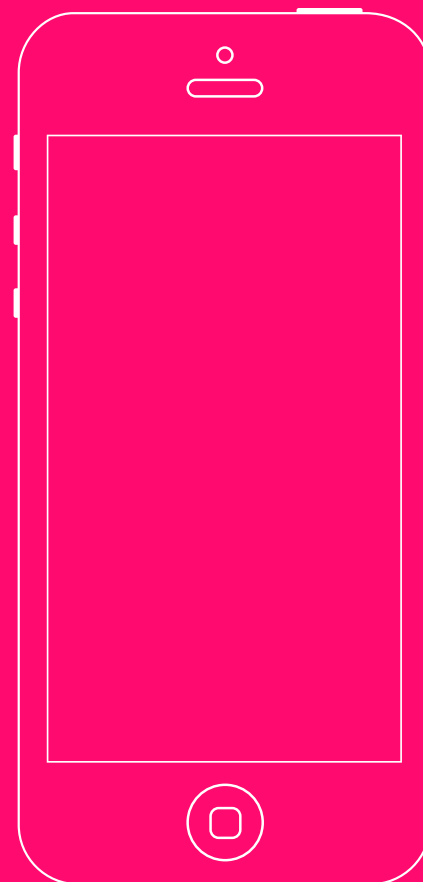
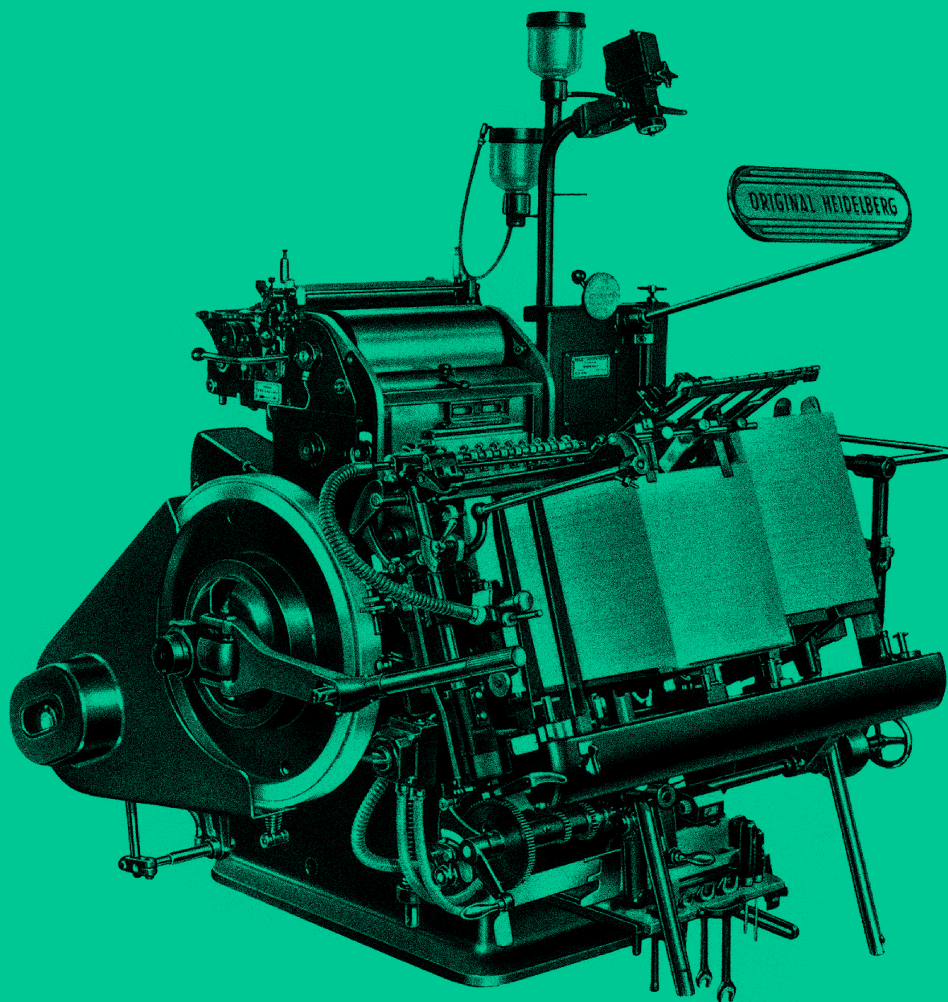
