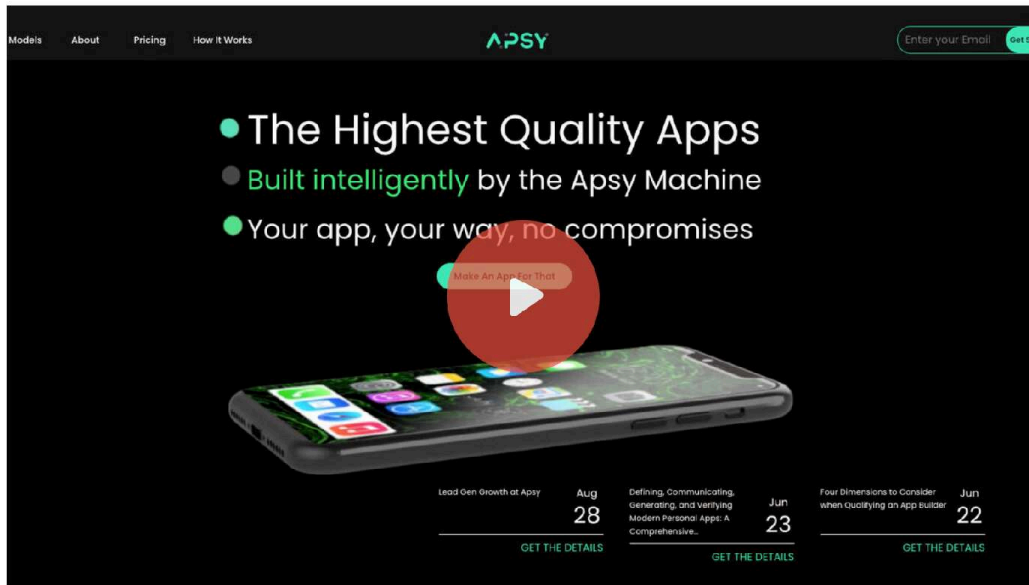


# The first true human-out-of-the loop AI platform to build affordable elegant custom apps



[apsy.io](https://apsy.io) Los Angeles CA Infrastructure Software Technology Engineering Software Engineering

## Highlights

- 1 \$600K in the first year across 50 customers worldwide
- 2 Techstars-Backed, Sunstone-Backed  
1 \$600K in the first year across 50 customers worldwide
- 2 Techstars-Backed, Sunstone-Backed
- 3 Tackling a \$20B global market
- 4 Experienced team of YC Founders, PhDs, Data Scientists, and Advisors
- 5 I have already raised \$700K via angels

## Our Team



**Tooraj Helmi** CEO

Machine Programming Scientist, Tech Executive, Ph.D. at USC, and former YC Founder working as a solution architect focused on cloud-native and mobile solutions, portfolio modernization, application re-platforming, and data center migrations.

I started writing code when I was about 6 years old. So coding is another spoken language to me. As an

### LEAD INVESTOR



**Ramesh Dontha**

Why we invested in Apsy is because of the very simple and powerful value proposition of cheaper, faster, and of higher quality. Web/mobile application development could be expensive and take a long time if not managed properly. Apsy uses a smart AI engine to make the app development very palatable to startup founders and small businesses. Additionally, its SaaS model makes it very affordable for all kinds of businesses. As an investor, I also liked the fact that the founder is an alumni of Y-Combinator incubator and knows his way around the startup world. With a very strong technical background, the founder has major strides in the very first couple of years. Another reason is that Apsy generates the code that is used by millions of developers already and makes it easy for businesses to maintain the applications in-house if they choose to at a later point of time. I can go on but I believe in Apsy because of its strong technology foundation, profitable business model, and easy to understand value proposition.

**Invested \$100,000 this round**

I started writing codes when I was about 6 years old. So, coding is another spoken language to me. As an entrepreneur, I've built many apps for my projects & I've had to put a lot of money and effort into finding high-quality developers. So I always wondered: why is it so difficult and expensive when I know it can be easier and more cost-effective?

quality developers. So I always wondered: why is it so difficult and expensive when I know it can be easier and more cost-effective?



