Mockup

P A G E

For Ideas That Can't Wait

Problems

+ The time it takes to view and refine new ideas for a website can be lengthy and waste a company money.

+ The amount of processes occurring before the latest content can be refined and viewed is too many. Mockup Page reduces several steps down to 1 or 2.

+ Ideas can get lost in translation between teams thus costing more time and money to implement.

Solution

- **+** Mockup Page "clones" a webpage so anyone can try out and refine ideas before getting them implemented.

- **+** There are no delays waiting for server requests or databases to update when refining ideas with Mockup Page. This will significantly decrease the overall development time.

- **+** Ideas are visible immediately as they will appear on the site making it faster to refine and deliver them.

- **+** Nothing created in Mockup Page impacts the actual website. Content from a mockup is copied to production.

Product Roadmap

Mockup Page is already a fast, flexible wysiwyg platform that can load external web urls and let you change the content.

The platform has been built and tested and is now ready for customers.

New features are planned and as customers come on board they would also help steer the direction of the platform with feature requests.

I see this process constantly in use. Receive feature requests from users and implement as many as is optimal.

We would bring on new staff and/or engage specialists as needed. Our aim is attract as many users as possible.

Competition

Mockup PAGE

Mockup Page is in many ways unique software with no real competition (at present).
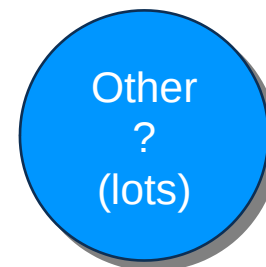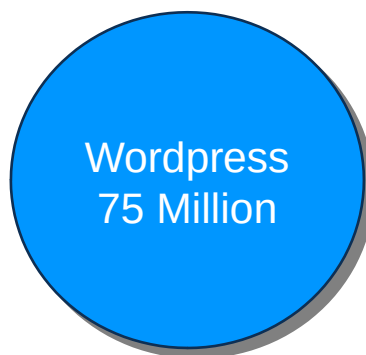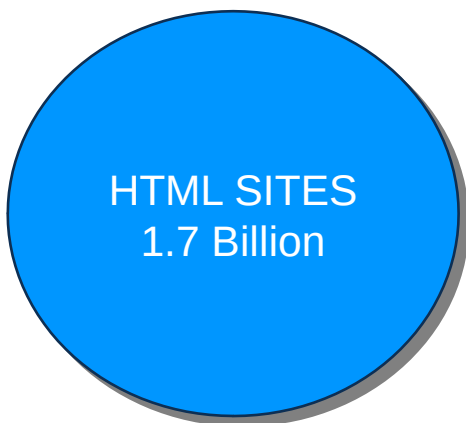
It's not wireframing software like InVision or Zeplin or a CMS like Wordpress or WIX.

No other platform clones or "mocks up" an existing webpage so you can test changes before committing them to the live site.

This makes Mockup Page different from all other platforms.

Market Size

Mockup Page can be used on sites built with Wordpress, WIX, HTML and nearly any site that outputs HTML to the browser. The potential market is in the billions.

HTML SITES
1.7 Billion

Wordpress
75 Million

Other
?
(lots)

Platform

Clone a URL   ->   Edit mockup   ->   Save and share

Business Model

We charge an annual fee (usd) for unlimited use

1. Single Seat - $79

2. 2 < 50 Seats - $59 p/s

3. 51 < 100 Seats - $49 p/s

Additional verticals over time can include

4. Providing new assets (templates, components) both free and paid.

5. Providing educational content

Competitive Advantage

- **+** 1st to Market

- **+** Fun to Operate

- **+** Very Affordable

- **+** Easy to Scale

- **+** Major Productivity Improver

- **+** Huge Market

Use Of Funds

Initial funds will be used to continue development and reach new customers.

Initially I would like to sit down with a great marketing company and discuss Mockup Page's brand, the best way to attract customers to the platform and implement them.

Next we would attract < 100 initial customers and get user feedback and suggestions from them for improvements.

On receiving and implementing changes and monitoring the platform we would then scale up advertising and bring in as many new customers as possible.