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Business plan for Oasis project

A Master's Thesis submitted for the degree of
“Executive Master of Business Administration”

supervised by
Prof. Dr. Stefan Piech

Nadezhda Makarevich

12224216

Vienna, 17.08.2024

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Affidavit

I, **NADEZHDA MAKAREVICH**, hereby declare

1. that I am the sole author of the present Master's Thesis, "BUSINESS PLAN FOR OASIS PROJECT", 74 pages, bound, and that I have not used any source or tool other than those referenced or any other illicit aid or tool, and
2. that I have not prior to this date submitted this Master's Thesis as an examination paper in any form in Austria or abroad.

Vienna, 17.08.2024

_____
Signature

Abstract

This thesis explores the viability of launching Oasis, a novel User Interface (UI) design tool aimed at addressing the challenges faced by developers and small businesses with limited design expertise. Despite the availability of advanced design tools like Figma, there remains a significant gap in the market for a tool that combines simplicity, accessibility, and high-quality output. Oasis seeks to fill this gap by offering an intuitive platform equipped with features such as advanced theming, built-in dark mode support, and AI-driven design assistance.

The central research question guiding this thesis is: *What can a UI design tool like Oasis offer to differentiate itself in the competitive market of design tools, and what is its business potential?* This question encompasses both the technical and market aspects of the problem, aiming to determine whether Oasis can successfully enter and compete in a crowded field of design tools.

The research analyzes the current landscape of UI design tools, identifying key market segments and competitors. It also assesses the business potential of Oasis by examining market size, customer profiles, and financial projections. The findings suggest that Oasis can differentiate itself in a competitive market through its user-friendly approach and comprehensive feature set, particularly appealing to solo entrepreneurs, freelancers, and small startups.

Furthermore, the thesis presents a detailed roadmap for the development and marketing of Oasis, highlighting strategies to mitigate potential risks and capitalize on emerging opportunities in the no-code/low-code market. Financial projections indicate that Oasis has the potential to achieve significant market penetration and profitability, especially within its targeted segments.

This thesis concludes that Oasis is well-positioned to succeed as a unique and valuable addition to the UI design tool market, providing developers with the tools needed to create professional-grade designs without the steep learning curve associated with traditional design software.

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1. Executive summary

Background of the Business

The UI design field has become increasingly important in today's digital landscape, where intuitive, aesthetically pleasing digital experiences are paramount. However, many developers and small businesses face challenges in creating high-quality user interfaces due to a lack of design expertise or resources. Despite the availability of sophisticated tools like Figma, there is a significant market gap for a tool that simplifies the UI design process while maintaining the necessary quality and flexibility. Recognizing this gap, Oasis was conceived as a UI design tool aimed at democratizing design, making it accessible to those with limited experience, and enabling them to create professional-grade interfaces without steep learning curves.

Methodology

The business plan for Oasis was developed through a combination of market analysis, competitive research, and financial modeling. The methodology involved identifying target market segments, evaluating existing solutions, and defining Oasis's unique value proposition. Extensive industry research was conducted to assess market potential, analyze competitors, and identify the ideal customer profile. Additionally, financial projections were made based on conservative assumptions, and strategic considerations were employed to outline the company's growth path. This thorough and systematic approach ensures that the business plan is grounded in realistic and achievable goals.

Description of the Venture

Oasis is a revolutionary UI design tool designed to address the needs of developers, freelancers, and small businesses that lack access to professional design resources. Inspired by the success of platforms like Canva, Oasis aims to simplify web and mobile application design by providing an intuitive, user-friendly interface that enables users to create, customize, and implement UI components and patterns efficiently. Oasis offers a comprehensive library of UI components, an extensive

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selection of design patterns, a powerful visual editor, and AI-driven design assistance, making it a robust tool for both novice and experienced developers.

Market

The initial market for Oasis includes individual developers, solo entrepreneurs, freelancers, and small startups. These segments are characterized by a need for quick, cost-effective solutions to UI design challenges without the overhead of hiring professional designers. The total addressable market (TAM) is substantial, with an estimated 3.37 million potential users globally, primarily React developers who are self-employed or bootstrapping their own businesses. The market is poised for growth, driven by increasing demand for accessible design tools that enable rapid development and deployment of visually appealing digital products.

Competition

Oasis faces competition from several established players and emerging tools in the UI design space. Competitors include professional design tools like Figma and Sketch, UI component libraries such as Material-UI and Bootstrap, and pre-built template marketplaces like Envato. While these competitors offer valuable tools, they often require significant design knowledge or are limited in customization and flexibility. Oasis differentiates itself by offering a more user-friendly experience, extensive customization options, and seamless integration with existing development workflows, making it a superior alternative for the target market.

Product

Oasis offers four major components: a comprehensive UI components library, an extensive library of UI patterns, an intuitive visual editor, and AI-driven design assistance. These components are designed to work seamlessly together, allowing users to create, customize, and deploy professional-grade UI designs with minimal effort. The product is built with flexibility in mind, supporting advanced theming options, dark mode, and responsive layouts, all of which are critical for modern web and mobile applications. The AI integration further enhances the user experience by providing smart design suggestions and enabling rapid prototyping.

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People

The founding team of Oasis comprises two highly experienced professionals: Nadia M., the technical founder, and Roxanne T., the design founder. Together, they bring over 40 years of combined experience in software development and product design. Nadia is an expert in frontend development and SEO, with a strong following in the React developer community. Roxanne is a seasoned product designer with extensive experience in web application design and a vast network in the digital agency and startup ecosystems. Their combined expertise and industry connections provide a solid foundation for the successful launch and growth of Oasis.

Strategy

Oasis's go-to-market strategy focuses on a low-touch marketing funnel, leveraging the founders' existing online presence and industry connections to drive customer acquisition. Key tactics include search engine optimization (SEO), targeted advertising, sponsorships in specialized newsletters, and brand recognition through speaking engagements. The distribution strategy is designed to maximize user engagement with a three-tiered access model, offering free access to basic features, trial periods for advanced tools, and flexible purchasing options. This approach ensures that Oasis can attract a broad customer base while maintaining scalability and cost-effectiveness.

Financial Details

The financial projections for Oasis are based on conservative assumptions, with the company initially bootstrapped through a $20,000 investment by the founders. The revenue model includes a subscription-based pricing structure with additional revenue from digital downloads of design assets. The cost of customer acquisition (COCA) is expected to decrease over time as the company scales, while the lifetime value (LTV) of customers is projected to exceed industry benchmarks, ensuring profitability. The financial plan also includes a hiring strategy to support growth, with key hires planned as the company reaches revenue milestones. Overall, the financial outlook for Oasis is strong, with substantial growth potential driven by market demand and effective marketing strategies.

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2. Introduction

The field of UI design has become increasingly crucial in today's digital landscape, where user interfaces are often the first point of interaction between a user and a product. The demand for seamless, intuitive, and aesthetically pleasing digital experiences has driven the rapid evolution of design tools. However, despite the availability of various sophisticated tools like Figma, Sketch, and Adobe XD, many developers and small businesses struggle to create high-quality user interfaces due to a lack of design expertise or resources. This gap in the market presents an opportunity for the development of a tool that simplifies the UI design process while maintaining the quality and flexibility required for modern web and software development.

The motivation behind this research stems from the need to explore whether a new UI design tool—specifically, Oasis—can effectively address these challenges and carve out a niche in a competitive market. The aim is to create a tool that not only meets the technical and creative needs of developers but also democratizes design by making it more accessible to those with limited design experience.

The central research problem addressed in this thesis is the lack of accessible and user-friendly UI design tools that cater to developers and small businesses with limited design expertise. While existing tools offer powerful design capabilities, they often have steep learning curves or require significant design knowledge, which can be a barrier for many potential users. This research seeks to investigate whether Oasis, a new UI design tool, can differentiate itself in the market by providing an intuitive and flexible platform that simplifies the design process without compromising on quality.

The main research question guiding this thesis is:

What can a UI design tool like Oasis offer to differentiate itself in the competitive market of design tools, and what is its business potential?

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This question encompasses both the technical and market aspects of the problem, aiming to determine whether Oasis can successfully enter and compete in a crowded field of design tools.

The hypothesis of this research is that Oasis can differentiate itself in the UI design tool market by offering unique features such as an intuitive visual editor, advanced theming options, built-in dark mode support, and AI-driven design assistance. These features will make the tool accessible to developers and small businesses with limited design expertise, thereby addressing a significant gap in the market. Furthermore, it is hypothesized that Oasis has the potential to achieve substantial market penetration and financial success by targeting these underserved segments.

The primary aim of this thesis is to evaluate the viability of launching Oasis in the UI design tool market. This involves:

1. **Assessing the market potential:** Identifying and analyzing the target market segments, understanding their needs, and determining the size and growth potential of the market.
2. **Evaluating the product differentiation:** Analyzing the unique features of Oasis and how they compare to existing tools in the market, focusing on the tool's ability to meet the needs of developers and small businesses with limited design expertise.
3. **Determining business potential:** Projecting the financial viability of Oasis, including potential revenue streams, pricing strategies, and customer acquisition costs, to determine if the business can be profitable.
4. **Identifying challenges and opportunities:** Exploring the potential risks, challenges, and opportunities associated with launching Oasis, including competitive pressures and technological hurdles.

The structure of this thesis is organized as follows:

- **Industry Analysis**

  This chapter provides an overview of the UI design tool industry, including the current industry outlook and trends. It also covers market segmentation, market size, and the ideal customer profile for Oasis. A detailed competitor

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analysis is included to identify the key players in the market and how Oasis can differentiate itself.

- **Description of the Venture**

  This chapter describes the Oasis product in detail, including its development roadmap, technical requirements, and the team and resources needed to bring the product to market. The chapter also discusses the operational aspects of the company.

- **Marketing and Sales**

  This chapter outlines the promotion strategy, distribution strategy, and pricing and revenue model for Oasis. It discusses how the product will be marketed to its target audience, the channels of distribution, and the financial strategies to ensure revenue generation and profitability.

- **Financial Projections**

  This chapter presents the financial assumptions underlying the business plan, including risks mitigation, and a detailed analysis of the Lifetime Value (LTV) and Cost of Customer Acquisition (COCA). It also includes pro forma financial statements such as income statements, cash flow statements, and break-even analysis.

- **Conclusion and Future Outlook**

  The final chapter summarizes the key findings of the thesis, provides a conclusion on the viability of pursuing the Oasis project, and discusses the future outlook for the product, including potential growth opportunities and strategic directions.

Through this structure, the thesis aims to provide a comprehensive analysis of the feasibility of launching Oasis as a differentiated player in the UI design tool market, ultimately forming a well-informed decision on whether to move forward with the business idea.

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3. Industry analysis

3.1. Industry outlook and trends

In the rapidly evolving landscape of software development, collaboration among professionals with diverse skill sets is essential. One of the most critical partnerships in this domain is between UX/UI designers and front-end developers. UX/UI designers are responsible for shaping the system's behavior, visual aesthetics, and overall user experience, ensuring that the final product is both intuitive and visually appealing. In turn, front-end developers take these design concepts and transform them into a functional reality using a variety of front-end technologies. The synergy between these two roles is crucial, as neither can produce a complete, enterprise-level system on their own.

UX/UI designers utilize advanced tools like Sketch and Figma to create high- and low-fidelity prototypes that serve as blueprints for the final product. These prototypes detail every aspect of the design, providing a clear roadmap for developers to follow. Front-end developers then bring these prototypes to life using specialized Integrated Development Environments (IDEs) and frameworks tailored to their technological needs, translating the design into a working product.[1]

However, in small to medium-sized companies, it is often the case that a dedicated UX/UI designer is not part of the team. In these situations, the responsibility for creating visually appealing user interfaces falls to the front-end developers, who may lack formal design training and experience with professional design tools like Figma. To bridge this gap, developers typically turn to a range of strategies and tools that

[1] J. Pacheco, S. Garbatov and M. Goulão, "Improving Collaboration Efficiency Between UX/UI Designers and Developers in a Low-Code Platform," 2021 ACM/IEEE International Conference on Model Driven Engineering Languages and Systems Companion (MODELS-C), Fukuoka, Japan, 2021, pp. 138-147, doi: 10.1109/MODELS-C53483.2021.00025.

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allow them to produce professional-looking interfaces without the need for a dedicated designer.

