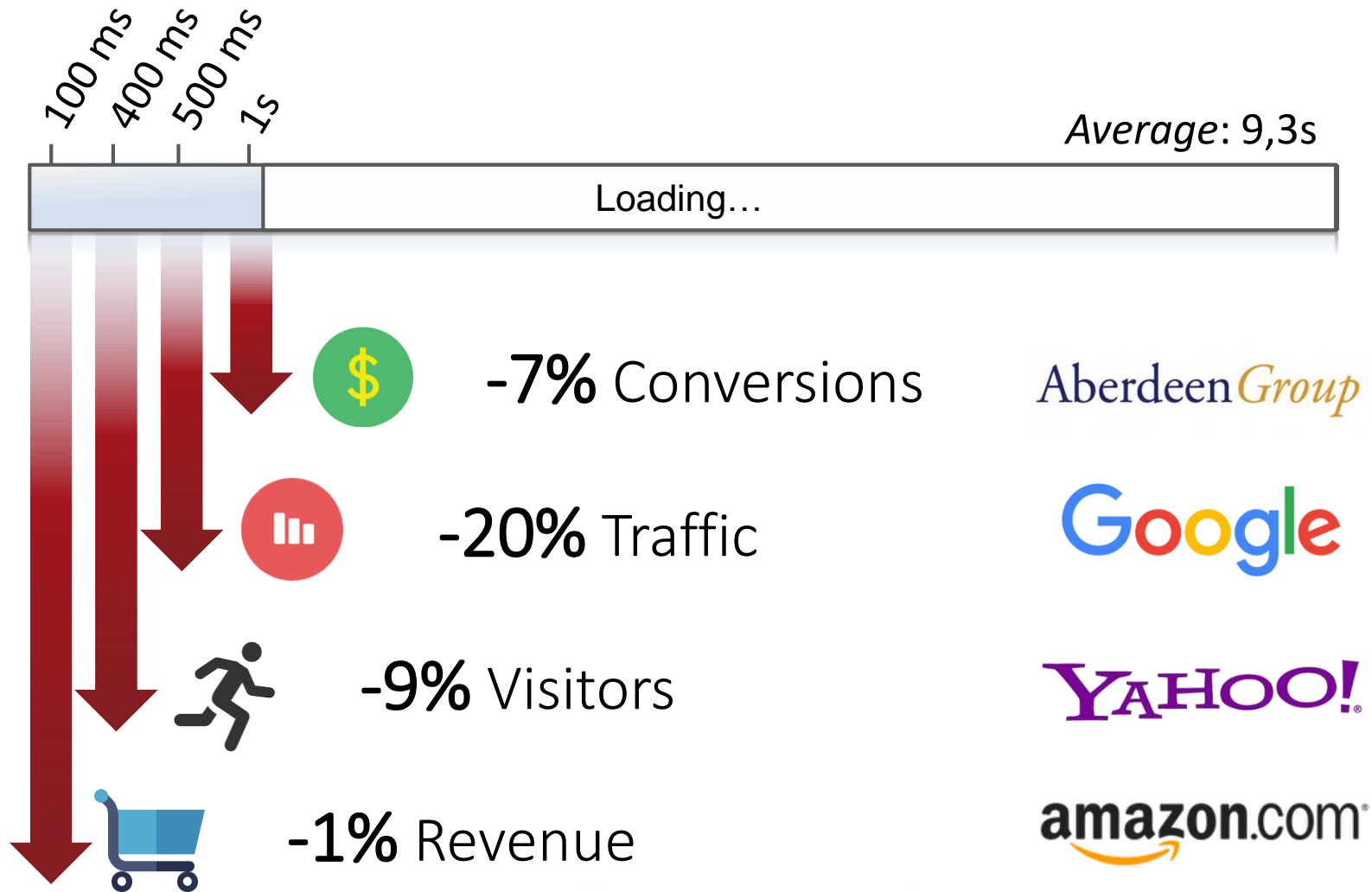



A space shuttle is shown launching from a launchpad, ascending into a blue sky with scattered white clouds. A massive, bright orange and white plume of fire and smoke billows from the base of the shuttle, filling the lower half of the frame. The shuttle itself is white with a large orange external tank and two white solid rocket boosters. The word "BaQend" is superimposed over the center of the image. The "Q" is a large, stylized red letter with a flame-like shape at its base. The rest of the text is in a bold, black, sans-serif font.

