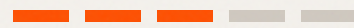


Stoda.ai



The Day 2 Managed Runtime.

Your AI generates apps, we make them last.

📄 DOWNLOAD PDF

6+ Years Operating Together.

TRACK RECORD



Geronimo De Abreu

CO-FOUNDER & CEO
geronimo@stoda.ai

Former CTO at DealMaker, where he built infrastructure supporting \$2.3B in capital raised and scaled engineering from 1 to ~40 people. Has lived the buyer problem Stoda sells into: internal tools outside engineering, shadow IT, and operational risk after software gets built. Before DealMaker, he founded a company in Venezuela that now operates across 14 countries in Latin America.



Ben Barrett

CO-FOUNDER
ben@stoda.ai

Employee #3 at DealMaker, scaling alongside Geronimo from 10 to 160 employees. Right-hand to the Co-Founder/CRO through exponential revenue growth. Built the success motions that brought customers back, then the systems & processes to scale them. Led across strategy/ops, BizOps, RevOps & Product as the constant bridge between revenue and engineering.



David De Sousa

FOUNDING PRINCIPAL ENGINEER
david@stoda.ai

Successfully shipped AI products in heavily regulated industries, balancing probabilistic AI with deterministic approaches. Now building the Stoda runtime and designed the workflow that lets the team build with high quality and speed. Started at an early-stage startup with Geronimo 13 years ago, then ran a dev shop together before reuniting at DealMaker.

The executive. The operator. The engineer. All three built together at DealMaker: Geronimo and Ben for 6 years, Ben and David for 3 years, Geronimo and David on and off for 15 years. This is not founder chemistry on a slide. It is a team that has already built together through scale.

Meet Alex.

He built **his own** internal tool.

VP Marketing @ Series B Fintech | Operator | Builder

DAY 1 • WHAT ALEX COULD DO

01 • WANT

Lift the team’s creative output.

The old system wasn’t cutting it.

02 • SEARCH

Evaluated the vendors.

All expensive. None fit the workflow.

03 • BUILD

Picked up Claude Code.

Built a bespoke app.

× DAY 2 WALL

Team saw it. Wanted in.

Alex tried to extend it. Auth, safety, deploy. **He couldn’t. Engineering had no capacity.** Tool died on his laptop.

DAY 2 • WITH STODA

04 • STODA

Stoda took it to prod.

Deployed in the Fintech’s cloud. Auth, secrets, monitoring, governance.

05 • LIVE

- | CTO has visibility.
- | App is safely deployed & maintained.
- | Team is using it.

↑ **+30%** CREATIVE OUTPUT

Alex is one of four. Three more tools at the same company are **already deployed** with Stoda. Same arc. Same lift.

Alex isn't alone.

Operators build tools now. They can't **keep them alive**.

OUR BELIEF

01 Operators will build their own tools.

Purpose-built software, everywhere. Huge value, created locally.

02 Nobody watches them. They become a **liability**.

Code scanners watch the codebase. SRE tools watch infra. Nothing watches the tool the VP of Marketing shipped on Tuesday.

03 **Stoda** turns them into assets.

From liability to production-grade.

THE PROOF

35%

of enterprises replaced SaaS with **AI-built tools**.

Retool, 2026

3x

faster adoption of AI coding tools by **non-developers** than developers.