One common approach is the use of UI component libraries such as Material-UI, Ant Design, or Bootstrap. These libraries offer pre-designed components that developers can easily integrate into their projects, ensuring a consistent and professional appearance across the application. This method not only speeds up the development process but also helps maintain design uniformity, which is crucial for a cohesive user experience.[2]

Another strategy developers often employ is purchasing pre-built templates from platforms like Dribbble, ThemeForest, and Envato Elements. These platforms provide a wide array of design templates that developers can customize to fit their specific project needs. By using these templates, developers can create visually appealing interfaces without extensive design expertise, allowing them to focus more on implementing functionality while ensuring that the design elements are of professional quality.

In recent years, the advent of AI-driven design tools has opened up new possibilities for developers. Although AI in product design is still in its nascent stages, tools like Figma have started to incorporate AI-based features such as "auto-layout" resizing, which hints at the potential for even more powerful AI-driven enhancements in the future. As these tools evolve, they are likely to provide developers and UX professionals alike with significant boosts in productivity and creativity.[3]

Another approach gaining traction among developers is the use of low-code or no-code platforms. These platforms offer intuitive visual environments for building applications, significantly reducing the amount of coding knowledge and experience

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[2] Salonen, Sanna (2023): “Evaluation of UI Component Libraries in React Development”. Master of Science Thesis, Tampere University Information Technology, April 2024

[3] Knearem, Tiffany et al. “Exploring the future of design tooling: The role of artificial intelligence in tools for user experience professionals.” Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems (2023)

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required. Low-code platforms streamline the application development process, cutting down on the time and complexity traditionally associated with coding. No-code platforms go a step further, enabling users to create applications entirely without writing any code, thus democratizing software creation by allowing non-developers to contribute to the development process.

The adoption of low-code platforms has been growing steadily. A 2018 survey revealed that 23% of developers worldwide were already using low-code platforms, with an additional 22% planning to adopt them within the next year. This trend underscores the increasing popularity and utility of these platforms as they offer efficient and accessible solutions for companies aiming to rapidly develop and deploy applications.[4]

3.2. Market segmentation

The Oasis project can market its product to several types of customers.

3.2.1. Individual developers

Individual developers include those who maintain open-source projects, engage in coding as a hobby during their free time, or work on side projects with the hope of eventually monetizing them. According to the 2023 Developer Survey, nearly 90% of developers engage in coding during their spare time, indicating that this market segment potentially encompasses a vast majority of developers.[5]

This segment is particularly attractive because these developers often need to implement user interfaces (UI) for their personal projects. Typically, they lack access to professional designers and do not have the time or resources to learn design

[4] Benac, R., Mohd, T.K. (2022). Recent Trends in Software Development: Low-Code Solutions. In: Arai, K. (eds) Proceedings of the Future Technologies Conference (FTC) 2021, Volume 3. FTC 2021. Lecture Notes in Networks and Systems, vol 360. Springer, Cham.

[5] 2023 Developer Survey by Stack Overflow. https://survey.stackoverflow.co/2023/#work-coding-outside-of-work

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principles or tools themselves. The Oasis project could offer a valuable solution by providing an easy-to-use UI tool that simplifies the design process, enabling these developers to focus on coding rather than design.

However, there are challenges associated with this segment. Individual developers of this type often do not face time constraints or external pressures to make their products visually appealing to a broader audience. As a result, they are less likely to invest in paid tools, especially when a wide range of free, high-quality open-source libraries is available. These developers are accustomed to using existing UI libraries, which typically meet their needs without additional costs. Therefore, while this segment represents a large potential user base, converting these developers into paying customers may require compelling value propositions, such as unique features, time-saving capabilities, or enhanced design options that free alternatives cannot offer.

3.2.2. Solo-entrepreneurs and freelancers

This segment includes developers who are working to bootstrap their own businesses, most often in the form of a Software as a Service (SaaS) product, as it is both popular and a logical choice for software developers. According to the *State of Independent SaaS 2024 Report*[6], 50% of founders of bootstrapped SaaS companies are solo founders, and 82% of these founders identify themselves as developers. This typically means they lack access to professional design expertise and must rely on alternative methods to create visually appealing user interfaces.

The key distinction between this group and the "Individual Developers" segment lies in their objectives. Solo entrepreneurs and freelancers are focused on building a business that generates revenue, rather than engaging in development purely for personal enjoyment. These individuals often operate under significant pressure to deliver a product to the market as quickly as possible. They face intense competition and must prioritize tasks effectively, given the multitude of responsibilities they

[6] State of Independent SaaS 2024 Report by MicroConf. https://microconf.com/state-of-indie-saas

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juggle to ensure their business's success. Consequently, they are generally willing to invest in tools that can save them considerable time and effort. This is in contrast to individual developers, who might prefer to create solutions independently rather than purchase existing tools.

Within this segment, there are also developers who engage in freelance work, either as a side project or as their primary occupation. These freelancers typically operate on a limited budget, necessitating careful decision-making regarding which tools they invest in. For design needs, they often turn to existing UI libraries or opt to purchase templates and UI kits. The Oasis project can offer significant value to these developers by providing a cost-effective, time-saving solution that enhances the visual appeal of their products without the need for extensive design skills.

3.2.3. Small startups

This segment encompasses early-stage companies that need to develop a polished user interface (UI) rapidly and in a cost-effective manner. These startups often lack a dedicated designer, or their available designer may be too occupied with other tasks to focus on every aspect of the UI. As a result, the primary requirement for the UI is that it must be "good enough" to meet the company's immediate needs. Developers within these startups must be capable of implementing features consistently and efficiently, even without direct input from a designer.

Small startups share several similarities with the "Solo Entrepreneurs and Freelancers" segment, particularly in the high levels of pressure and tight timelines they face to bring a product to market quickly. However, there are notable differences. Small startups typically have a development team rather than a single developer, which can enhance their capacity to manage multiple tasks simultaneously. Additionally, these startups tend to have a more flexible budget. This financial flexibility is often due to securing initial funding or achieving profitability, allowing them to allocate resources towards hiring additional personnel or investing in necessary tools.

When it comes to design, small startups frequently rely on existing UI libraries, purchase templates, and UI kits to expedite the development process. They may also

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leverage no-code or low-code tools, particularly for tasks such as creating landing pages, to further streamline their operations. The Oasis project can provide these startups with a robust solution, enabling them to produce consistent and visually appealing interfaces without the need for extensive design resources. This is especially valuable in an environment where time and budget are critical factors in the startup's success.

3.2.4. Digital agencies

This segment includes small digital agencies that manage multiple client projects and require efficient tools to streamline both their design and development processes. Unlike the previous segments, digital agencies do not typically focus on building their own SaaS products. Instead, they work directly with clients to deliver customized websites and web interfaces tailored to each client's specific needs. The workflow in digital agencies is distinct in that they must be capable of producing a wide variety of UIs across different projects, often within tight deadlines and at minimal cost.

To achieve this, digital agencies commonly purchase templates and UI kits, which they then modify to meet the unique requirements of each client. This approach allows them to maintain efficiency while still delivering high-quality, visually appealing designs. The Oasis project can significantly benefit these agencies by offering a flexible and cost-effective solution that simplifies the customization process, enabling them to quickly adapt templates and UI components to various client specifications.

3.2.5. Large enterprises

This segment refers to large businesses, particularly those with a strong focus on technology, that often have dedicated teams working on internal tools and applications. These teams frequently operate without the support of a professional designer, placing the responsibility on developers to create usable and consistent designs independently. In large tech corporations, such as Microsoft, the importance

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of developer experience and productivity is well recognized[7]. Companies like Google even have specialized teams dedicated to researching and improving developer productivity,[8] underscoring the critical nature of this focus within the industry.

While entering this market may present significant challenges, it also offers substantial opportunities due to the potential for large-scale adoption and the resources available within these enterprises. The Oasis project could serve as a valuable asset for these companies, providing developers with the tools needed to produce cohesive and efficient designs, thereby enhancing overall productivity. This market, though competitive, holds the potential to be highly lucrative, especially for solutions that can seamlessly integrate into large-scale corporate environments and address the unique challenges faced by internal development teams.

3.2.6. Coding bootcamps

Coding bootcamps and other institutions that focus on teaching software development skills typically emphasize coding proficiency over design or user experience (UX). However, these programs still need to motivate and engage students in implementing effective UX principles, as creating user-friendly applications is a critical component of modern software development.

Given the limited time and resources available in these intensive training programs, a tool like the Oasis project can greatly enhance the learning experience by streamlining the process of designing and implementing good user interfaces. By providing pre-designed templates and UI components, the Oasis allows students to focus more on coding and functionality while still achieving professional-looking results. This not only boosts the confidence of students by enabling them to create

[7] Nicole Forsgren, Eirini Kalliamvakou, Abi Noda, Michaela Greiler, Brian Houck, and Margaret-Anne Storey. 2024. DevEx in Action: A study of its tangible impacts. Queue 21, 6, Pages 70 (November/December 2023), 31 pages.

[8] Taylor Bruneaux, (2024) "How Google measures developer productivity". https://getdx.com/blog/how-google-measures-developer-productivity/

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visually appealing applications but also instills the importance of UX in the development process.

For coding bootcamps, integrating a tool like the Oasis into their curriculum can enhance the overall educational experience, helping students produce polished projects that they can showcase to potential employers. This makes the Oasis an invaluable resource for training institutions aiming to equip their students with comprehensive software development skills, including the ability to create well-designed user interfaces.

3.3. Market size

After thorough evaluation, the market segment of "solo entrepreneurs and freelancers" was identified as the primary target for Oasis. This decision is based on several key factors:

Ease of Entry: With the resources currently available to the founders, this market presents the least barriers to entry for launching the MVP product.

Strategic Positioning: Successfully capturing this segment will pave the way for expansion into other markets. As more features are developed and integrated into the product, the next logical targets would be digital agencies and startup markets, which share similar needs but require more advanced functionality.

High Impact Potential: The product is poised to deliver significant value in this market, generating strong "word of mouth" momentum due to its "wow" factor. This positive buzz will not only enhance the product's reputation but also foster a strong affinity among developers.

Cost-Effective Marketing: Penetrating this market requires relatively low marketing expenditures and does not necessitate costly sales initiatives, making it an attractive option given budget constraints.

The market can be further refined based on the specific technology stack that Oasis will support, particularly in terms of frontend frameworks such as React, Angular,

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Vue.js, Svelte, and others. Given that React is currently the most popular frontend framework among professional developers[9], the product will initially focus on React developers.

Therefore, the primary target market for Oasis can be described as "developers who code in React and are either self-employed/freelancers or are in the process of bootstrapping their own businesses."

According to Statista, the global developer population is projected to reach 28.7 million in 2024.[10] Of these, approximately 62.3% are proficient in JavaScript, resulting in about 17.88 million JavaScript developers worldwide.[11] Since React is built with JavaScript and cannot be used without it, React developers represent a subset of this group.

The "State of JavaScript" survey, which surveyed 23,540 developers, revealed that 80% of JavaScript developers were familiar with React in 2023.[12] Assuming a similar trend for 2024, this suggests there will be approximately 14.3 million React developers globally.

This estimate is corroborated by the Stack Overflow Developer Survey, which in 2023 gathered responses from 71,802 developers. According to this survey, 40.58% of developers worldwide use React[13], equating to around 11.65 million React

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[9] 2023 Developer Survey by Stack Overflow. https://survey.stackoverflow.co/2023/#most-popular-technologies-webframe-prof

[10] Lionel Sujay Vailshery (2024). "Number of software developers worldwide in 2018 to 2024". https://www.statista.com/statistics/627312/worldwide-developer-population/

[11] Lionel Sujay Vailshery (2024). "Most used programming languages among developers worldwide as of 2024". https://www.statista.com/statistics/793628/worldwide-developer-survey-most-used-languages/

[12] 2023 State of JavaScript survey. https://2023.stateofjs.com/en-US/libraries/front-end-frameworks/

[13] 2023 Developer Survey by Stack Overflow. https://survey.stackoverflow.co/2023/#most-popular-technologies-webframe

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developers globally. To ensure a conservative estimate for calculating the Total Addressable Market (TAM), the lower figure of 11.65 million will be used.

Additionally, the Stack Overflow survey indicates that 15.91% of developers identify as self-employed/freelancers, while another 13.95% are bootstrapping a business alongside their regular work.[14] Applying these percentages to the 11.65 million React developers yields 1.85 million self-employed/freelancers and 1.62 million aspiring entrepreneurs, respectively. For the purpose of calculating TAM, these groups can be combined, resulting in a total of approximately 3.37 million developers.

However, not all of these developers will require or desire a tool like Oasis. Some may not prioritize UI design, possess the skills to create their own UI, have access to a designer, or may not be involved in UI creation at all despite working with React. If we conservatively estimate that 10% of this group could be potential customers and assume a price point of $200 per year per developer for Oasis, the potential Annual Recurring Revenue (ARR) would be $64.7 million.