BaQend

Build faster Apps **faster.**

The Latency Problem



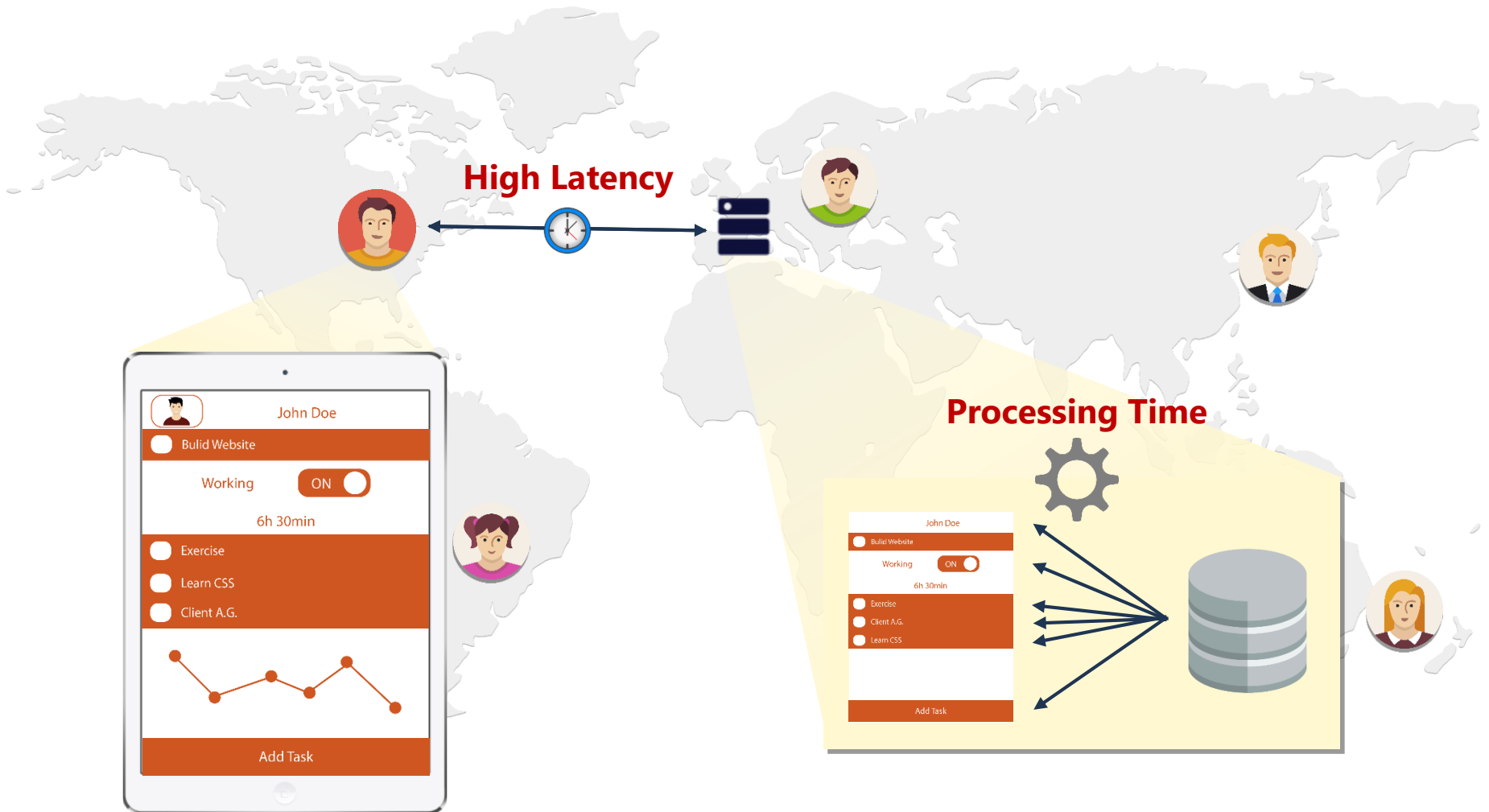
A close-up photograph of a hand in a white shirt sleeve moving a white chess piece (a king) on a blue and white checkered chessboard. The background is softly blurred, showing other chess pieces and a light blue wall.

People will visit a Web site less often
if it is slower than a close competitor
by 250 milliseconds.

