~40 members on Discord
- Growing 7-10 users/day
- Little-no marketing required
- All organic growth
- ~\$70 PPC shortly after launch (48 hours only) for exposure test
- Initial organic launch on social media resulted in (No PPC)
 - ~100+ signups in first 72 hours
 - ~120 engagements on ProductHunt
 - ~100 engagements on Reddit
- Licensed open-source via GPL v3+
- Our initial test of the open-source model. Currently in public beta as we add the remaining features required for billing



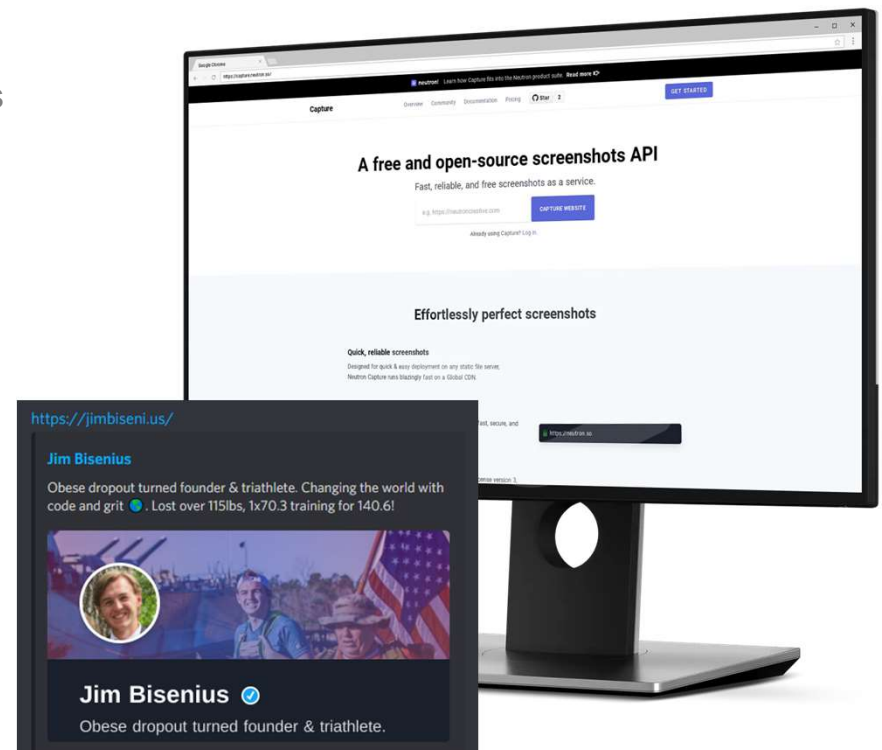
TRACTION

Complimentary products for Singlelink – October 2020

Capture (<https://app.capture.neutron.so>)

A library to convert your links to deeplinks. Direct links from URL to various platforms, including Twitter, Instagram, Facebook, Reddit, TikTok, Snapchat, Youtube, and more.

- 25 Weekly Downloads
- Used internally in Singlelink
- No marketing of any kind
- Licensed via LGPL
- Currently v1.0.5, in public beta
- Planned distribution for January 2020



TRACTION

Complimentary products for Singlelink – October 2020

Deeplink (<https://npmjs.org/package/nc-deeplink>)

A library to convert your links to deeplinks. Direct links from URL to various platforms, including Twitter, Instagram, Facebook, Reddit, TikTok, Snapchat, Youtube, and more.

- 25 Weekly Downloads
- Used internally in Singlelink
- No marketing of any kind
- Licensed via LGPL
- Currently v1.0.5, in public beta
- Planned distribution in mid-December 2020

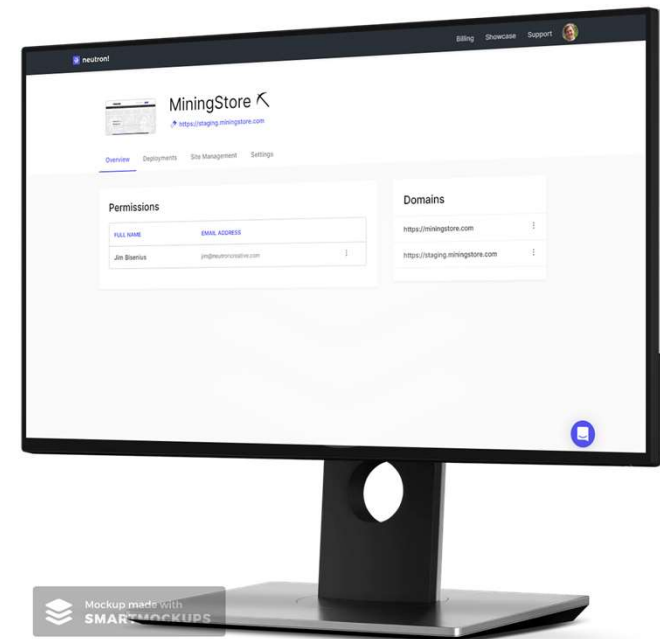
TRACTION

Upcoming projects in development – November 2020

Neutron (<https://neutron.so>)

