

# ReasonablySmart

Open Web Cloud

Company Introduction

2008

# The Reasonably Smart Business

---

Reasonably Smart develops and provides an  
open source Platform-as-a-Service (PaaS) that enables  
collaborative web application development  
in a utility (cloud) computing environment

# The Reasonably Smart Opportunity

---

- **The Pain...**

- Developers typically are not good at making web applications scale
- Lock-in
- Managing web application hardware is resource intensive (even in the "Cloud")
- Operating a web application is expensive (even in the "Cloud")
- The world's overall server capacity utilization is very low

- **The Reasonably Smart Platform...**

- Delivers highly scalable application infrastructure on which developers write their code
- Open Source
- Removes the need to manage the hardware once the application is operating
- Provides the operator a utility based pricing model that is truly pay for only what is consumed
- Is developed with the "blue sky" vision of facilitating excess server capacity brokerage globally

# The Reasonably Smart Product

---

- ❖ The Reasonably Smart Platform (RSP)
  - Open source Platform-as-a-Service (PaaS)
  - Currently JavaScript
    - Short term language plan includes python, ruby and php (with low investment)
  - Integrated version Control (Git)
- ❖ Cloud Installation of The RSP (hardware agnostic)
  - Multi-provider RSP installation (EC2, Slicehost, etc.)
- ❖ Consulting, Training, and Support Services
- ❖ Blue-sky vision:
  - Brokerage and Exchange of Spare Compute Power

# The Reasonably Smart Team

---

- **Bryan Bogensberger (co-founder, CEO)**

- Started career with Frito-Lay and Future Electronics
- 1<sup>st</sup> start-up experience, Dolphin Software
- Co-founded Marketingisland (CEO for 8 years), listed as one of Canada's fastest growing 3 times

- **James Duncan (co-founder, CTO)**

- Built Hawkesbury's first ISP at age 15
- Start-up experience in web-hosting, online travel and SaaS
- Managed Canon's web properties as CTO at Fotango
- Built world's 1<sup>st</sup> PaaS, Zimki (@Fotango)

- **Nathan Torkington (Advisor)**

- Chaired O'Reilly Open Source Convention for over 10 years
- Ran 1<sup>st</sup> web server in NZ
- Several advisory board positions
- Provides tremendous access to the development community

- **Duncan Hill (Advisor)**

- Founder and CTO of Think Dynamics (sold to IBM)
- EIR at Ventures West
- BOD of RapidMine and several advisory boards
- An infrastructure expert bringing access to channel partners and financing

# Generating Revenue and Profit

---

- **Revenue Model**

- Recurring revenue core
- Selling computer cycles, storage, and bandwidth
  - Utility (micro-unit) usage measurement and billing
- Non-recurring revenue includes:
  - Consulting
  - Training
  - Extended Help Desk Support

