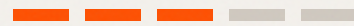


Stoda.ai



The Day 2 Managed Runtime.

Your AI generates apps, we make them last.

↓ DOWNLOAD PDF

Software, democratized. Now the **operators** build.

THE_1990s // INFORMATION

Before: Accessing global information required physical libraries and manual document distribution.

The Catalyst: The World Wide Web and Search Engines.

The Result: "Democratized Information," where knowledge is no longer gated by physical location or institutional access.

THE_2020s // SOFTWARE

Before: Building software required engineering teams, and internal tools required expensive SaaS subscriptions.

The Catalyst: LLMs and AI Coding Agents have driven **the cost of writing initial code to zero.**

The Result: "Democratized Software," where operational leaders generate functional apps without waiting on engineering or procurement.

63%

01

of builders on AI coding platforms are **non-developers**

Taskade, State of Vibe Coding 2026

25%

02

of YC W25 codebases were **95%+ AI-generated**

Garry Tan, YC CEO, Mar 2025

\$400M ARR

03

Lovable: 8M users, 146 employees. One of the fastest-growing software companies ever

Sacra, Feb 2026

02

The biggest productivity unlock in a decade.

Most of it is dying in Day 2.

Non-technical teams can now easily build AI-generated apps: "VIBE_CODING".

They lack the QA and Site Reliability Engineering (SRE) capabilities to keep the apps alive.

The result is a massive accumulation of unmaintainable, insecure tech debt: "ORPHAN_CODE".

IT'S_BREAKING 72% of orgs have had a production incident from AI-generated code Harness, 2025 45% of AI-generated code fails basic security tests across 100+ LLMs Veracode, 2025	
NOBODY'S_WATCHING 91% of AI tools in enterprises remain completely unmanaged Grip Security, 2025 2,500% predicted increase in software defects by 2028 Gartner, 2025	
EPISTEMIC_DEBT "The accumulation of functional software artifacts that the user owns legally but does not own cognitively. The gap between system complexity and human comprehension of it." arXiv 2602.20206v2, Mar 2026. ICSE 2026 panel on "Technical Debt in the AI Era"	

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

The Democratized Software promise, kept.



DAY_1 // VIBE_CODING

Non-engineers ship functional apps connected to **production data** with zero operational guardrails.

- | No ownership mapping
- | No dependency graph
- | No test coverage
- | No SLO

Every app is a liability with an unknown blast radius.



STODA_MANAGED_RUNTIME

The CTO Enterprise Dashboard:
full visibility into every AI-generated app in your organization.

- Who built it
- What it depends on
- What data it touches
- What state it is in
- Security posture
- Business rule coverage
- Deployment provenance chain



DAY_2+ // PRODUCTION

Every app that exits the runtime is a **production-grade asset**.

- | Hardened against known vulnerability classes
- | Continuously tested against business invariants
- | Auditable chain of custody

04

We don't sell software.

We sell the **outcome** of a software reliability engineering team.

Introducing **SRE-as-a-Service**. The Stoda Managed Runtime acts as an autonomous SRE, not just a developer tool.

It handles, continuously and automatically:

	SECURITY_PATCHING Detects known CVEs and dependency vulnerabilities; authors remediation; deploys to governed environments.
	TEST_COVERAGE Generates and maintains basic test suites that cover the most used paths.
	DEPENDENCY_UPGRADES Tracks upstream dependency state; validates compatibility before applying.
	INFRA_DRIFT_CORRECTION Detects configuration drift against declared state; restores to policy.
	BUSINESS_RULE_VERIFICATION Reads app schema and operational context; authors custom invariant checks; executes them deterministically against live behavior.

05

Build-to-Own. Zero Vendor Lock-In.

Three commitments to enterprise trust:



BYOC_BY_DEFAULT

Stoda deploys into your AWS, GCP, or Azure account. Your app code, schemas, infrastructure rules, and incident history never leave your VPC.



EXPORT_FIRST_ARCHITECTURE

Export standard Terraform configuration, generated test code, authored rule libraries, and compliance reports at any time, in open formats. Walk away with everything you need to operate independently.



TRACEABILITY_CHAIN

Every deployment, patch, and infrastructure change is recorded with signed attestation and provenance metadata. Full traceability from app creation through every operational action.