**Paulina Vargas** Marketing Lead



**Naz Parivar** Experience Lead



**Parnia Yazdkhasti** Product Lead

## Pitch

BACKED BY

**APSY**

- **Deep Tech Startup**

THE FIRST TRUE AI SAAS TO  
**BUILD ELEGANT-AFFORDABLE  
CUSTOM APPS**

THE PROBLEM

**LACK OF DECENT CUSTOM  
ELEGANT APP BUILDERS**

<b>Do-it-yourself / Low Code</b>	<b>Contractor / Dev-shops</b>
<ul style="list-style-type: none"><li>◦ Cookie-cutter</li><li>◦ Building Hassle</li><li>◦ High Learning Curve</li></ul>	<ul style="list-style-type: none"><li>◦ Expensive: \$100K+</li><li>◦ Slow</li><li>◦ High Risk</li></ul>

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## STORIES

### App Build Failures



#### Bubble

**Idea:** Career Training App for Youth

**Impact:** 5 months to build



**Could NOT support new vision**



AppSheet

#### App Sheet

**Idea:** Reducing Covid risk for workforce

**Impact:** Scalability



**Did NOT scale beyond 3 use cases**



#### Offshore Development

**Idea:** Investment matching for startups and scouts

**Impact:** Spend \$50K



**Did NOT receive a functional app build**

### An Example

Customer explains her app like this:

**“I need an app that allows users to see items placed for sale by their friends. Users should be able to engage with their network around posted products socially. They can also share items with their friends. If a referred friend buys the item, the user receives a 5% commission.”**

### LOW-CODE'S APPROACH

We give you pieces: Button, Textbox, ...  
→ Go figure it out how to build it yourself

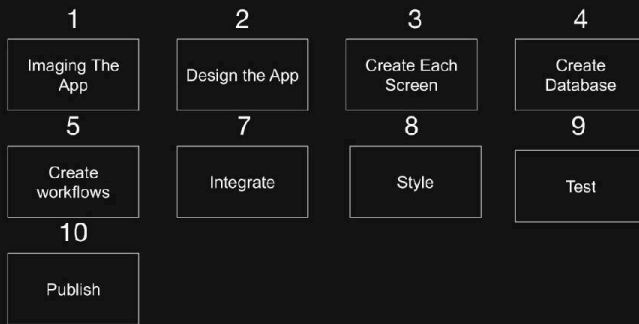
AKA DO-IT-YOURSELF

### Let's Build it with Low Code

The screenshot displays a low-code development environment. On the left, a sidebar contains a 'DESIGN' menu with options like 'Visual elements...', 'Workflow', 'Buttons', 'Text', 'Link', 'Image', 'Shape', 'Alert', 'Video', 'Map', 'Start on bubble', 'Input menu...', 'Containers', 'Group', 'Repeating Group', 'Popup', and 'Floating Group'. The main canvas shows a blue button with the text 'BUT 1000'. On the right, a settings panel for 'Button A' is open, showing 'Appearance' and 'Transitions' tabs. Under 'Appearance', there are options for 'Lock size', 'This element isn't clickable', 'Start with workflow', 'This element is visible on page load', and 'Make this element fixed-width'. The 'Style' dropdown is set to 'Tertiary Button'.



### Low-Code Process: Made for Programmers?



### Can really a non-programmer "DO IT HIMSELF"?

- How would I define concepts like being a friend, selling, ... if I am not programmer?
- Where do I begin?
- Build one screen at a time → Can take months
- App looks like I did-it-myself and everybody notices that :(

### APSY APPROACH

You just explain it → Our platform builds for it

WE ARE INTRODUCING:  
JUST EXPLAIN IT YOURSELF

### APSY PROCESS



- Use AI to Choose from 100 + Models

"I need an app that allows users to see items placed for sale by their friends.

E-Commerce Model

Users should be able to engage with their network around posted products socially.

Social Model

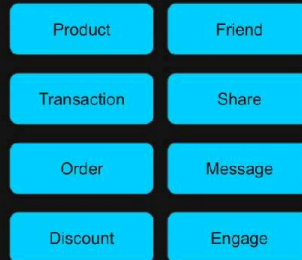
They can also share items with their friends. If a referred friend buys the item, the user receives a 5% commission."