The New York Times

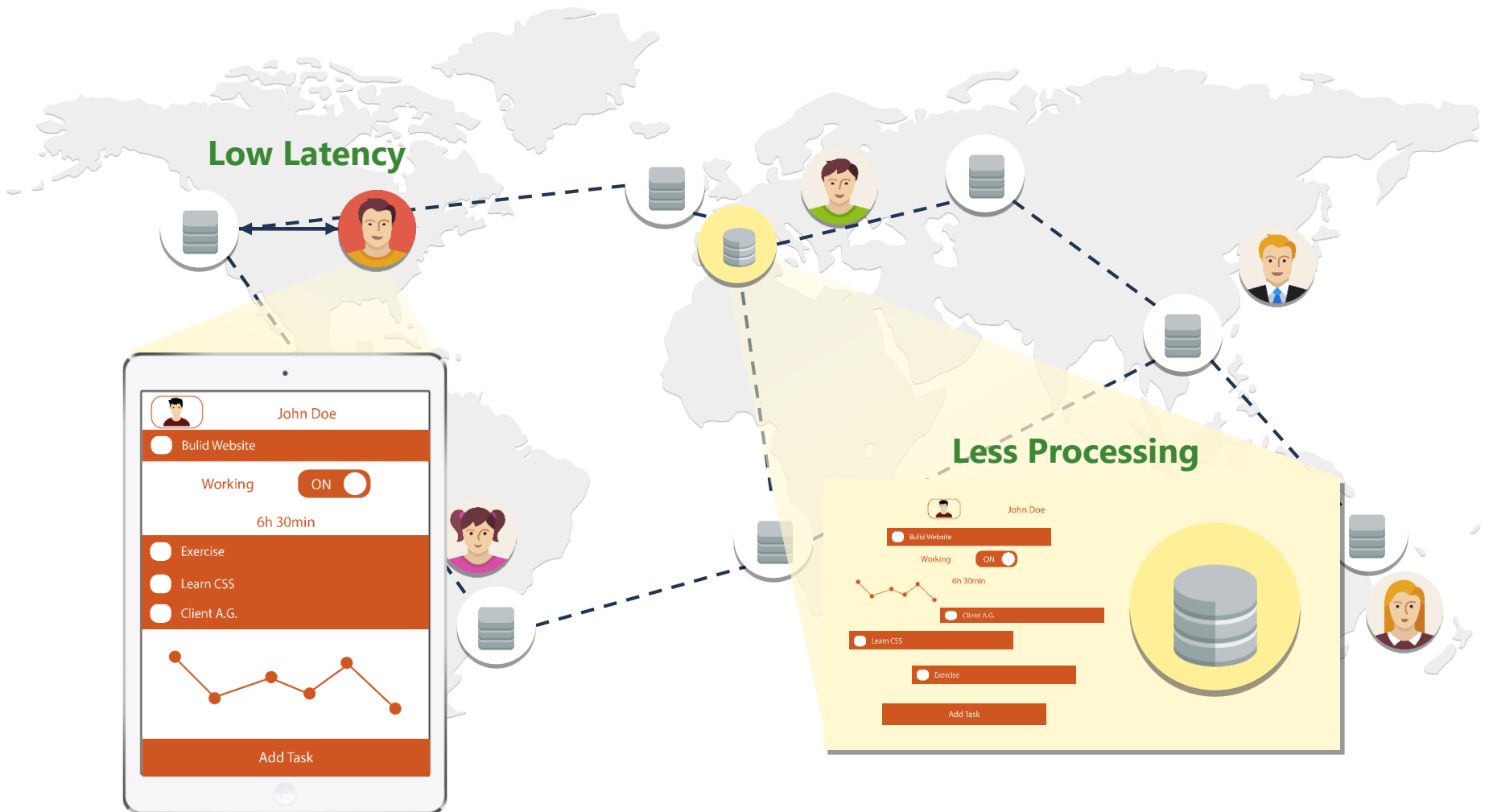
State of the Art

Two bottlenecks: latency und processing



Our Low-Latency Vision

Data is served by ubiquitous web-caches



Innovation