According to "Disciplined Entrepreneurship" by Bill Aulet[15], a TAM between $20 million and $100 million per year is a solid target for a startup. Oasis's TAM of $64.7 million falls squarely within this range, suggesting that the market segmentation is both appropriate and viable.

3.4. Ideal customer profile

With the market now clearly defined, it is possible to craft a detailed Ideal Customer Profile (ICP) that encapsulates the target audience's characteristics, key pain points, and priorities. This profile is based on a composite of the tech founder behind Oasis, who represents the quintessential target user, along with insights gathered from

[14] 2023 Developer Survey by Stack Overflow. https://survey.stackoverflow.co/2023/#work-coding-outside-of-work

[15] Bill Aulet (2013): Disciplined Entrepreneurship: 24 steps to a successful startup.

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interviews with developer friends who are either in the process of launching their own businesses or working as contractors on the side.

Table 1: Ideal Customer Profile for Oasis Initial Market

Who	**A Software Developer attempting to bootstrap their own business**
Age	30-45 years old
Background	This individual has accumulated valuable experience working for various companies, where they have honed their skills and deepened their understanding of the software development industry. Now, feeling constrained by the limitations of a traditional 9-to-5 job, they are driven to pursue their own entrepreneurial venture. With savings built up from their developer salary, they are confident in their ability to independently create a product, particularly focusing on SaaS (Software as a Service) web applications — a domain they are well-acquainted with.
Context	They are building their product using a familiar tech stack, including React, JavaScript/TypeScript, which are widely recognized and utilized in the web development industry. This choice not only accelerates the initial development phase but also positions them favorably for future expansion, such as hiring additional developers who are proficient in these technologies. However, they face the challenge of developing a SaaS product where users expect not only robust functionality but also high-quality, visually appealing user interfaces. Lacking in design expertise, they require a solution that enables them to create aesthetically pleasing and functional UIs without diverting their attention from core activities like coding and business strategy.
Motivation	**Independence**: The desire to break free from the constraints of traditional employment and to be in control of their own business, driven by a passion to create something of lasting value.

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	Financial Success: The goal is to achieve financial sustainability and eventually generate substantial revenue from their product. **Impact**: A strong motivation to make a meaningful difference by solving real-world problems for users through their product.
Challenges	**Time Constraints**: Balancing multiple roles and responsibilities while pushing to bring their product to market can be overwhelming. The constant pressure to meet deadlines leaves little room for error. **Design Limitations**: They lack the design skills necessary to create a professional-looking UI and do not have the time to acquire these skills. **Resource Management**: Managing limited financial resources while striving to maintain high quality in their tools and processes is a constant struggle.
Tools and technologies	**Development**: Primarily uses React, JavaScript/TypeScript, and Node.js to build their application. **Design**: Minimal reliance on professional design tools; they might use templates, basic design software, or existing UI libraries to fill the gap.
Decision-Making Process	**Research-Oriented**: They invest significant time in researching tools, reading reviews, articles, and engaging in forums to identify the best solutions that align with their needs. **Value-Driven**: They seek tools that offer an optimal balance of cost and functionality, ensuring that every investment contributes positively to their progress.

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	Community Influence: Recommendations from peers and other developers, especially those in online communities, heavily influence their decisions.
Priorities	**Time Efficiency**: As a solo entrepreneur who must juggle numerous roles, time is their most limited and valuable resource. They prioritize tools that streamline the design and implementation process, enabling them to focus on critical tasks like coding, marketing, and customer engagement. The ability to quickly create and integrate UI components with minimal design work is essential for maintaining momentum and adhering to product timelines. **Cost-Effectiveness**: While they recognize the importance of investing in tools that can save time and effort, they operate within tight budget constraints typical of early-stage entrepreneurs. They seek cost-effective solutions that provide significant value without putting undue strain on their financial resources.

3.5. Competitors analysis

Competitors to Oasis can be categorized into five distinct groups, each offering different levels of functionality, customization, and user experience.

Professional Design Tools (e.g., Figma, Sketch)

Figma and Sketch are leading examples of professional design tools widely used in the industry. These tools offer an extensive range of design capabilities, providing users with a high degree of customization and flexibility to create intricate and detailed designs. They are well-suited for crafting complex user interfaces, from individual components to complete web page experiences.

However, these tools are primarily geared toward professional designers. For individuals without a design background, the learning curve can be steep. Mastering these tools requires significant time, skill, and effort, particularly when it comes to creating viable designs that can be implemented effectively. Additionally, translating

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these designs into functional web applications requires further investment in time and expertise, often necessitating collaboration between designers and front-end developers.

In contrast, Oasis offers a powerful alternative for creating sophisticated web designs without the need for extensive design knowledge or experience. While it provides robust tools for developing complex web interfaces, Oasis is designed with simplicity and usability in mind, making it accessible to solo front-end developers who may not have the luxury of working with a professional designer. Oasis bridges the gap between high-quality design and ease of use, enabling developers to efficiently create visually appealing and functional UIs without the steep learning curve associated with traditional design tools like Figma or Sketch.

This approach makes Oasis particularly attractive to solo entrepreneurs, freelancers, and small development teams who need to produce professional-grade designs quickly and cost-effectively, without the overhead of learning complex design software or relying on external design expertise.

UI Component Libraries (e.g., Ant Design, MUI, Bootstrap)

UI component libraries such as Ant Design, MUI (Material-UI), and Bootstrap provide developers with a set of standardized building blocks, including buttons, checkboxes, modal dialogs, and other essential components. These libraries are designed and implemented in a consistent manner, which helps maintain uniformity across a project and significantly streamlines the development process.

While these libraries offer valuable tools for ensuring consistency, they fall short in assisting with the overall user experience design. Interfaces created with these libraries often appear generic, as they rely on predefined styles and components. To make these interfaces visually appealing and unique, developers must possess significant design and front-end development skills, which can be a challenge for those who are primarily focused on coding rather than design.

Most of these libraries are available for free, which brings certain limitations. Free libraries often come with minimal or no support, infrequent updates, and limited

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functionality. These constraints arise because many of these libraries are maintained by individual developers working on them in their spare time. However, some libraries offer paid plans to address these concerns, providing enhanced support, additional features, and regular updates.

Among the most notable UI libraries that target a similar market as Oasis are Flowbite and TailwindUI. Both offer paid plans that include advanced patterns and core components. For instance, Flowbite provides features like dark mode and mobile preview, priced at $289 per developer for a lifetime license. TailwindUI, priced at $250, offers a comprehensive set of components but lacks some features like mobile preview.

Similar to these UI component libraries, Oasis provides consistency and a streamlined development experience with its basic UI building blocks. However, Oasis goes beyond the offerings of traditional component libraries. It features an extensive library of complete pages and patterns and includes a visual designer that enables users to construct entire web pages. This capability offers a significant advantage over other UI libraries, even those with paid plans.

The comprehensive nature of Oasis, combined with its ease of use and robust feature set, positions it as a superior alternative. This advantage allows Oasis to justify charging a similar or even higher annual subscription fee compared to other paid UI libraries, offering developers a more powerful and flexible toolset that covers both basic components and advanced page design.

Pre-Built Templates from Marketplaces (e.g., Envato, Themeforest)

Pre-built templates available on marketplaces like Envato and Themeforest offer developers a quick and efficient way to kickstart their projects with designs that are often both visually appealing and functional straight out of the box. These templates are particularly useful for developers who need to launch a website or web application quickly without investing significant time in design.

However, these templates come with inherent limitations. They often follow a rigid, all-or-nothing approach, making it challenging to customize them to fit specific

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needs. Adapting these templates to a company's existing tech stack can be difficult, and integrating or implementing features not included in the template can be even more problematic. When a pattern or feature is missing, developers may find themselves returning to other solutions, such as custom design tools or component libraries, each with its own set of challenges.

In contrast, Oasis offers a vast array of patterns and templates that can be used in websites and web applications, similar to pre-built templates found on marketplaces. However, Oasis provides a level of flexibility and customization that surpasses traditional pre-built templates. Users can easily combine elements from different templates or even merge entire templates, allowing them to create truly unique and personalized user experiences with minimal effort.

This flexibility gives Oasis a significant edge over typical marketplace templates, which often require extensive modifications or workarounds to achieve a custom look and feel. Oasis empowers developers to maintain creative control while still benefiting from the efficiency of pre-built designs.

The pricing for templates on marketplaces like Envato and Themeforest can vary widely, depending on factors such as the quality of the template, the reputation of the designer, and the platform itself. Prices typically range from $50 to $500 per template. Given the enhanced capabilities and flexibility of Oasis, it positions itself as a more valuable and versatile tool, potentially offering greater cost efficiency for developers who seek both quality and adaptability in their design resources.

No-Code Website Builders (e.g., Bubble, Squarespace, Wix, Webflow)

No-code website builders such as Bubble, Squarespace, Wix, and Webflow have gained significant popularity by enabling users to create websites without the need for coding knowledge. These platforms typically offer a wide range of templates and customization options, allowing users to craft relatively complex user experiences with ease. They are particularly well-suited for individuals or small businesses that need to establish an online presence quickly without investing in professional development resources.

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However, these platforms primarily focus on website creation rather than application design, which limits their utility for more advanced projects. While they offer customization options, these can be restrictive when it comes to developing highly tailored, feature-rich applications that need to align perfectly with specific branding and functionality requirements. This limitation becomes more pronounced as the complexity of the project increases, making it difficult to achieve the desired level of customization and integration.

Another significant drawback of no-code website builders is the "vendor lock-in" issue. These platforms almost always tie users into their ecosystems, making it challenging to export or integrate parts of the functionality created with these tools into existing applications. If a user wishes to switch from one tool to another, they often face the daunting task of completely rewriting their application, which can be both time-consuming and costly.

In contrast, Oasis offers a much more flexible solution. Unlike no-code platforms that lock users into a specific system, Oasis allows developers to freely copy and paste the generated code into any system they choose, providing unparalleled flexibility. This approach empowers users to fully customize their designs and integrate Oasis components seamlessly into existing applications. Since the output is just code, and developers using Oasis are skilled in coding, they can modify and adapt the designs to meet their exact needs without any restrictions.

The pricing for no-code website builders typically ranges between $14 and $50 per month per developer, translating to an annual cost of $168 to $600 per developer. Oasis, with its emphasis on flexibility, code ownership, and the ability to create more sophisticated and tailored applications, offers a compelling alternative that justifies its value over traditional no-code platforms. This makes Oasis an attractive option for developers who require both the ease of use found in no-code solutions and the freedom to fully control and customize their projects.

Direct competitors

In recent years, several tools have emerged that offer functionality similar to Oasis, aiming to bridge the gap between designers and developers. These tools attempt to

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facilitate collaboration by providing integrations and exports from design platforms like Figma, generating source code from websites, or exporting designs into developer frameworks such as React.

The most notable direct competitors are Shuffle.dev and Uxpin.

Shuffle.dev stands out as one of the most direct competitors to Oasis due to its similar functionality and market positioning. Like Oasis, Shuffle.dev aims to streamline the process of building modern user interfaces by providing tools that integrate design and development workflows. However, Shuffle.dev has several usability issues that have been effectively addressed in Oasis. Additionally, Oasis offers several critical features essential for contemporary UI development that Shuffle.dev lacks, such as support for dark mode, animations, and AI integration. These features are increasingly important for developers who need to build sophisticated, modern applications.

Uxpin, despite being positioned as a similar tool, differs significantly upon closer examination. While Uxpin appears to be a direct competitor, it is more aligned with professional design tools like Figma, focusing primarily on designers rather than developers. Uxpin's user interface is notably complex, arguably even more so than Figma, and the integration with developer tools and frameworks seems to be an afterthought rather than a core feature. Consequently, using Uxpin may not result in substantial time savings compared to using Figma directly. Moreover, the full integration with developer tools and frameworks is only available through the Company plan, which is the most expensive option.

Pricing Comparison

- **Shuffle.dev**: Offers yearly access for $99 per developer, making it a cost-effective option for those looking for basic integration between design and development.
- **Uxpin**: Provides multiple pricing plans, starting from $6 per month ($72 per year) for the Essentials plan, up to $119 per month ($1,428 per year) for the Company plan, which is the only plan that offers comprehensive integration with developer tools and frameworks.

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3.6. Competitive Positioning of Oasis

In terms of competitive positioning, Oasis differentiates itself by offering a balance between time savings and cost—two of the highest priorities for its target persona. On a competitive landscape chart, with the X-axis representing time saved and the Y-axis representing cost, Oasis would position itself as a tool that maximizes time efficiency while offering a cost structure that aligns well with the value provided.