- Start from ready screens and 100+ known concepts

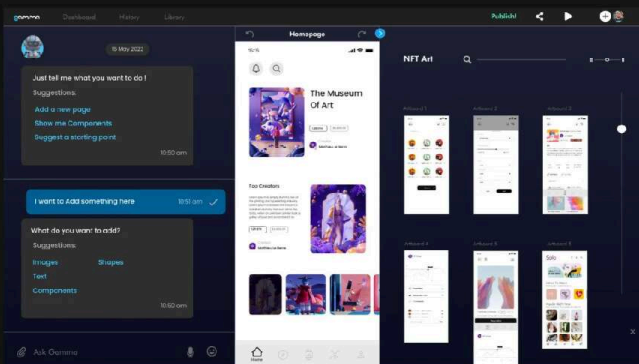
#### Social & E-Comm Screens



#### Concepts



- THE SOLUTION Remove the Burden from the User



#### Value Proposition

# Better

Low Effort. Great Design. Fully Custom. Scalable

# Faster

Weeks NOT Months to deliver

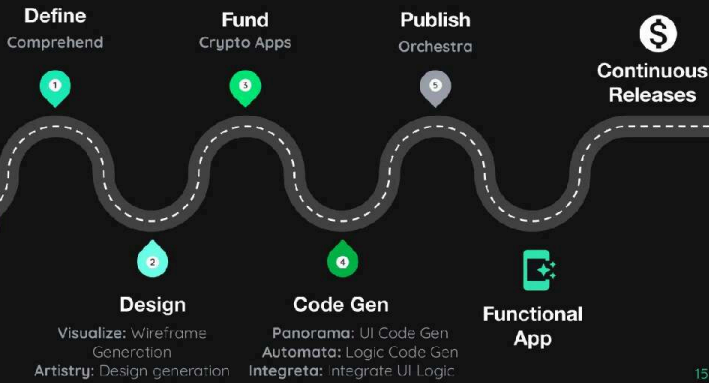
# Cheaper

\$5K-\$15K NOT \$500K - \$5M

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## HOW IT WORKS

### AI SAAS Platform to Build Custom Apps



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## MARKET



Years in Focus	1-5	3-5	4-5
Captured in Year 5	70%	10%	5%

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## TRACTION

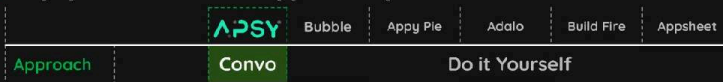
\$0.6M in 1st Year | \$100K+ Monthly Sales | 50 Customers | 10 Countries



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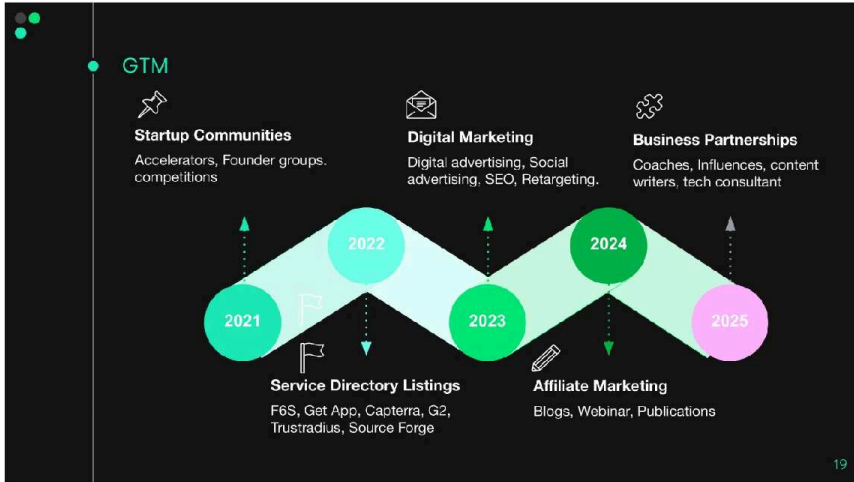
## COMPETITION

### Apsy VS The World of App Development



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PRICE	5K-10K	✓					
	10K-40K	✓	✓	✓	✓		
	> 40K					✓	✓
PLATFORM	MOBILE	✓		✓	✓	✓	
	WEB	✓	✓				✓
TIME TO MARKET	Week	✓					
	Months		✓	✓	✓	✓	✓



