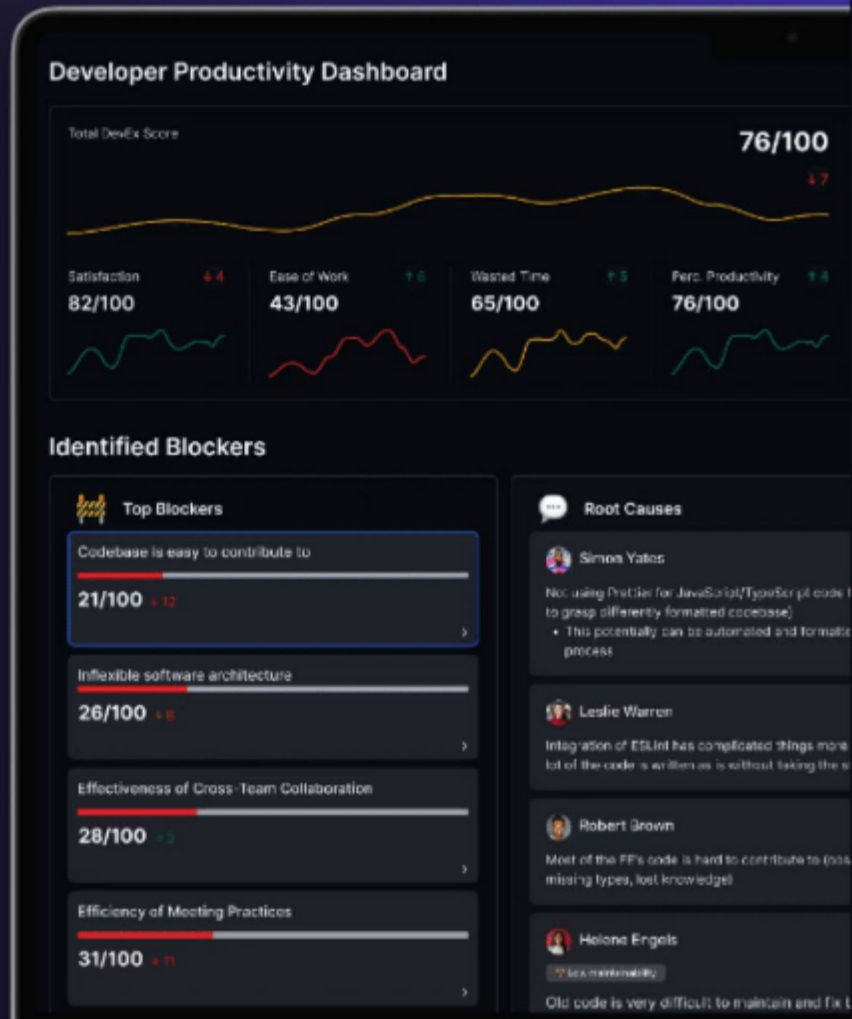
FLEA

Next-gen developer experience platform

Flea continuously improves developer experience within existing workflows, freeing 25% wasted developer time.



Problem

Every developer wastes 8+ hours weekly on hidden blockers

Top Blockers:



80%
of blockers lie **outside trackable metrics**

💬
Developer's know what blocks them, but feedback is fragmented and underutilized

❌
No systematic process to capture feedback and act on hidden blockers

Sources: Lan Cheng et al., 2022, Murphy-Hill et al., 2021, Atlassian 2024

Opportunity

Structured developer feedback is an untapped potential to save 39k€ annually per developer

-19.000€

Wasted Time

26% of developer time lost per week

+

-20.000€

Increased Attrition*

63% of devs consider quitting due to poor developer experience

=

-39.000€

Savings

→ In the current climate, optimising developer productivity becomes critical for survival

*Attrition increase = 10%, Calculation based on: Dev salary = €70k; Source: Atlassian 2024

Solution

Flea captures developer feedback and continuously resolves blockers within existing workflows