[EJECT_BUTTON: ENABLED // LOCK_IN: ZERO]

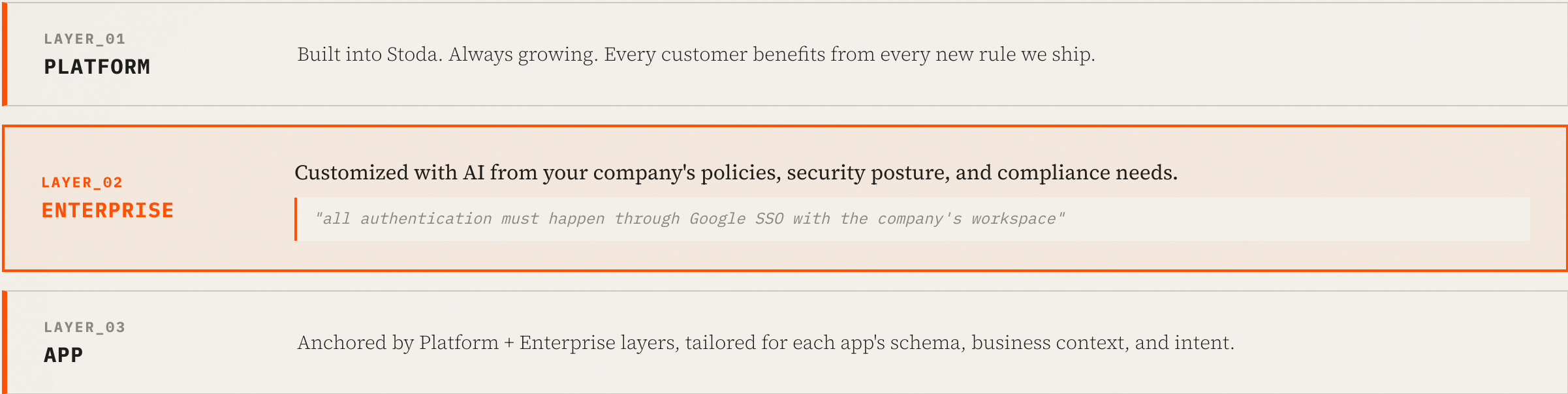
Designed for SOC 2, regulated data, and security reviews that kill SaaS vendors on questionnaires.

06

AI authors the rules.

A deterministic engine executes them.

SEPARATION_OF_CONTROLS



CHEAP & FAST	CONSISTENT	INDEPENDENT
Flat marginal cost. Millisecond execution. No LLM round-trips at runtime.	Same input, same output. Every customer, every time. Fully auditable.	SRE reliability stays stable through LLM provider drift, prompt regressions, and model updates.

This separation of authoring from execution was coined as "The Rule Maker Pattern" by Guy Podjarny, Snyk founder, Sept 2025.

07

Winning the Day 2 Operational Paradigm

DAY_1_GENERATION	DAY_2_OPERATIONS
TOTAL_OWNERSHIP Multi-Agent CLI & IDEs CLAUDE_CODEGEMINI_CLILOVABLEEMDASH FULL_LIFECYCLE_GENERATION + DAY_1_FOCUS Focuses on building <i>new</i> code. Does not address managing deployed AI-generated apps.	TOTAL_OWNERSHIP Stoda.ai FULL_LIFECYCLE_GOVERNANCE + DAY_2_OPERATIONS Repo-agnostic, BYOC governance and hardening for AI-generated apps. No other player combines all three.
VENDOR_LOCK_IN Point-Solution QA & Hosting CANARYKLAUS_AI POINT_SOLUTION + DAY_1_TO_DAY_2 Fragmented. Neither provides full lifecycle management for enterprise compliance.	VENDOR_LOCK_IN AI SRE & Incident Response RESOLVECLERICNEUBIRD INCIDENT_RESPONSE + DAY_2_OPERATIONS React to production incidents in existing cloud-native infra. Don't harden source code or manage AI-generated apps.
COMPETITIVE_WHITE_SPACE \$200M+ disclosed funding across 10+ AI SRE startups. All focused on incident response for cloud-native microservices. Stoda sits at a specific intersection: repo-agnostic + BYOC + AI-generated app hardening. Adjacent players are moving. The window is open but narrowing.	

