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On a more technical note - our application uses Docker containers to run multiple tests asynchronously and in parallel (rather than consecutively, which can take a long time.) This technology wasn't available ten years ago.

Why did you choose this idea? ▾

Developers want to write high quality, secure code. But no one wants to spend hours doing configuration and waiting for tests to run! We built this tool to make testing easier for developers. Then we realized that it solves an even bigger problem for people with large codebases (large enterprise companies.)

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

Developers are more empowered than ever before, especially when it comes to choosing software. That creates an opportunity for us to help them ship higher quality code. We're leveraging the #DevSecOps movement, where developers become security evangelists inside their organizations.

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What is your proudest accomplishment? ▾

Brett Thomas protected 200M credit cards at Vindicia without incident - and then he & his cofounder sold the company for \$115M.

CEO Elissa Shevinsky was featured on the cover of the NY Times Sunday Business, named "Woman of the Decade" by Williams College, and was invited to teach Computer Science at Williams College (for "Winter Study" session.) Now she is keynoting one of the largest events in our space - DevSecCon in both London and Tel Aviv.

How far along are you? What's your biggest obstacle? ▾

We've completed the MVP for individual developers, and are working on completing the SMB/enterprise versions.

We're focusing on shipping the MVP individual developers over the next few weeks. This version makes it fast and easy to test Python and Java code using open source tools. We also give the developer a beautiful report, which makes it easy to share results with colleagues and management.

We're working towards shipping the parallelization (speed) technology. Completing the "speed tech" is a rather complex problem (and a significant challenge.) Managing the various integrations and language-specific packages is extremely complex. The good news here is that we have a significant moat against competitors.

Who are your competitors? Who is the biggest threat? ▾

The largest competitors are VeraCode, SonarQube, Rapid7, Codacy ShiftLeft and a few others. Our biggest threat is the length of enterprise sales cycles. It could take us a very long time to sell into big customers. We're focusing on individual developers and startups in the short term, which is the classic way to scale up to enterprise sales. We're also working on selling into relatively friendly enterprises, for examples via Techstars partnerships.

What do you understand that your competitors don't? ▾

We understand the importance of community in the dev tools market. Most of the larger players stay away from open source, and don't have a significant presence in community events like Meetups or DevOpsDays.

We also see the potential for collaboration between developers and security engineers. We're working on tools to empower developers and security engineers to solve problems and fix bugs collaboratively.

How will you make money? ▾

We plan to make money selling our software to SMBs (and eventually enterprise customers) via SaaS licenses. We'll start out by offering three pricing tiers: a free tier for individual developers, a pro tier for small businesses at a price point of \$79.99/month, and a \$550/month tier that includes significant support from our technical team.

The real monetization will come when we are able to support enterprise customers, who pay \$90K - \$1M+/year for this type of software and services.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

The classic startup risks are team, product and market.

We've solved for team risk (we've all worked together before and can get things done.) We have an MVP for developers and are close to shipping our "speed tech" to businesses and pro users.

We still need to prove that we can make money selling our software. We plan to use some of the money from our upcoming seed raise to do sponsorships and content marketing at Meetups and PyCon events. We'd also like to hire a salesperson with experience selling dev tools, and a developer advocate with experience running security or testing workshops. I can do all of these things (hooray for founder selling) but we'll sell more faster by growing the team.

What do you need the most help with? ▾

We could use beta testers (a great way to help if you're a developer) and introductions to customers. We're interested in talking to decision makers and developers at small to medium size tech companies, and doing informational interviews with potential enterprise customers.

We could also use support on social media and Github. We have a Twitter account, and are on Twitch. We could use likes, follows and retweets, to give those new channels some initial traction.

What would you do with the money you raise? ▾

This campaign is part of a larger pre-seed raise. Funding will go towards:

1. Runway for the current team & operating expenses. Paying our bills FTW!
2. Hiring a developer advocate to write technical documentation and give educational workshops to drive adoption.
3. Hiring a part time or full time Python developer, to accelerate development of key features (expansion into additional languages, helpful integrations, etc.)
4. Paying back an interest-free loan. (We bought out our first investor. That's a long story but tldr they wanted us to focus on blockchain consulting and we had a different vision.) Happy to share more details - that was an important step in becoming a scalable software business.