

Suite Dog AOS

AI-Powered Custom Software Development
for Businesses of All Sizes



*Because the needs of the one
outweigh the needs of the many.*

- Capt. Kirk

Why Now: The Timing Is Perfect

AI Maturity

LLMs + agents now write production-quality code

Cost Pressure

Every company needs software, budgets tightened

Cloud Infrastructure

Self-hosted AI agents are feasible & secure

The window is open. We have POC. We are ready to scale.



85% of Companies Settle for 'Good Enough' Software

The Pain Points:

- 🔒 Process Mismatch: Standard software forces SMEs to change their workflows to fit the tool.
- 💰 Budget Barriers: Custom agencies charge €100k+, excluding 99% of SMEs.
- 👤 Talent Gap: 2.1M unfilled dev jobs mean SMEs can't hire their own teams.

The Market Reality:

2.1M+ developer positions unfilled worldwide

\$44B → \$213B market (17-22% CAGR)



Custom Software for Everyone — On Demand

How It Works:

1. Describe your need → 2. AI agents generate code → 3. Deploy in hours

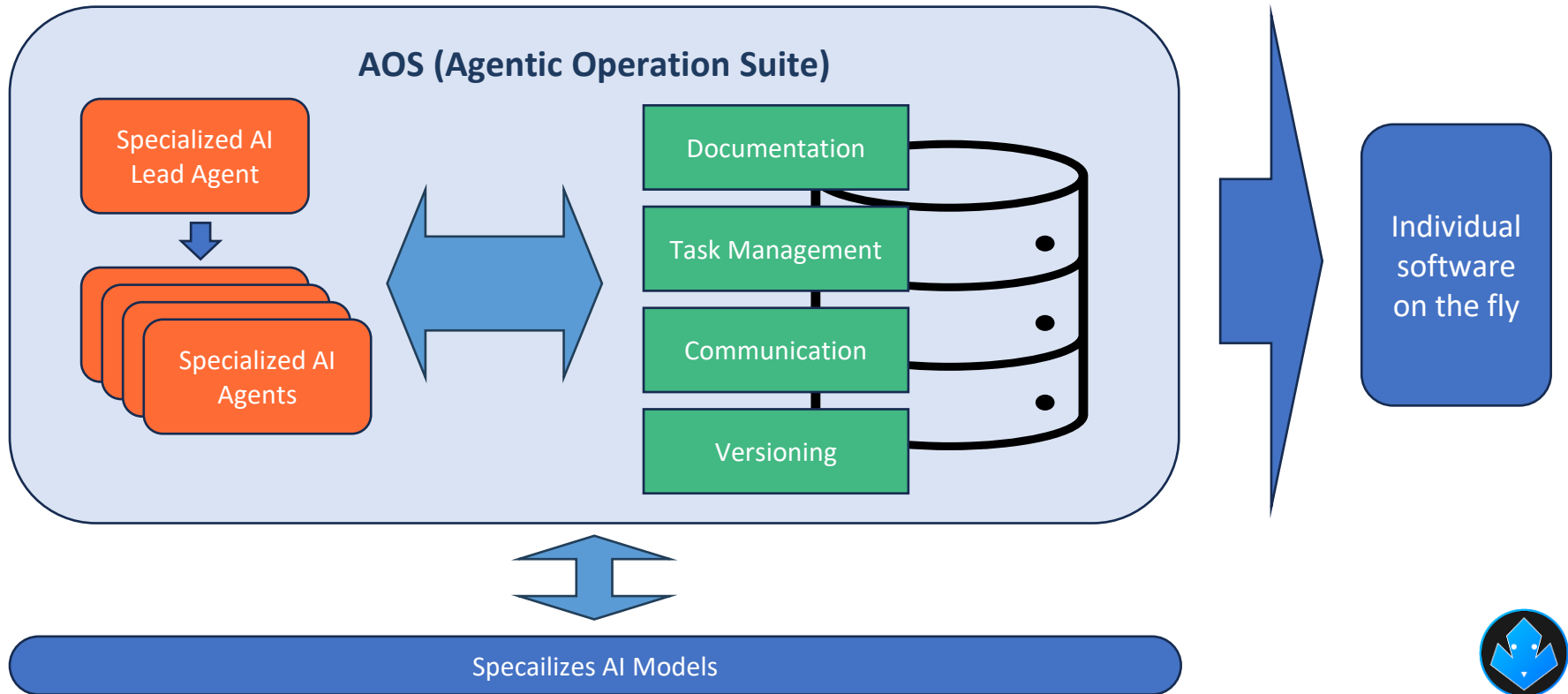
Key Benefits:

