



Gitential

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gitential.com

EXECUTIVE SUMMARY

Gitential is an analytics tool that helps engineering managers
increase software development efficiency through providing hard metrics



DEVELOPED BY DEVS

Strong tech team with deep expertise
combined with a serial entrepreneur
management & board

TRACTION

1,000+ Users
(registered single users)

45,000+ Developers
~20% in private repositories

Revenue generating
As of January 2018



RAISING \$500,000

To scale organization & marketing

THE PROBLEM

Measuring software development efficiency is **HARD**



LACK OF MEASURABILITY

There are no universally accepted software development KPIs



LOW TRANSPARENCY

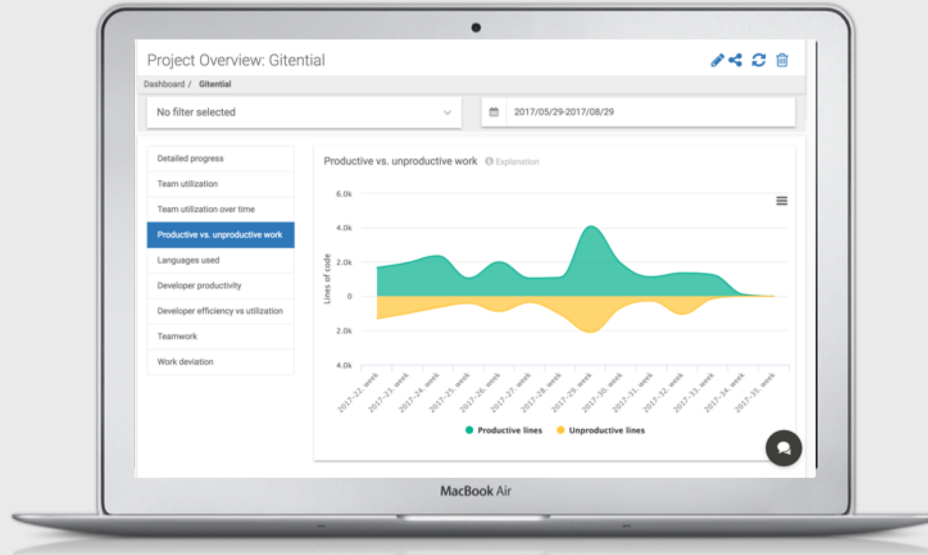
Especially in larger organizations and lower trust environments (outsourcing)