Solution: Baqend proactively updates data



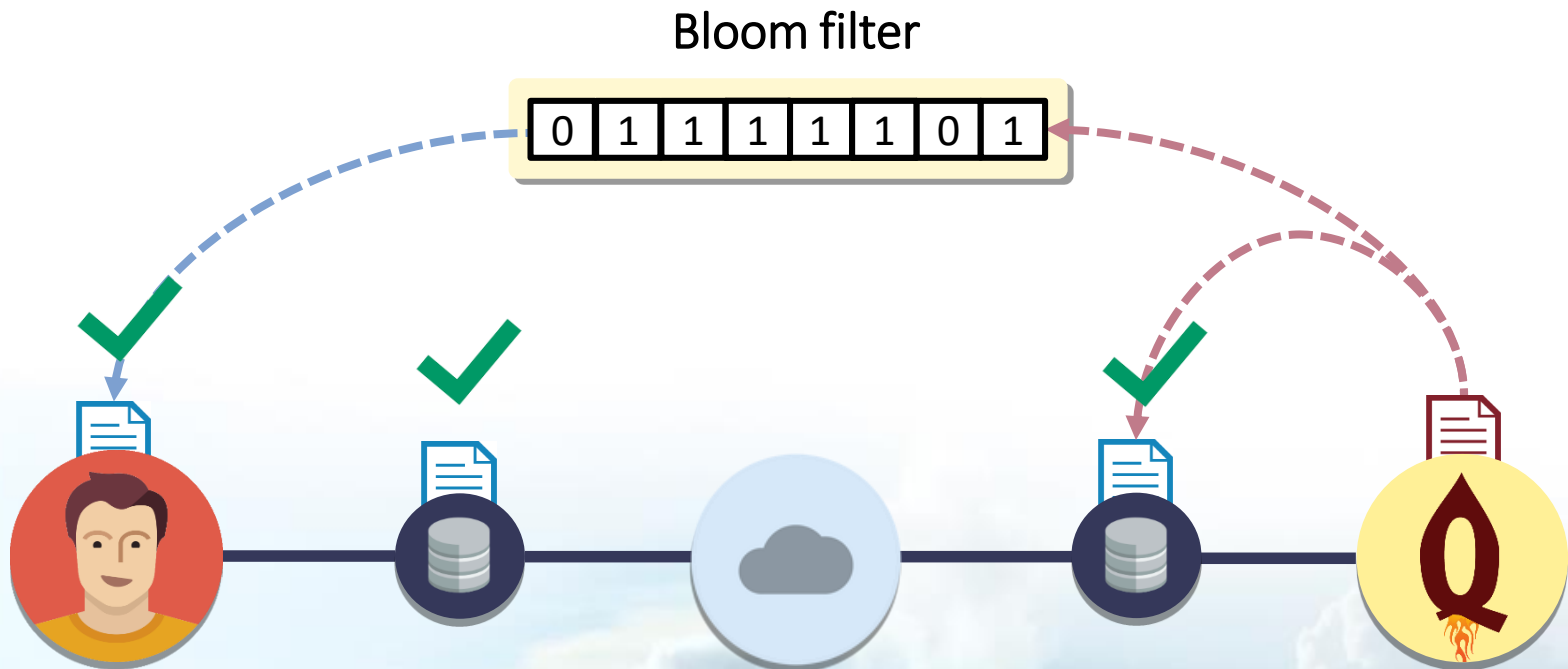
5 Years

Research & Development

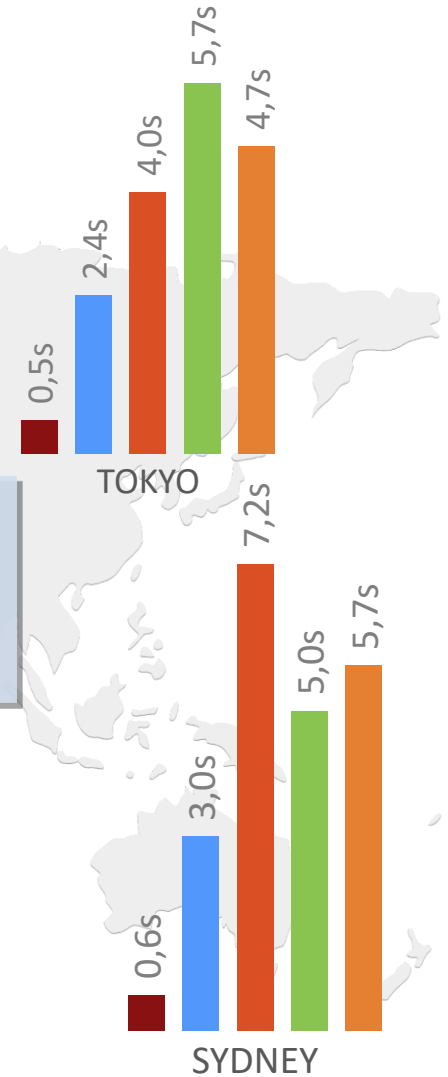
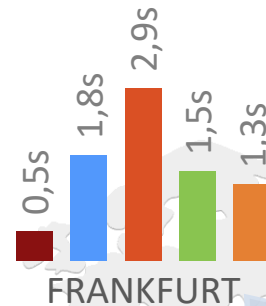
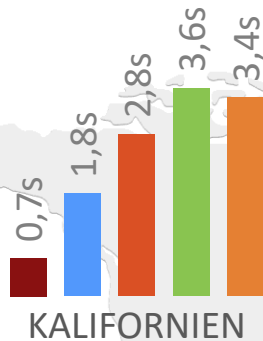