Unlike Shuffle.dev, Oasis provides additional modern features and a more refined user experience, addressing the usability issues that developers might face with Shuffle.dev. Compared to Uxpin, Oasis offers a simpler, more developer-friendly interface, with deeper integration into development workflows, without the need for expensive, high-tier plans.

This unique positioning makes Oasis an attractive option for developers who prioritize both efficiency and flexibility in their UI development process, providing them with a powerful tool that bridges the gap between design and development without sacrificing usability or incurring high costs.

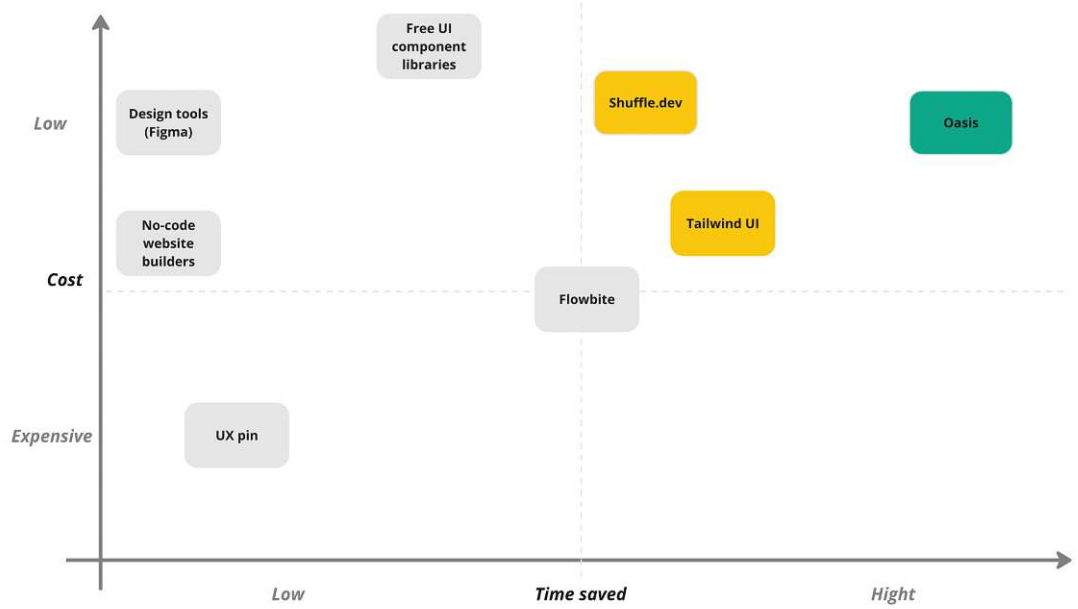

Figure 1: Oasis Competitive Position Chart

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4. Description of the Venture

4.1. Product description

The primary inspiration behind Oasis is Canva, a user-friendly online platform that revolutionized the field of graphic design by making it accessible to non-designers. Canva allows individuals and small businesses to create professional-looking marketing materials, social media content, presentations, and branding assets—tasks that once required hiring a professional designer or agency. Similarly, Oasis aims to democratize the design of web and mobile applications, empowering developers, small business owners, project managers, tech leads, and marketers to create both small and large features for their websites or apps. With Oasis, users can easily tailor these features to align with their company's branding and technology stack and seamlessly integrate them into their applications. Just as Canva eliminated the need for professional graphic designers for its target audience, Oasis eliminates the need for professional UI designers, making high-quality design accessible to all.

Oasis is designed to replace professional and often complicated design tools like Figma in the context of web page design. Unlike traditional design tools, Oasis operates as a prototyping and design tool for developers, built directly on top of the actual HTML layout that will be rendered in the browser. This ensures that what is designed in Oasis is exactly what will appear in the browser, streamlining the development process and ensuring consistency between design and implementation.

The core offering of Oasis consists of four major components:

Comprehensive Core UI Components Library. Oasis provides a robust library of UI components, similar to traditional UI component libraries, but with several key enhancements:

- **Built-in Dark Mode Support**: All components come with native support for dark mode, ensuring compatibility across different user preferences and environments.

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- **Advanced Theming Options**: Users can control the appearance of components, including colors, borders, sizes, and other elements that define the visual style. This allows for deep customization to match any brand's unique identity.
- **Branding Configuration via Design Tokens**: Components can be easily configured to align with existing company branding using design tokens that are compatible with Figma, providing seamless integration between design and development workflows.

Unlike competitors in the UI libraries segment, Oasis supports these features comprehensively. While some competitors offer basic theming options, they are often limited to color changes and lack the flexibility that Oasis provides. Typically, UI libraries come with a default theme that is difficult to customize. In contrast, Oasis allows for complete thematic control, enabling the creation of unique visual styles without switching to a different UI library.

Examples of core UI components include buttons, checkboxes, alerts, tags, and pills. In the design world, these are often referred to as "design system" components.

Extensive Library of UI Patterns. Oasis offers a wide range of UI patterns—pre-configured code examples that implement various UI features using the built-in components. Some modern UI component libraries, such as TailwindUI, also provide a selection of implemented patterns, but Oasis takes this concept further by supporting:

- **Dark Mode, Advanced Theming, and Responsive Layouts**: Patterns are designed to work seamlessly across desktop, tablet, and mobile devices, with full support for dark mode and advanced theming.
- **Code Transparency and Requirements**: Users can easily view the implementation details of a pattern and understand the requirements for using it within their projects.
- **Simple Code Export and Customization**: Patterns can be copied, pasted, and exported effortlessly. Users can also extract and reuse smaller components from larger patterns, treating them as independent elements.

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- **Comprehensive Integration**: Oasis is designed to fully integrate with various development environments, ensuring that developers can implement patterns without additional configuration.

While some competitors, like TailwindUI, offer similar features such as code export, they lack full support for dark mode and theming. Shuffle.dev, a close direct competitor, offers code export and requirements visibility but does not include theming or dark mode support.

Examples of patterns include "Confirmation Alert," "Pre-order Form," "Feedback Modal Dialog," "Top Navigation with Search," and "Promo Page Pricing." These patterns can range from small components, like variations of a primary button, to large, fully implemented web pages.

Intuitive Visual Editor for Designing New Patterns

The Oasis visual editor is a powerful tool that allows users to:

- **Drag and Drop Pre-Built Patterns**: Users can easily drag patterns from the library onto the canvas.
- **Modify and Combine Patterns**: Patterns on the canvas can be modified, combined with other patterns, and their themes can be changed or configured with ease.
- **Save and Share**: Designed patterns can be saved as part of the user's personal library, shared with team members, or even with external collaborators.
- **Publish to the Marketplace**: Users can publish their custom patterns and themes on the Oasis marketplace, either for free or as part of an affiliate program.
- **Collaborative Design**: Teams can collaborate on designs in real time, making the editor a versatile tool for both individual and group projects.

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Built-In AI Integration

Oasis incorporates AI in three primary ways, leveraging its own trained model that is tailored to its components and patterns. The AI integration enhances the user experience by:

- **Smart Suggestions**: The AI provides intelligent suggestions during the design process, predicting which patterns might be needed next and offering design enhancements when prompted.
- **Pattern Generation**: Users can generate new patterns and pages based on simple prompts, streamlining the design process.
- **Customizable Modifications**: The AI can make adjustments to existing patterns and components, allowing for rapid creation of different UIs based on an initial template.

Currently, none of Oasis's direct competitors, except Uxpin, have integrated AI into their platforms. However, Uxpin's AI capabilities are overshadowed by its other disadvantages, such as its complex UI and lack of focus on developers.

4.2. Development roadmap

The development roadmap for Oasis is strategically optimized to bring the Minimum Viable Product (MVP) to market as swiftly as possible, enabling early revenue generation and providing a financial foundation for further development. The key milestones and deliverables are outlined below.

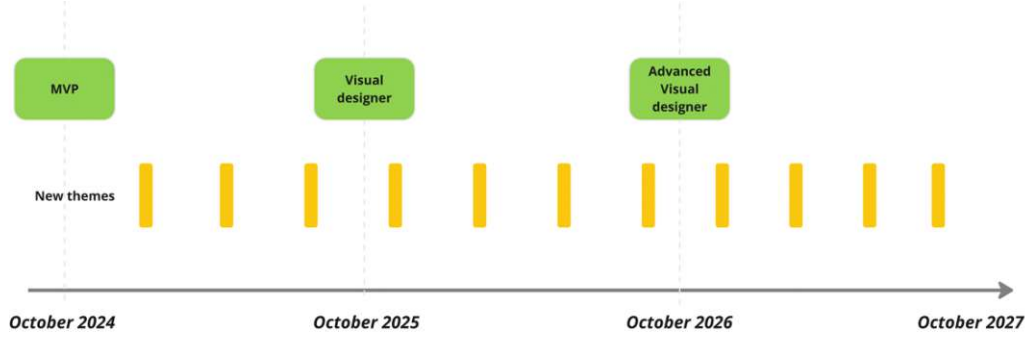

Figure 2: Oasis Development Roadmap

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Table 2: Oasis Development Roadmap Description

Date	Deliverable	Description
25.10.2024	MVP (Minimal Viable Product)	Release of a comprehensive library of UI components and patterns with built-in support for dark mode, theming, and various layouts. Users will be able to easily view and implement code examples. The MVP will include one fully designed and developed theme that is ready for immediate use.
Every three months post-launch	New themes	Introduction of a new, fully designed and developed theme to the library every three months. These themes will be ready for use upon release, continually enhancing the product's offerings and keeping the design library fresh and relevant.
October 2025	Visual designer	Launch of a basic visual designer with capabilities to create, save, and share patterns and pages by combining existing library patterns. This version will include essential collaboration features for team members working on a single design, as well as initial AI integration for smart design suggestions and pattern generation.
October 2026	Advanced visual designer	Rollout of an advanced visual designer supporting the creation and editing of patterns within the library, the ability to create new patterns from scratch, and the capacity for users to develop new themes based on their own design guidelines. This version will feature enhanced AI integration, offering more sophisticated design assistance and automation..

This roadmap is designed to ensure that Oasis is launched by October 2024, providing a strong foundation for immediate revenue generation. The MVP release

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focuses on delivering core functionality that meets the basic needs of the target market, allowing the team to start monetizing the product early.

Subsequent deliverables, including the introduction of new themes every three months and the phased development of the visual designer, are strategically timed to align with ongoing marketing and promotional efforts. This approach allows the company to offer different pricing plans based on the evolving feature set, attracting a broader customer base over time and maximizing revenue potential.

By organizing deliverables in this manner, the development team can sustain momentum, continually enhance the product, and respond to user feedback, all while generating the revenue needed to support the venture's growth and long-term success.

4.3. Technical requirements

Oasis is an online web application that requires a robust cloud deployment to ensure it is accessible to users at all times. To achieve this, the application needs to be divided into several key components, each fulfilling a critical role:

Frontend: This is the part of the application that is visible to the user, responsible for the user interface and overall user experience.
Backend: This component handles essential tasks such as authorization, authentication, and the management of user-generated data within the visual editor. It operates behind the scenes, ensuring the application functions smoothly and securely.
Cloud Infrastructure: This is the backbone that supports the deployment and release of new versions of the application, as well as hosting and maintaining the existing version online. It ensures that the application remains available and performant at all times.

AI Integration: These tools are necessary for training new AI models and enabling natural language processing. They allow the application to convert user inputs into machine-understandable commands, enhancing the functionality of the visual editor and other features.

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The following list of tools and integrations has been selected to provide a solid foundation for Oasis. These technologies are industry standards, known for their scalability, reliability, and ease of integration, making them well-suited for supporting an expanding user base and facilitating future development efforts.

Frontend

- **React**: A popular JavaScript library for building user interfaces, particularly for single-page applications where dynamic data needs to be rendered efficiently.
- **Typescript**: A strongly typed superset of JavaScript that enhances the development process with improved tooling, code quality, and maintainability.
- **Tailwind CSS**: A utility-first CSS framework that allows for rapid UI development by providing a set of pre-defined classes, helping to maintain consistent styling across the application.
- **Next.js**: A React framework that enables server-side rendering and static site generation, improving the performance and SEO of the application.

Backend

- **Postgres**: A powerful, open-source relational database system that will be used for data storage, ensuring that user data is stored securely and efficiently.
- **Supabase**: An open-source backend-as-a-service (BaaS) that provides user management, real-time data synchronization, and database services, simplifying the backend development process.