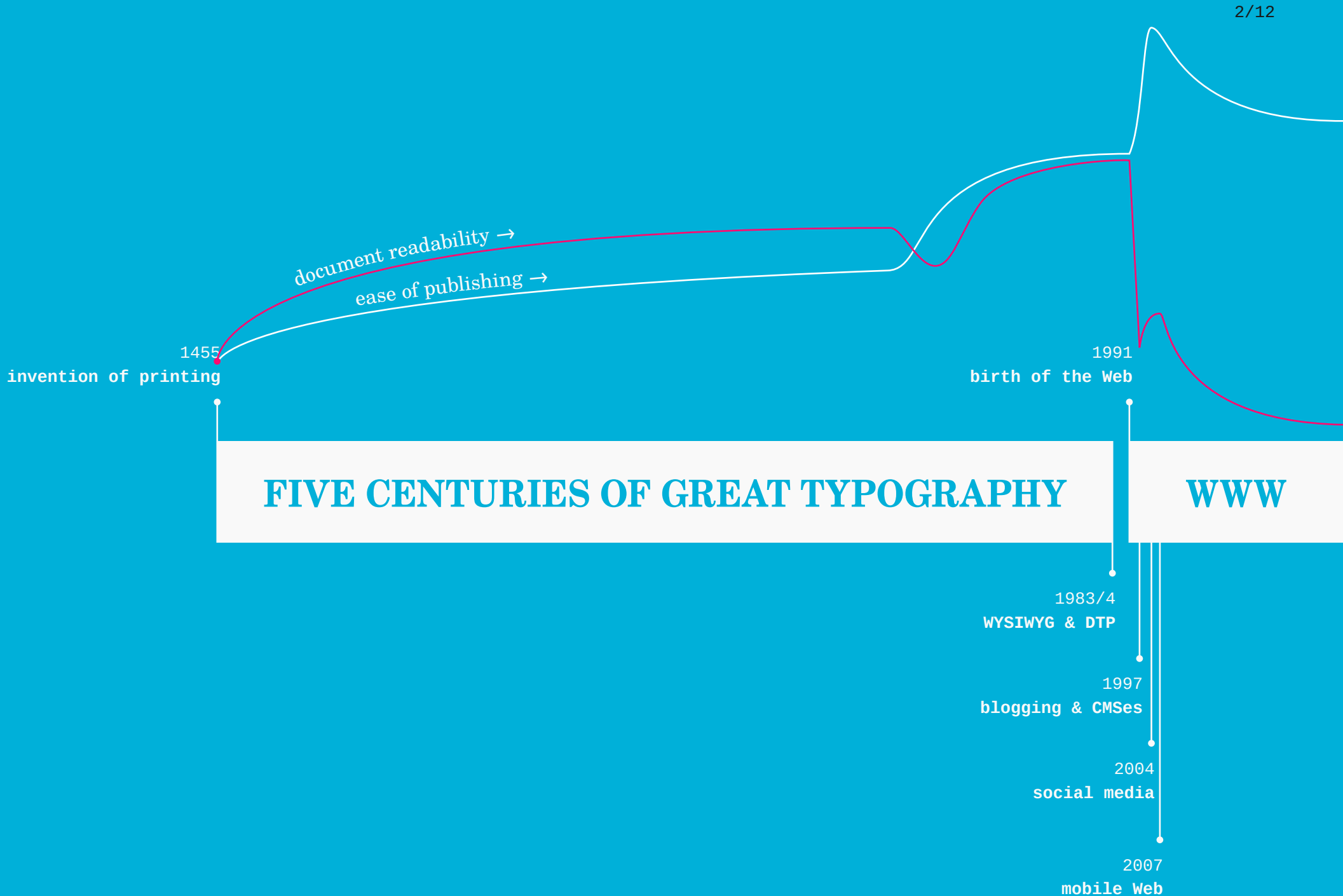




