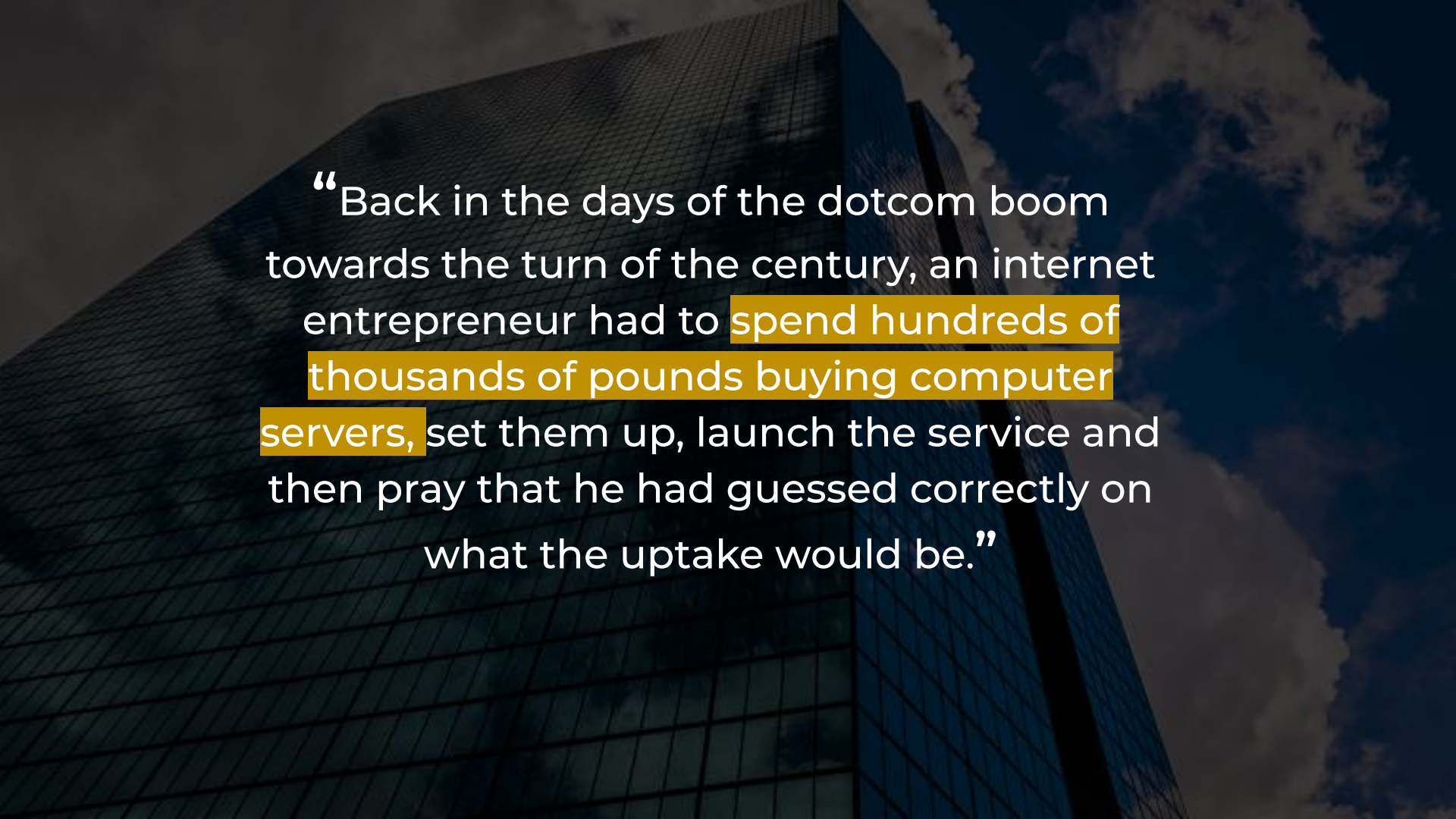


**IMAGINE YOU'RE TRYING
TO START A SOFTWARE
COMPANY IN 1997.**



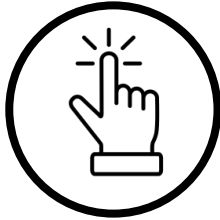
“Back in the days of the dotcom boom towards the turn of the century, an internet entrepreneur had to spend hundreds of thousands of pounds buying computer servers, set them up, launch the service and then pray that he had guessed correctly on what the uptake would be.”



VMware

Solving Pain Points for Software Startups

Overhead Server Costs and Problems



Go to market costs are comprised of servers (most aren't used)



\$1000 - \$10000

Per month

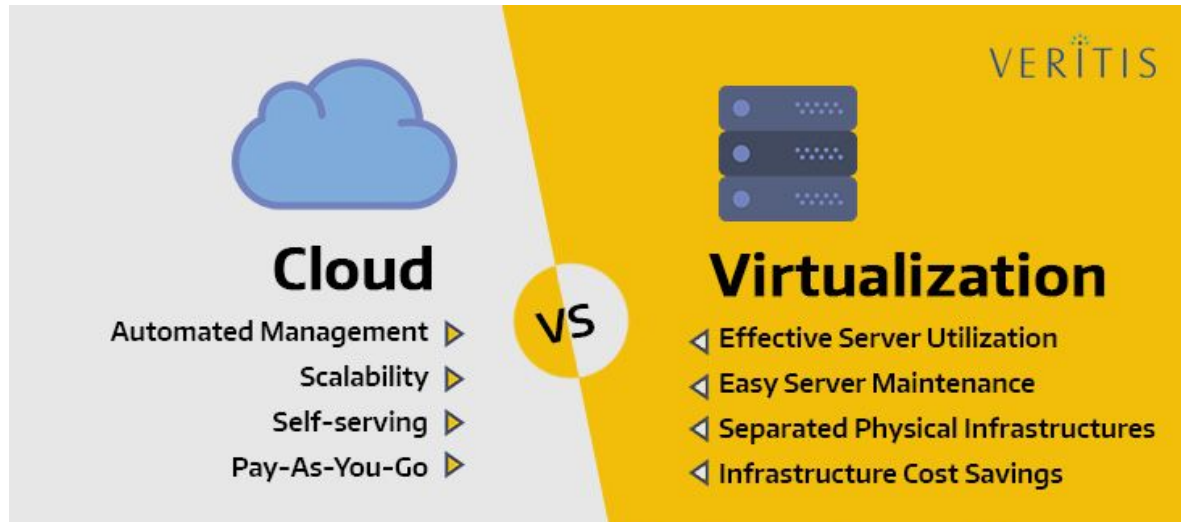
for physical and remote servers



Hard to predict usage of servers; poor resource management

**A “Pay-Per-Use Model”
would allow companies to
scale more efficiently and
invest more into products.**

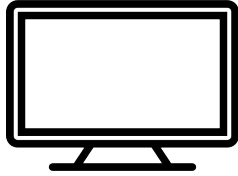
Virtualization & Cloud Computing



Economic Incentive for Startups and Software Companies

- **Save** lots of money in **initial** and **overhead costs**
- **Reinvest** that money into R&D and the product they are actually building
- **Lowers** the burden of **risk** that a startup takes
- Pay-per-use allows for **autonomous scalability**

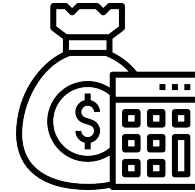
Implementation



FREE TRIAL SOFTWARE
PACKAGES



DOCUMENTATION FOR EASE OF USE
FOR DEVELOPERS



COST ESTIMATES

PEOPLE TO TALK TO

