

neutroncreative.com

# neutron creative

Improving your least favorite  
software with open-source



**The world runs on  
closed-source software**

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# Every industry, every application

Closed source has **infected** user experiences worldwide

## CONSUMER

### SOCIAL

Facebook

Twitter

Snapchat

Instagram

LinkedIn

### VIDEO

Hulu

Netflix

Youtube

Onlyfans

Google Play

### PUBLISHING

Medium

Substack

Squarespace

Tumblr

Tiktok

### TECH

Apple iOS/OSX

Microsoft Windows

Garmin/Fitbit

Tesla FSD

Xbox/Playstation

## ENTERPRISE

### TOOLS

Micosoft Office

Adobe Suite

Salesforce

Tableau

### TOOLS CONT.

Asana

Mailchimp

Hubspot

Freshworks

### COMM.

Intercom

G-Suite

Slack

Zoom

### PLATFORMS

Shopify

BigCommerce

Webflow

Bubble/Nocode

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**Traditionally, licensing was simple**

**Open-source vs closed-source was an  
equation, not a discussion.**



# Before Neutron Creative

A traditional view at software licensing

## Open-source

Pro-consumer, anti-business

- Bad for monetization
- No proprietary tech/IP concerns
- Code is 100% free (no limits)
- Inherently product focused
- Highly collaborative forktocracy
- Most active community rules
- Community built/maintained
- Inherently secure & trustworthy

vs

## Closed-source

Anti-consumer, pro-business

- Great for monetization
- Full control of IP
- Code is 0% free
- Typically marketing focused
- Uncollaborative dictatorship
- Highest paying customer rules
- Third-party built & maintained
- Less secure & trustworthy

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# After Neutron Creative

Our unique, “fair-code” open-source greatly improves software without the need to loss control over your IP

## Our open-source

**Pro-consumer, pro-business**

**Great for monetization (full control of IP)**

**Code is 99% free (reasonable limits)**

**Better product, higher perceived value**

**Higher prices, happier customers**

**Ruled by both customers & community**

**Inherently optimized & self-sustainable**

**This led us to our profound new mission...**

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**Our mission to make  
the world open-source**

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**1) We're starting by building  
open-source alternatives  
to existing SaaS software**



# Users around the world love our software

## Real user testimonials:

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

Singlelink is amazing



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



digvijay Today at 12:55 PM

This is just amazing!!!! You can't guess how pumped I am right now by joining the org.



palindrome 09/09/2020

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



Andrew 09/02/2020

Singlelink looks extremely well done; congrats on the launch!



Ben Today at 12:33 AM

Makes a ton of sense!

I'm looking forward to seeing where y'all go, this is super neat

Props to you for finding a nice little market where your only competitor is a greedy piece of shit



adrenaline\_hunter 12/18/2020

thank you! What I like is that in almost 5 minutes I've configured everything

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



wyamout commented on Oct 25

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



BenK 12/13/2020

Definitely looking at the product but wish Whale was a thing already 😊

\*Our Singlelink paid tier

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# Our software is growing everyday

We're building one product a month to focus on compounding exponential growth and spreading open-source awareness

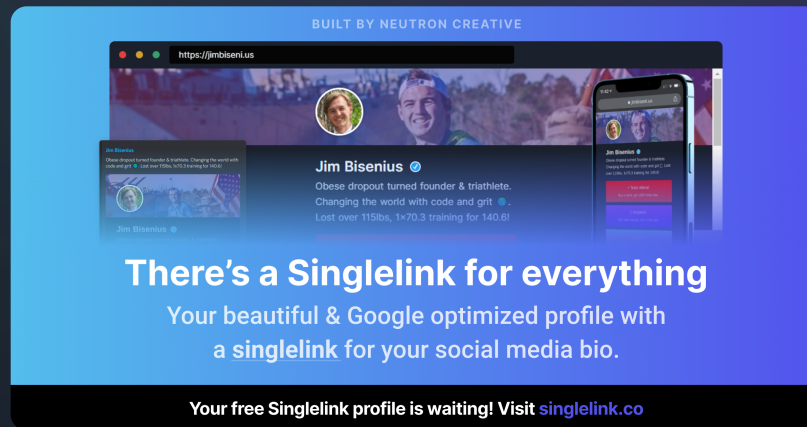


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**What we've already built** 🙌

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SEPTEMBER 2020



# Singlelink v2.1.0

Your free online link for anything in seconds.

