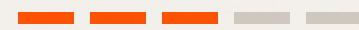


Stoda.ai



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

72%

of orgs had a **production incident** from AI code.

Harness, 2025

63%

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

Taskade, 2026

Day 2, handled. Productivity, **unlocked.**

Engineering rigor for the apps engineers didn't build.

WHAT ACTUALLY HAPPENS

BEFORE

ORPHAN CODE

- | Connected to prod data
- | No auth model
- | Secrets and API keys exposed
- | Nobody owns it
- | Nobody gets paged

STODA
RUNTIME



AFTER

PRODUCTION ASSET

- | Deployed in your Cloud and VPC
- | Auth enforced
- | Secrets encrypted and managed
- | Tracked in the CTO dashboard
- | Alerted and monitored

NO VENDOR LOCK-IN

SECURITY_PATCHING

DATA_CONNECTIVITY

DEPENDENCY_UPGRADES

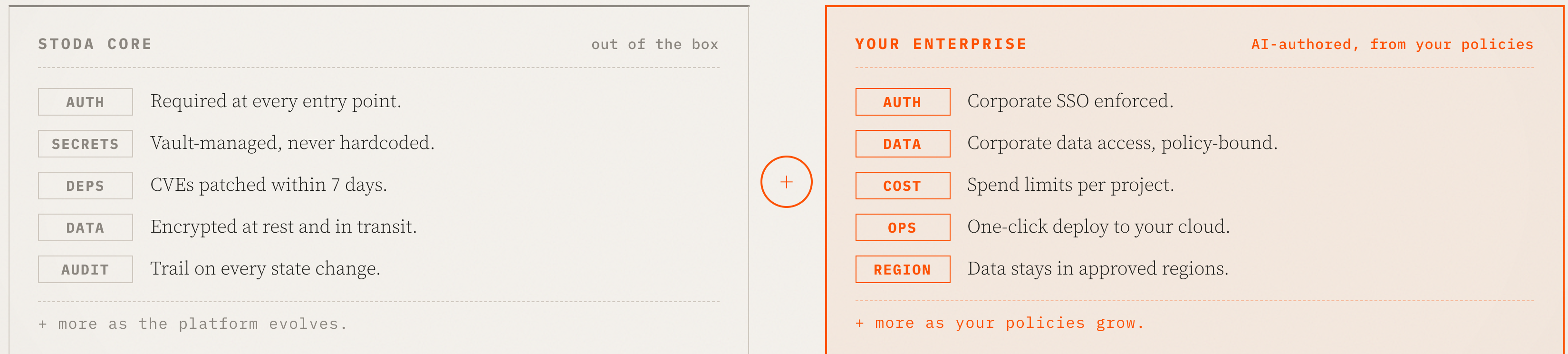
DRIFT_CORRECTION

BUSINESS_RULE_VERIFICATION

Deterministic rules.

Yours and ours.

Every app your company ships runs on the combined set. Stoda brings the platform. AI authors your enterprise layer.



AUTHORED WITH AI

from your English policies.

