



AWS of Testing

Built with Experience , Built for change

Mission : First ever Cloud Testing Marketplace



Team

Leadership Team - Team with 150+ years of first-Hand Industry Experience



Parasar Saha

Founder, CEO

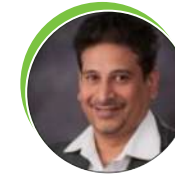
- › 20+ Years in Quality Engineering
- › Head of QE COE – Air Canada
Global QA Head SOTI



Ambighanathan Ragavan

Co-Founder CTO, Digy4

- › 20+ Years in Quality Engineering
- › Principal QE of Expedia Group.



Sadagopan Viravalli

COO & Business Growth
Leader, Digy4

- › 25+ Years in software delivery
- › Managing Director of Accenture and Deloitte



Global Team

10 Member Team

Full Stack, Cloud, AI,
Automation Architect

150+ years of industry
experience

Operations Support

Legal, Accounting, Marketing,
Sales, Recruitment

24 x 7 Support
Model

Advisors



accenture

Jeff Wilkinson

Retired-Global Testing
Lead of Accenture..



Indian Institute of Technology Delhi
Positive culture to learn, work, and play

Prof. Subir Kuma

Head of Robotics and
Professor at IIT Delhi

Problem

Tech is accelerating. QA is failing to keep up.

Failure point in the Industry

Enterprises are rushing to release features ; quality is hurting customer experience and limiting them to attain the revenue target.

Major Incidents

Google shares drop \$100 billion after its new AI chatbot makes mistakes due to lack of testing.

Rogers Communications experienced a major service outage nation wide due to lack of network upgrade testing.

Obamacare website crashed on launch due to lack of testing

And many more

CAUSE

Cloud adoption Issue



QAOps lacks cloud adoption due to skill set gap

Test Reporting Issue



No universal and Realtime reporting

Adoption of AI Issue



Adoption of AI is a challenge due to lack of cloud and data availability

Digy4 is developing a cloud-based QAOPs product ecosystem, beginning with universal reporting.

Less than 25% of the testing operations happens on cloud.

Impact Area : Efficiency and scalability. Testing takes 26-30% of the cost and time in software delivery

Less than 20% of organizations use cloud-based test reporting.

Impact Area : Debugging time 22% of the time in testing spent in failure analysis

Less than 5% of the testing organizations use AI
Impact : Predictability and Efficiency
 Dev is gain 5x acceleration with AI adoption , Testing is failing to keep up

