



# Xilution

<https://www.Xilution.com>

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## Stage

Seed, Pre-Revenue

## Industry

Software as a Service

## Market Size

\$10B+

## Raising

\$50K

## Use of Proceeds

Direct Marketing  
Product Development

## Near Term Goals

Secure Angel Investment  
Find Business Partner(s)  
Launch First Product  
Acquire First Subscriber

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## Founder

### Todd Brunia

Senior Software Engineer  
with 20 years of  
experience in system  
design and development.  
MBA  
BS Mech Engineering

## Contact Information

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For web and mobile app marketers who want to reduce product development time, Xilution API based SaaS will accelerate speed to market by eliminating the need to build and maintain backend software. Unlike Salesforce.com's monolithic platform, Xilution's API based SaaS offers subscribers a tiered portfolio of à la carte micro-services.

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## Opportunity

On Feb. 28th, 2018, Salesforce.com reported \$10.5B in full year revenue, up 25% year-over-year. We intend to cut into Salesforce.com's growth by offering web and mobile app builders who want to take advantage of SaaS a more flexible and less overwhelming option.

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## Competition

SalesForce.com (NYSE: CRM) is an example of a large SaaS provider. Shopify.com is another example of a smaller SaaS provider. We are constructing our tiered portfolio of API based SaaS to compete directly with Salesforce.com and shopify.com.

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## Advantage

Our micro-service architecture offers subscribers greater flexibility over our competitors. Our subscribers only subscribe to the features they need and aren't forced to pay for features they don't.

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## Target Market

Marketing firms and technology consultants who create web and mobile apps.

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## Product

We have created an à la carte collection of interoperable yet highly decoupled micro-services organized into three distinct hierarchical tiers: Elements, Business Basics and Market Verticals. The result is more flexibility for web and mobile app builders looking to take advantage of SaaS.

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## Business Model

Subscription Based SaaS

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## Why Invest

SaaS providers are reporting high year over year growth indicating that the market is healthy and attractive for entry. The market leaders have flaws in their product offerings that can be attacked with strategically designed products.

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