EXECUTED DETERMINISTICALLY

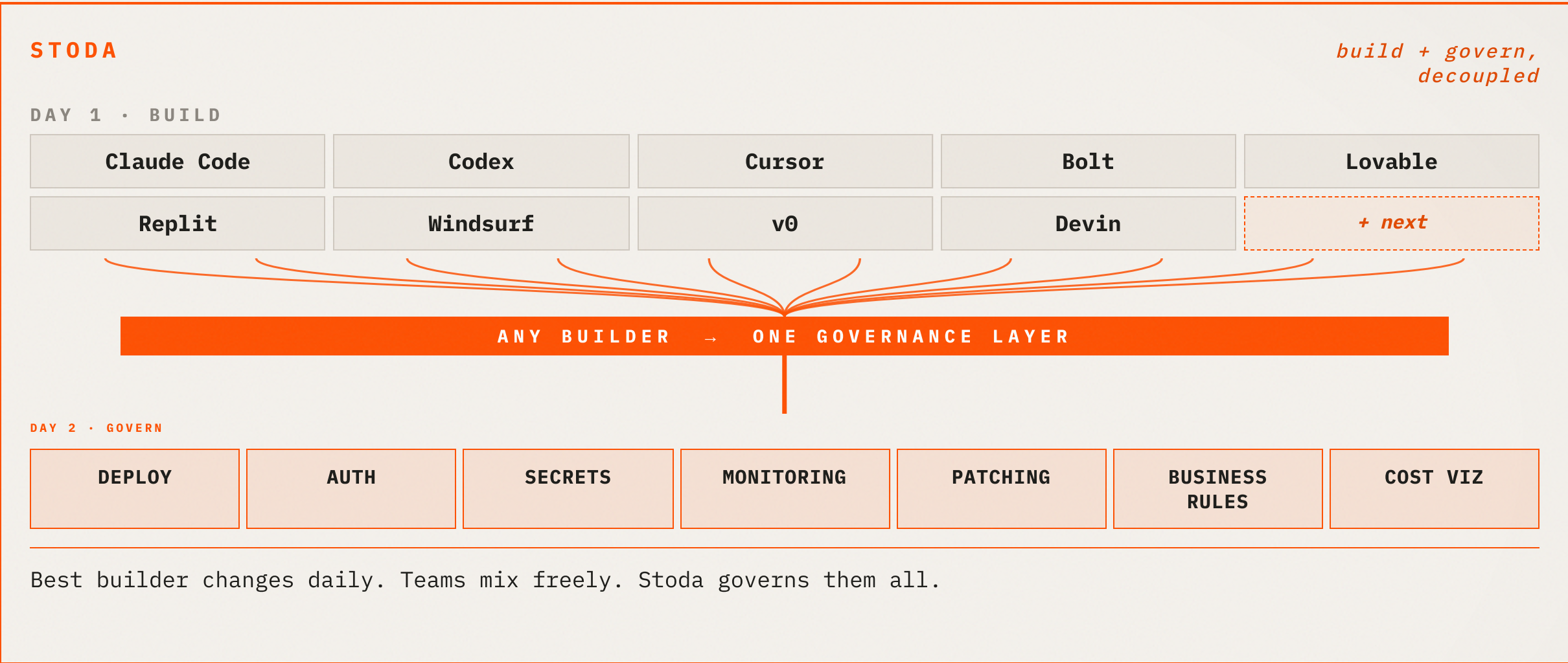
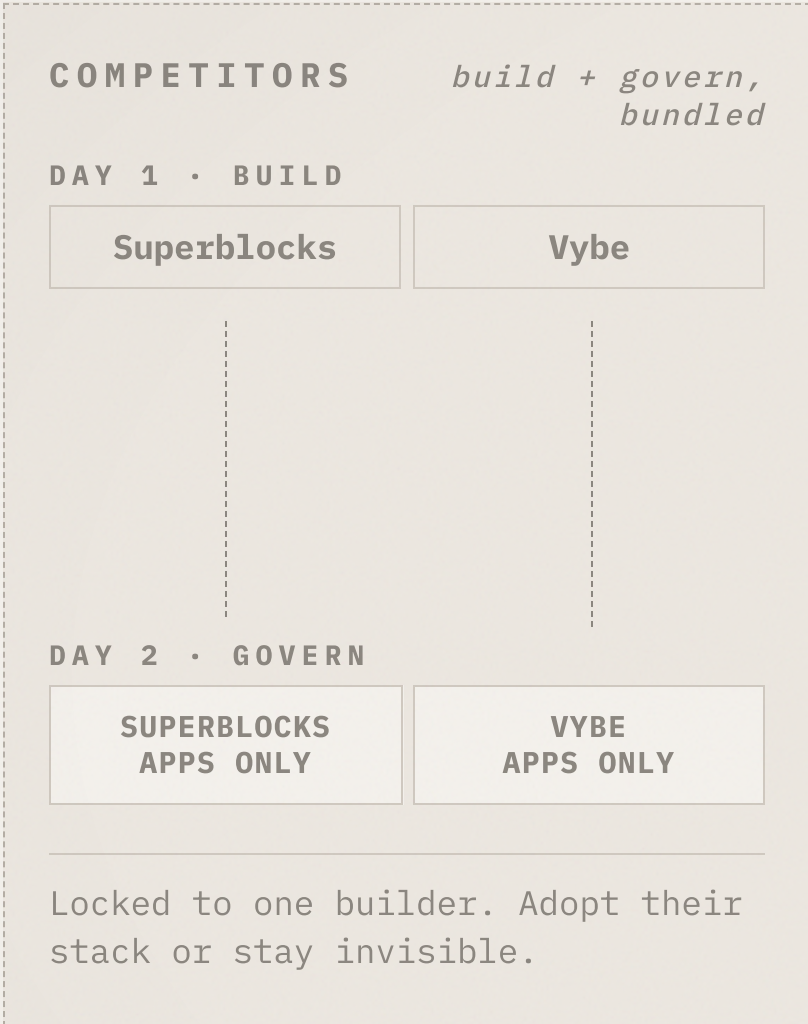
testable, auditable, reliable.