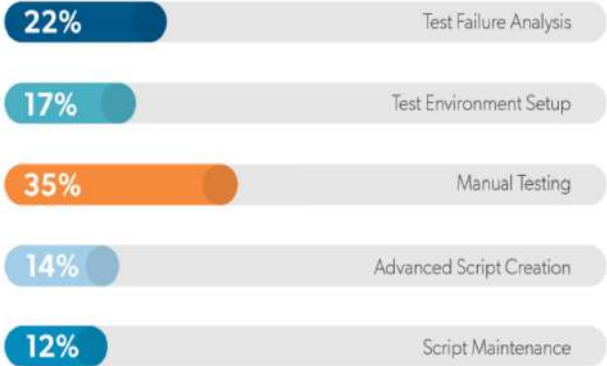
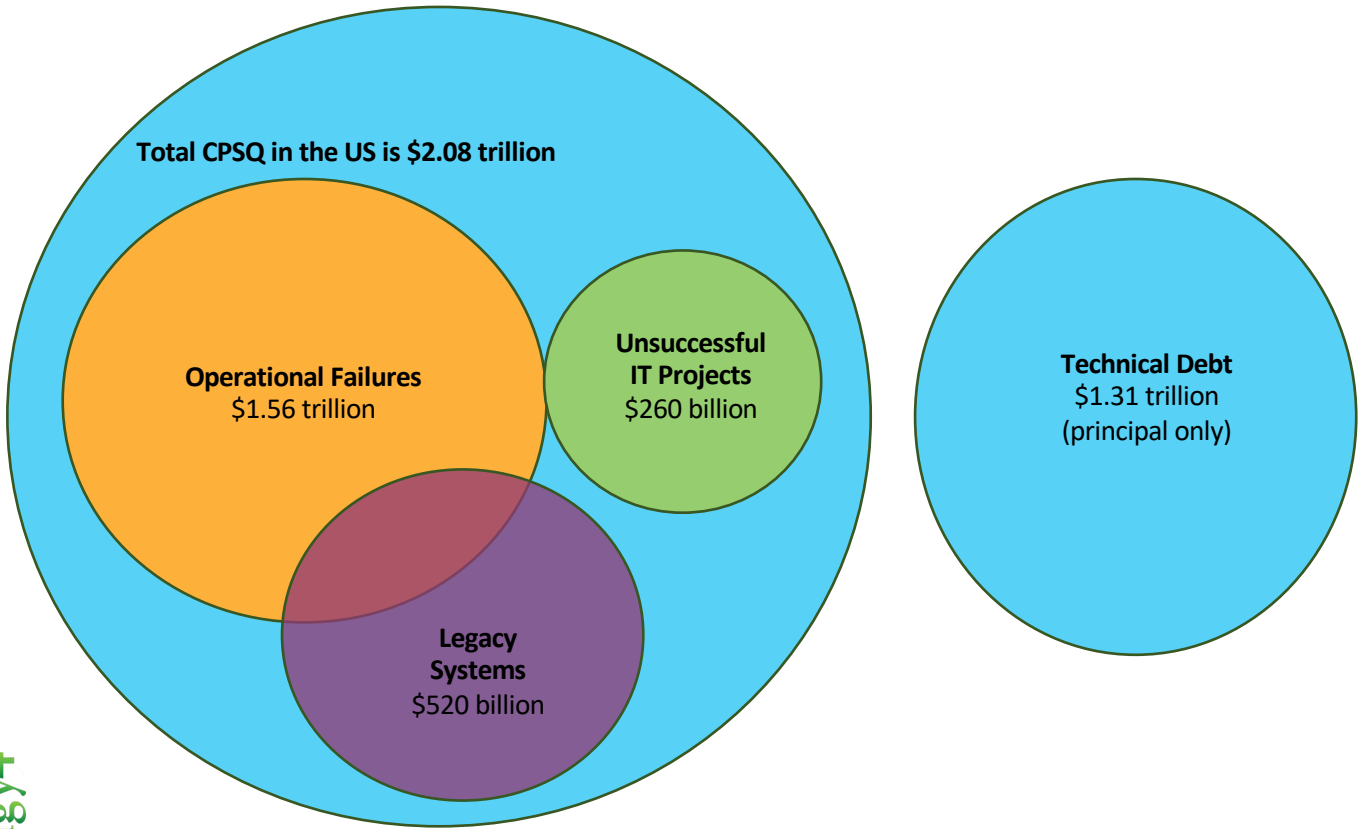
Impact

Poor Software Quality – Trillion-dollar problem

How big is the testing problem

Why Reporting ?
Digy4 is beginning with universal reporting as failure analysis is the 2ND most time taking process in Testing lifecycle

CPSQ – Cost of Poor Software Quality



No commercial Universal Test Reporting tool

Solution

Digydashboard – Single Pane For Test Reporting On SaaS

SaaS Based

Build vs Buy – 80% reduction in implementation cost and time.

Universal

Single pane view of universal test reporting – Tools, infrastructure, & frameworks.

