

# The vConstruct Business Opportunity

Some Background for Candidates



**We create solutions  
for a  
software-as-a-service  
world because...**



**VConstruct**  
BUILD ON THE CLOUD

**Internet will keep getting bigger,  
faster, and cheaper for a very long  
time**



**VConstruct**  
BUILD ON THE CLOUD

**SaaS and Cloud Computing are  
growing at a ridiculously fast pace  
with no sign of let up**



**Bandwidth speeds continue to increase allowing for incredibly fast data transfer**



**There's a lot of garbage out there**



**Technology users are overloaded  
and underwhelmed**



# The Future Happening Now

IDC<sup>1</sup> has suggested that the [cloud computing industry is estimated to reach \\$42 billion](#) by 2012, or nearly half the entire software business. Gartner has suggested [it's \\$56B](#). Other estimates have [topped \\$160B](#).

The stakes (and the opportunity) couldn't be bigger. [Master the cloud](#) and you will [dominate the future](#).



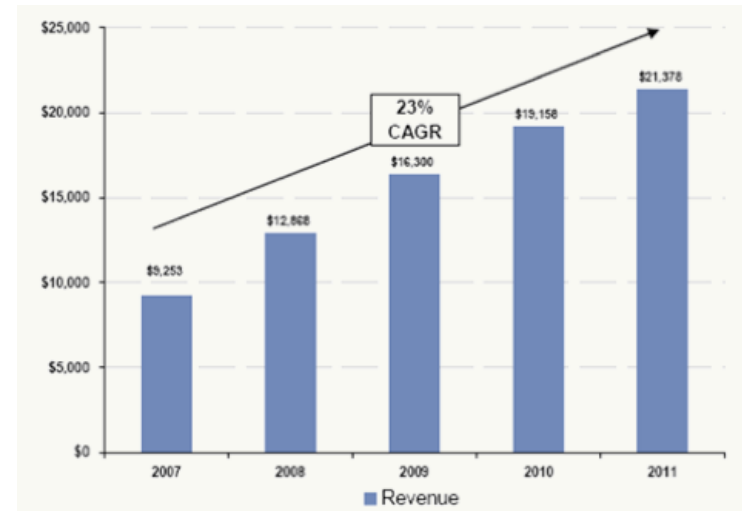


# SaaS Growth

Goldman Sachs predicts a 23% growth in SaaS markets through to 2011 – [a valuation of \\$21.4 billion](#). (~14% market penetration which leaves extensive room for market expansion).

## Goldman Sachs also states:

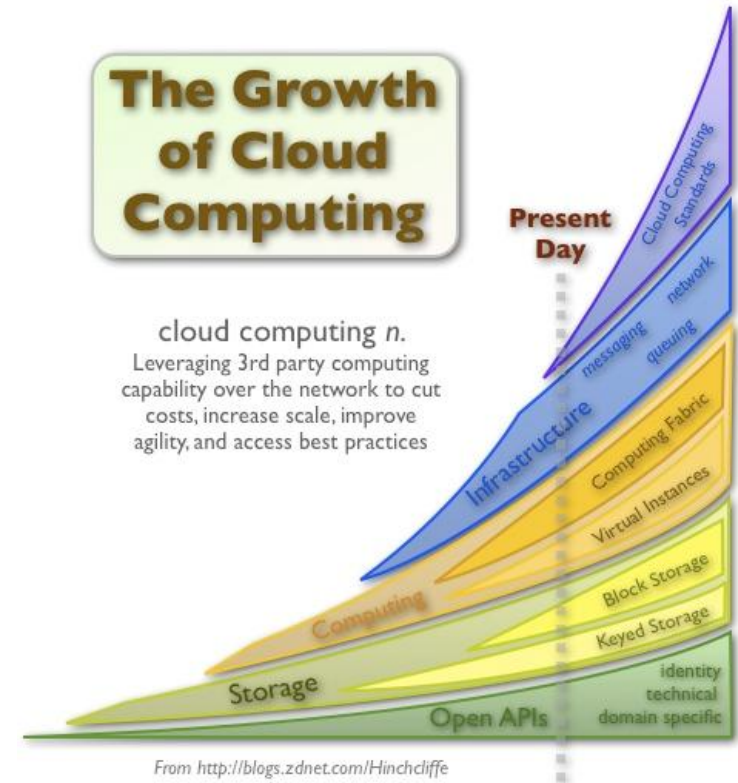
“The SaaS shift is in full growth swing, with certain application segments fairly mature, with others still exhibiting high investment and hence high company creation.”



# ZDNet on Cloud Computing

According to ZDNet, one of the potential advantages of the Cloud is:

“Easy on-ramp and adoption. It can’t just be easy to create new cloud computing solutions, it must also be easy to move existing applications and data into the cloud. **Migration tools that can move entire Java and .NET applications and their databases will probably be popular.** In today’s environment, there will be less tolerance for large migration and conversion efforts to the cloud, and **more interest in effective tools for self on-boarding.**”



**To have profitable growth in such a large market, we work in segments in which we can gain and maintain leadership position**



# Our Segments

vConstruct works with companies to accelerate the adoption of SaaS and cloud computing technology.

We offer software [plus](#) services.

We build better ways for companies to do business working in the data migration, SaaS implementation, and custom web application segments.