IMPOSSIBLE TO BENCHMARK

Development is subjective, difficult to compare to, and learn from others

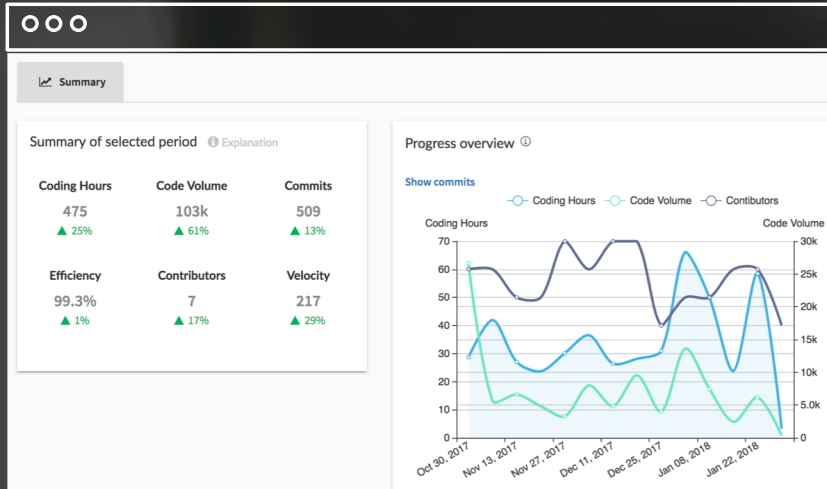
THE SOLUTION



A source code evolution based development analytics tool that

OFFERS HARD AND COMPARABLE KPIs FOR ENGINEERING MANAGERS

THE PRODUCT



CONTINUOUS & COMPREHENSIVE

Measures all source code changes 24/7



OBJECTIVE KPIs

See project, team, and developer progress



TRACK TRENDS

Compare effort and results daily or weekly



TAKE ACTION

Ask the right questions and adjust

THE PRODUCT

How it works

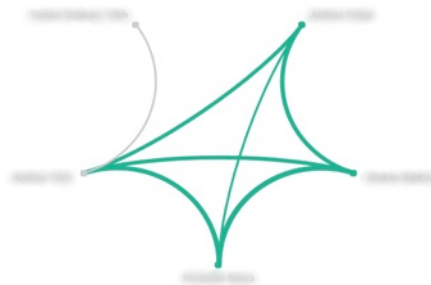
PROJECT LEVEL

TEAM LEVEL

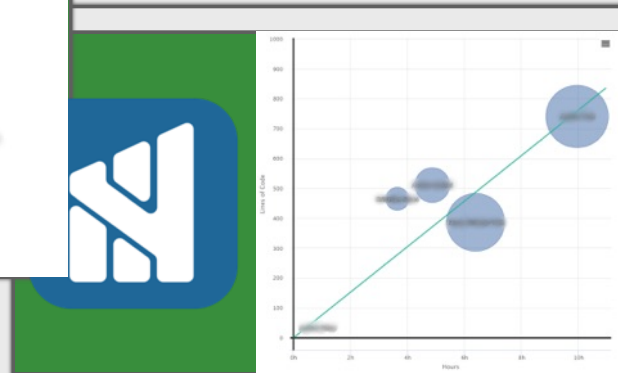
DEV LEVEL



Track overall project progress by week and contributors and identify bottlenecks and when technical debt is building up



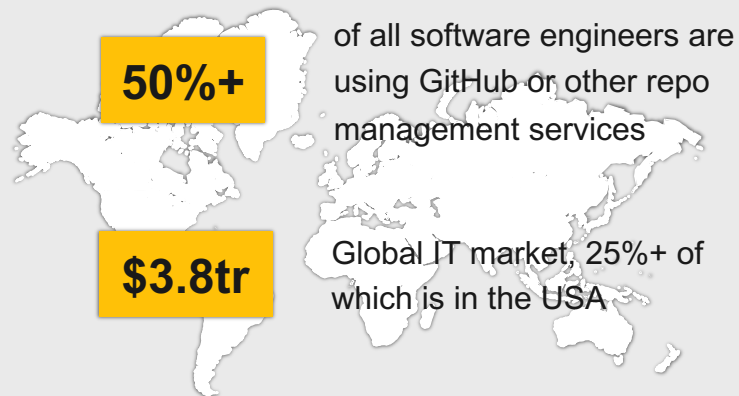
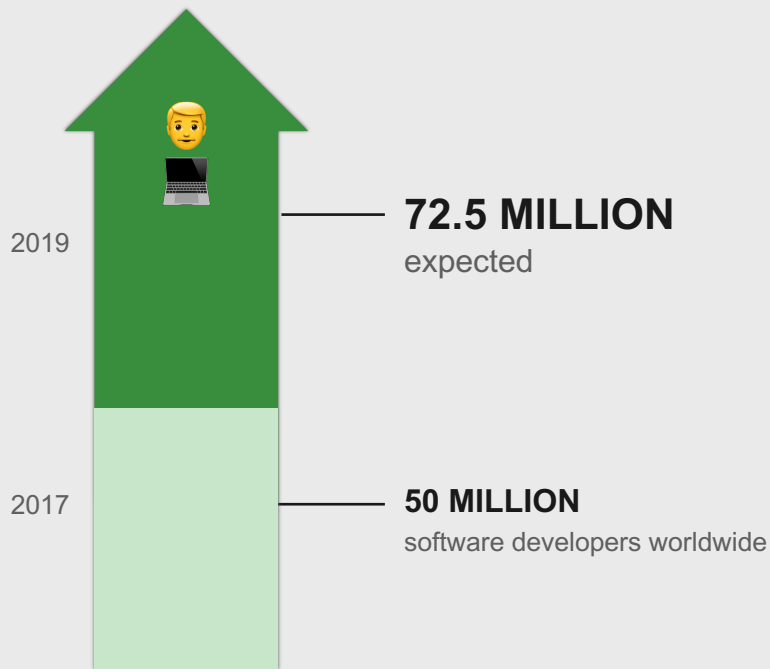
Identify social and isolated developers and increase retention by early identification of burnout or low motivation



Pamper your star developers and offer help to or reassign those struggling

THE MARKET

Worldwide



100 000 SW and IT companies (USA)

99% are small & medium sized (<500 FTEs)