Cloud Infrastructure

- **Cloudflare**: A comprehensive cloud service that provides domain management, security features, and performance optimization. It will be used for managing the application's domain and frontend hosting.
- **Cloudflare Pages**: A platform for hosting the frontend of the application, ensuring fast, secure, and scalable deployment of static sites.

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- **Github Actions**: A CI/CD tool that automates the build, testing, and deployment of the application, ensuring a smooth and reliable release process.
- **Supabase Cloud**: This will be used for hosting the backend, providing scalable and secure backend services with integrated database management.

AI Integration

- **TensorFlow/PyTorch**: These are industry-leading frameworks for developing and deploying machine learning models. They will be used to train and deploy AI models that power pattern suggestions, generation, and modifications in Oasis.
- **OpenAI GPT**: This language model will be utilized for implementing natural language processing capabilities. It enables the application to generate new UI patterns based on user prompts and enhances the overall usability of the AI features within Oasis.

This technical stack ensures that Oasis is built on a scalable, secure, and highly functional foundation, enabling the application to grow and adapt as the user base expands. It also provides the necessary tools to implement advanced features like AI-driven design suggestions and natural language processing, which are integral to the unique value proposition of Oasis.

4.4. Team and resources

The founding team of Oasis consists of two highly experienced professionals: Nadia M. and Roxanne T. Together, they bring over 40 years of combined expertise in their respective fields, making them exceptionally well-equipped to develop and launch the MVP of Oasis without the need for additional hires.

- **Nadia M.** serves as the technical founder, responsible for the development and technical operations of the web application. With over 20 years of experience in software development, Nadia is a domain expert in web technologies, particularly in frontend development with React. She possesses a deep understanding of the technical challenges involved in building a robust

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and scalable web application. In addition to her technical prowess, Nadia has three years of experience in SEO and social media marketing, skills she honed through the successful promotion of her free technical blog, which attracts around 40,000 monthly visitors. Nadia has also authored and marketed a book targeted at React developers, selling over 3,000 copies. Her efforts in content creation and community engagement have earned her a strong following of over 10,000 social media followers and 5,000 email newsletter subscribers, predominantly consisting of React developers—the primary target audience for Oasis.

- **Roxanne T.** is the design founder, tasked with overseeing the design of the web application, including its components, patterns, and themes. With more than 20 years of experience as a product and web application designer, Roxanne is a recognized expert in her field. Her career includes over a decade of work with various digital agencies as a product and illustration designer before transitioning to a focus on web applications for startups. Roxanne's extensive experience has allowed her to build a vast network of professional connections, particularly among digital agency owners and startup founders in Silicon Valley. She is also an active member of design-focused communities in both Australia and San Francisco, where she has cultivated relationships with potential customers and advocates for Oasis. Roxanne’s network extends beyond MVP, positioning Oasis for growth through strong word-of-mouth and community-driven promotion.

Combined Skills and Strategic Advantage

The combined skills of Nadia and Roxanne provide a unique strategic advantage for the launch of Oasis:

- **Technical Expertise**: Nadia’s deep knowledge of frontend development and experience in building scalable web applications ensures that the MVP will be technically sound and meet the high standards expected by professional developers.
- **Design Excellence**: Roxanne’s extensive design experience guarantees that the user interface and overall user experience of Oasis will be both visually

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appealing and highly functional, catering to the needs of developers who require intuitive and aesthetically pleasing tools.

- **Marketing and Outreach**: Nadia's success in content marketing and social media engagement provides a ready-made audience for the initial launch. Her established credibility within the React developer community will be invaluable in gaining early adopters and generating buzz around the product.
- **Professional Network**: Roxanne's connections within the digital agency and startup ecosystems, particularly in Silicon Valley, will enable personalized, founder-led sales efforts, ensuring that Oasis reaches key decision-makers and potential customers who can advocate for the product.

Resource Utilization

The team's extensive experience and well-established networks allow Oasis to be launched effectively with minimal additional resources. The development and design of the MVP, as well as the basic Visual Designer, can be completed in-house, leveraging Nadia and Roxanne's combined expertise. The existing follower base and professional connections provide a solid foundation for initial marketing efforts, allowing the team to focus on product development and strategic outreach without the immediate need for external hires or significant marketing expenditures.

4.5. Company operations

The company is registered in Sydney, Australia, under the business structure of a Pty Ltd (proprietary limited company), which is a common legal form for privately owned small businesses in Australia. [16].This structure provides a flexible and straightforward framework for managing the business, and it benefits from a base

[16] "Starting a small business company" by ASIC (Australian Securities & Investments Commission). https://asic.gov.au/for-business/small-business/starting-a-small-business-company

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corporate tax rate of 25%.[17]. Ownership of the company is equally divided between the two founders, Nadia M. and Roxanne T.

The company operates entirely remotely, utilizing online communication tools such as Slack and Zoom to coordinate and manage daily operations. This remote setup eliminates the need for a physical office space, thereby avoiding the associated overhead costs such as rent, utilities, and office maintenance. This approach not only reduces operational expenses but also provides flexibility in managing the company's resources, allowing the founders to focus more on product development and strategic growth.

To fund the initial stages of the venture, both founders are contributing $10,000 USD each, providing a total of $20,000 USD in startup capital. This investment is intended to cover the essential costs required to bring the product to market, including cloud infrastructure, tools, and initial paid marketing efforts as outlined in the marketing chapter of the business plan. The founders have agreed not to draw any salary during the first year of operations unless the company generates sufficient revenue to support it.

Given that Oasis is an online web application, the primary costs involved in the product's development are related to labor rather than materials or manufacturing. The funds provided by the founders are sufficient to cover the necessary expenses for cloud hosting, deployment, and the initial marketing push required to attract early users. This lean financial strategy allows the company to maintain a strong focus on achieving its first revenue milestones, with a clear path toward sustainability and growth.

[17] "Changes to company tax rates" by Australian Taxation Office (2024). https://www.ato.gov.au/tax-rates-and-codes/company-tax-rate-changes

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5. Marketing and sales

5.1. SWOT analysis

Table 3: Oasis SWOT analysis

Strengths	**Weaknesses**
• ease of use • comprehensive feature set • built-in AI integration • customization and theming • code transparency and flexibility	• limited advanced design features • niche target audience • new market entrant
Opportunities	**Threats**
• expansion of AI capabilities • growth in the no-code/low-code market • integration with popular development tools • targeting larger enterprises	• intense competition • market saturation • rapid technological changes • customer loyalty to established tools

Strengths

1. **Ease of Use:**
    - Oasis offers an intuitive and user-friendly interface, making UI design accessible to developers without professional design skills. This is a significant advantage over competitors like Figma and Sketch, which have steeper learning curves.
2. **Comprehensive Feature Set:**
    - Oasis combines a library of UI components, patterns, and a visual editor with built-in AI integration. This holistic approach allows users to design, customize, and implement UIs within a single platform, reducing the need to switch between multiple tools.
3. **Built-in AI Integration:**

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- Oasis incorporates AI for smart suggestions, pattern generation, and design modifications. This feature is not as developed or integrated in many competing products, providing Oasis with a technological edge.

4. **Customization and Theming:**
    - Oasis supports advanced theming and branding options, including dark mode, which allows users to deeply customize their UI components to match their brand identity. This level of customization is a strong point compared to more rigid component libraries like Bootstrap.
5. **Code Transparency and Flexibility:**
    - Oasis allows users to view and export clean, customizable code, enabling seamless integration with existing projects. This flexibility is a key differentiator from no-code platforms like Wix and Webflow, where code export and customization are often limited.

Weaknesses

1. **Limited Advanced Design Features**
    - While Oasis offers a comprehensive set of tools, it may lack some advanced design features available in established tools like Figma and Sketch, particularly for professional designers who require high levels of control over intricate design details.
2. **Niche Target Audience:**
    - Oasis is primarily tailored for solo developers, freelancers, and small startups. This focus, while a strength in terms of addressing specific needs, limits its appeal to larger enterprises or professional design teams that might prefer more robust tools.
3. **New Market Entrant:**
    - Oasis is a relatively new product in a market with well-established competitors. This could hinder its adoption, as users may be hesitant to switch from familiar tools with proven track records.

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Opportunities

1. **Expansion of AI Capabilities:**
    - Further development and enhancement of AI features could differentiate Oasis more significantly from competitors, offering users even more powerful design automation and predictive analytics that save time and effort.
2. **Growth in the No-Code/Low-Code Market:**
    - The increasing demand for no-code and low-code solutions presents an opportunity for Oasis to capture a larger market share, particularly among non-technical users who want to create professional UIs without deep coding or design expertise.
3. **Integration with Popular Development Tools:**
    - Oasis could expand its user base by offering integrations with popular development tools and platforms like GitHub, Visual Studio Code, and major content management systems. This would streamline workflows for developers and increase the product's appeal.
4. **Targeting Larger Enterprises:**
    - By enhancing its feature set and addressing more complex design needs, Oasis could extend its appeal to larger enterprises and professional design teams, expanding its market beyond solo developers and small startups.

Threats

1. **Intense Competition:**
    - Oasis faces competition from established players, as well as emerging no-code platforms. These competitors have significant resources to continuously improve their products and capture market share.
2. **Market Saturation:**
    - The UI design tool market is becoming increasingly crowded, with numerous options available for developers and designers. Differentiating Oasis in such a saturated market could be challenging.
3. **Rapid Technological Changes:**

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- The pace of technological change in the software development and design industries could make it difficult for Oasis to keep up with new trends and user expectations, particularly if competitors are quicker to adopt and implement new features.

4. **Customer Loyalty to Established Tools:**
   - Developers and designers may be loyal to the tools they already use, making it difficult for Oasis to convince them to switch. Established tools like Figma have strong brand recognition and a large, dedicated user base.

This SWOT analysis highlights the strengths and opportunities that Oasis can leverage to compete effectively, while also addressing the weaknesses and threats that may impact its success relative to other products in the market.

5.2. Promotion strategy

In aligning with the principles outlined in "The SaaS Playbook" by Rob Walling[18], Oasis will adopt a low-touch marketing funnel as the primary strategy for customer acquisition. A marketing funnel is a conceptual model representing the stages a customer goes through from discovering a product to becoming a paying customer. There are two primary types of marketing funnels in the SaaS industry: high-touch and low-touch.

- **High-Touch Funnel**: This model is characterized by extensive personal interactions with potential customers, often involving long sales cycles and large contracts, typical of enterprise-level businesses. It requires significant human resources to guide prospects through each stage of the sales process.
- **Low-Touch Funnel**: Conversely, a low-touch funnel involves minimal personal interaction, allowing prospects to move through the sales process autonomously. This model is more suitable for products like Oasis, which targets a broader market with a lower price point and leverages the existing

[18] Walling, Rob (2023). The SaaS Playbook: Build a multimillion-dollar startup without venture capital.

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online presence of the founders. The low-touch funnel is typically associated with lower customer acquisition costs, though it may also experience higher churn rates.

Given Oasis's positioning, the initial resources available to the founders, such as an established social media presence and the need to scale quickly, the low-touch model is the optimal approach. This strategy enables the company to set up extensive lead generation mechanisms that can automatically transition prospects through the sales funnel without requiring direct involvement from the team.

The key low-touch tactics that Oasis can effectively leverage include:

- **Search Engine Optimization (SEO)**: By optimizing the content and structure of the Oasis website, the product can rank higher in search engine results, driving organic traffic from users actively searching for UI design tools or related solutions. Nadia's experience in SEO, evidenced by the success of her technical blog, will be instrumental in this effort.
- **Paid Advertising**: Targeted ads, especially on platforms frequented by developers and tech entrepreneurs (such as Google Ads, LinkedIn, and Twitter), will help generate awareness and drive traffic to the Oasis website.
- **Brand Recognition Through Speaking Engagements**: As domain experts, both Nadia and Roxanne can increase brand visibility by participating in industry conferences, webinars, podcasts, and other speaking opportunities. These engagements will not only build credibility but also introduce Oasis to a wider audience of potential users.

To simplify projections and maintain a conservative approach, all calculations regarding customer acquisition are based on an assumed conversion rate of 2%. This rate is slightly below industry averages, providing a margin of safety in the planning

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process.[19] It also aligns with the historical conversion rate of Nadia's book sales from her website, where advertisements for Oasis will also be placed.

This multi-faceted promotion strategy is designed to create a steady flow of qualified leads, converting them into paying customers through a streamlined, low-touch process. By focusing on scalable, automated marketing tactics, Oasis can efficiently grow its user base while maintaining control over customer acquisition costs.