1. Capture

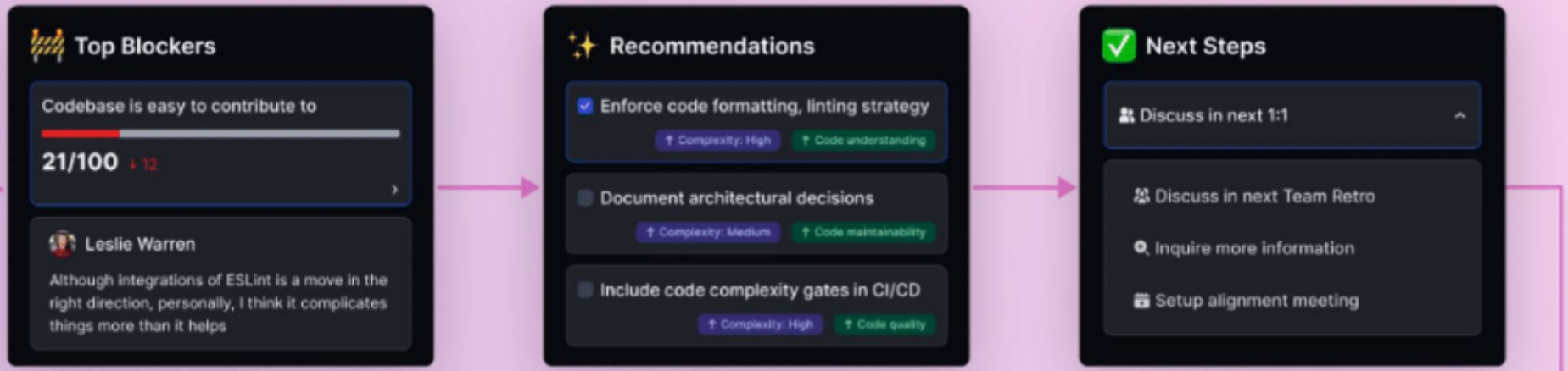
Hidden blockers from dev feedback

2. Receive

AI-powered recommendations

3. Resolve

in auto-prepared leadership rituals



4. Track

Progress and impact

Unique Insight

460+ supported workflows show: Our approach works

1. Collect feedback prior to 1:1s, retros → 2. Guide meeting discussion

95%

of developers fill pre-meeting check-ins

91%

of which provide rich, qualitative feedback

Why it works:

- ✅ Feedback directly informs meeting content
- ✅ Developers see immediate impact of their input; feel heard
- ✅ Promotes self-reflection and growth

82% retention in 6 months highlights Flea's value

ToolTime instaffo. tonies
DENIZEN JustWatch medicilio
ROSE mapon Flowers nilo health

11 active Pilots

2 paid Pilots

€90k ARR Potential



142 Active users

46% MoM user growth

*"Flea provides me with the **deep, regular insights** I need to **surface structural problems early** and drive targeted improvements."*



Nikolai, CTO and MD
instaffo.

Supported by:

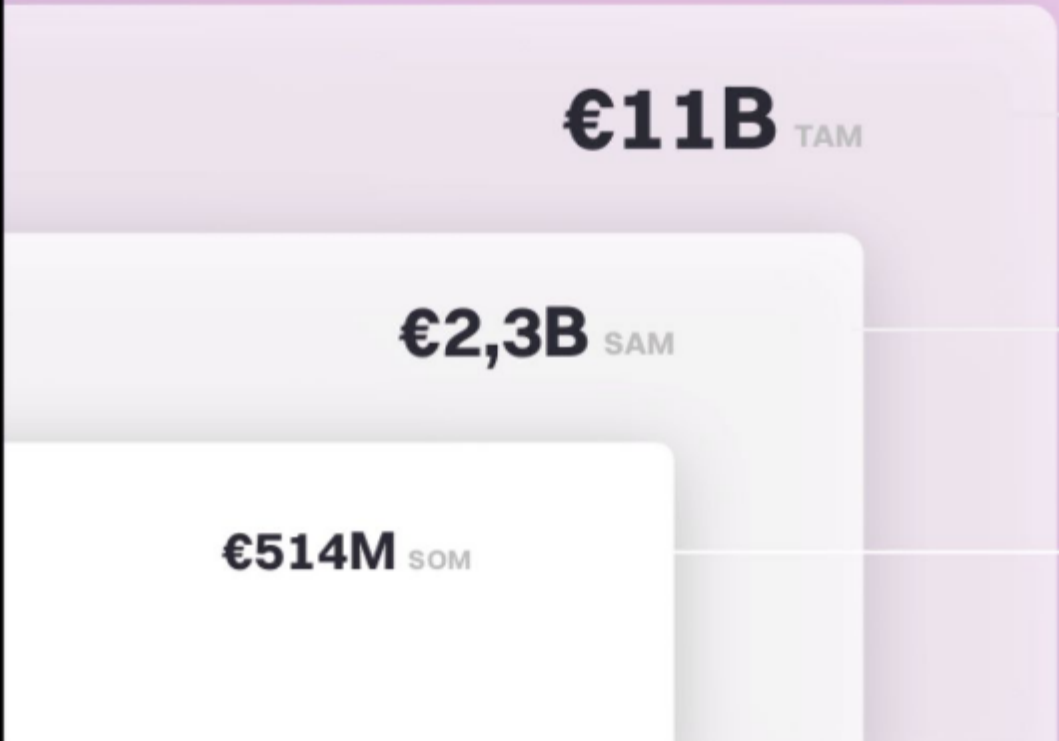
hub:raum tech incubator of T
REAKTOR. BERLIN
BERLIN
Kofinanziert von der Europäischen Union

Market

Starting from a beachhead, we expand into a strongly growing €11B total market

+57%
#Developers in 6y

SaaS revenue potential for Flea (bottom-up)



Global Product-Engineering Orgs
in medium & large enterprises
37M Devs + Design + Product * 0.6 * 480€ p.a.

European Product-Engineering Orgs
in medium & large enterprises
8.1M Devs + Design + Product * 0.6 * 480€ p.a.

European Tech Orgs in Start- & Scale-ups
1.07M Devs * 480€ p.a.

State of European Tech, 2022, EarlyBird 2023

FLEA

Focused market entry enables quick market capture

Freemium
Bottom-Up

44%

Conversion*





Free tier Business tier

Self-serve onboarding

Account-based Sales
Top-Down



Based on highly segmented buying signals

Partnerships
Affiliate / Referral



CTO Coaches, Consultants, DD-firms etc.

ICP = CTO/VP of software startups & scaleups in Europe with 20-60 devs

*Based on pilot customer data

Competition

Flea is the only product that solves the full cycle of the customer pain

	FLEA	Inhouse / Workflow Tools (GitHub)	Dev. Analytics Platforms (LINEARB)	Engagement Platform (Culture Amp)	getdx.com (DX)
Automatically resolve blockers within existing workflows	✓				
Identify the most critical blockers and their root causes	✓				✓
Get a holistic, objective view into developer experience	✓		✓		✓
Track actions, measure progress and impact	✓	✓	✓	✓	✓
Tailored for Engineering Teams	✓	✓	✓		✓

Successful US player validating our approach

- Founded 2021
- **$2M raised, +170 employees, profitable**
- Focused on platform teams at enterprises

→ we differ by targeting mid-market CTOs and integrating into workflows

✓ Fully covered ✓ Partially covered

FLEA

In 5 years, Flea will be the central nervous system for modern product-engineering organisations. Capturing 360° insights- and orchestrating all key workflows along the product-development lifecycle.

Team

We lived the problem, are complementary and iterate fast



Sebastian Gerhardt
CEO

"Quit my last job because structural blockers prevented me from using my potential"

- Head of Venture Development at alley, built one of the first DiGAs in DE
- Venture Developer at FoundersLane (Exit to Creative Dock)



Thomas Obkircher
CTO

"Acting on team feedback was my key in securing 100% talent retention over 5 years"

- 2x CTO & Co-Founder, Head of Engineering
- Built €50M GMV platform at XOM
- 10 years in leadership, 20 years in software development, data engineering, and ML