CAASIFY

Connectivity As A Service

Web Hosting and Public Cloud

Amazon AWS: Perfect for Large Businesses, Too Complex for SMBs

Why?

- Enterprise Prices,Beyond SMBs Budget
- Over-Engineered for Small Business Scale
- High Resource Demands for Small Teams
- Limited Diversity , Limited Flexibility

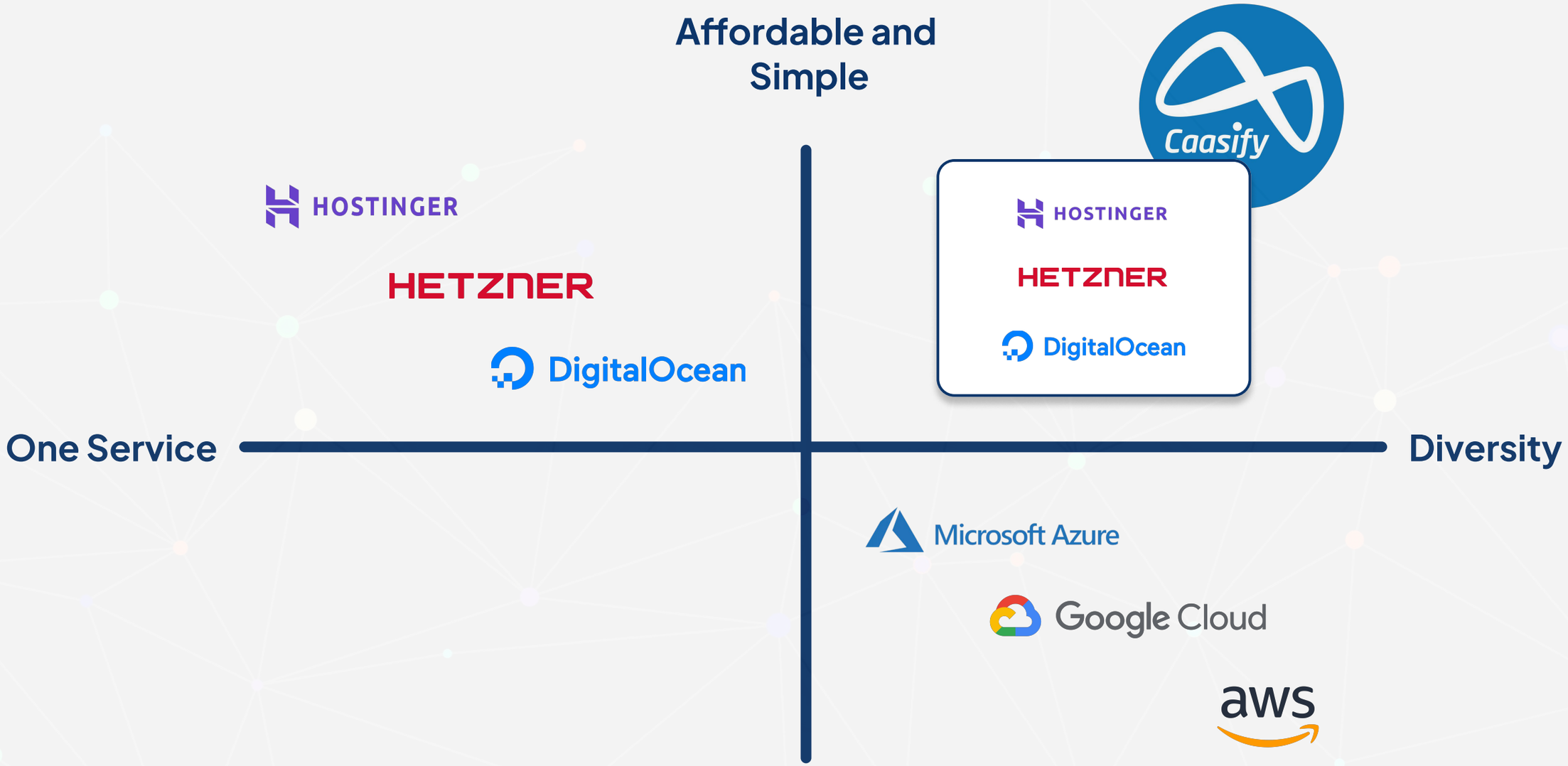
Why do SMBs choose AWS over other providers?