Codex, 2026

63%

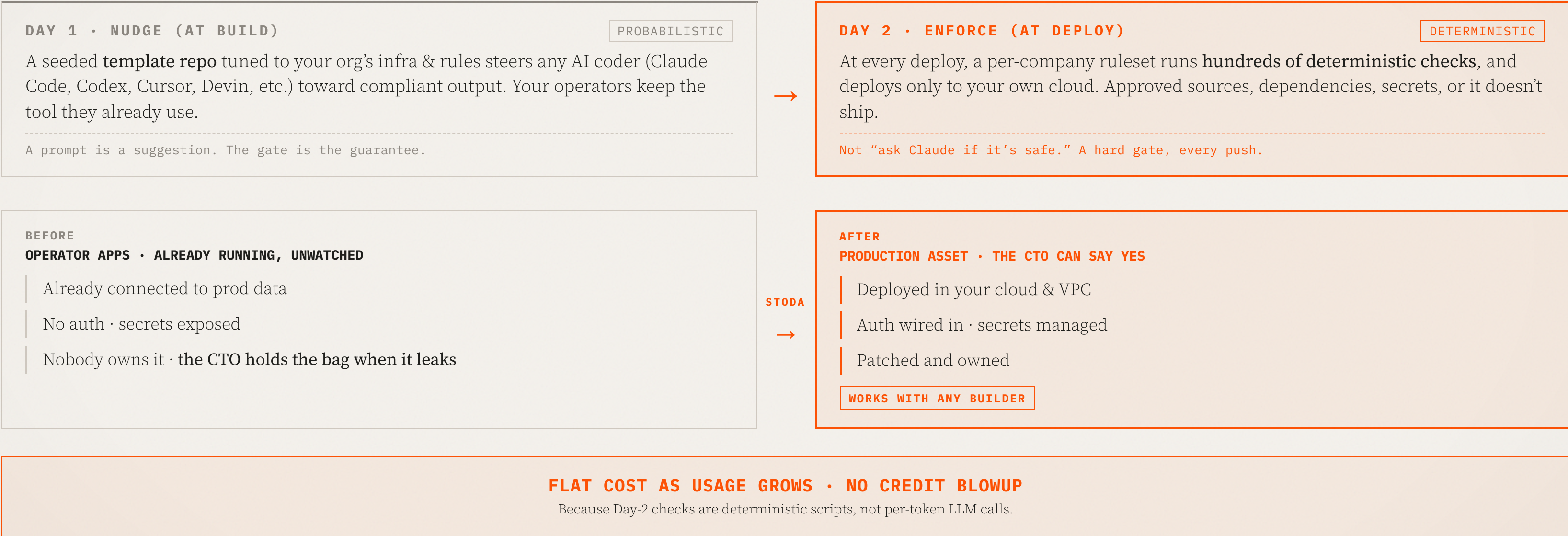
of AI-code builders are **non-developers**.

Taskade, 2026

We shape the build. We guarantee the deploy.

Engineering rigor for the apps engineers didn't build.

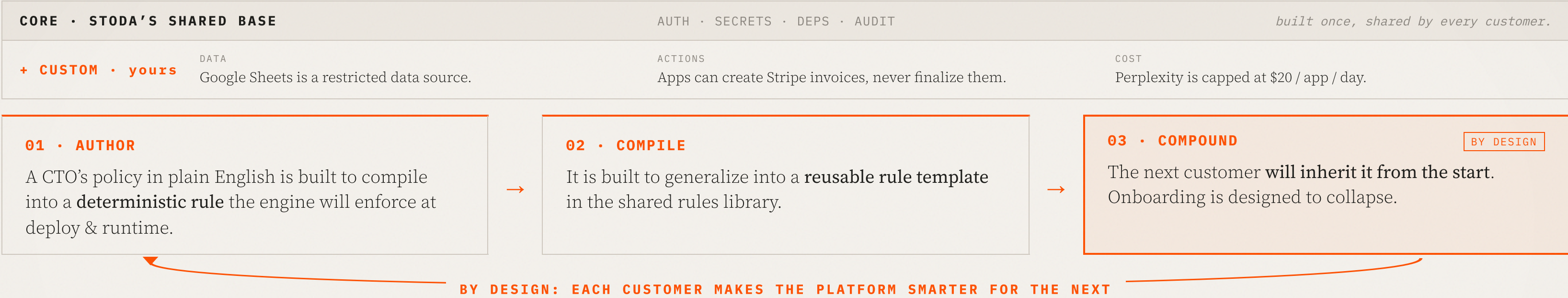
HOW STODA WORKS



Every rule we write is built to compound.