5.1.1. Advertisement on developerway.com

Developerway.com is a blog run by Nadia, the technical founder, with a strong focus on React development—making it an ideal platform to advertise Oasis to potential customers. The blog currently attracts approximately 30,000 monthly visitors, most of whom fall within the target audience for Oasis.

- **Expected Traffic**: The blog is expected to generate approximately 1,000 visits per month to Oasis's landing page.
- **Expected Customers**: With a conservative conversion rate of 2%, this would translate to around 20 new customers per month.
- **Expected Cost**: The cost of this advertisement is effectively free, as it leverages the existing audience of Nadia's blog.

5.1.2. Sponsorship in specialized newsletters

Specialized newsletters such as "This week in React"[20] and "Bytes Dev"[21] are highly popular within the React development community, which aligns perfectly with Oasis's target audience. These newsletters have substantial readerships — 40,000

[19] Zaric, Stefana (2024) "What Is a Good Google Ads Conversion Rate and How to Improve It?". https://databox.com/good-google-ads-conversion-rate

[20] This Week in React, https://thisweekinreact.com/sponsor

[21] Bytes.dev, https://bytes.dev/advertise

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and 215,000 subscribers, respectively — and they monetize primarily through sponsorships and ad placements.

- **Advertisement Plan**: The strategy involves sponsoring 4 issues of "This Week in React."
- **Expected Traffic**: Sponsorship is expected to drive approximately 3,200 visits per month to the Oasis landing page (based on 800 visits per issue).
- **Expected Customers**: With a 2% conversion rate, this should result in around 64 new customers per month.
- **Expected Cost**: The cost of sponsoring 4 issues is estimated at $5,400 per month.

5.1.3. SEO (Search Engine Optimization)

SEO represents a long-term strategy for generating organic traffic to Oasis. Based on Nadia's past experience with SEO, it typically takes about three months for content to be properly indexed by search engines and around six months to start seeing significant traffic. To ensure a conservative estimate, a one-year timeline is assumed to achieve the target traffic levels.

- **Expected Traffic**: After a year of continuous SEO efforts, the website is expected to attract around 20,000 visitors per month from search engines.
- **Expected Customers**: With a 2% conversion rate, this would result in approximately 400 new customers per month.
- **Expected Cost**: The estimated cost for this effort is around $2,000 annually, covering specialized SEO tools and resources.

5.1.4. Speaking engagements

Both founders have significant experience and presence in the developer community, regularly participating in conferences and meetups:

- **Technical Founder (Nadia)**: Already presents at React conferences at least twice a year.

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- **Design Founder (Roxanne)**: Engages with local meetups monthly and can potentially deliver product-related presentations at least four times a year.

While it is challenging to quantify the direct customer acquisition from these engagements, they are expected to contribute to "word of mouth" marketing, which can significantly enhance brand visibility and credibility.

- **Expected Cost**: The primary expenses here are for promotional materials, such as printed stickers, branded pens, and other giveaways, estimated at around $4,000 annually. Travel expenses are typically covered by conference organizers, and local meetups incur no additional costs.

5.2. Distribution strategy

Oasis, being an online platform, is accessible to anyone with an internet connection. The distribution strategy is designed to maximize user engagement and conversion by offering multiple ways for potential customers to interact with the product before committing to a purchase. The strategy includes free access to basic features, trial periods for advanced tools, and flexible purchasing options to accommodate different user needs.

Three-Tiered Access Model

1. **Free Access to UI Components and Patterns**
    - **Browse and Explore**: Users can freely browse the Oasis library of UI components and patterns. A selection of these components and patterns will be available for free, allowing users to experience the quality and functionality of the product firsthand.
    - **Conversion Opportunity**: By providing free access to some features, users can evaluate the utility of Oasis and decide whether they would benefit from full access. This serves as an initial hook to encourage users to explore the product further and consider purchasing.
2. **Trial Period for the Visual Designer**
    - **One-Month Free Trial**: When the Visual Designer is released, users will be offered a one-month free trial to explore its full capabilities.

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During this period, they can experiment with creating, saving, and sharing patterns and pages using the designer's full feature set.

- **Informed Purchase Decision**: The trial period is intended to give users ample time to understand the value of the Visual Designer, increasing the likelihood of conversion once the trial ends.

3. **Yearly Subscription**
    - **Full Product Access**: Customers who choose to subscribe will gain full access to Oasis, including the complete library of UI components, patterns, and the Visual Designer. The subscription model is designed to offer continuous value, encouraging long-term engagement with the product.
    - **Annual Commitment**: The subscription is offered on a yearly basis, which provides users with a stable, predictable cost structure while ensuring ongoing access to new themes, updates, and features as they are released.

Additional Revenue Streams

1. **One-Time Purchases of Digital Materials**
    - **Figma Files for New Themes**: In addition to the subscription model, Oasis will offer digital assets, such as Figma files for new themes, available for purchase as one-time digital downloads. These files allow users to integrate Oasis's designs into their workflows using familiar tools, even if they don't require the full suite of Oasis features.
    - **Flexible Purchasing Options**: By offering digital materials as one-time purchases, Oasis can cater to users who may not need a full subscription but are interested in specific assets or design elements.

5.2. Pricing and revenue model

The pricing and revenue model for Oasis is designed to scale alongside the product's development, offering different pricing tiers and digital downloads to meet the needs of various user segments. This model is informed by the pricing strategies of

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competitors, industry norms for SaaS tools aimed at developers, and the unique positioning and feature set of Oasis.

Pricing Tiers and Offerings

1. **"Solo" Subscription Plan**
    - **Price**: $200 per year (equivalent to $16 per month)
    - **Availability**: October 2024, with the MVP release
    - **Target Audience**: Individual developers, freelancers, and small business owners who require access to the full library of UI components and patterns.
    - **Features**: Full access to Oasis's library, including all UI components, patterns, and the ability to use the visual designer during the trial period (once available).
2. **Figma Digital Downloads**
    - **Price**: $50 per file (one-time purchase, lifetime access)
    - **Release Schedule**: New themes released every three months—January, April, July, and October.
    - **Availability**: Starting January 2025
    - **Target Audience**: Users who need specific design assets or themes but do not require a full subscription to Oasis. These files offer additional value to users who prefer working within Figma or integrating these designs into other workflows.
3. **"Team" Subscription Plan**
    - **Price**: $960 per year for up to 10 users, with an additional $240 per year for each additional seat (equivalent to $80 per month for the base plan, plus $20 per month for additional seats)
    - **Availability**: October 2025, with the release of the basic Visual Designer
    - **Target Audience**: Small to medium-sized teams that require collaborative tools and shared access to Oasis's features.
    - **Features**: Includes all features of the "Solo" plan, plus collaboration tools within the Visual Designer, allowing teams to work together seamlessly.

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4. **"Team 2.0" Subscription Plan**
    - **Price**: $1,200 per year for up to 10 users, with an additional $480 per year for each additional seat (equivalent to $100 per month for the base plan, plus $40 per month for additional seats)
    - **Availability**: October 2026, with the release of the Advanced Visual Designer
    - **Target Audience**: Larger teams or organizations requiring advanced design and customization features.
    - **Features**: All features of the "Team" plan, enhanced by advanced pattern creation, editing capabilities, and more comprehensive AI integration.

Table 4: Oasis Pricing Plans

Plan/Product	Yearly Price (Monthly)	When Available
“Solo” Subscription Plan	$200/year ($16/month)	October 2024
Figma Digital Downloads	$50 (lifetime access)	January, April, July, October (Starting 2024)
“Team” Subscription Plan	$960/year for 10 seats, $240/seat for additional seats ($80/month + $20/month)	October 2025
Figma Digital Downloads	$50 (lifetime access)	January, April, July, October (Starting 2025)
“Team 2.0” Subscription Plan	$1,200/year for 10 seats, $480/seat for additional seats ($100/month + $40/month)	October 2026

The chosen pricing model is competitive within the market for developer tools, reflecting the value provided by Oasis’s comprehensive feature set. The initial "Solo"

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plan is priced to attract individual developers and small businesses, providing an affordable entry point while generating recurring revenue. As the product evolves, the introduction of the "Team" and "Team 2.0" plans allows Oasis to capture larger customers who need collaborative tools and advanced features, justifying the higher price points.

The digital downloads of Figma files provide an additional revenue stream and offer flexibility to users who may not need the full subscription but are interested in specific design assets. This pricing structure is designed to maximize revenue opportunities across different customer segments while maintaining alignment with the competitive landscape and the perceived value of Oasis.

Overall, this pricing and revenue model positions Oasis to grow steadily as more features are released, capturing both individual users and larger teams as the product matures.

6. Financial projections

6.1. Assumptions

The financial projections for Oasis are based on the following key assumptions:

1. **Bootstrapped Model**:
    - The company will be bootstrapped, relying solely on the initial $20,000 investment by the founders. No external funding will be pursued.
2. **Founders' Contributions**:
    - In the first year, all development, design, and marketing work will be performed by the two founders. They will only draw salaries if the revenue allows.
3. **Cost of Goods Sold (COGS)**:
    - COGS primarily consists of hosting expenses for the frontend and backend of the app, which will scale with the number of users and traffic. Payment provider fees are excluded from COGS.

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- Payment Provider Fee: A fee of 5% per transaction is assumed, in line with the pricing of Paddle[22] and slightly higher than Stripe's fees[23].

4. **Retention Rates**:
   - The retention rate is assumed to be 70% for the "Solo" subscription plan, as it targets individual developers who may have lower switching costs.
   - The retention rate is assumed to be 80% for team-targeted plans ("Team" and "Team 2.0"), reflecting a slightly higher stickiness due to collaborative use and higher integration costs.
   - These retention rates are conservatively estimated below the typical SaaS industry average of 90%, accounting for the challenges of introducing a new product to the market.
5. **No External Capital Costs**:
   - The cost of external capital is assumed to be zero for the Lifetime Value (LTV) metric, as there is no external funding, and therefore, no depreciation is necessary.
6. **Hiring Plan**:
   - Additional team members will be hired only when the revenue allows. All hires will be remote positions based in Australia, with salaries set above the market average to attract top talent. Salaries and all related employee taxes and contributions are included in USD for consistency with other financial metrics.
   - **Hiring Sequence**:
     - **Customer Support Specialist**: Hired after the first year.
     - **Fullstack Developer**: Hired after 1.5 years.
     - **Product Designer**: Hired after 1.5 years.
     - **Frontend Developer**: Hired after 2 years.
     - **Backend Developer (AI Specialist)**: Hired after 2 years.

[22] Paddle.com: Pricing. https://www.paddle.com/pricing
[23] Stripe.com: Pricing. https://stripe.com/au/pricing

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Hiring Salaries (Estimated):

- **Customer Support Specialist**: $80,000/year
- **Fullstack Developer**: $150,000/year
- **Product Designer**: $150,000/year
- **Frontend Developer**: $150,000/year
- **Backend Developer (AI Specialist)**: $150,000/year

These roles have been prioritized to ensure the smooth scaling of Oasis, focusing on enhancing customer satisfaction, product development, and the integration of advanced features such as AI.

6.2. Risks mitigation

6.2.1. Founders Burnout

Risk: The founders are expected to work without a salary for the first year, which could lead to financial strain, exhaustion, and potentially burnout, causing them to abandon the enterprise.

Mitigation Strategy: To mitigate this risk, the founders could consider raising external funding after the MVP is launched and initial traction is confirmed. Securing external investment would allow them to focus on product delivery without undue financial pressure, enabling them to hire additional team members sooner, speed up development, and outsource non-core tasks immediately. This approach would help prevent burnout and ensure that the founders can maintain their energy and commitment to the project.

6.2.2. Insufficient Market Differentiation

Risk: Oasis may struggle to differentiate itself from competitors, potentially failing to deliver enough value for customers to choose it over other available options.

Mitigation Strategy: To address this risk, the founders should continuously refine the product's unique value proposition by staying attuned to customer feedback and industry trends. Engaging with customers regularly will provide insights into their

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evolving needs, allowing the product to adapt and maintain its competitive edge. This ongoing refinement process will help ensure that Oasis remains relevant and attractive to its target market.

6.2.3. Technological Challenges

Risk: The technical demands of AI integration, real-time collaboration, and scalability could present significant challenges, especially given the small size of the founding team.

Mitigation Strategy: To mitigate these challenges, the founders should prioritize hiring top-tier developers who have the skills and experience necessary to overcome these technical hurdles. Additionally, they should leverage scalable, industry-standard solutions and technologies that simplify development and make it easier to attract and onboard talented developers. By using well-established technologies, the team can reduce complexity and ensure the app is built on a reliable foundation.