Businesses require various types of services, and AWS offers over 200 services that other providers don't. Despite being 3X pricier than the market norm, companies choose to use AWS because ordering different services from different providers is challenging.

Running a Marketplace for service providers:



By running a Marketplace, SMBs can order different type of services from different providers in one stand platform.



Caasify brings together leading providers like Hetzner, DigitalOcean, Hostinger, and ... fostering competitive pricing and innovative solutions that challenge AWS's dominance.

Competitive Advantages:

- No more AWS pain
- Designed for SMBs
- Economy solution
- More diversity
- More flexibility

Caasify use different providers resource and service.

AWS must prepare different services by itself.

Amazon AWS:

- **Server**
- **Database Service**
- **SMS Service**
- **Email Service**

Caasify Marketplace:

Server
Server Provider 1
Server Provider 2

Database Service
DB Provider 1
DB Provider 2

SMS
SMS Provider 1
SMS Provider 2

Email
Email Provider 1
Email Provider 2

Target Customers:

Primary

Web Hosting Companies

Through the Caasify module, Web hosting companies can offer thousands of diversified marketplace services directly on their websites.

Secondary

Small-Medium-Businesses

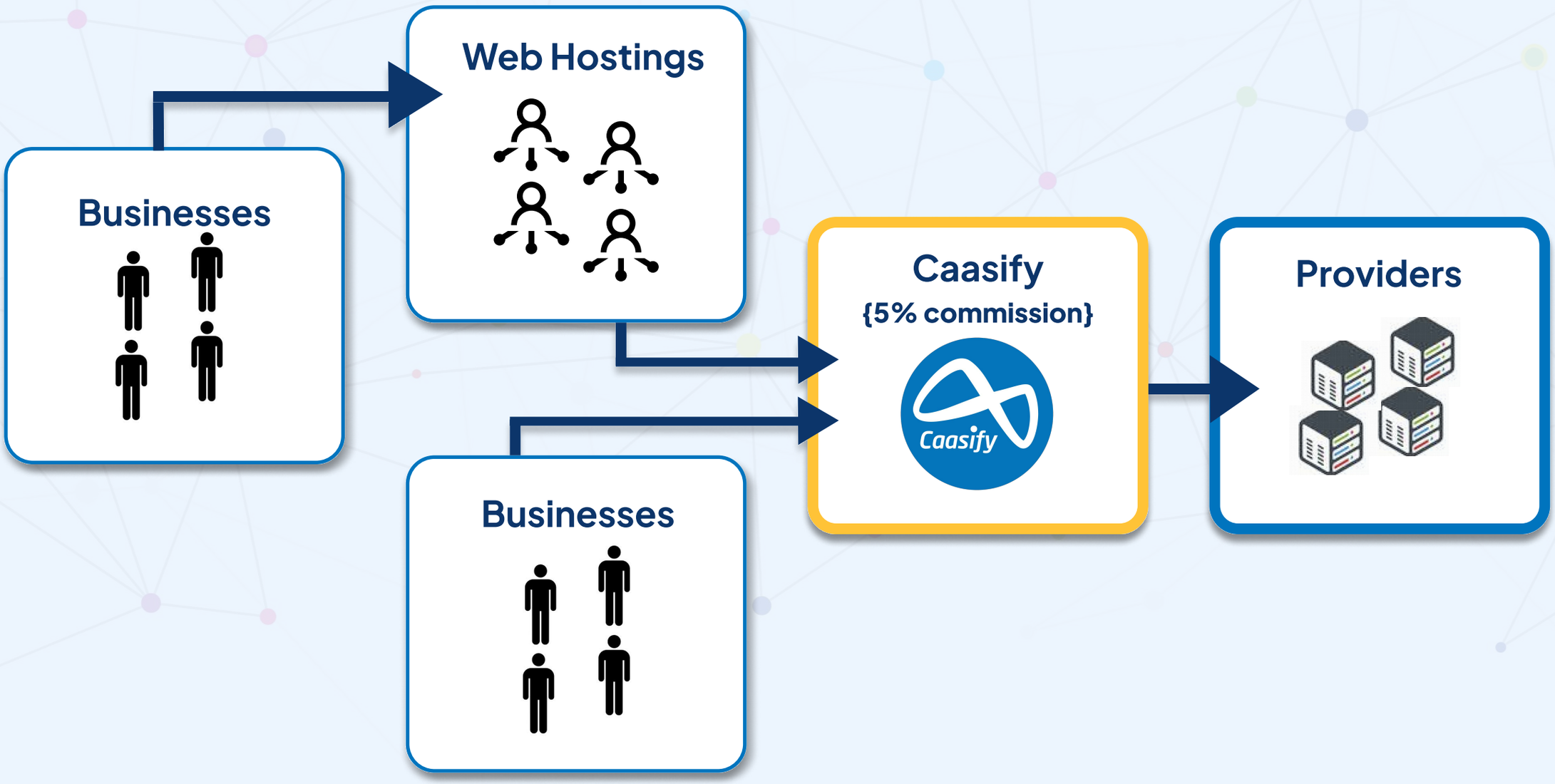
SMBs that need scalable, cost-effective solutions for web hosting, data storage, application deployment, or cloud services.