### LEADERSHIP TEAM: 40 Years Combined Experience

**Tooraj H.**  
CEO & Founder  
MBA, Ph.D. USC,  
EX-SVP Pennumac  
Team of 100+

**Paulina V.**  
Marketing VP  
5 Years of Product  
Marketing

**Naz P.**  
Client Success VP  
7 Years of UI/UX

**Parnia Y.**  
Product VP  
5 Years of UX

**Reza A.**  
Tech VP  
Ph.D. Florida Univ  
EX-Exec Dir, JP Morgan  
Team of 20+

### Advisors

**Ray Freiwirth**  
CEO Commons XR  
Tech Coast Los Angeles

**Paul Orlando**  
Professor USC Marshall  
Director Grief Incubator

**Ramesh Dontha**  
Serial Entrepreneur  
Best-Selling Author,  
Podcast Host

### Business Model

## Subscriptions

- Monthly Rate: **\$100-\$1000**

### Metrics

- LTV: **\$20K**
- CAC: **\$1K**
- MRR: **\$21K** (6/22), **\$60K** (12/22)

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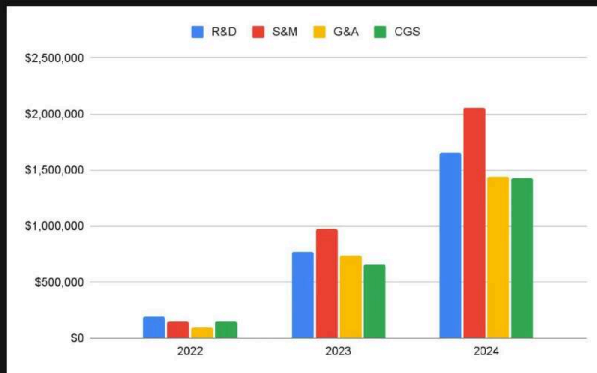
## PROJECTIONS: ROI: 10X In 3 Years, 30X In 5 Years

	2022	2023	2024	2025	2026
# Subs (Apps/Tools)	87/20	1.8K/2.6K	8.7K/8.2K	18K/25K	37K/50K
Apps Rev	241K	2.7M	24M	63M	126M
Tools Rev	2K	780K	6.1M	19M	38M
Services Rev	54K	297K	1.2M	3M	4M
<b>Total Rev</b>	<b>298K</b>	<b>3.8M</b>	<b>31M</b>	<b>75M</b>	<b>168M</b>
H&D	191K	768K	1.5M	2.5M	4.6M
S&M	150K	972K	2M	5.0M	12M
G&A	89K	739K	1.4M	2.8M	4.6M
CGS	149K	656K	1.4M	2.9M	4.8M
<b>MRR</b>	<b>56K</b>	<b>900K</b>	<b>3.4M</b>	<b>8.7M</b>	<b>16M</b>
<b>Margin</b>	<b>-</b>	<b>18%</b>	<b>74%</b>	<b>82%</b>	<b>84%</b>

Forward-looking projections cannot be guaranteed

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## USE OF CAPITAL



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## EXIT STRATEGY



### AppSheet Acquired by Google

2019: \$18M (A) | 2021: Acquired

### Bubble Raised \$100M Series A

2019: \$6.5M (Seed) | 2021: \$100M (A)

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## Q3/Q4 22 ROADMAP

	MARKETING			PRODUCT LAUNCH	
JUL	CryptoAps	Panorama	Automata		
AUG	CryptoAps			CryptoAps v1	
SEP			Gamma	Panorama v2	Automata v2
OCT	CryptoAps		Automata	Gamma v2	
NOV	CryptoAps	Panorama		CryptoAps v2	Automata v3
DEC				Gamma XR	Panorama v3

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# APSY

## THANK YOU

*We invite you to join our...*

**DISRUPTING  
SCALABLE  
IN-REVENUE  
STARTUP**

You can find us @  
[ceo@apsy.io](mailto:ceo@apsy.io)

[wefunder.com/apsy.io](https://wefunder.com/apsy.io)

MAKE IT WITH APSY.