# What We Do

vConstruct creates SaaS-enabled solutions for our clients that lead to:

- ✓ Improved adoption rates
- ✓ Freedom to switch
- ✓ Happy technology users once more



# Improved Adoption Rates

We'll never eliminate all bad software but vConstruct will fundamentally change the software industry



# Freedom

Freedom to switch software applications by selecting the right software at the right time



# Happy Technology Users

When you're not locked into using bad software;  
you're not locked into being unhappy





# Our Value Proposition

vConstruct is not Accenture although we do world-class project-based consulting work.

vConstruct is not Salesforce.com although we create innovative web-based software.

vConstruct combines the best from these companies into software and services.



# vConstruct: Heads in the Cloud

vConstruct was founded by veterans of the SaaS application space.

Deep experience comes from working with clients who wanted to [start in or move](#) rapidly to the cloud.

Our clients have demonstrated a willingness and desire to slip the bonds of [bulky, expensive on-premise software](#).

They have bet the success of their firms on the promise of the cloud. And [we're helping them win!](#)



# Our Funding Model

We have eschewed outside investments.

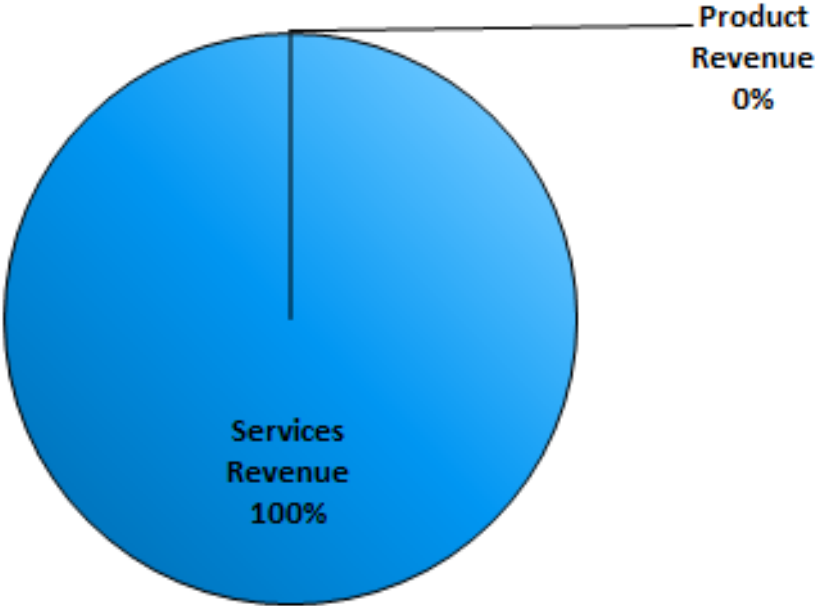
Our services business generates the revenue and margin to support the growth of vConstruct and the products we are developing.

We will continue to pursue a path of independence, funding our growth organically and only obtain outside money when strategically necessary.

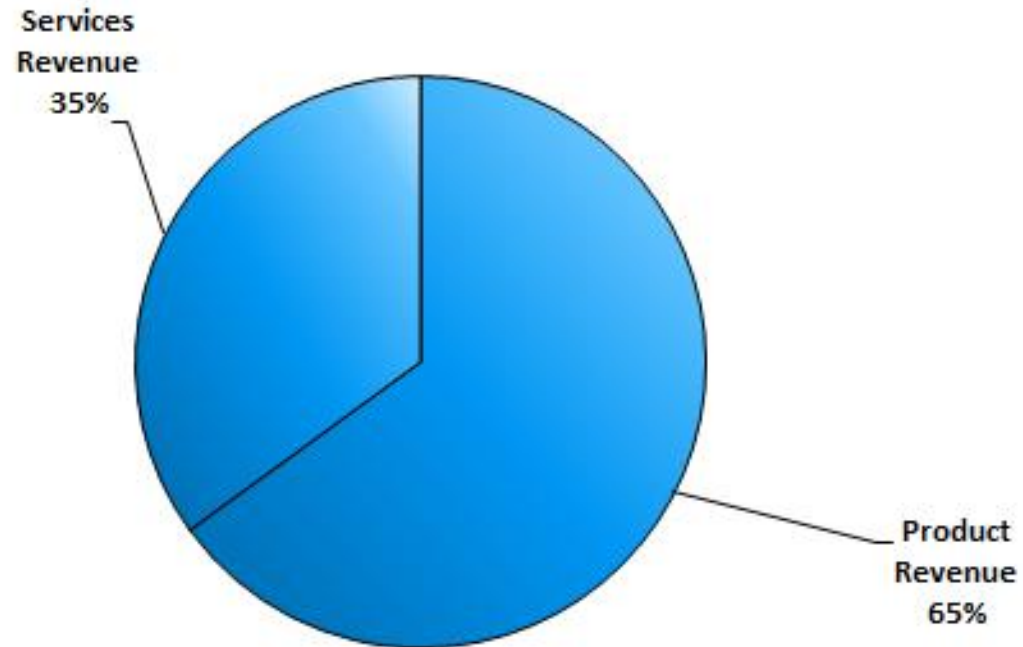
This requires hard work, dedication, and continuing brilliance of our team and patience from our customers.



# Current State Revenue Model



# Proposed Future State Revenue Model



**Innovators needed. Ready to  
change the world?**



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BUILD ON THE CLOUD