- ✓ 12x faster than traditional development
- ✓ 85% cheaper than agency rates
- ✓ Full data control — on-premise option (GDPR compliant)
- ✓ Subscription — no massive upfront investment



Product: AOS Architecture

AI-Powered Development Platform



Working Prototype in Validation

- ✓ Full development pipeline operational: Wiki → Git → Task Management → CI/CD
- ✓ Internal systems live: Wiki.js, Gitea, Vikunja, Mattermost
- ✓ 4+ specialized AI agents coordinating on projects
- ✓ POC complete — ready for paid pilots

Roadmap: Q1 POC → Q2 Paid Pilots → Q3 Scale DACH



Two Revenue Streams: Subscription + One-Time

SaaS Subscription

€49-499/mo

- ✓ Full support
- ✓ Continuous updates
- ✓ Cloud-hosted
- ✓ For: SMBs & Enterprises

One-Time Purchase

€19-1,999

- ✗ No support
- ✓ Full functionality
- ✓ Self-hosted
- ✓ For: Tech-savvy users

(Entry Point / Paid Trial)

ARPA: €250/mo avg | Gross Margin: 70%+ | Target: 60% SaaS / 40% One-Time



\$213B Market — \$6.6B Achievable Target

TAM

\$213B

Global Custom
Software (2035)

SAM

\$10.5B

3.5M KMU in DACH
× €3k/yr (avg)

SOM

\$100M+

Bottom-Up
(Year 5)

CAGR: 17-22% • Sources: GM Insights, Grand View Research

Why We Can Win:

- First AI-native solution for SMEs in DACH
- On-premise = GDPR compliant (major EU advantage)
- Subscription = predictable recurring revenue



Go-to-Market: DACH-First Strategy

Target Customer:

SMBs in DACH (10-200 employees) needing custom software

Channels:

- LinkedIn & XING — Direct outreach to IT decision makers
- Tech communities & conferences (Slush, Web Summit)
- Partner agencies & consultants
- Content marketing (blog, case studies)

Economics:

CAC: €500-800 | LTV: €8,000 | LTV:CAC = 10-16x

B2B SaaS benchmark: \$1-2 CAC per \$1 ARR

Sales: Product-led growth → Consultative sales for Enterprise



Building the Future of Software Development



**Robert
Macholdt**
CEO & Founder

- 20+ years tech leadership
- SAP & enterprise architecture expert
- Semantic networks pioneer (2006)



Henry
AI Agent
AOS Coordinator

- First AI team member
- Coordinates multi-agent workflows
 - Admin-level system access
- Availability: 24/7/365 Uptime

Advisors: OpenClaw community, German tech scene

Hiring: Sales, AI Engineers



Path to €10M Revenue by 2029

	2026	2027	2028	2029
SaaS Customers	10	50	200	1000
SaaS (ARR)	€40K	€250K	€1.2M	€8M
One-Time	€10K	€50K	€300k	€2M
Total	€50K	€300K	€1.5M	€10M

Key Metrics:





- Target: 80% SaaS / 20% One-Time
- Gross Margin: 70%+ (SaaS)
- Payback period: <12 months
- Path to profitability: Year 3
- ARPA expansion to €650+ via Enterprise Segment



Raising €500K to Reach Series A

18 months runway to €2M ARR

Use of Funds:

-  40% — Infrastructure & AI Agents
-  30% — Team (Sales, AI Engineers)
-  20% — Marketing & Sales DACH
-  10% — Legal & Administration

Target: €2M ARR for Series A (€2-3M)



"We're Making Standard Software Obsolete"

Every business gets custom software —
not as a luxury, but as a right.

Join us in reshaping the \$500B+ software industry.

 Made with  in Germany



Thank You!

Robert

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