We don't rebuild per customer. Stoda is designed so each rule authored for one company compiles into a template the next customer inherits.

THE RULE-MAKER PATTERN



94% FASTER TO DEPLOY

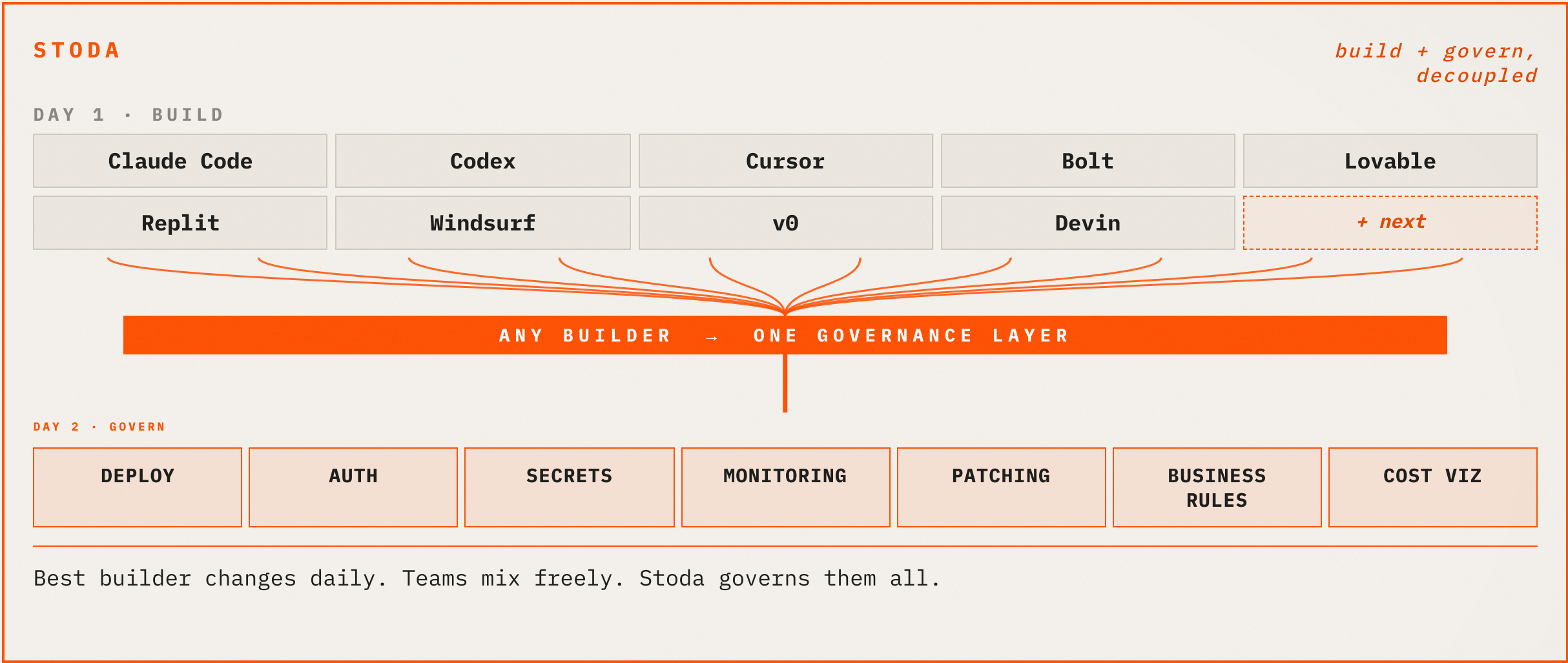
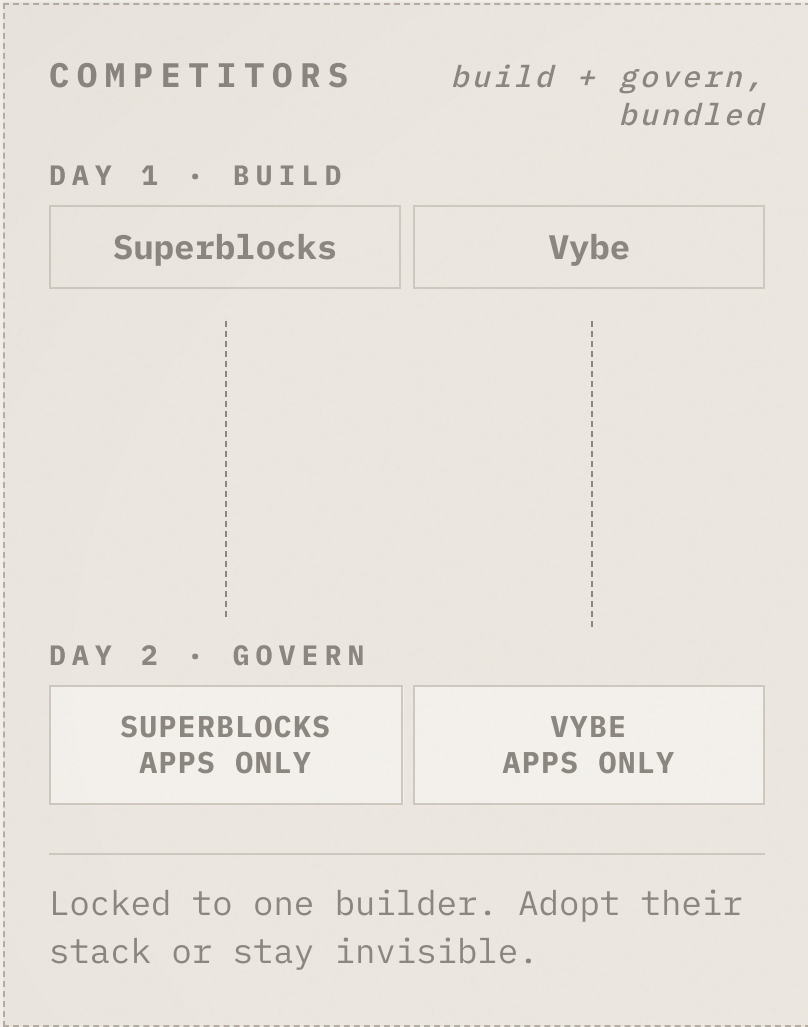
First deploy 8h → most recent 30 min. Real, today.