Textus Pitchdeck. *Telenet Kickstart, September 3*
Copyright © 2015 Textus.io <team@textus.io>





Your content is in Word docs. You need a website. Now. (You also need frequent updates and want a printed edition, too.)

Businesses and professional publishers want full control.
Opensource/do-it-yourself is a pain.
Outsourcing is expensive and time consuming.

Everyone uses Word.
Print is here to stay.

- don't cater well to business document needs
- your audience is locked-in on third-party platforms
- overwhelming CMSes
- expensive
- waste your time on emailing attachments
- nothing exists which integrates modern web-based publishing with MS Word or Google Docs
- PDF for document exchange

Textus creates beautifully designed websites and PDFs from your Word documents. Save your files to Dropbox. Click, and you're live.

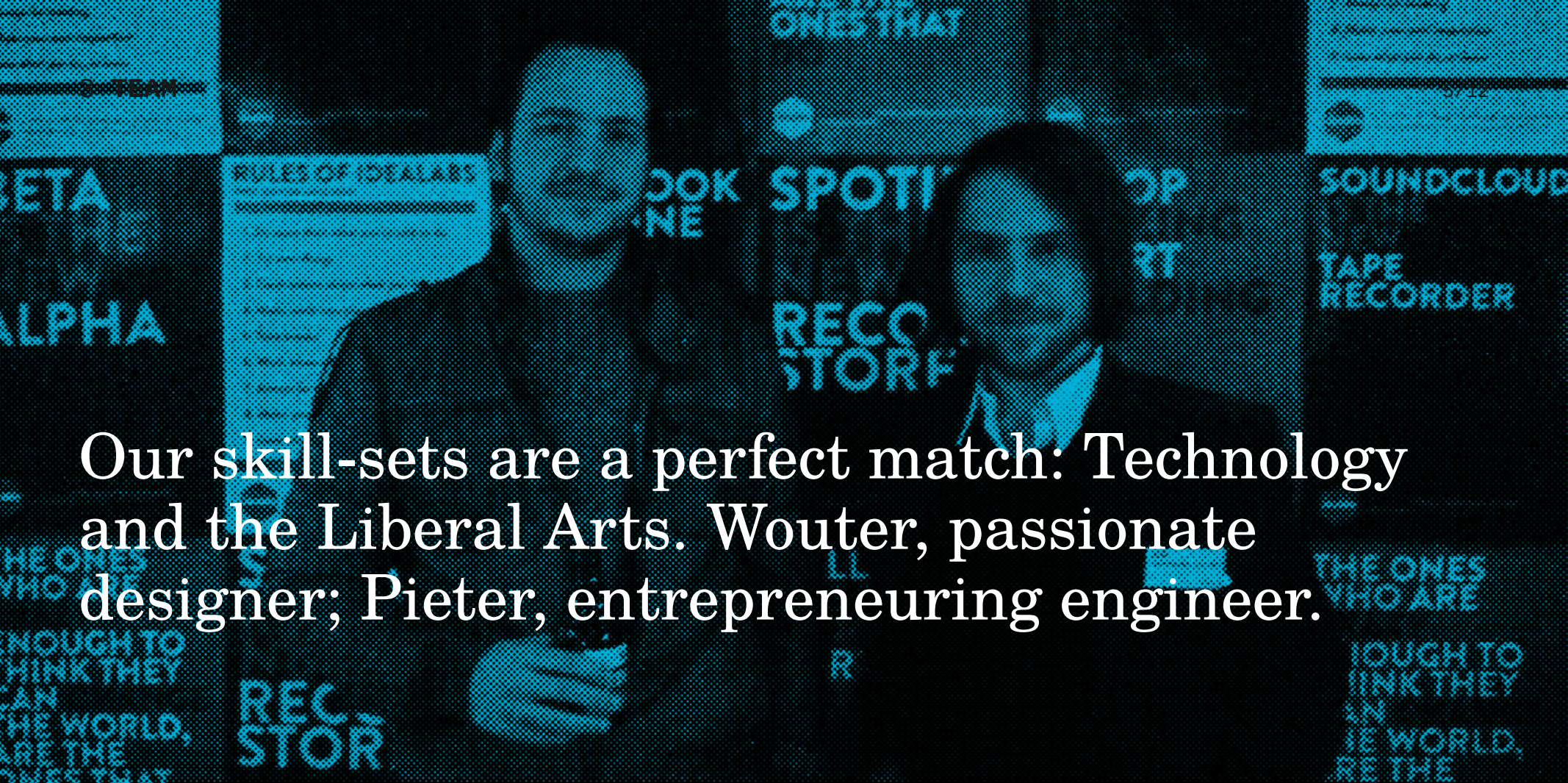
No need for change management.