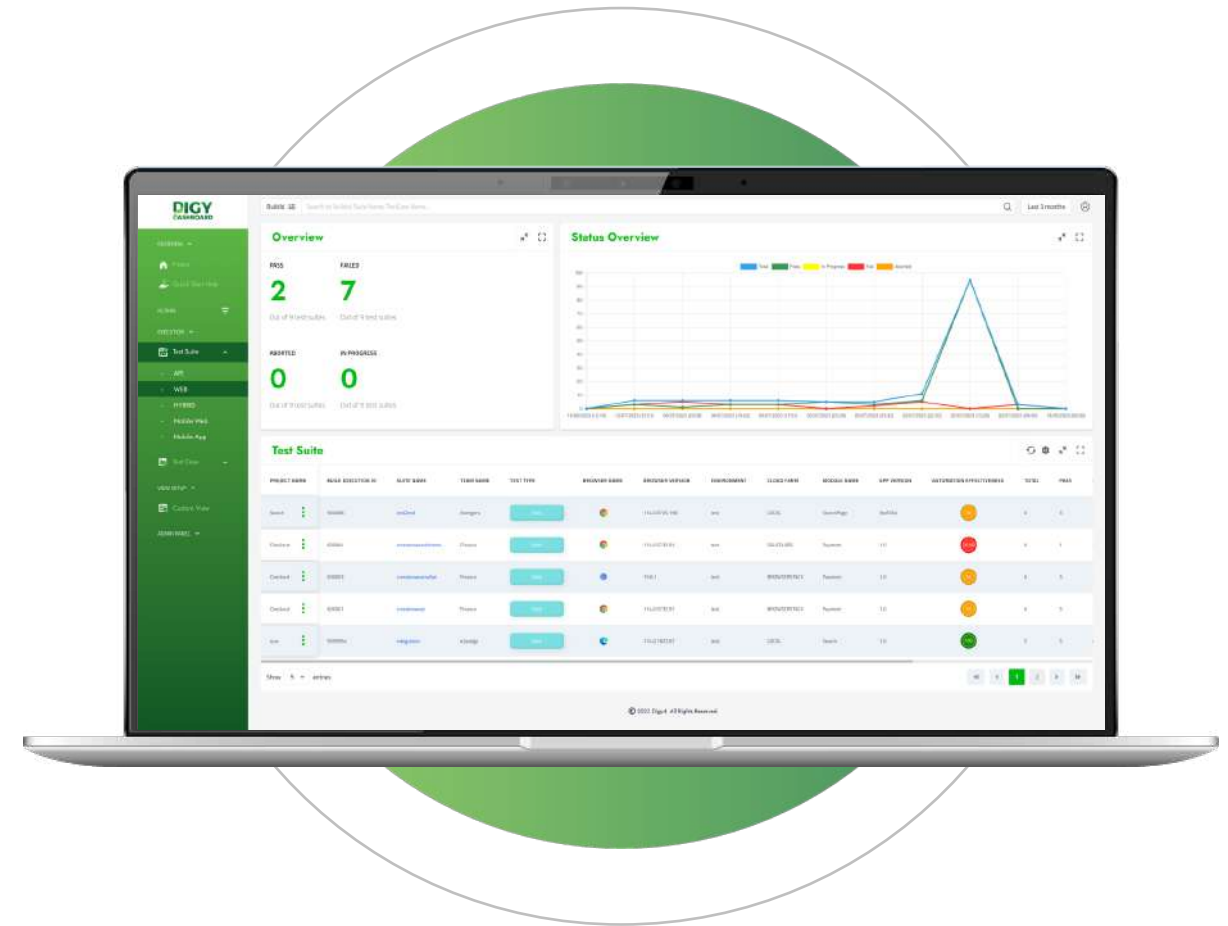


Personal-based

Multiple views to meet the needs of different stakeholders.