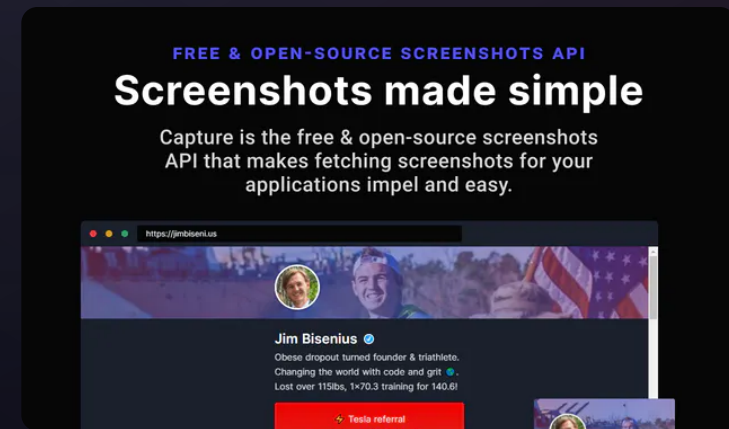
[singlelink.co](https://singlelink.co)

OCTOBER 2020

# Capture v1.1.0

Web screenshots via API,  
made easy & open-source.

[capture.neutron.so](https://capture.neutron.so)



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NOVEMBER 2020



## Deeplink

A library to convert your links to deep links.  
One click, direct to app.

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## Deeplink v2.1.0

A library to convert your  
links to deep links.

[npmjs.org/package/nc-deeplink](https://npmjs.org/package/nc-deeplink)



Product Hunt

#5 Product of the Day

## Sponsorware v1.0.0

Easily sell access to your  
private repositories with  
Github sponsors.

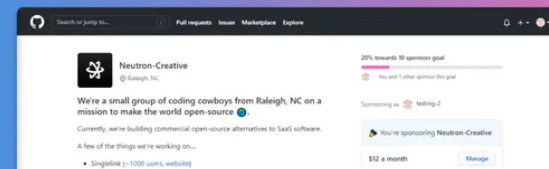
[sponsorware.neutron.so](https://sponsorware.neutron.so)

DECEMBER 2020

## Sponsorware for Github

Sell access to your private Github  
repositories with Github Sponsors.

BUILT BY NEUTRON CREATIVE



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SEPTEMBER - DECEMBER 2020

# Progress summary

Users: 1,233

Waitlist size: 511

Total community members: 1,744

Average MoM Growth: 60%

Peak MoM Growth: 86%

\*All organic, no ad spend after 100 users

\*\*Projects currently pre-revenue, awaiting monetization.

In a brief private-beta, Singlelink grossed \$500

between two enterprise clients over one week

\*\*\*Updated 01/11/2021

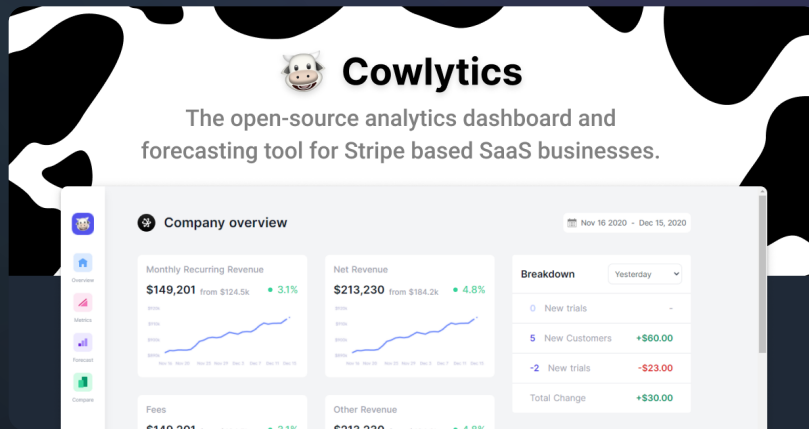
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# What we're building next 🙌

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JANUARY 2021



**Cowlytics** v0.4.0

The open-source analytics  
and forecasting dashboard  
for Stripe SaaS businesses.  
[cowlytics.co](https://cowlytics.co)

FEBRUARY 2021

**Openstack** v0.2.0

The open-source and  
independent subscription  
newsletter platform.  
[openstack.neutron.so](https://openstack.neutron.so)



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MARCH 2021



## Singlelink v3

Your custom micro-site  
with a Singlelink for  
everything in 60 seconds.  
[singlelink.co](https://singlelink.co)

APRIL 2021

## Universal Emoji

The open-source universal  
emoji kit for every platform  
and every application.  
[emoji.neutron.so](https://emoji.neutron.so)



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JANUARY 2021

## Beautiful FOSS!

A github repository boilerplate to make your repositories **beautiful in minutes**.

Get started free!

Available free forever at [foss.neutron.so](https://foss.neutron.so)

## Beautiful FOSS

Your repositories made beautiful & discoverable in minutes, effortlessly.

[foss.neutron.so](https://foss.neutron.so)

FEBRUARY 2021

## Neutron v0.4.0

Up to 160x faster websites with our one-click web lasso, Neutron.