New Algorithms

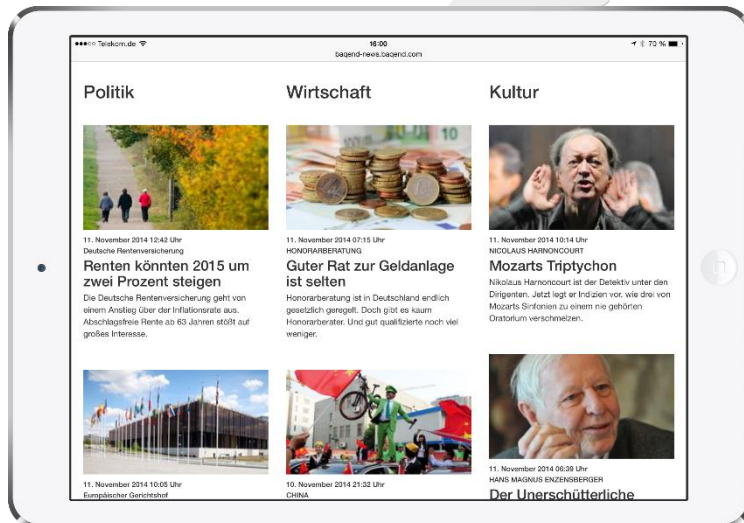
Solve Consistency Problem



Competitive Advantage



We measured page load times for users in four geographic regions. Our caching technology achieves on average **6.8x faster** loading times compared to competitors.

