

**Contact Details:**

David McLauchlan

dave@buddy.com

@BuddyPlatform

Buddy helps developers build mobile apps cheaper, faster & easier.

Developers use our tools to add messaging, user accounts, location based services, friend lists, metadata storage, photo albums & push notifications to their applications, on any mobile platform.

Business Summary – Buddy, Inc. offers a set of hosted cloud services (“Buddy APIs” – application programming interfaces) that mobile application developers can use to add common or value-added functionality to their software, without having to invest in the infrastructure, technology and resources otherwise required to support these features. When developers write their mobile apps, they simply integrate the existing Buddy APIs into their code, without having to also build the cloud technology required to support those features.

Developers subscribe to Buddy, and depending on their subscription tier, are allocated a certain number of monthly “API calls” or transactions that their applications can make with the Buddy cloud services. As the developer’s mobile apps become more popular and interact with Buddy in greater volume, the developer may need to increase their subscription to a higher capacity tier.

Mobile application users – the end customer for the developer – do not pay anything to use Buddy, and if the developer so chooses, won’t even know that Buddy is powering their app. Buddy can be a fully white-label product.

Customer Problem – The backend technologies (cloud/web services) needed to support now commonplace features like “location awareness”, messaging, multi-player gaming, cloud photo storage/retrieval, etc... are non-trivial, and often very complex and expensive to build. Even if the developer has the required technical skillset to develop their own cloud services, managing and maintaining these systems is an enormous time-sink, taking them away from making their application the very best it can be.

Piecemeal solutions do exist – Flickr for photo storage, Foursquare for locations, Google Analytics for usage information, etc... but these services are often not white label, can be expensive and require separate maintenance for each one.

Solution – By deploying their apps built using the Buddy API set, developers are working with a single technology provider, paying a single bill, and administering the technology via a single logon – all across as many applications, OS platforms, hardware types and geographic regions as desired. At launch, Buddy will unquestionably be the most fully featured, best documented, publicly available solution for mobile app developers on the market.

Business Model – Buddy benefits from an attractive combination of sustainable competitive advantages, a favorable network effect, customer churn that decreases rapidly with increasing value of the customer and COGS that decreases linearly with customer growth.

Funding – Buddy has been bootstrapped by the founders, and has commenced discussions regarding external investment.

Pricing – Buddy will be priced competitively, offering developers a “rock-bottom” entry price point, and the ability to scale their back-end costs predictably as their applications gain traction. Pricing for enterprises will be negotiated on a per-instance basis for customers expecting materially more than 3MM API transactions per month.