

### Contact Information

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### Legal Entity

Delaware C Corporation

### Industry

Database Service  
Realtime Analytics & Search  
SaaS

### Founded

May, 2014

### Stage

Seed

### Burn Rate

\$10k / mo

### Current Investors

Carnegie Mellon,  
Techstars,  
Startup Brasil

### Advisors

Charlie Wood,  
Mike Troy,  
Geva Perry,  
Tony Ayaz

## Executive Summary

### Company Overview

Appbase is a streaming database service for search and analytics queries. Our customers are businesses struggling to use MongoDB and ElasticSearch as they scale, we offer them a managed service for predictable query performance via a REST API.

### Problem & Opportunity

Maintaining databases and scaling up is a huge pain for the IT operations and dev team in any size of enterprise. Just 100ms in added search latency is causing the e-commerce industry to lose \$30.5 B in annual sales.

The problem for latency is going to compound even more over this decade as connected devices explode and the #realtimeweb gains consumer mindshare. Combine with this, the software industry hasn't improved the toolings to handle the scale and velocity of data.

The market opportunity for Appbase is to be the first managed realtime infrastructure. The managed database space is the fastest growing category in the IT. Analysts predict it to grow to \$14 B by 2019 from it's nascent \$1 B market cap today.

### Solution & Product

Appbase takes the pains of orchestrating a low latency and high scale database system and offers it as a managed service, so enterprises can integrate it easily with their existing backend infrastructure.

### Target Market

Our target market is broadly the developer community, both server side and front-end developers. Segmenting

it by our go-to market strategy, this would be -

1. MongoDB and ElasticSearch users: Companies relying on these two technologies for their DB backend,
2. Indie developers: The community of developers - freelancers, front end devs.

### Business Model

As a managed SaaS offering, our business model is based on freemium pricing. We offer first 100k queries free, and charge a monthly fee after that based on usage and storage. Our customers pay us starting from \$49/mo to "sky is the limit".

### Traction

In just last three months, Appbase has gone from a prototype to a platform in production, gaining hundreds of customers by just word of mouth. Over 500 databases have been deployed in production, with over 50 million queries being processed in just the last three months. Our customers use us for doing high-stakes search, creating live analytics dashboards to building very esoteric systems.

### Team

Siddharth Kothari has past product and research experiences at Google and Carnegie Mellon. He takes a systems approach to tough engineering problems. He is a product CEO who is passionate about evangelizing Appbase.

Yash Shah, head of Customer Success, has previously worked with three startups and has been a developer evangelist for KDE, one of the largest open-source organizations. It doesn't hurt that he been programming since before he was a teenager.