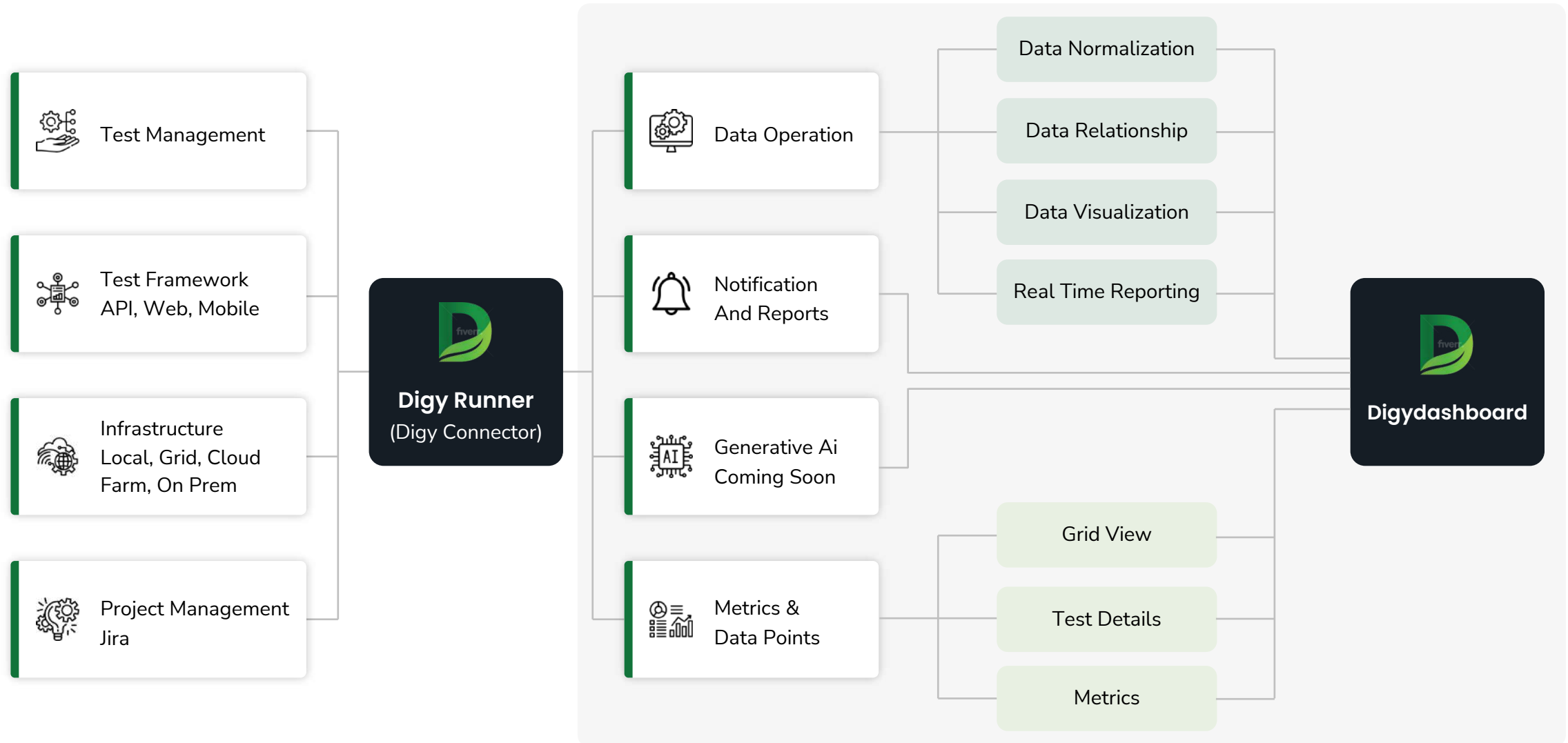
Real Time

Real-time data view to make data-driven decisions.