6.2.4. Regulatory and Legal Risks

Risk: Operating in multiple regions could expose Oasis to various regulatory and legal challenges, particularly concerning data privacy and intellectual property.

Mitigation Strategy: The founders should proactively consult with legal experts to ensure compliance with local regulations in all operating regions. This includes implementing robust data protection policies that align with regulations like GDPR in Europe and CCPA in California. By staying ahead of regulatory requirements and maintaining strong legal safeguards, the company can avoid potential legal issues and protect its reputation.

6.2.5. Pricing and Revenue Model Risks

Risk: The selected pricing model may not resonate with the target market, resulting in lower-than-expected revenue.

Mitigation Strategy: To mitigate this risk, the founders should conduct A/B testing with different pricing models to identify the most effective strategy. This approach

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will allow them to gather data on customer preferences and adjust pricing accordingly. Continuous monitoring of market feedback and refining the pricing model based on perceived value will help ensure that Oasis remains competitive and profitable.

6.3. LTV and COCA Analysis

According to "Disciplined Entrepreneurship" by Bill Aulet, the Lifetime Value of an Acquired Customer (LTV) and the Cost of Customer Acquisition (COCA) are critical metrics for assessing the viability and profitability of a SaaS business.[24] For Oasis, these metrics have been calculated under the assumption that the Cost of Capital is zero, as the company is bootstrapped and does not seek external funding.

Key Assumptions

- **Gross Margin**: Assumed to be 90%, which is typical for SaaS businesses where the Cost of Goods Sold (COGS) is minimal. This margin reflects the difference between sales and the low hosting costs for the app's frontend and backend.
- **LTV/COCA Ratio**: To ensure the business is sustainable, the LTV/COCA ratio should be at least 3. This threshold accounts for research and development expenses, other operational costs, and provides a buffer for potential errors common in the early stages of a startup.[25]

Table 5: Oasis projected LTV for all income streams

		Year 0	Year 1	Year 2	Year 3	Year 4
"Solo" subscription	Price	$200.00	$200.00	$200.00	$200.00	$200.00
	Retention rate	70%	70%	70%	70%	70%
	Cumulative retention	80%	56%	39%	27%	19%

[24] Bill Aulet (2013): Disciplined Entrepreneurship: 24 steps to a successful startup.

[25] Bill Aulet (2013): Disciplined Entrepreneurship: 24 steps to a successful startup.

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	Gross margin	90%	90%	90%	90%	90%
	Profit	$144.00	$100.80	$70.56	$49.39	$34.57
	LTV	$399.33				
"Team" subscription	Price	$960.00	$960.00	$960.00	$960.00	$960.00
	Retention rate	80%	80%	80%	80%	80%
	Cumulative retention	80%	64%	51%	41%	33%
	Gross margin	90%	90%	90%	90%	90%
	Profit	$691.20	$552.96	$442.37	$353.89	$283.12
	LTV	$2,323.54				
"Team 2.0" subscription	Price	1200	1200	1200	1200	1200
	Retention rate	80%	80%	80%	80%	80%
	Cumulative retention	80%	64%	51%	41%	33%
	Gross margin	90%	90%	90%	90%	90%
	Profit	864	691.2	552.96	442.368	353.8944
	LTV	2904.4224				
Digital downloads	Price	$50.00	$50.00	$50.00	$50.00	$50.00
	Next product purchase rate	50%	50%	50%	50%	50%
	Gross margin	90%	90%	90%	90%	90%
	Profit	$22.50	$22.50	$22.50	$22.50	$22.50
	LTV	$112.50				

To accurately calculate the Cost of Customer Acquisition (COCA) for Oasis, we need to estimate the number of customers that can be attracted through various marketing efforts. These estimates are based on the company's marketing strategy, which includes paid advertisements in newsletters, SEO efforts, and word-of-mouth driven by social media engagement, speaking engagements, and customer referrals.

The table below outlines the projected number of customers that Oasis can attract each year through different marketing channels.

Table 6: Oasis projected customer acquisition numbers by marketing channel

	Year 0	**Year 1**	**Year 2**	**Year 3**	**Year 4**

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DW blog	240	240	240	240	240
Newsletters	64	128	192	256	320
SEO	50	300	400	500	600
Word Of Mouth	354	668	832	996	1160
Total	708	1336	1664	1992	2320

- **DW Blog**: Consistent traffic driven from Nadia's established blog with a steady flow of customers each year.
- **Newsletters**: Incremental increases in customers due to increased investment in newsletter sponsorships over the years.
- **SEO**: Significant growth expected after the first year, as SEO efforts typically take time to yield substantial results.
- **Word of Mouth**: Organic growth driven by brand recognition, social media engagement, customer satisfaction, and speaking engagements.

The Cost of Customer Acquisition is calculated by dividing the total marketing expenses by the number of customers acquired each year. Below is the estimated COCA for Oasis over the first five years

Table 7: Oasis Cost of Customer Acquisition

	Year 0	**Year 1**	**Year 2**	**Year 3**	**Year 4**
Salaries	36000	36000	36000	36000	36000
Newsletters	$5,400.00	$10,800.00	$16,200.00	$21,600.00	$27,000.00
SEO	$0.00	$2,000.00	$2,000.00	$2,000.00	$2,000.00
Brand	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00
Total	$45,400.00	$52,800.00	$58,200.00	$63,600.00	$69,000.00
COCA	$64.12	$39.52	$34.98	$31.93	$29.74

Salaries: Reflects a portion of the founders' time dedicated to marketing efforts.
Newsletters: Increasing investment in newsletter sponsorships each year to attract more customers.
SEO: A consistent investment after the first year to maintain and grow organic search traffic.

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Brand Building: Costs associated with brand promotion, such as promotional materials for speaking engagements.

As we can see, the cost of customer acquisition (COCA) decreases over time, which is a positive trend and a key objective for any startup. This reduction in COCA indicates that the marketing strategies are becoming more efficient as Oasis scales, allowing the company to acquire customers at a lower cost.[26]

The table below represents the ratio between Lifetime Value (LTV) and COCA for each revenue stream.

Table 8: Oasis LTV/COCA ratio

	Year 0	**Year 1**	**Year 2**	**Year 3**	**Year 4**
Solo	6.23	10.10	11.42	12.51	13.43
Team	36.23	58.79	66.43	72.77	78.12
Team 2.0	45.29	73.49	83.04	90.97	97.66
Downloads	1.75	2.85	3.22	3.52	3.78

Subscription Plans: The LTV/COCA ratio for the "Solo," "Team," and "Team 2.0" subscription plans consistently exceeds the recommended ratio of 3[27], which is considered healthy for a startup. This indicates that Oasis is well-positioned to be profitable even in the early stages of its journey.

- **Solo Plan**: As the only subscription plan available during the first year, the Solo plan's LTV/COCA ratio is sufficient to maintain the startup. Even if all customers are from the Solo plan, Oasis will still achieve profitability, demonstrating the viability of the product and the effectiveness of the current marketing strategy.

[26] Bill Aulet (2013): Disciplined Entrepreneurship: 24 steps to a successful startup.

[27] Bill Aulet (2013): Disciplined Entrepreneurship: 24 steps to a successful startup.

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- **Team Plans**: Both Team and Team 2.0 plans exhibit exceptionally high LTV/COCA ratios, suggesting that Oasis could justify increasing its marketing budget to attract more customers for these higher-value plans. This indicates a strong potential for growth, as the returns on marketing investment for these plans are substantial.

Digital Downloads: The LTV/COCA ratio for digital downloads, while improving over time, remains lower compared to subscription plans. This suggests that relying solely on digital downloads as a revenue stream would not be cost-effective under the current marketing strategy. The costs of acquiring customers for digital downloads are too high relative to the revenue generated from these sales.

Strategic Consideration: If Oasis were to focus on digital downloads as a primary revenue stream, it would need to significantly rethink its marketing approach. This might involve exploring less expensive marketing channels, increasing the conversion rate, or bundling downloads with other products to enhance perceived value.

6.4. Pro forma income statement

The table presented below illustrates the projected number of customers for each subscription plan and digital downloads over a five-year period.

Table 9: Oasis projected number of customers per year

	Year 0	Year 1	Year 2	Year 3	Year 4
"Solo" plan	637	1381	1965	2372	2820
"Team" plan	0	267	214	171	137
"Team 2.0" plan	0	0	499	1196	1885
Digital downloads	71	134	166	199	232

The projections in this table are based on the following assumptions:

1. **Digital Downloads:** Digital downloads are assumed to consistently generate 10% of new customers each year.

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2. **Retention Rates:** The retention rate is set at 70% for the "Solo" subscription plan, meaning that 70% of Solo plan customers will renew their subscription each year. For both the Team and Team 2.0 plans, the retention rate is higher at 80%, reflecting the stronger customer loyalty typically associated with these more collaborative and feature-rich plans.
3. **Transition from Team to Team 2.0:** The Team 2.0 plan is expected to fully replace the original "Team" plan. Consequently, no new customers will be added to the Team plan once the Team 2.0 plan is launched. However, existing Team plan customers will be retained at the aforementioned retention rate, leading to a gradual decline in their numbers over the years.
4. **New Customer Distribution:** The Solo plan is expected to attract the majority of new customers initially, with 70% of new sign-ups in Year 1. This proportion is projected to decrease to 60% in Year 2, and then stabilize at 50% in both Year 3 and Year 4. This shift suggests that as the Oasis platform matures, more customers will gravitate towards the advanced Team 2.0 plan, which offers enhanced features and better value for collaborative teams.

These assumptions, combined with the projected hiring and expansion strategies, provide a comprehensive forecast of customer growth across the various subscription plans. The transition from the original Team plan to Team 2.0, coupled with the steady growth in digital downloads, highlights the evolving preferences of the customer base and the anticipated adoption patterns for the Oasis platform over the forecast period.

Given these assumptions and considering the previously outlined hiring strategy, the pro-rata income statement will be structured as follows.

Table 10: Oasis pro forma income statement, no external investment

	Year 0	**Year 1**	**Year 2**	**Year 3**	**Year 4**
Sales	$124,431.00	$512,468.00	$1,145,342.04	$1,979,664.34	$2,820,439.81
- cost of goods sold	$1,200.00	$2,400.00	$6,000.00	$12,000.00	$24,000.00
Gross profit	$123,231.00	$510,068.00	$1,139,342.04	$1,967,664.34	$2,796,439.81

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Operating expenses					
- Legal	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00
- Accounting	$2,000.00	$4,000.00	$7,000.00	$7,000.00	$7,000.00
- Sales & marketing	$9,400.00	$16,800.00	$22,200.00	$27,600.00	$33,000.00
- Software	$2,000.00	$4,000.00	$7,000.00	$7,000.00	$7,000.00
Salaries					
- founders	$90,000.00	$200,000.00	$300,000.00	$300,000.00	$300,000.00
- support	$0.00	$80,000.00	$80,000.00	$80,000.00	$80,000.00
- fullstack developer	$0.00	$75,000.00	$150,000.00	$150,000.00	$150,000.00
- product designer	$0.00	$75,000.00	$150,000.00	$150,000.00	$150,000.00
- be/ai developer	$0.00	$0.00	$150,000.00	$150,000.00	$150,000.00
- frontend developer	$0.00	$0.00	$150,000.00	$150,000.00	$150,000.00
Unexpected	$10,840.00	$45,980.00	$102,120.00	$102,660.00	$103,200.00
Total expenses	$119,240.00	$505,780.00	$1,123,320.00	$1,129,260.00	$1,135,200.00
Gross profit	$3,991.00	$4,288.00	$16,022.04	$838,404.34	$1,661,239.81
Taxes (25%)	$997.75	$1,072.00	$4,005.51	$209,601.09	$415,309.95
Net profit	$2,993.25	$3,216.00	$12,016.53	$628,803.26	$1,245,929.86

In this scenario, we make the following assumptions regarding costs and expenses:

1. **Cost of Goods Sold (COGS):** The COGS is limited to hosting expenses, which will increase proportionally with the growth in the number of users on the website. This assumption highlights the direct relationship between the platform's user base and its operational costs, as hosting requirements expand to accommodate more users.
2. **Unexpected Expenses:** We allocate 10% of the total expenses to cover unforeseen costs, providing a buffer for any unexpected financial obligations that may arise during the operation. This prudent approach ensures that the startup can handle unplanned expenditures without significantly impacting its financial stability.

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3. **Salaries and Associated Costs:** All expenses related to employee compensation, including social security, pension contributions, and other benefits, are encompassed within the Salaries category. This ensures a comprehensive understanding of the true cost of maintaining the workforce.