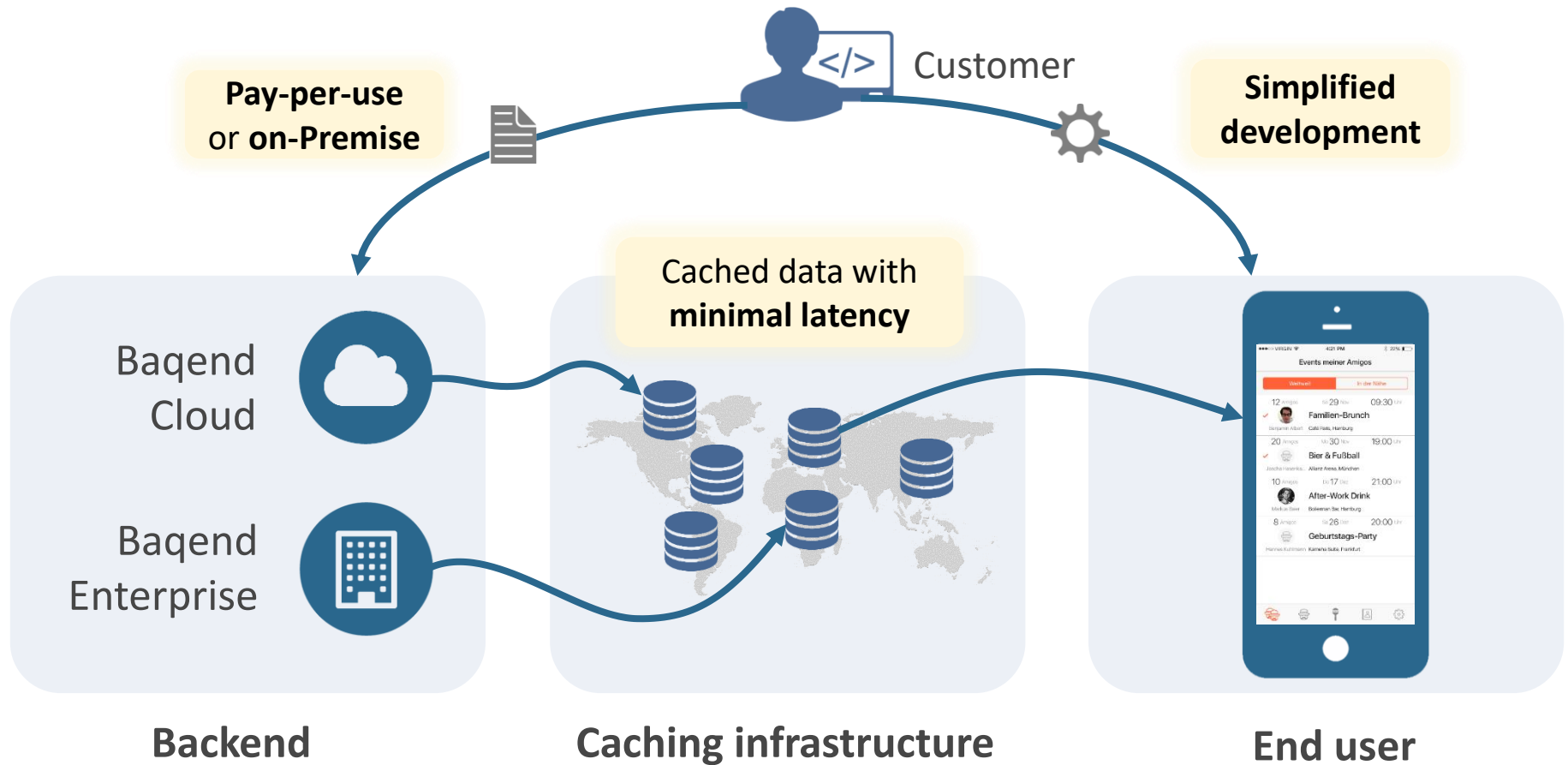


Baqend

Other BaaS providers

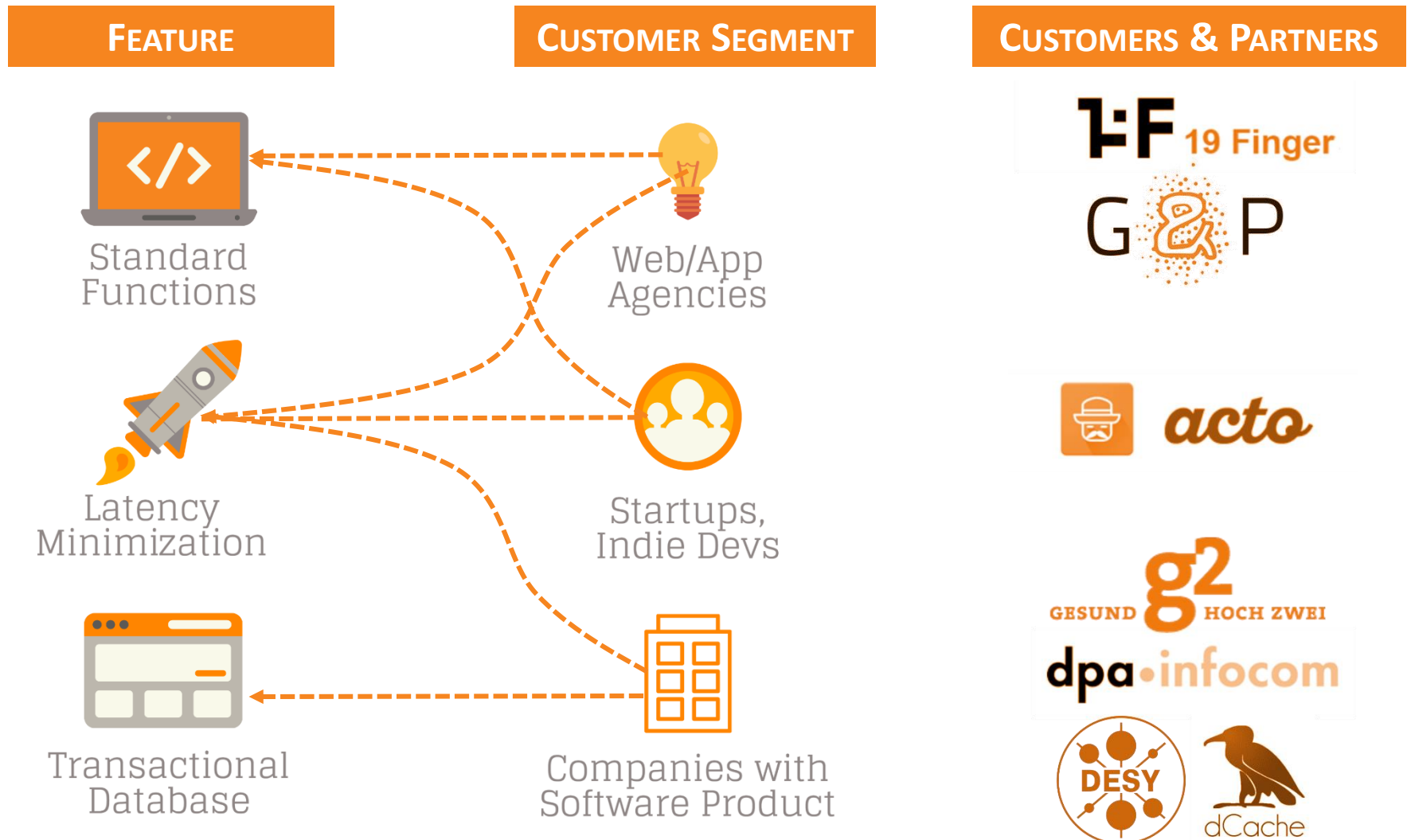
Business Model

Backend-as-a-Service



Customer Segments

By Features



Strategy

Market Entry

2015
from Q3

2016
Q1-Q3

2016
Q4



Closely Supported
Pilot Projects



Freemium
Baqend Cloud



Integration in Other
Platforms



Early Market Entry,
Problem Understanding



Broad Applicability
for App/Web-Projects



Expansion to
Total Market

Pricing Model

Pay-per-use or licensed



