Pitch Deck – i4ware SDK Low-Code Platform

Custom Software Projects as a Service

Presented by Matti Kiviharju

Introduction

- i4ware SDK is a low-code development platform

- Enables rapid creation of enterprise applications

- Business model: Selling custom software projects

- Projects built from templates with scalable customization

- Focus on efficiency, speed, and cost control

Business Model

Revenue from hourly rated custom software projects

Hourly rate: €95 (VAT 0%)

Projects range from 1,000 – 20,000 hours

Typical project value: €95,000 – €1.9 million

Scaling by reusing templates and automating workflows

Market Opportunity

High demand for enterprise software solutions

Traditional software development is costly and time-consuming

Low-code accelerates delivery and reduces risk

Growing market for hybrid models: templates + customization

Positioning i4ware SDK as a cost-efficient alternative

Value Proposition

- Faster delivery with pre-built templates
- Lower development costs for clients
- Scalable for both SMEs and large enterprises
- Reusable code base increases efficiency over time
- Revenue predictability via hourly billing model

Financial Model

Hourly Rate: €95 (VAT 0%)

Small project (1,000 hours): €95,000

Medium project (10,000 hours): €950,000

Large project (20,000 hours): €1.9 million

Potential for recurring business with upgrades & support

Competitive Advantage

- Deep experience in enterprise software & Atlassian ecosystem
- Combination of templates and customization for speed
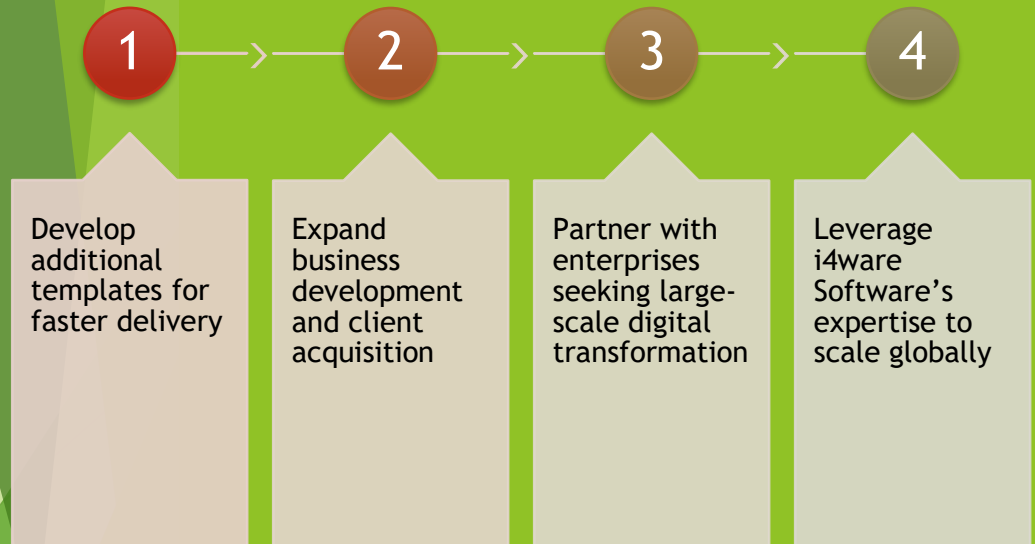- Flexible, scalable, and high-quality delivery
- No vendor lock-in for clients
- Proven track record with global partners

Next Steps

1 → **2** → **3** → **4**

1	2	3	4
Develop additional templates for faster delivery	Expand business development and client acquisition	Partner with enterprises seeking large-scale digital transformation	Leverage i4ware Software's expertise to scale globally

Contact

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