[SYSTEM_WARNING: MACRO_BLIND_SPOTS]

Retool: \$120M ARR.
Managed runtime + self-hosted option. But only governs Retool-built apps. Not repo-agnostic.

Vercel: Self-driving infra roadmap (anomaly detection, code review, auto-PRs). But Vercel-cloud only. No BYOC. Early stage.

AI SRE vendors: Resolve (\$125M), Cleric, NeuBird (\$19M). React to incidents in existing infra. Don't harden code or generate tests.

Big Tech / Big AI: Revenue tied to compute or generation speed. No incentive to manage what gets built.

08

Validated Demand & Founder-Led Enterprise Sales

🎯 ICP_DEFINITION

Series A/B/C scale-ups (40–800 employees) where at least one non-engineer has already shipped an internal tool connecting to production data.

This is not “any company using AI.” It is the company that already has an incident waiting to happen, or has already had one.

✓ **Minimum qualifying signal:** even 1–3 ungoverned apps connected to production data. These companies exist today, in volume.

Stoda targets two distinct profiles within the same organization. This duality dictates our two-pronged GTM motion.

ROLE: CTO // CIO // CISO

👤 1. The Economic Buyer

REALITY

Flying blind to shadow IT generated by their teams, yet holding ultimate liability for compliance, security, and uptime.

STODA_ASSET

CTO Dashboard. Full visibility, audit logs, and governance over every AI-generated app.

DISTRIBUTION

Founder-Led Outbound. Our CEO spent 6+ years as a scale-up CTO. Deep peer empathy makes direct enterprise sales credible.

ROLE: THE_VIBE_CODER // PMs // DOMAIN_EXPERTS

👤 2. The Everyday User

REALITY

Can generate functional apps on Day 1, but completely lack the capability to deploy, host, secure, or maintain them.

STODA_ASSET

Frictionless deployment. Turns a fragile local script into a hosted, robust enterprise tool.

DISTRIBUTION

Inbound (The Off-Ramp). Capturing builders at the "Day 2" wall. Solving hosting pain while bubbling up a hardened asset into the CTO's dashboard.

📈 **EARLY_TRACTION** | **Platform architecture shipped.** Semi-automated deployment pipeline operational

| **1 paid design partner.** Onboarded, 3 apps deployed to their infrastructure

| Additional design partner conversations in progress

What operators build, when they **can**.

DAY_1 OUTCOMES // PAID DESIGN PARTNER // 1 COMPANY, 3 APPS

INTERNAL_SALES_ENABLEMENT01

15

DAU

Mirrors the sales workflow 1:1.

Built and deployed by an operator. Used every day by the sales team.

INTERNAL_CREATIVE_GEN02

+30%

Creative team productivity.

Built by the Creative VP. Now drives the team's daily output.

INTERNAL_AD_MATCHING03

+10%

ROAS lift.

A non-engineer matched ad inventory against intent and shipped it to production.

Three apps. Three operators. Three measurable business outcomes inside one company. Tools that fit the workflow, instead of workflows bent to fit the tool.
With Stoda, this is the win, without the catch.

10

The Math to \$200M ARR

\$ PRICING_STRUCTURE

\$3,600/mo base. 3 apps, 5 rules, CTO dashboard, compliance artifacts
+Per-app fees. Expansion per additional monitored app
+Per-rule fees. Expansion for custom rule libraries
~\$50K early ACV → **~\$65K mature ACV** as customers add apps and rules

Land-and-expand: every new AI-generated app is a natural expansion event.

ROI_CASE

13–18% cost of one SRE headcount (at ~\$50K early ACV)

Loaded SRE FTE (SF) | Stoda Platform
\$280K–\$380K/yr | **~\$50K early ACV**

BUDGET_SOURCES

- 1 SRE FTE displacement**
6–8:1 cost ratio. One SRE = \$280K–\$380K. Stoda = ~\$50K early.
- 2 Emerging AI governance budgets**
Growing share of IT budgets reallocating toward AI tooling. New line items forming post-incident.
- 3 Displaced SaaS savings**
35% of enterprises have already replaced SaaS with custom builds. Freed budget available.