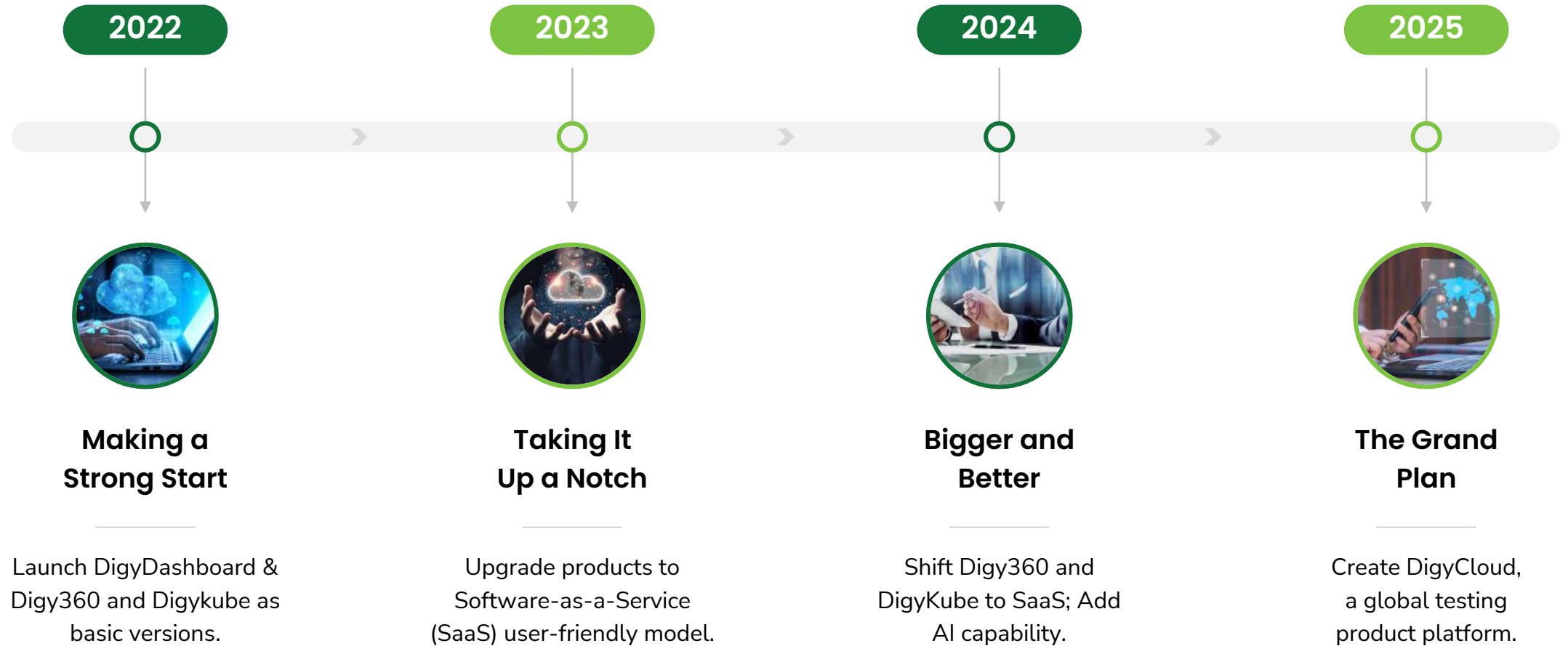
Digy Dashboard

Command Center For Quality



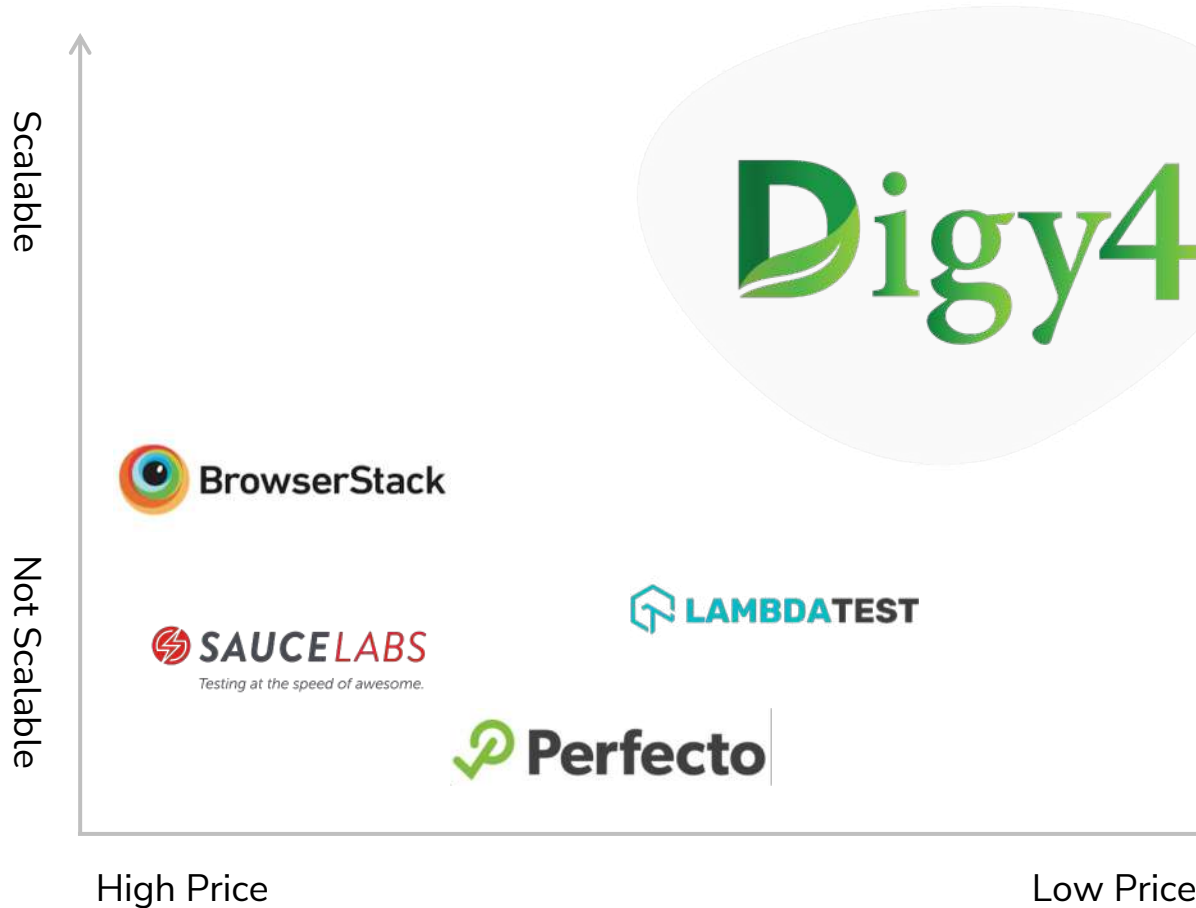
Product Roadmap

Transition from Product to Platform to Marketplace



Competitors

Stand the first mover advantage to become the first cloud marketplace



Key Differentiators With Other Testing Cloud Farm Providers

- ✓ Universal tool ecosystem with open architecture
- ✓ End to end Cloud Pipeline in MVP stage set us up for potential to be the first ever cloud marketplace for testing
- ✓ Universal data storage from multiple tools providing competitive edge over other providers to develop AI models
- ✓ Faster turn around to implement feature compared to competitors' due lean team and deep industry experience

Growing Market

High demand for QE Tools in QE Market due to increase in automation adoption

QE Tools Market – Ideal Market



- Valued at **\$20** billion in 2021.
- Forecasted to reach **\$56** billion in 2027.
- The growth rate is about **19%** annually.



TAM Market

- Valued at **\$7 billion** in 2027.



SAM Market

- The market for QE tools is predicted to be **\$3.43** billion in 2027.
- The growth rate is about **19.2%** every year.

Target Geo

- > Focusing on countries like Canada, US, India, UK, and Australia.

Target Industries

- > Aiming to help industries like banking, insurance, healthcare, travel, hospitality, fintech, edutech, online retail, and food tech.

Traction:

Already have a SaaS product with enterprise client

Growing Client Base



Clients onboarded: **2**



Clients in Procurement phase: **2**



Clients in the trial: **4**



Clients in Pipeline: **10**

On going Clients

Converted

TONAL



In Procurement



In Trial



VOLVO



Current Client Base :
Canada , USA ,India, Europe , Australia

Potential Customer base across:
Banking and Financial , Insurance , Retail , Govt , Automobile

Target 75 K USD ARR commitment by 2023

Current trial pipeline is for 541 K USD.

Go-To- Market Strategy

Strong partnership model in place to fuel growth

Delivery Model :

- SaaS
- PaaS (BYOC – Bring your Own Cloud)

Pricing Model :

SaaS : Tiered Subscription Model based on usage :
Average Deal Size : 50 K ARR

BYOC : One time Installation cost and Annual Maintenance cost
Average Deal Size : 59 K ARR

Cross Selling Products in Pipeline:

Digy360 and DigyKube with potential of 2x increase in deal size in 2 quarters

Partner Channels

SI Partner and Software tools vendor partner

SI Partners



Testing Tools Vendor - Partners



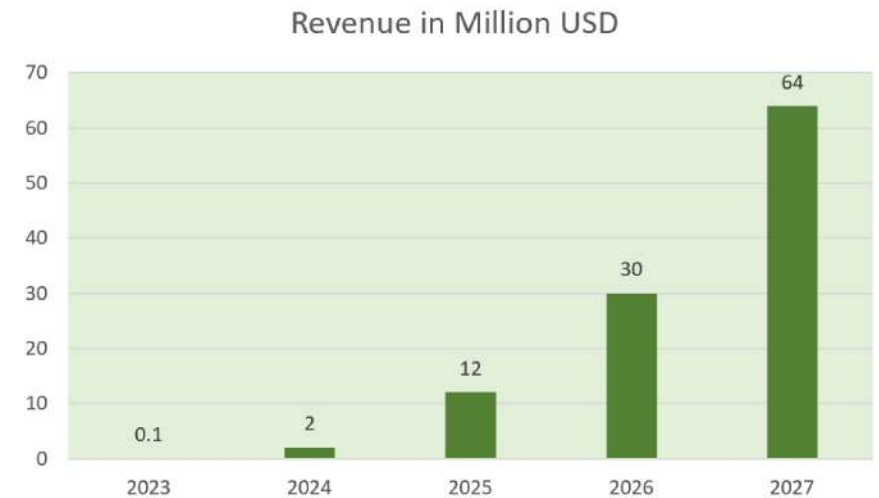
Marketing Strategy

<p>Direct Marketing</p> <p>Inbound and Outbound</p>	<p>Partner Channels</p> <p>SI Partner and Software tools vendor partner</p>	<p>Event and Social Media Marketing</p> <p>Promotion through events and social media</p>
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Financial Projections

Path to 64 Million in 5 Years (2027)

	2023	2024	2025	2026	2027
Average Deal Size	50K	100K	150K	200K	250K
Upside Reasoning	SaaS Launch	Market Capitalization in Test Reporting	Digy360 and AI	Market Capitalization in QAOps	Market Leader in QAOps
Revenue	75 K	2 Million	12 Million	30 Million	64 Million
Revenue from Retained Customers		160K	1.6 Million	10 Million	24 Million
Revenue from Net New Customers	100 K	1.84 M	10.40 Million	20 Million	40 Million
Total Revenue	100 K	2 Million	12 Million	30 Million	64 Million
Target Net New Customers	5	30	80	120	200
Total Number of Customer	5	35	115	235	435



Investment Ask

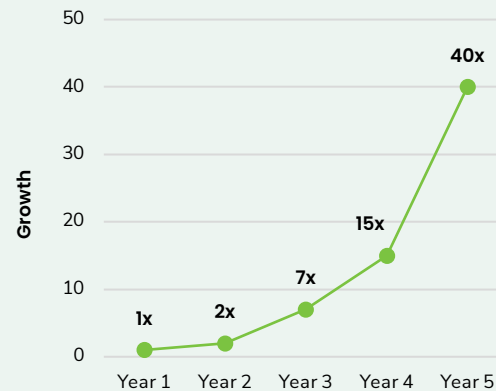
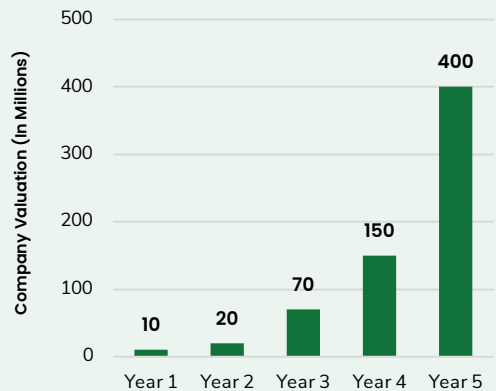
Funding to capitalize the market opportunity

Revenue Target (by 2027): \$64 million USD

Why VC Funding:

- › Incorporating AI technology
- › Rapid integration for Testing tools
- › Attaining a 15% share in 3 years
- › Hire Sales and Marketing talents
- › Convert freelancers to full time employees
- › Establishing the financial runway for the organization for 18 months
- › Building security compliance

Return On Investment



Bootstrapped Fundraising Goal: \$1 million USD

- Creating Runway for 18 months
- FY 2024 Target 2 Million
- First 35 Customers by FY 2024
- AI inclusion in the DigySuites

Investor Fund Utilization Projection

Cost Heads	Percentage
Engineering	51
Marketing	4
Sales	18
Security	3
Infrastructure	15
Operation	9

Exit strategy to cloud provider or IPO: AWS , Azure and GCP.



**Join Us As We Build The First
Ever Testing Marketplace**
“AWS Of Testing”

THANK YOU



Email us at contactus@digy4.com



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Digy4_team



contactus@digy4.com

Future Product In MVP Stage

Digy360 – Change Controlled Cloud Testing Pipeline