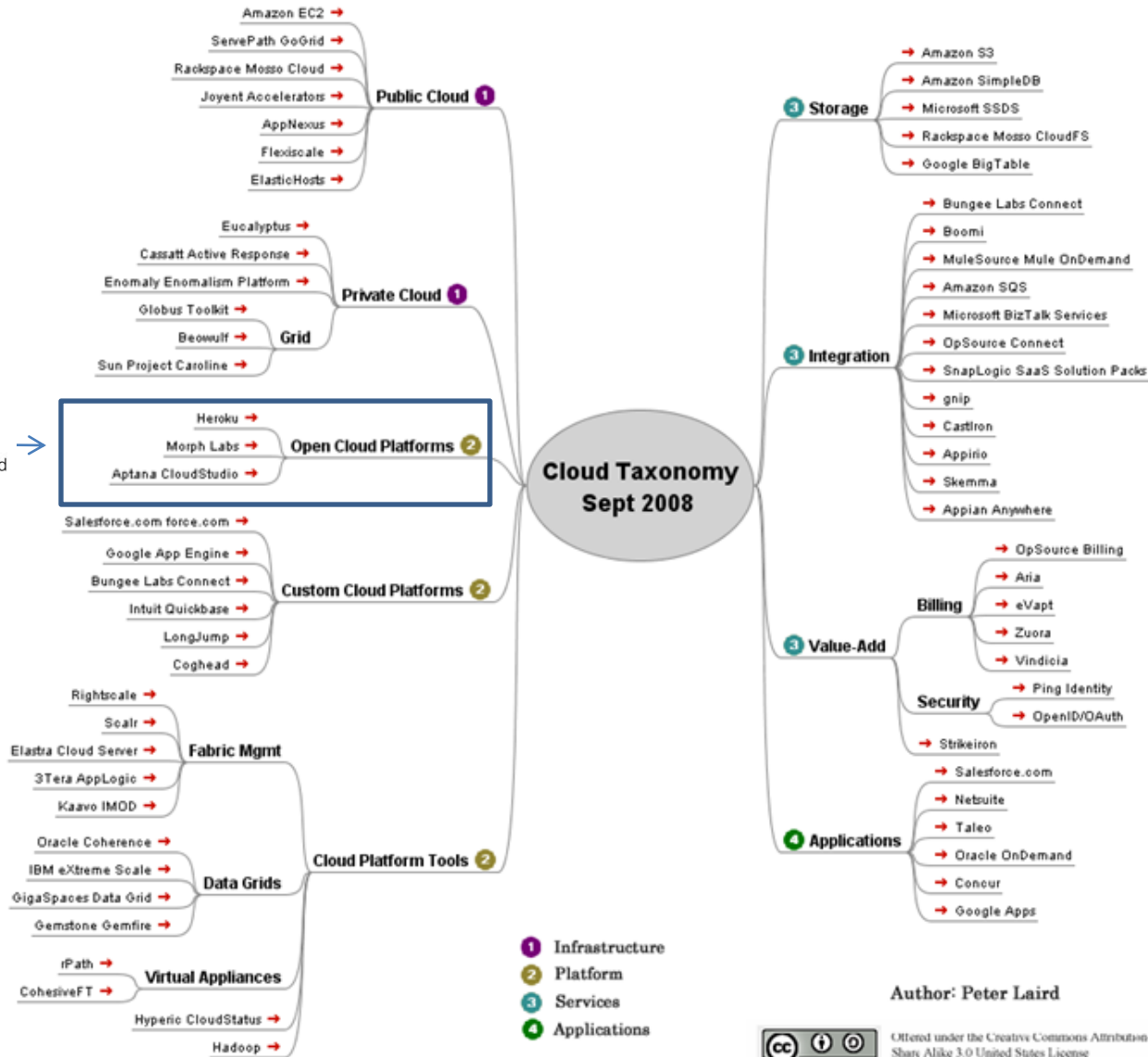
- **Go-to-Market**

- Develop an engaged, energized developer eco-system
- Develop Strong Channel Partners: Consultancies, ISVs, VCs
- Sell to those building apps: Web Design and Advertising agencies, Start-ups, the Enterprise
- Port existing static sites to the platform (work with large Hosting Companies to maximize their server utilization)

# Industry Landscape "Competition"

Note 1: Reasonably Smart is an Open Cloud Platform  
 Note 2: 10gen is the other Open Cloud Platform omitted from chart  
 Note 3: Microsoft Azure, just announced but not yet commercialized is not on the industry landscape

ReasonablySmart  
Open Web Cloud



Offered under the Creative Commons Attribution-Share Alike 3.0 United States License

# Reasonably Smart Status

---

- **Bootstrapping since June 2008**
- **Three sites operating on the platform**
- **Building a web application on the platform (to pay the bills)**
  - Social application targeted at parents is scheduled to go to beta in December 3<sup>rd</sup>
- **Funding efforts underway**
  - A few interested parties including hosting companies, angels and VCs
  - No lead investor identified
- **Looking to Raise \$x to complete the software, build-out internal capabilities and market the product.**
- **Use of funds:**
  - Build 'x' person organization in one year
  - Implement primarily a virtual office infrastructure
  - Execute marketing and sales plan
  - Execute technical development road-map
  - Launch v1.0 in 4 – 6 months