Drag-and-drop instant publishing.

It just works.

Full control. No lock-in.

- automatically converting office documents
- zero technical skill required
- Dropbox, Github, Google Drive, OneDrive...
- SEO
- mobile-friendly
- smart templating and stylesheet generators
- custom domains
- ISP offered hosting, private dedicated (s)ftp server, Github pages, AWS...

The background image shows two men, Wouter and Pieter Soudan, standing in front of a wall. The wall is covered with various posters and text. On the left, there's a poster titled 'RULES OF IDEALARS' and another with 'BETA' and 'ALPHA'. In the center, there's a poster with 'SPOTI' and 'RECO STORE'. On the right, there's a poster with 'SOUNDCLOUD' and 'TAPE RECORDER'. The text 'THE ONES WHO ARE' is repeated on the right side. The overall theme is a mix of technology and liberal arts.

Our skill-sets are a perfect match: Technology and the Liberal Arts. Wouter, passionate designer; Pieter, entrepreneuring engineer.

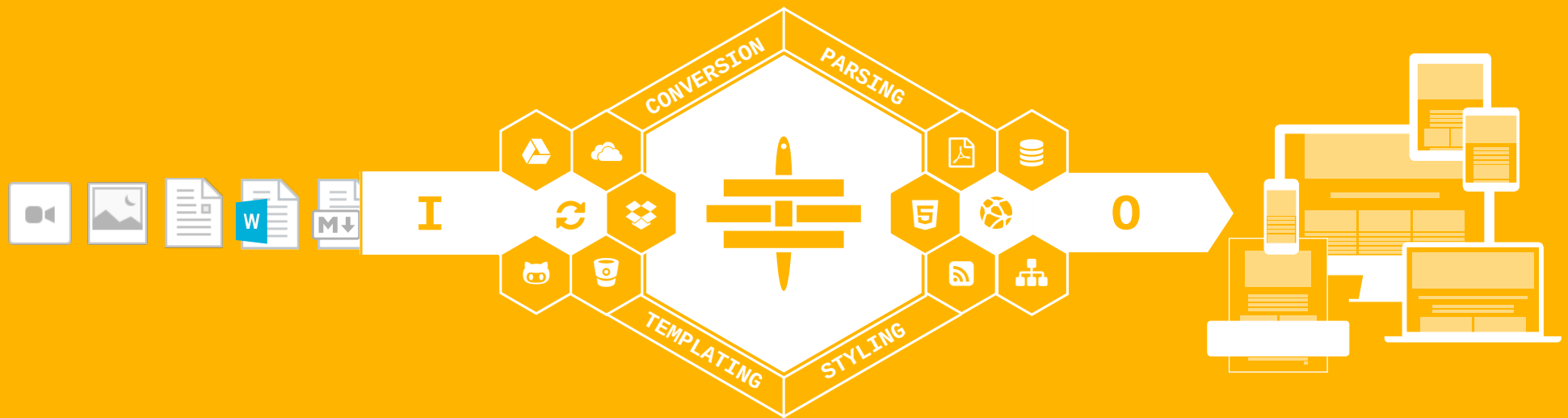
We are experienced developers.

Wouter Soudan (*1979), PhD, MA, BA

Pieter Soudan (*1981), MSc CS

- lead UX engineer
- lead developer
- Pokerbundle.io, Gimme.eu, Pith.li, Pokahnnights.com, Citypath.eu, Popol.li
- graphic & web design
- typographer @ Rhythmus.be
- senior software architect
- consultant @ Telenet (Yelo)
- owner @ RedandIvory.com

Textus is the missing link between *your* files in the cloud and the website on *your* server.



Textus is a static site generator and typesetting engine in the cloud.

It's like Jekyll meets LaTeX, for normal people.

Our customers save time and money.
While they profit, so do we.

Cutting out the middle man.

We differentiate by not charging for hosting.

A free trial must convert into paying users.

There will be two revenue streams.

Partnering up with ISPs would be a win-win.