Your website, but faster in one-click. A WordPress site hosting platform built with developers & consumers in mind, create your site in seconds with the world's only instant WordPress instantiation, go further with our custom WordPress installation, and get faster & secure with our one-click deploy-as-static site tools with built in Git & Github integrations.

- Fastest WordPress instantiation in the world (~160x faster)
- Custom WordPress installation with improved UI, faster site & theme builder tools, and redacted bloated core features
- One click WordPress -> Static site deployment for speed & impenetrable security – direct integrations with Git, etc.
- Private beta, 3 paying customers, ~35% complete
- +170 subscriptions to our waiting list
- Distribution planned for Q2 2021



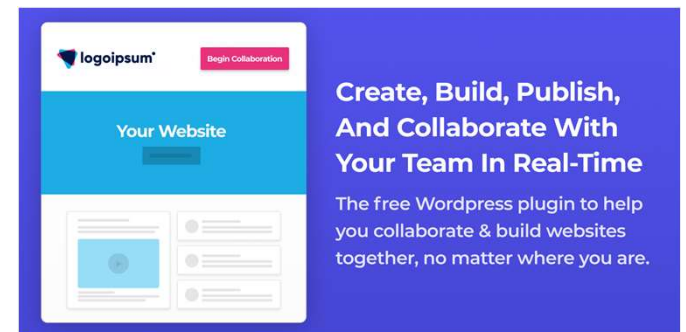
TRACTION

Upcoming projects in development – November 2020

WordPress Together

A plugin to bring Google Docs-esque collaboration to your WordPress site! Work together to write blog posts, build and modify pages, appearance, and more!

- 105 subscriptions to our waiting list
- Built with Together.JS with Mozilla
- Unreleased, 65% completion – currently v0.3.1
- Distribution planned for early December 2020



TESTIMONIALS

Our community loves our software & mission.



wyamout commented on Oct 25

@jimmybisenius yes we are using Singlelink and it's awesome thank you for the effort.



palindrome 09/09/2020

Just wanted to stop by and say great software so far!

Singlelink is amazing



I honestly love the app I would be nothing without it.. you an amazing job ! It's so much better looking than the other ones and I love the features with the subtitles too I cant believe it's free. I found it randomly



Pizza__Bitch 3 points · 1 month ago

God fucking bless u

Reply Give Award Share Report Save

It's all good Jim, everything is smooth about the tool, I love it, I'll be sure to jump on it later on



Penguinattacks 2 points · 1 month ago

A real life-saver. I just released a new album and I had no idea how few good free linktree-esque options exist. Thanks so much for making things a little easier for independent musicians!

Reply Give Award Share Report Save



Alex

Absolute best

▲ Upvote (1) Reply Share 18mins ...



digvijay 12/01/2020

This is just amazing!!!! You can't guess how pumped I am right now

R A I S E

\$665K for team to work full-time for the next 18 months and onboard new development talent to maintain existing projects, finalize & publish our projects currently in development, and monetize them in order to reach break-even.

THE TEAM

Our team of “Coding Cowboys”

- **Bill Bisenius (Investor & Lead advisor)**

- Founded 2x \$MM companies with no external funding, 1x Inc.5000, guerilla marketing expert (clients such as Google, Apple, Microsoft, Tesla, Amazon, NASA, Intel, Facebook, Sony, AT&T, IBM etc.)

- **Jim Bisenius (Founder & President)**

- Founded first profitable company at 10, exceeded 50 sales & \$2500 revenue in 30-days over winter break to save for first car
- Professional maker since ~12, working for various clients in VC & engineering industries

- **Navid Kabir (Cofounder & CTO)**

- Previously founded game dev. co Last Abyss, led development of projects Rotoscope and Space Pulse and grew community from scratch to 250+ active members
- ECU '2020 CS Graduate

- **Andrew Boyle (Cofounder & CSO)**

- Previously co-founded Last Abyss, assisted in community growth & development for Rotoscope & Space Pulse projects
- In addition, raised \$30K for a successful crypto mining operation, finding net-positive within 12 months



**On a mission to make the
world **open-source****

neutron creative INC.