	Basic	Medium	Business	Custom	License
Cost	0 €	50 €	500 €	individual	12 000 € per server and year
Requests	150 000	750 000	10 000 000		
Traffic	4 GB	20 GB	200 GB		

Business Degree &
Finance Mang.
Experience

*Role: Sales &
Finance*

MSc Computer
Science &
Database and
Web Experience

Role: CTO

MSc Computer
Science

Role: Developer

MSc Computer
Science &
Web Experience

*Role: Security,
Developer*

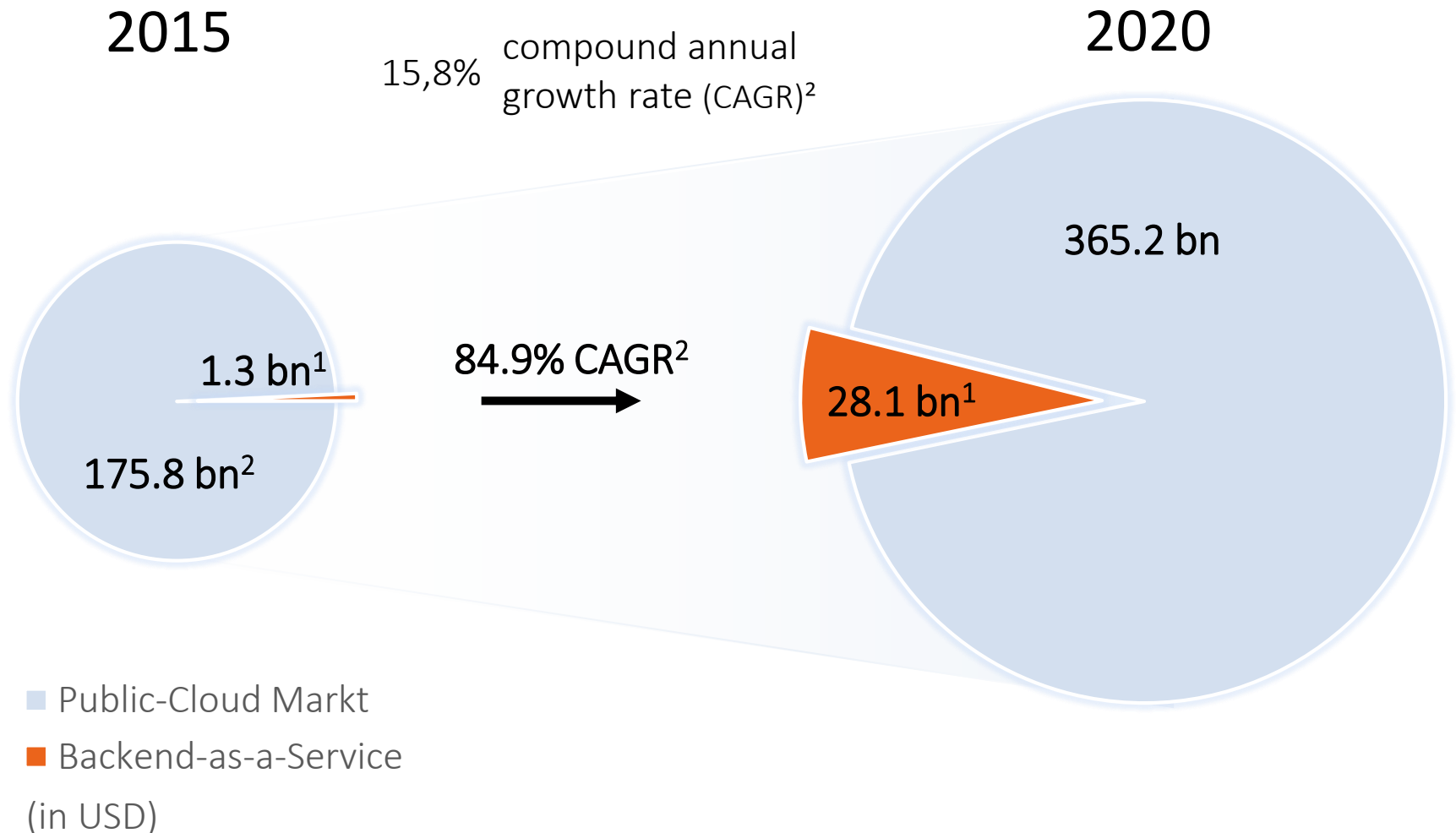
MSc Computer
Science & Big
Data Research
Background