\$62-73k

average developer salary worldwide

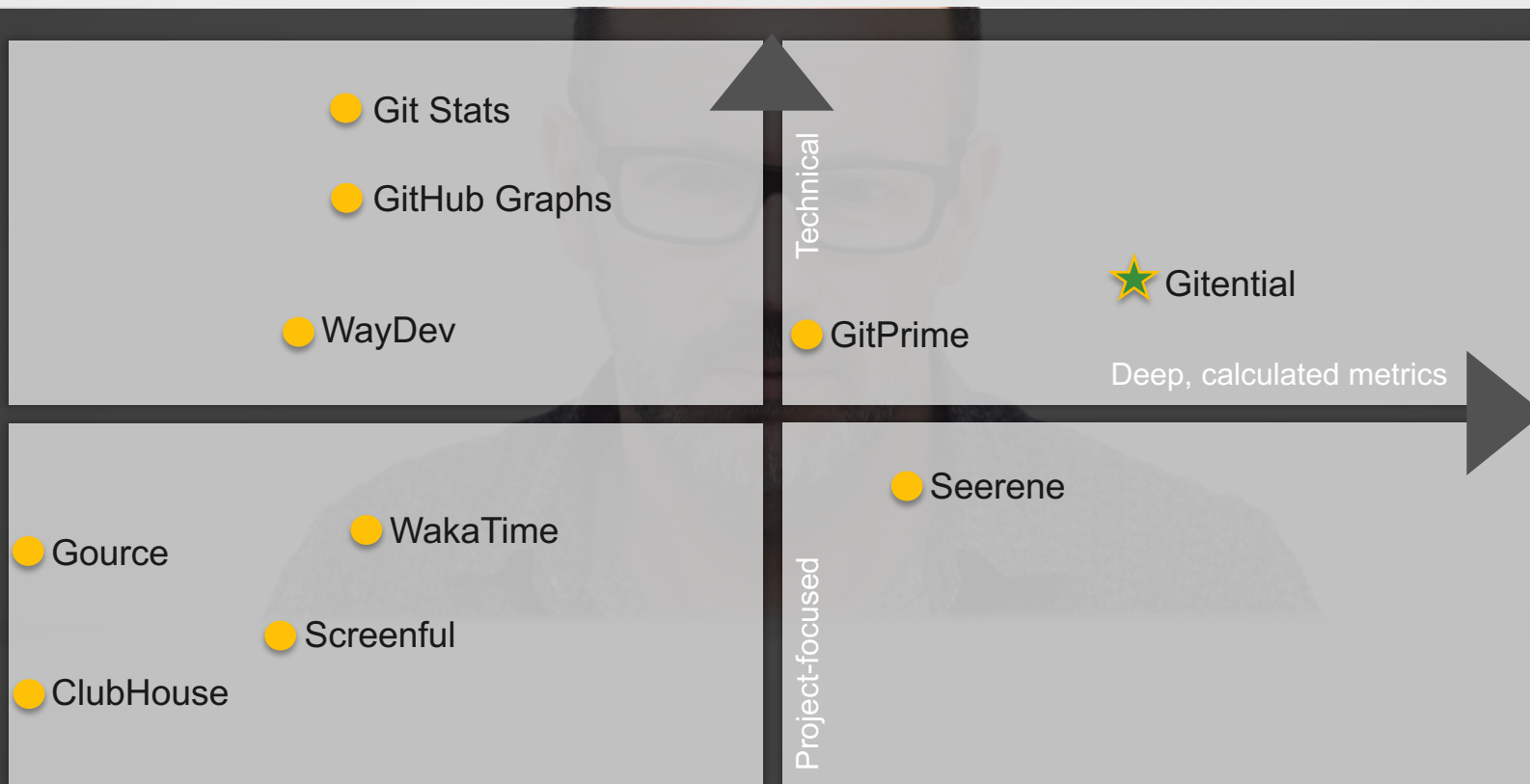


\$140M ARR

annual recurring revenue of GitHub in 2016

COMPETITION

Gitential offers code-level analysis with project-level integrations on deep metrics



BUSINESS MODEL

Based on 12 months' prepaid monthly subscription plans*

STARTER

\$20 / mo / dev

From 1 dev
4 repos
Limited **History**
Email **Support**

MATURE

\$15 / mo / dev

From 30 devs
16 repos
Unlimited **History**
Auto rebuild
Email & Chat **Support**
Knowledge Base

ENTERPRISE

Custom pricing

From 50 devs
100 repos
Unlimited **History**
Auto rebuild
Self hosted, **On-Prem**
Email & Chat **Support**
Knowledge Base

* Gitential is free for open source public repositories

ACQUISITION CHANNELS

Focusing on self and team development
Gitential reaches developers and engineering managers efficiently

CTOs & Engineering Managers

Small to Medium sized Tech Companies with 20+ developers and multiple office locations

OPEN SOURCE

- Gitential is free for all open source repositories
- Reach open source influencers with **Gitential badges** to gain traction and virality

GITHUB MARKETPLACE

- The most trusted, vetted marketplace of GitHub applications
- Need 1k users and to pass security review (in progress)

INBOUND & OTHERS

- Inbound / Content Marketing
- CTO/CIO/dev conferences
- Professional & Tech PR
- Distributors & Integrators
- Education
- Investors

recent contributions **308** efficiency **98%**

code volume **32.7k**

TEAM



Co-founder / CEO

Zoltan PERESZTEGI

- Former Google executive, founder of a C2C marketplace
- Marketing & Product roles at HBO, T-Mobile, and Schibsted



Board Director

Gergo VARI

- Serial entrepreneur, founder of Profession.hu, Hungary's market leading job site with a successful exit



CTO

Marton SZASZ

- CS degree, full-stack, extensive ML/AI knowledge
- Deep involvement in open-source community



Backend Dev

Andras TOTH

- Fullstack developer
- DevOps



Gitential

Maximize Your Software Development **Potential**



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