Presentation is loading
The Page Load Problem

Average: 9.3s

Loading...

- 100% Traffic
- 90% Visitors
- 10% Revenue

Google
Yahoo!
Amazon.com
If speed can boost so many Business KPIs... what causes slow page load times?
State of the Art
Two bottlenecks: latency und processing
Solution: Global Caching

Fresh Data from Ubiquitous Web Caches

Low Latency

Less Processing
New Caching Algorithms

Solve Consistency Problem
New Caching Algorithms
Solve Consistency Problem


F. Gessert, N. Ritter „Scalable Data Management: NoSQL Data Stores in Research and Practice“, 32nd IEEE International Conference on Data Engineering, ICDE, 2016.


6 Years Research & Development
Universität Hamburg
Competitive Advantage
What impact does Baqend have in practice?

+156%
< 1 second
Page Load Time

7.8%
Conversion Rate

Simultaneous Users

3%
Server Usage

Shops in "Die Höhle der Löwen"
The Google Page Speed Scores for Season 3, 09/06/2016

STRYVE by THINKS

- Teppino: 68
- REISHUNGER: 62
10x Faster Than Amazon

„Our conversion rate was 7.8% at 100K users in a couple of minutes. Experts from industry told us we wouldn’t be able to reach 1%. A significant factor for this success was the incredible page load time.“
How is this technology used for development?

Baqend Cloud is a SaaS
The World's Fastest Backend

Build websites and apps that load instantly.

Sky-rocket your Development

Start building now. Baqend Cloud is free and easy to get started with.
Go-to-Market Strategy

- **2015**: Closely Supported Pilot Projects (from Q3)
- **2016**: Freemium Baqend Cloud (Q1-Q3)
- **2017**: Integration in Other Platforms (Q1)

- Early Market Entry, Problem Understanding
- Broad Applicability for App/Web-Projects
- Expansion to Total Market
Market size
Backend-as-a-Service

2015
- Public-Cloud Market: 175.8B
- Backend-as-a-Service: 1.3B

2020
- Public-Cloud Market: 365.2B
- Backend-as-a-Service: 28.1B

15.8% Compound Annual Growth Rate (CAGR)²
84.9% CAGR

Values in USD

1 http://www.marketsandmarkets.com/PressReleases/baas.asp
2 http://www.gartner.com/newsroom/id/3143718
Expected Revenue

MONTHLY REVENUE

- Weblabs.Hamburg
- Cloud Service
- On Premise License
- Support
- Custom Integrations

- IFB HAMBURG
- InnoRampUp
- Cloud Launch
- Investment Round
- Now
Baqend Team

4 Computer Scientists
+2 PhD Researchers
+3 CS Students

1 Business Economist
Our Core Features

1. Faster Loads
   Users are happy and buy everything.

2. Automatic Scaling
   Never be afraid of PR again.

3. Faster Development
   The nerds have time to catch some fresh air.

Sources
http://de.slideshare.net/felixgessert/talk-cache-sketches-using-bloom-filters-and-web-caching-against-slow-load-times
Our Vision for Baqend: „A web without load times“

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