A web hosting company serves 100 SMBs as clients.

Distribution channels:

Google Ads - Email marketing - Trial Service - Web hosting communities - Affiliates and Partnership.

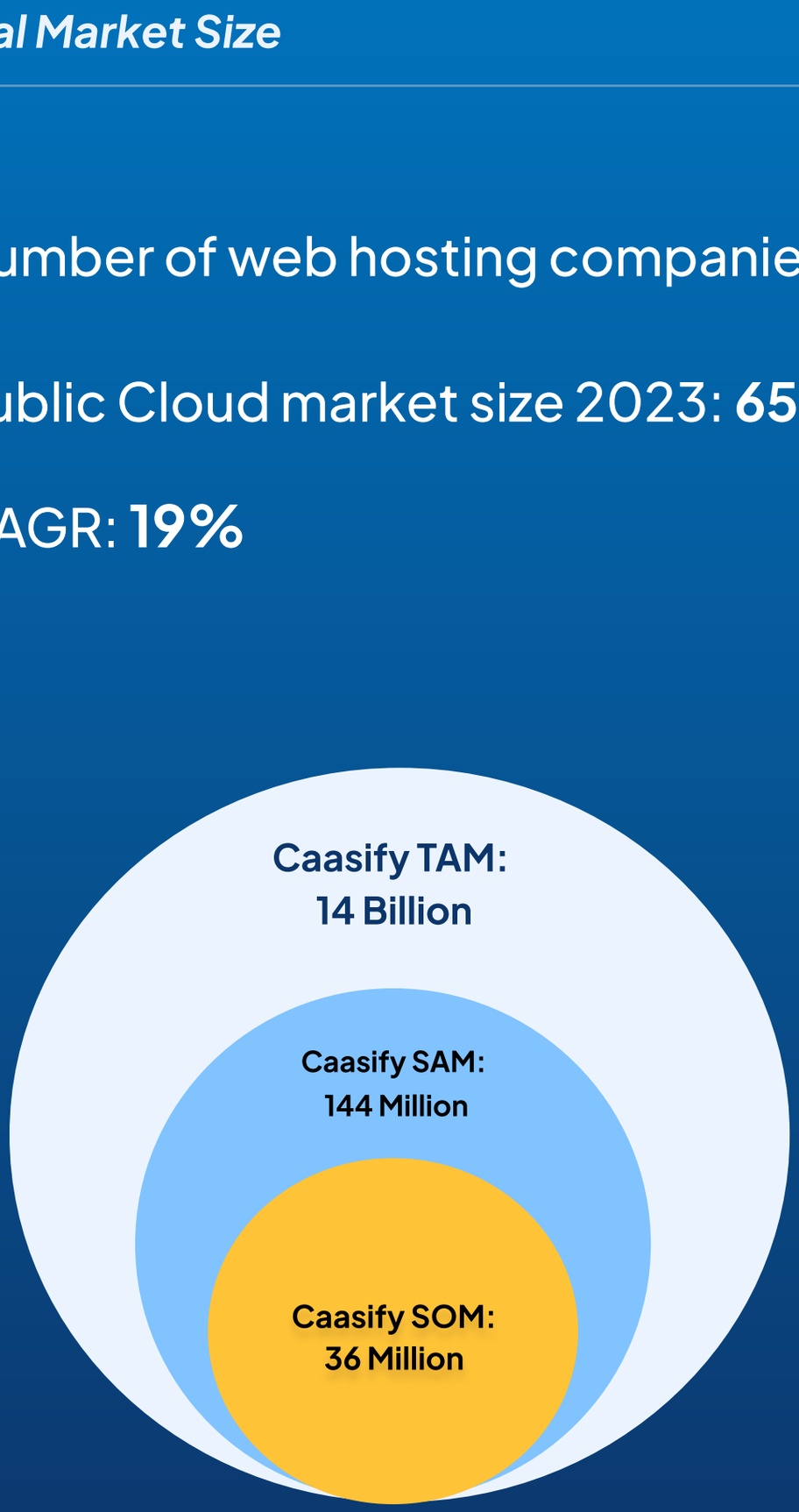
5% Commission Per Purchase



Number of web hosting companies: **338K**

Public Cloud market size 2023: **656B** Euro

CAGR: **19%**





References:
1- https://rb.gy/np6y7d
2- https://rb.gy/epch0d

Key Checkpoints Reached:

- Total Subscribers: 1500
- Active Orders: 100
- Income: 32,700 Euro

2014 Start

PayaCloud

PayaCloud is a Web hosting company that launch by Caasify founders

Feel Lack of an automation platform in web hosting industry.

2016

AutoVM Prototype

start develop an automation platform for web hosting companies.

2022

AutoVM company

become profitable and achieved 150 customer and 2000 subscriber.

Feel lack of a diverse services in the web hosting industry

2023

Caasify MVP

Launching Website, achieved two business partner.