In the first year, while the startup may not achieve significant profitability, the founders will be able to draw a minimal salary, ensuring some level of compensation for their efforts. The focus will be on sustaining operations and gradually increasing the customer base, which will lead to greater revenue generation in the following years.

Starting from the second year, the startup is expected to become genuinely profitable. The increased customer base, particularly with the growth in Solo and Team 2.0 plan subscriptions, will result in higher revenues. This profitability will allow the founders to increase their salaries, moving closer to competitive levels within the industry.

By the third year, the startup's financial position will be robust enough to either expand the team with up to three additional hires or distribute substantial profits to shareholders in the form of dividends. At this point, the founders' salaries are expected to match those of developers and designers, reflecting the company's stable financial health and success.

However, the financial projections also highlight a significant risk. The founders will not be able to draw decent salaries for at least the first year of operation and will be in a position to start hiring only after one full year. This delay in compensation and expansion increases the risk of founder burnout, which could jeopardize the long-term sustainability of the startup.

To mitigate this risk, the founders could seek external funding at the outset. By securing an initial investment of $300,000 from external investors, the startup can alleviate some of the financial pressures. This funding would not only support the founders during the critical early stages but also provide the necessary capital to accelerate hiring, marketing, and product development efforts.

Assuming an initial investment of $300,000 from external investors, the projected income statement would be significantly more favorable. This investment would

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provide the startup with the financial resources necessary to cover initial operating expenses, including salaries and hosting costs, without placing undue strain on the founders.

Table 11: Oasis pro forma income statement with external funding

	Year 0	Year 1	Year 2	Year 3	Year 4
Sales	$124,431.00	$512,468.00	$1,145,342.04	$1,979,664.34	$2,820,439.81
- cost of goods sold	$1,200.00	$2,400.00	$6,000.00	$12,000.00	$24,000.00
Gross profit	$123,231.00	$510,068.00	$1,139,342.04	$1,967,664.34	$2,796,439.81
Operating expenses					
- Legal	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00
- Accounting	$2,000.00	$4,000.00	$7,000.00	$7,000.00	$7,000.00
- Sales & marketing	$9,400.00	$16,800.00	$22,200.00	$27,600.00	$33,000.00
- Software	$2,000.00	$4,000.00	$7,000.00	$7,000.00	$7,000.00
Salaries					
- founders	$200,000.00	$300,000.00	$300,000.00	$300,000.00	$300,000.00
- support	$0.00	$80,000.00	$80,000.00	$80,000.00	$80,000.00
- fullstack developer	$0.00	$75,000.00	$150,000.00	$150,000.00	$150,000.00
- product designer	$0.00	$75,000.00	$150,000.00	$150,000.00	$150,000.00
- be/ai developer	$0.00	$0.00	$150,000.00	$150,000.00	$150,000.00
- frontend deveveloper	$0.00	$0.00	$150,000.00	$150,000.00	$150,000.00
Unexpected	$21,840.00	$55,980.00	$102,120.00	$102,660.00	$103,200.00
Total expenses	$240,240.00	$615,780.00	$1,123,320.00	$1,129,260.00	$1,135,200.00
Gross profit	-$117,009.00	-$105,712.00	$16,022.04	$838,404.34	$1,661,239.81
Taxes (25%)	$0.00	$0.00	$4,005.51	$209,601.09	$415,309.95
Net profit	-$117,009.00	-$105,712.00	$12,016.53	$628,803.26	$1,245,929.86

With an initial investment of $300,000, the startup is projected to achieve profitability by Year 2.

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6.5. Pro forma cash flow statement

Based on the sales projections, expense estimates, and the initial founders' investment of $20,000, the following cash flow statement can be outlined.

Table 12: Oasis pro forma cash flow statement, no external funding

	Year 0	Year 1	Year 2	Year 3	Year 4
Receipts	$124,431.00	$512,468.00	$1,145,342.04	$1,979,664.34	$2,820,439.81
Disbursements					
- Legal	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00
- Accounting	$2,000.00	$4,000.00	$7,000.00	$7,000.00	$7,000.00
- Sales & marketing	$9,400.00	$16,800.00	$22,200.00	$27,600.00	$33,000.00
- Software	$2,000.00	$4,000.00	$7,000.00	$7,000.00	$7,000.00
- cost of goods sold	$1,200.00	$2,400.00	$6,000.00	$12,000.00	$24,000.00
- salaries	$90,000.00	$430,000.00	$980,000.00	$980,000.00	$980,000.00
- unexpected	$10,840.00	$45,980.00	$102,120.00	$102,660.00	$103,200.00
- taxes	$997.75	$1,072.00	$4,005.51	$209,601.09	$415,309.95
Total disbursements	$121,437.75	$509,252.00	$1,133,325.51	$1,350,861.09	$1,574,509.95
Cash flow	$2,993.25	$3,216.00	$12,016.53	$628,803.26	$1,245,929.86
Beginning balance	$20,000.00	$22,993.25	$26,209.25	$38,225.78	$667,029.04
Ending balance	$22,993.25	$26,209.25	$38,225.78	$667,029.04	$1,912,958.89

As the table shows, the enterprise maintains a positive cash balance throughout the forecast period. By Year 3, the cash position increases to more than $600,000, reflecting the startup's growing financial strength.

Assuming an external investment of $300,000, the cash flow statement would be as follows:

Table 13: Oasis pro forma cash flow statement with external funding

	Year 0	Year 1	Year 2	Year 3	Year 4
Receipts	$124,431.00	$512,468.00	$1,145,342.04	$1,979,664.34	$2,820,439.81
Disbursements					
- Legal	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00

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- Accounting	$2,000.00	$4,000.00	$7,000.00	$7,000.00	$7,000.00
- Sales & marketing	$9,400.00	$16,800.00	$22,200.00	$27,600.00	$33,000.00
- Software	$2,000.00	$4,000.00	$7,000.00	$7,000.00	$7,000.00
- cost of goods sold	$1,200.00	$2,400.00	$6,000.00	$12,000.00	$24,000.00
- salaries	$200,000.00	$530,000.00	$980,000.00	$980,000.00	$980,000.00
- unexpected	$21,840.00	$55,980.00	$102,120.00	$102,660.00	$103,200.00
- taxes	$997.75	$1,072.00	$4,005.51	$209,601.09	$415,309.95
Total disbursements	$242,437.75	$619,252.00	$1,133,325.51	$1,350,861.09	$1,574,509.95
Cash flow	-$118,006.75	-$106,784.00	$12,016.53	$628,803.26	$1,245,929.86
Beginning balance	$300,000.00	$181,993.25	$75,209.25	$87,225.78	$716,029.04
Ending balance	$181,993.25	$75,209.25	$87,225.78	$716,029.04	$1,961,958.89

With the $300,000 investment, the startup will achieve positive cash flow by Year 2. The ending balance shows a substantial increase by Year 4, with nearly $2 million in cash, indicating a strong financial position and the ability to fund future growth or distribute profits to shareholders. The external investment allows for a smoother cash flow in the early years, reducing the financial strain on the founders and supporting the company's expansion efforts.

6.6. Break-even analysis

The break-even analysis helps to determine the point at which the startup’s revenue will be sufficient to cover all its operating expenses, resulting in neither profit nor loss. The break-even point is a critical metric for understanding the financial viability of the business.

Break-even Point in Dollar Value

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The break-even point in dollar value can be calculated using the following formula[28]:

Break-even ($) = overhead expenses ÷ (1 − (COGS ÷ total sales))

Based on this formula, the break-even dollar values for each year are represented in the table below.

Table 14: Oasis break-even dollar value per year

Year 0	Year 1	Year 2	Year 3	Year 4
$241,367.73	$616,266.11	$1,123,204.03	$1,124,073.72	$1,120,736.70

These values indicate the amount of revenue the company must generate each year to cover all its overhead expenses, taking into account the cost of goods sold (COGS) relative to total sales.

Break-even Point in Units

In the case of Oasis, the break-even point can also be expressed as the number of Solo, Team, or Team 2.0 licenses that need to be sold to cover the expenses. The per-unit break-even point can be calculated using the following formula:

Break-even (units) = overhead expenses ÷ (unit selling price − unit cost to produce)

The table below shows the break-even calculations in terms of units sold for different subscription plans.

Table 15: Oasis break-even value (inits) per year with different combinations of subscription plans

	Year 0	Year 1	Year 2	Year 3	Year 4
Break even, $	$239,040.00	$613,380.00	$1,117,320.00	$1,117,260.00	$1,111,200.00
Break even, units					

[28] "Calculate your breakeven point, margin and markup" by Victoria State Government. https://business.vic.gov.au/business-information/finance/pricing-for-profit/calculate-your-breakeven-point-margin-and-markup#what-is-break-even

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Only "Solo" plan	1,195.20	3,066.90	5,586.60	5,586.30	5,556.00
Only "Team" plan	249.00	638.94	1,163.88	1,163.81	1,157.50
Only "Team 2.0" plan	199.20	511.15	931.10	931.05	926.00
90% Solo, 10% Team	866.09	2,222.39	4,048.26	4,048.04	4,026.09
90% Solo, 10% Team 2.0	796.80	2,044.60	3,724.40	3,724.20	3,704.00
70% Solo, 30% Team	558.50	1,433.13	2,610.56	2,610.42	2,596.26
70% Solo, 30% Team 2.0	478.08	1,226.76	2,234.64	2,234.52	2,222.40

These break-even unit calculations show the number of licenses that need to be sold to cover overhead expenses for various scenarios, depending on the mix of Solo, Team, and Team 2.0 plans sold.

7. Conclusion and future outlook

The research undertaken in this thesis set out to determine whether it is advisable to pursue the development of Oasis, a UI design tool, within the highly competitive market of design tools. The analysis explored what Oasis could offer to differentiate itself from established competitors and assessed its potential for business success.

The findings suggest that Oasis possesses strong differentiation potential through its unique feature set. By integrating an intuitive visual editor, advanced theming options, built-in dark mode support, and AI-driven design assistance, Oasis addresses specific pain points faced by developers who may lack extensive design expertise. These features position Oasis as a tool that bridges the gap between high-quality design and ease of use, making it particularly attractive to solo entrepreneurs, freelancers, and small to medium-sized development teams.

The market analysis further revealed a significant opportunity for Oasis within its target segments. These segments are currently underserved by existing tools that are either too complex for non-designers or lack the flexibility needed by developers. The projected market size, coupled with the scalable business model and potential for strong customer retention, indicates that Oasis is well-positioned to capture a meaningful share of the market. Financial projections based on conservative

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estimates suggest that Oasis has the potential to achieve profitability within a reasonable period, supporting its viability as a business venture.

Looking forward, the future of Oasis appears promising, but it will require strategic execution and adaptability to realize its full potential. The initial launch of the Minimum Viable Product (MVP) will be critical in establishing a market presence and validating the product's core value propositions. Early feedback from users will play a crucial role in refining the product and guiding the development of additional features, such as the advanced visual designer and deeper AI integration.

As the demand for user-friendly design tools continues to grow, driven by the increasing importance of digital experiences across industries, Oasis is well-positioned to expand its user base. The planned product enhancements, coupled with effective marketing and customer engagement strategies, will enable Oasis to attract a broader audience and solidify its market position.

However, the journey ahead will not be without challenges. The competitive landscape of UI design tools is likely to intensify, with both established players and new entrants vying for market share. To maintain its competitive edge, Oasis must remain agile, continuously innovating to meet the evolving needs of its users and responding to industry trends.

In conclusion, pursuing the development of Oasis is advisable, given its clear differentiation strategy, strong market potential, and the robust foundation laid by its unique features. With careful management, ongoing innovation, and a focus on delivering exceptional value to its users, Oasis has the potential to become a significant player in the UI design tool market, driving sustained growth and success in the years to come.

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List of Abbreviations

The following is a list of abbreviations used in the business plan and their meanings:

- **AI**: Artificial Intelligence
- **ARR**: Annual Recurring Revenue
- **BaaS**: Backend-as-a-Service
- **CCPA**: California Consumer Privacy Act (California data protection law)
- **CI/CD**: Continuous Integration/Continuous Deployment
- **COCA**: Cost of Customer Acquisition
- **GDPR**: General Data Protection Regulation (EU data protection law)
- **HTML**: HyperText Markup Language
- **IDEs**: Integrated Development Environments
- **LTV**: Lifetime Value
- **MVP**: Minimum Viable Product
- **Pty Ltd**: Proprietary Limited (company structure in Australia)
- **SaaS**: Software as a Service
- **SEO**: Search Engine Optimization
- **TAM**: Total Addressable Market
- **UI**: User Interface

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