

Pitch Deck - i4ware Software

Timesheet for Jira / Confluence Data Center

Presented by Matti Kiviharju



The background of the slide is a complex digital-themed graphic. On the left, there's a vertical strip with a green-to-yellow gradient. The main area is dark blue with a faint grid of binary code (0s and 1s). Overlaid on this are a red bar chart and a white line graph. In the center, there are large, glowing blue binary digits '0', '10', '1', and '0'. At the bottom, there's a network diagram with blue nodes and connecting lines. The right side of the slide has a dark blue background with a green-to-yellow gradient on the far right edge.

Current Situation

- ▶ Imminent launch of Timesheet for Jira / Confluence Data Center edition
- ▶ Opportunity to generate recurring revenue in global software market

The Opportunity

Atlassian Data Center licensing model

- 50 users: \$1,900/year

- 5,000 users: \$38,000/year

- 150,001+ users: \$100,000/year

Wide adoption potential across small teams & enterprises

Substantial recurring revenue growth potential

Status & Timeline



Apps functionally ready



Remaining: performance & scalability testing (mandatory)



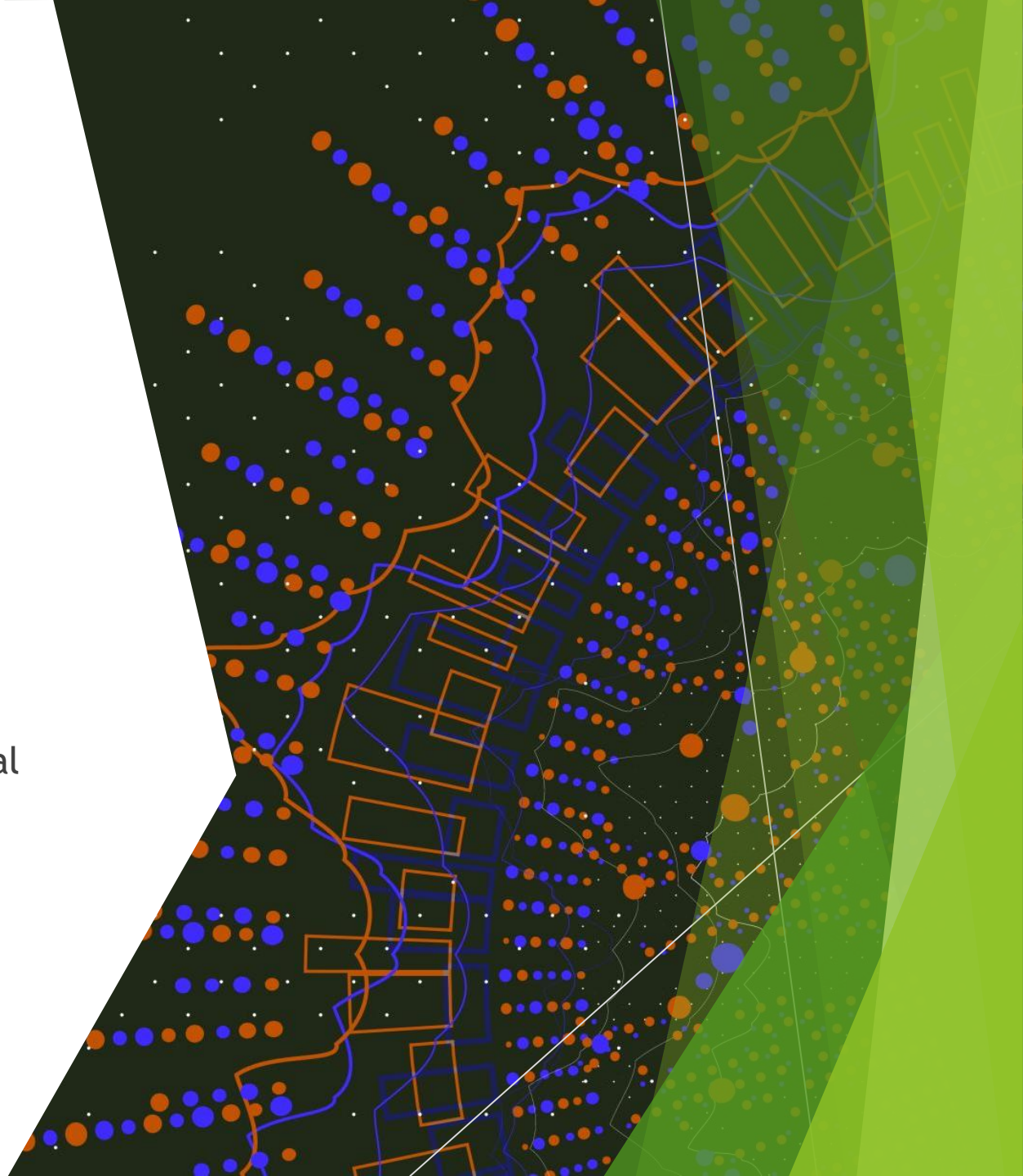
First licensing deals expected within 1-6 months



Low operational costs - development, support, and maintenance handled personally

Market & Track Records

- ▶ 20 years in Atlassian ecosystem (since 2004)
- ▶ Developed Requirements Diagramming for Siemens Polarion ALM (€10,000 value)
- ▶ Partnerships with Red Hat, Inc. and, Canonical Ltd
- ▶ Bookkeeping managed by Tilisali Oy
- ▶ Proven enterprise software expertise



Why This Is Different

- ▶ Atlassian has 300,000+ Atlassian customers) and 80 % of Fortune 500 companies
- ▶ Direct listing on Atlassian Marketplace
- ▶ No salary burden - reinvestment model
- ▶ Two lifetime Ext JS licenses (rare, cost-effective advantage) for do UI/UX better than competitors with zero budget

Funding Need

Seeking angel investor to fund performance & scalability testing

Testing cost ~ \$800+/year (Vietnam, AWS cluster) and this year 2025 is paid from owns

Development cost = €0 (self-funded)

Current permanent financing: €1,800/month

High-margin SaaS model, rapid return potential

Next Steps



Share Marketplace-ready screenshots



Provide detailed market research & business plan



4000+ pages of signed agreements with partners/vendors



Competing timesheet apps <100 on Atlassian Marketplace



Cloud version already generating recurring revenue (€450/month client in Dubai)

Contact



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