2024

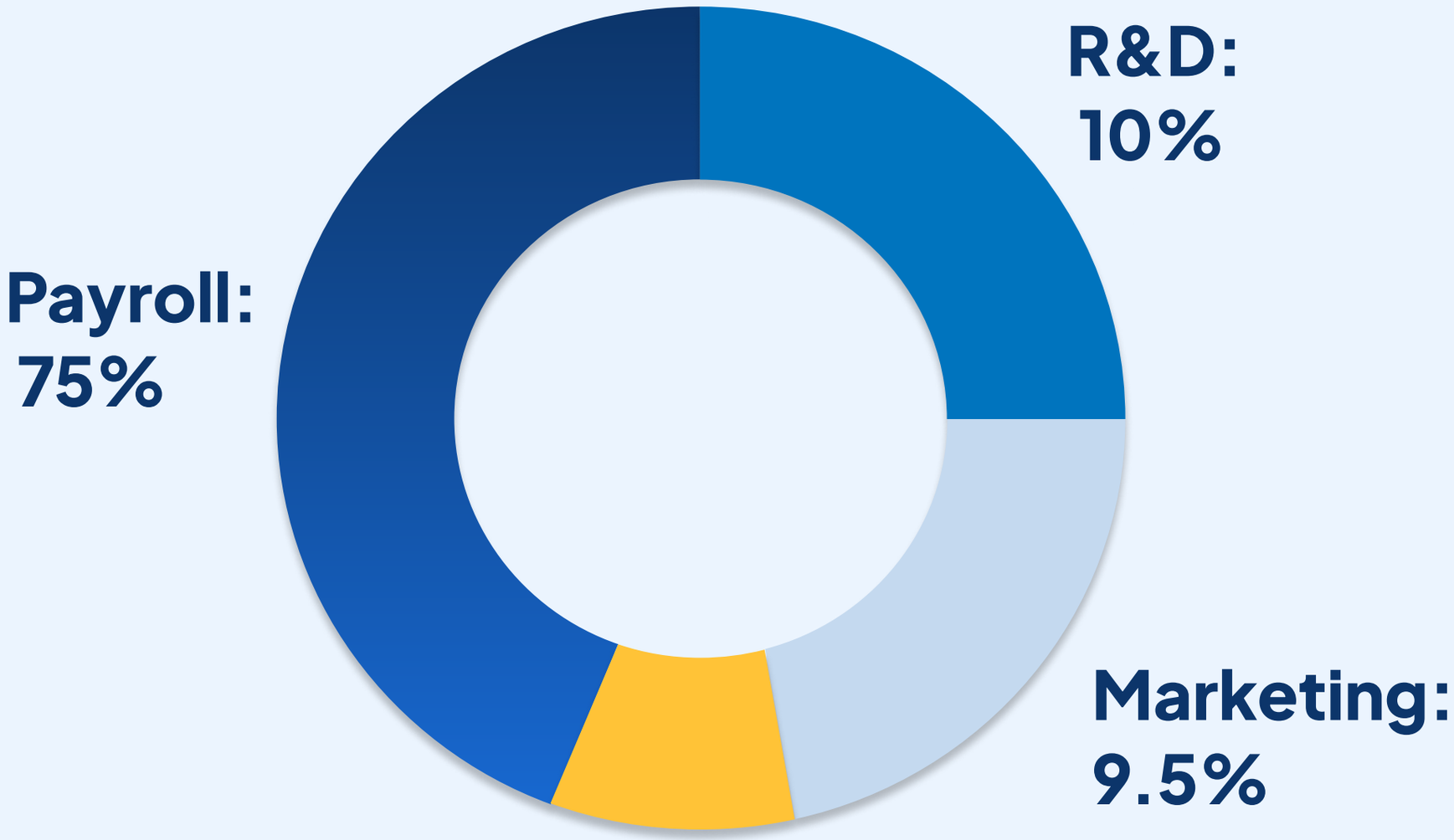
Marketfit Product

Start developing first phase of Caasify Platform.



Company Timeline

Required investment: €200K





CEO

Masoud Babaie

Entrepreneur with 12 years of business development experience, including a decade of founding three startups: abzar118.com: B2B online store for industrial tools, targeting factories. Bazarsoo.com: The first Iranian online mall, aimed at bringing local stores into the national online market. Mrbenzin.com: Pioneering mobile fuel delivery in Iran as a B2B and B2C business; operated for three years with 15,000 customers .



CTO

Alireza Pourmahdavi

Success has been achieved in the launch of an cloud industry startup known as AutoVM, currently providing services to over 100 businesses. Furthermore, experience includes the management of three other enterprises: PayaCloud, a web hosting company established in 2014; one of the top ten Bitcoin mining farms in Iran in 2019; and a VPN business that garnered over 1000 paid customer by 2023.



Product Owner

Mina Pourhadi

An eight-year-experienced UI/UX designer and frontend developer, adept at crafting visually appealing and user-centric digital interfaces and skilled in Digital Marketing.



Back-end developer

Saeed Johari

Nine years of experience as a back-end developer, and expertise in the field of Devops , Network and Virtualization.



Technical support

Reza Akbari

Experienced IT professional specializing in infrastructure management, virtualization, and network administration.



Frontend Developer

Salar Khosravi

Specialized in application development with PHP, JavaScript, and SEO.



Marketing Team Member

Shabnam Asghari

A Marketing team member with 3 years of experience on the Google Ads platform, skilled in advertising strategies.



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