PER ENTERPRISE

your rules, not generic.

Stoda enables **any Day 1 builder**.

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

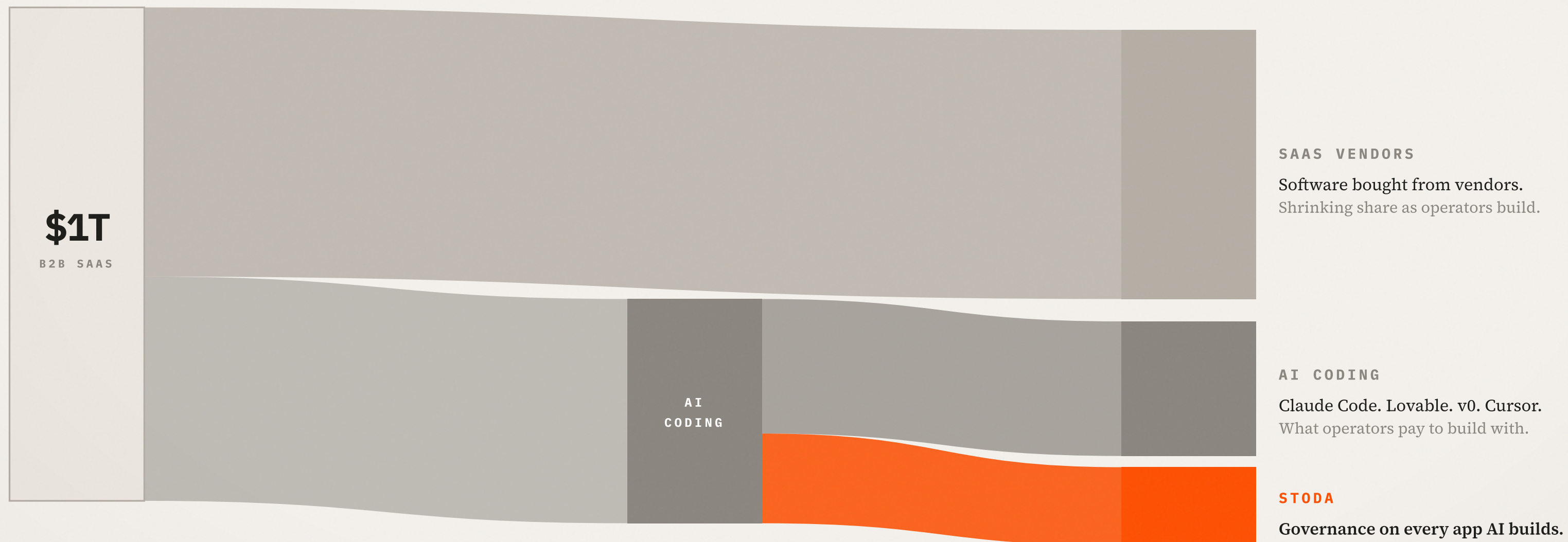


STRATEGIC OPTIONALITY	
Bundle build + governance → every other builder is a necessary competitor.	Standalone governance → every builder is a potential partner.

AI is eating SaaS.

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

GLOBAL B2B SAAS **\$400B** TODAY → **\$1T** BY 2029



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

\$750K USD pre-seed. 12-month runway.

\$10M VALUE CAP // NO FOUNDER SALARIES

Funds design partners, a functional product, and the runway to seed.

USE_OF_PROCEEDS



83% ENGINEERING · ~\$625K
Engineering capacity, infrastructure, AI tokens.

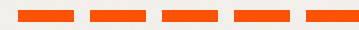
10% GTM · ~\$75K
Founder-led SF travel. Marketing spend.

7% G&A · ~\$50K
Incorporation, legal, operational buffer.

WHAT_IT_GETS

- 01 DESIGN PARTNERS**
5 paid design partners, onboarded and in production.
- 02 STODA V1**
Built, ready to sell and operate at scale.
- 03 PIPELINE**
Messaging validated. Pipeline of leads developed beyond founder networks.
- 04 CORPORATE**
Structured entity, seed-round ready.

Thank You.



Your AI generates apps, we make them last.

stoda.ai

[Deep dive: stoda.ai/deep-dive](https://stoda.ai/deep-dive)

geronimo@stoda.ai