PRICING_ANCHORS

Vanta (compliance)	\$10K–\$80K/yr
Datadog (observability)	\$9K–\$50K/yr
GitHub Enterprise	\$50K/yr (200 users)
PagerDuty AIOps	\$8.4K/yr starting
Stoda (governance)	\$43K/yr base + per-app

~3,000 CUSTOMERS × ~\$5,500 MRR (mature) = \$200M ARR

ACV expands from ~\$50K → ~\$65K as customers add apps. A small fraction of all Series A/B/C companies · ~80% gross margins · \$1M ARR mo 12 → Series A mo 18

11

6+ Years Operating Together.

Co-Founder Chemistry Track Record.

 Geronimo De Abreu Co-Founder & CEO Former CTO who scaled a company from <10 to 160 people, maintaining >50% YoY revenue growth Has led the exact buyer journey Stoda sells to: SaaS bloat, shadow IT, ungoverned tooling, board-level tech risk Deep peer empathy with Series A/B/C CTOs. Conversation starts at the problem, not the product	 Ben Barrett Co-Founder Employee #3 at DealMaker. Wore every hat: account manager → strategy/ops → bizops → product Built internal tools outside of engineering, in direct partnership with Geronimo. Lived the Day 2 problem firsthand at scale Scaled alongside Geronimo from 10 to 160 employees while maintaining extreme growth	 David De Sousa Founding Principal Engineer AI-first engineer and systems thinker whose expertise in the architecture underlying Stoda's core IP is foundational Has started companies with Geronimo before. 15+ years working together intermittently Not a new hire, a known quantity
WHY_THIS_TEAM Geronimo and Ben survived the trenches of scaling a startup from 10 to 160 people together. Ben and David weathered that same scale as peers on the senior leadership team. Geronimo and David have started companies together and worked intermittently for 15+ years. At pre-seed, team risk is the biggest risk. This team has already operated through the hard parts and delivered outsized returns.		
CAPITAL_ARBITRAGE Engineering in Toronto leverages Canadian SR&ED tax credits, maximizing runway while maintaining SF sales presence. SRED_MULTIPLIER: ACTIVE		

12

The Ask & Target

RAISING

\$1.5M

POST-MONEY CAP: \$10M (USD)

RUNWAY

18 months

TARGET

Series A Ready

✓ PROFITABILITY EXPECTED BY MONTH 18

✓ SERIES_A_READINESS • 18_MONTHS

01 • ARCHITECTURE

Fully automated deployment pipeline, deterministic rule engine, infrastructure rules authoring (LLM), CTO dashboard, BYOC deployment package, audit chain. Production-grade, building on what's already operational.

02 • REVENUE

20 paying customers, \$1M ARR by month 12. Model reaches ~\$3.2M ARR by month 18 with ~60 customers.

03 • UNIT ECONOMICS

ARPU ~\$4,200/mo at month 12. Blended ~\$4,100/mo at month 18 as early cohorts expand. Gross margins ~81%.

13

Capital Allocation & Operational Runway.

TARGET: \$1.5M // POST-MONEY CAP: \$10M // RUNWAY: 18 MONTHS (ALL FIGURES USD)

ROUND_DELIVERABLES

PRODUCT: Fully automated deployments and SRE workflows: security patching, test coverage, dependency management, and drift correction.

GTM: 60 paying customers at \$3.2M ARR by month 18.

58% ~\$875K
ENGINEERING_AND_PRODUCT
Eng salaries, software, and AI tokens. Core team in Toronto. Figure excludes SR&ED tax credits, which refund up to 60% of R&D salaries and further extend runway.

22% ~\$330K
GTM
Founder-led sales out of San Francisco early in the round; GTM Engineer and Account Executive hired later to scale the motion.

7% ~\$100K
LEGAL_AND_STRUCTURING
Legal for contracting, plus a cross-border corporate structure that optimizes for tax across the board, preserving SR&ED credits and tax benefits for early Canadian investors while satisfying US VC and sales requirements.

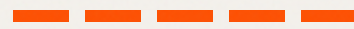
6% ~\$90K
SECURITY_AND_SOC2
SOC 2 pipeline and enterprise-grade security containers for design partner IT reviews.

7% ~\$105K
G&A_AND_BUFFER
Fractional finance, supplies, and office. Operational buffer.

TOTAL
\$1.5M
18 months runway

14

Thank You.



Your AI generates apps, we make them last.

stoda.ai

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