Role: CEO



Target Market

Backend-as-a-Service



¹ <http://www.marketsandmarkets.com/PressReleases/baas.asp>

² <http://www.gartner.com/newsroom/id/3143718>



Einfach Freunde treffen

Kino, Party, Playstation zocken – was auch immer du vorhast, teile es mit deinen Freunden.

Was geht bei dir? Was geht bei den anderen? Mit Acto bleibst du immer auf dem Laufenden.

Nutze deine Freizeit, einfach und übersichtlich, gemeinsam mit deinen Freunden.

Plane dein Wochenende, organisiere spontane Partys. Lade Leute dazu ein oder lass dich einladen.

Irgendwas ist schließlich immer.

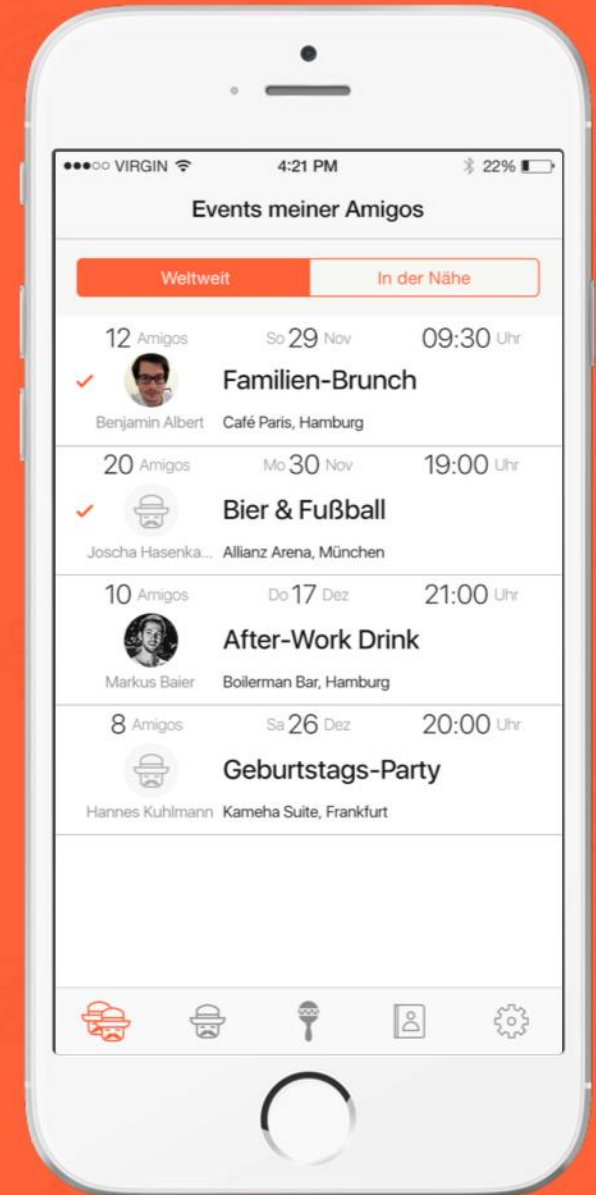


Verfügbar auf
GOOGLE PLAY



Verfügbar im
APP STORE

Example
Customer



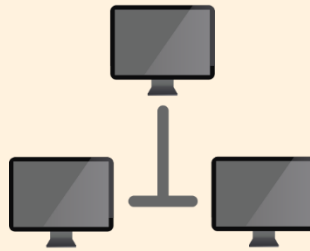
Core Features



>250%

Faster
Loads

Automatic
Scaling



Faster
Development

#1

Faster websites and apps make users happier and more productive.

#2

Database and application logic are auto-scaled by Baqend.

#3

Through JSON API, Live-Queries, Push, User & ACLs, OAuth, Backend Code, Search, ...

Sources

<http://de.slideshare.net/felixgessert/talk-cache-sketches-using-bloom-filters-and-web-caching-against-slow-load-times>

<http://www.baqend.com/paper/cloudadb.pdf>

Our Vision for Baqend:
„Providing developers with
a platform for a web and app world
without loading times“

www.baqend.com
@Baqendcom