- automated file conversion
- servers do the heavy lifting
- customers profit
- SaaS
- don't charge for hosting
- immediate added value
- on demand
- yearly subscription
- Microsoft Office 365 integration

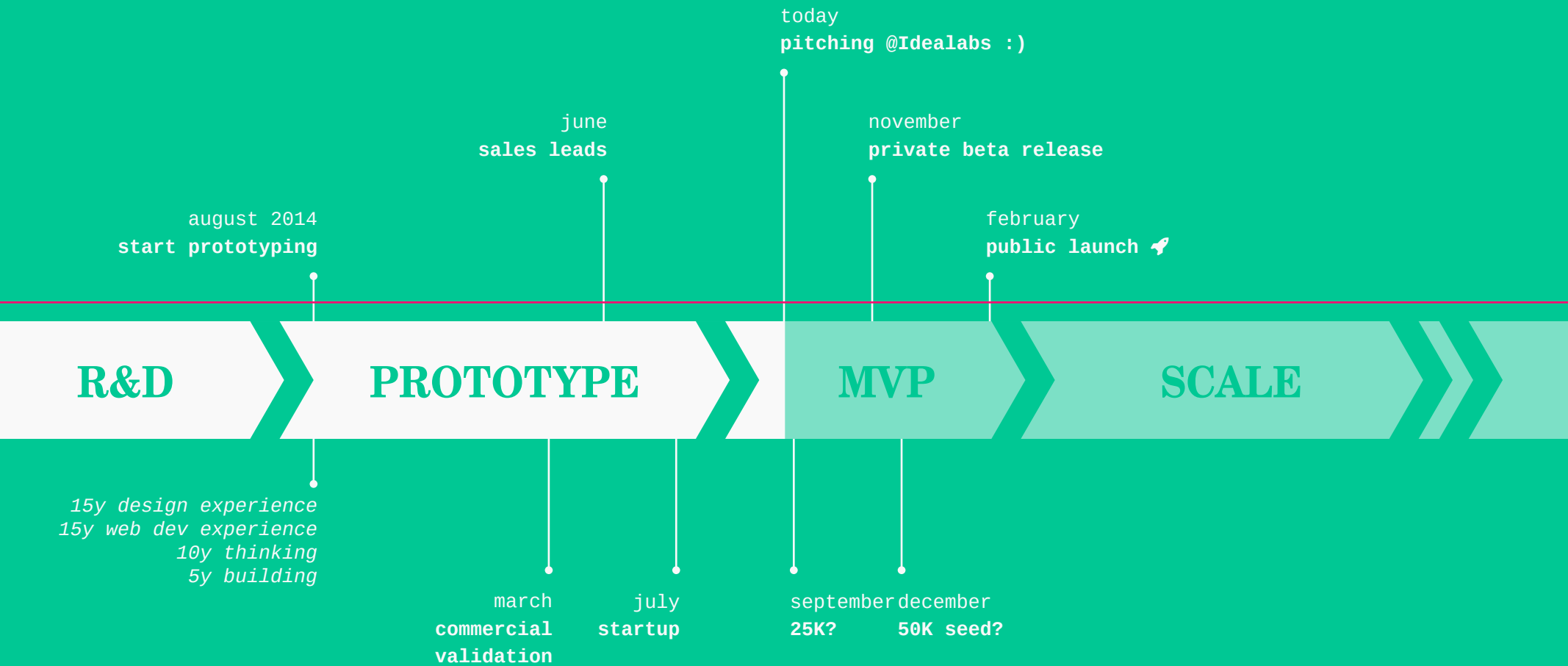
Textus means *text, weave, web...*
Our mission: building the future of hypertext.

We have a working prototype.

The product has been commercially validated.

We have sales leads.

- making a beautiful weave out of people's threads
- bringing back to life the idea of hypertext



ease of publishing →

document readability →

WWW

THE FUTURE OF HYPERTEXT

2016

🚀 Textus.io

With 25K and Telenet/Idealabs mentorship we can accelerate development and ship a Silicon Valley grade startup product.

To accelerate development.

To polish the user experience.

To implement the business logic.

- refactoring the code base
- scalable MVP
- support for more document types
- user management and access rights
- cost calculation, pricing, billing

This slide deck was generated with Textus.



Revisit @ demo.textus.io/pitch



Wanna know more?

- Beautiful on all devices (including paper). Building print and online editions from a single input <rhythmus.be/building-a-magazine>
- From Word to Markdown to InDesign. Fully automated typesetting <rhythmus.be/md2indd>
- Meteor Patterns. Design patterns, developer's insights and advice for Meteor.js development <Meteorpatterns.com>