1 PIPELINE, REUSED

~20 apps from ~13 operators at DealMaker, on one pipeline, built once, not rebuilt per app.

Stoda enables any Day 1 builder.

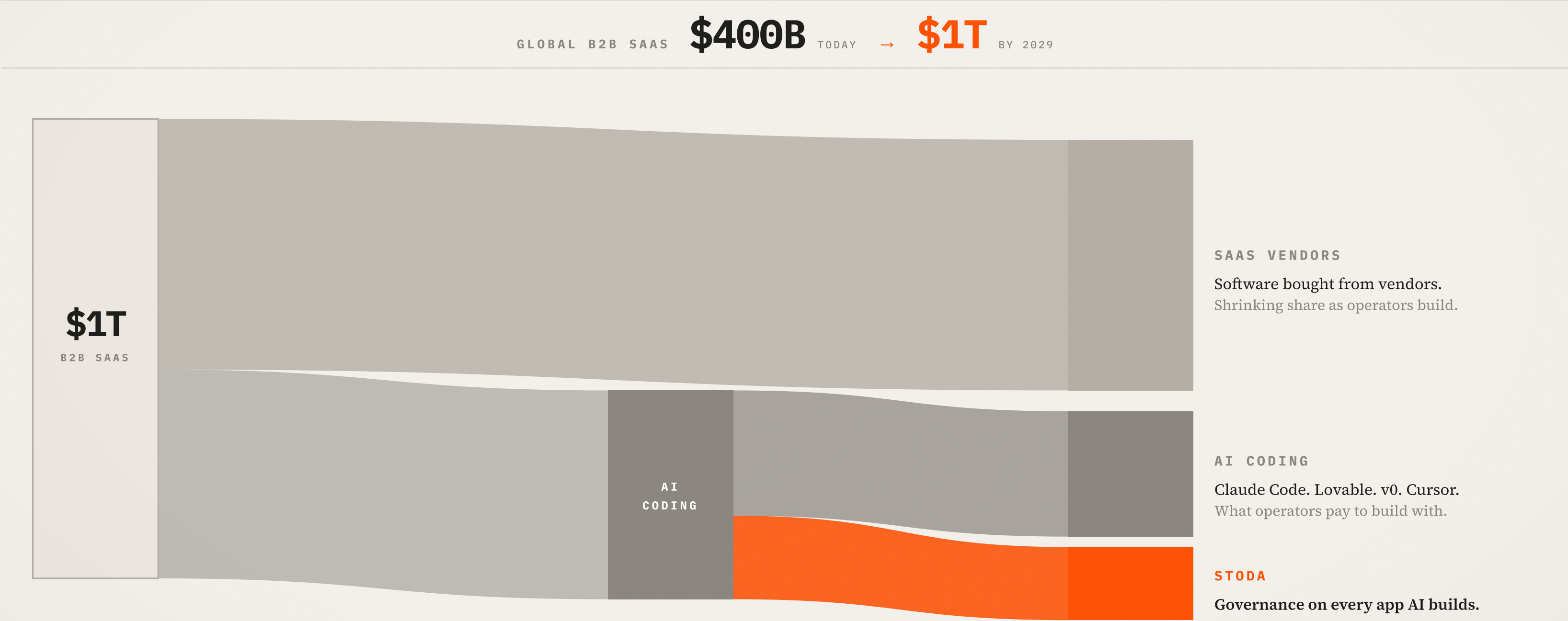
Competitors bundle Day 1 + Day 2 around their own builder. Real teams use many.



STRATEGIC OPTIONALITY	
Bundle build + governance → every other builder is a necessary competitor.	Standalone governance → every builder is a potential partner.

AI is eating SaaS.

The \$1T B2B SaaS market redistributes. Operators build with AI. **Stoda benefits from every app they ship.**

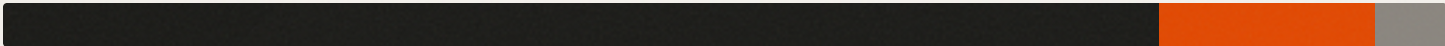


If you believe operators will build, a meaningful share of that \$1T moves. **Stoda's market grows with every app operators build.**

\$1.5M USD pre-seed. 12-month runway.

\$9M POST-MONEY // NO FOUNDER SALARIES
Funds 25–35 customers, a functional product, and the runway to seed.

USE_OF_PROCEEDS



80% ENGINEERING • ~\$1.2M
Engineering capacity, infrastructure, AI tokens.

15% GTM • ~\$225K
Founder-led SF travel. Marketing spend.

5% LEGAL & G&A • ~\$75K
Incorporation, legal, operational buffer.

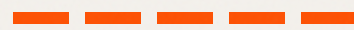
WHAT_IT_GETS

- 01** STODA V1
Built, ready to sell and operate at scale.
- 02** CUSTOMERS
5–10 paid design partners plus 20–25 additional customers, onboarded and in production. \$1M–\$1.35M ARR.
- 03** GTM
Validated messaging and a lead pipeline beyond founder networks.
- CONTENT
Operators, in their own words, on the power of building their own apps. Short and long form.

PROGRESS

TERM SHEET \$750K Secured from Relay Ventures.	IN PITCH \$500K–\$750K Pitching other funds.	REMAINDER F&F Friends & family allocation.
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Thank You.



Your AI generates apps, we make them last.

stoda.ai

Deep dive: stoda.ai/deep-dive

geronimo@stoda.ai