[neutron.so](https://neutron.so)

## Put your websites on **autopilot**

Faster, more secure, and infinitely scalable websites in one click.

 **neutron!**

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**And so much more.**

**But we could go on for days.**

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# Revenue streams

**We have a variety of revenue streams related to each new project we build**

## **Hosted services**

**We offer paid hosting & maintenance for all of our open-source projects.**

**Projected CaC: \$5**

**Projected LTV: \$336**

## **Enterprise Sales**

**We offer enterprise hosting, support, development, and maintenance for all projects.**

**Projected CaC: \$25**

**Current Average LTV: \$1,823.27**

## **Acquisitions**

**Our projects can be purchased & acquired by a third-party.**

**Product cost to build: ~\$25-35k**

**Expected minimum worth at creation: ~\$100K**

**Expected worth after 1yr maturity: \$.5-3.5M**

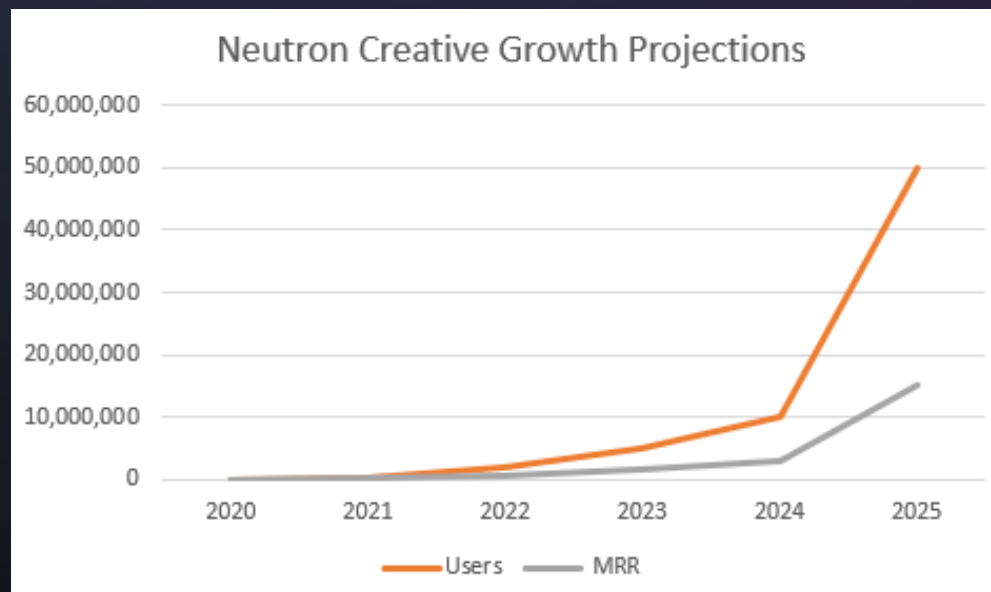
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# Future Growth

**Our three and five year projections based off our currently available data.**



**Our three-five year goal: Have the average consumer report that open-source is a deciding factor when purchasing or using software**

The graph's above have been forecasted by projecting our current MoM Growth rate over 12 months from our existing user count with a manually inserted decay in MoM % after 2021 to adjust for issues at scale

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# Team

Our small team of “coding cowboys”



## Jim Bisenius

PRESIDENT & FOUNDER

Built first profitable company at 10, exceeded 50 sales & \$2500 revenue in 30-days. Professional maker since ~12, working for various clients in VC & engineering industries. Lost +115lbs, completed one 70.3 mile race and now training for first ironman (140.6 mi).



## Navid Kabir

CO-FOUNDER & CTO

Joined the team in Q2 2020, helped make pivot to open-source software. Previously founded game dev co. and grew community to 250+ active members, with one of their open-source projects receiving 15+ forks & 30+ stars on Github.



## Bill Bisenius

INVESTOR & LEAD ADVISOR

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



## Andrew Boyle

CO-FOUNDER & CSO

Joined the team in Q2 2020 to assist in open-source pivot. Previously co-founded game dev co. aside Navid, where he assisted in community growth & dev for multiple projects. In addition, raised \$30K for a successful crypto mining operation, finding net-positive within 12 months

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# What we need

**\$665K via SAFE**

**For 18 months of development**

**Main expenses:**

**5% marketing, 7.5% existing debt, ~80% payroll**

**With this money:**

**Monetize existing four products where applicable**

**Build & release 18 new products (One/Month)**

**Aim to reach 350K users & \$100K MRR**

**Raise seed round in 18 months**

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# Thank you for your time.

We appreciate everyone who takes the  
time to read our pitch deck.

## Contact information:

[jim@neutroncreative.com](mailto:jim@neutroncreative.com)

(984) 269-8841

@jim\_bisenius (Twitter)

All feedback is welcomed & appreciated

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