

The background of the slide is a black and white photograph of a baseball field, viewed from an elevated angle. The field's base paths and pitcher's mound are visible, with white chalk lines on the dark grass. The image is partially obscured by green geometric shapes: a large green triangle on the left side and a series of overlapping green polygons on the right side.

Pitch Deck - Atlassian Forge Apps

Future SaaS Products Hosted by
Atlassian

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Introduction



Atlassian Forge is a cloud-native platform for app development



Apps are hosted by Atlassian — no need for Virtual Private Servers



Reduced operational burden and lower hosting costs



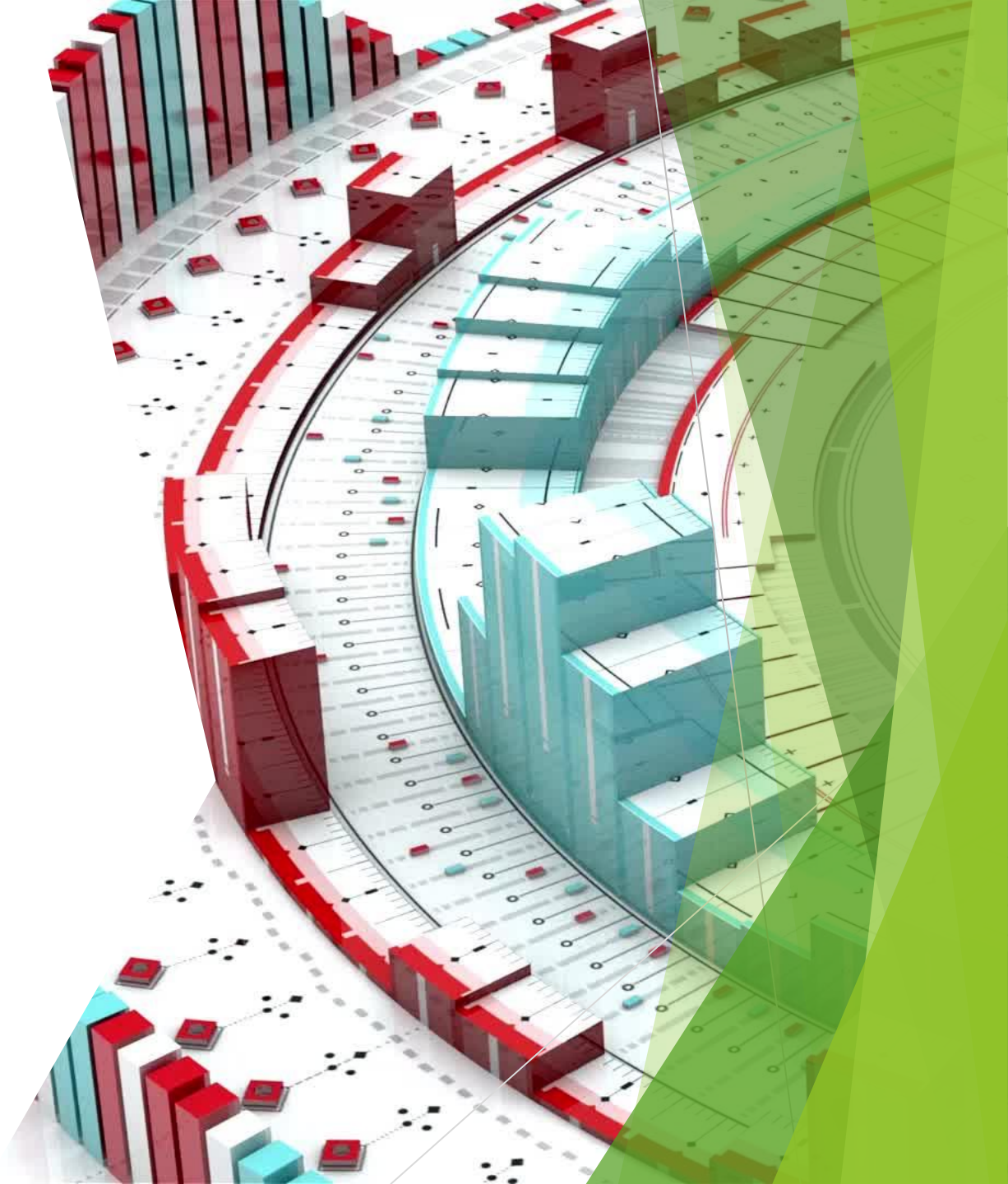
Pricing model: Monthly or Annual subscriptions



Potential to build sustainable income for living expenses

Market Opportunity

- ▶ Atlassian has 300,000+ (Atlassian customers) and 80 % of Fortune 500
- ▶ Jira, Confluence, and other Atlassian tools dominate enterprise SaaS
- ▶ Transparent pricing and installation data on Atlassian Marketplace
- ▶ Strong demand for productivity, automation, and reporting apps
- ▶ Forge enables faster, secure development with global reach



Cloud App Pricing Overview

Up to 10 users - \$10 flat fee/month

11-100 users - \$4.53/user/month

101-250 users - \$3.18/user/month

251-1000 users - \$1.51/user/month

1001-2500 users - \$0.84/user/month

2501-5000 users - \$0.48/user/month

5001+ users - \$0.20-\$0.31/user/month depending on tier

Annual billing available, scaling revenue further

Business Model



- Subscription-based SaaS model



- Monthly recurring revenue (MRR) for steady cash flow



- Annual recurring revenue (ARR) for long-term stability



- Atlassian handles hosting, scaling, and security



- Zero infrastructure costs — focus on innovation and support

Advantages of Forge

Built-in hosting by Atlassian

Compliance with Atlassian's enterprise-grade security

Easy integration with Jira, Confluence, Bitbucket

No infrastructure management required

Faster time to market for new ideas

Next Steps



Identify high-value app ideas for Forge ecosystem



Develop prototypes and test with early adopters



Leverage Marketplace visibility for adoption



Build portfolio of multiple Forge apps for recurring revenue



Scale into enterprise-level deployments

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