

Jasm introduction & vision

- Jasm is a next-generation programming language. It allows a medium or large project to be completed in half the time.
- The key concepts are the computer doing work for the programmer, bug prevention, simplicity, and productivity.

The problem we solve

- Ounce-per-ounce, software is the most expensive stuff in the universe. It is written by expensive programmers and takes a lot of time to do right.
- We write computer programs by typing text into an editor and trying to imagine what it will do. It is hard to program this way, and it is easy to make errors.
- Programmers spend most of their time fixing bugs, most of which could be detected or prevented automatically.

Our solution

- Jasm will do a lot of work for the programmer (automatic boilerplate, checking things, cleaning things up, etc).
- Prevents the most common bugs and most difficult bugs.
- Jasm will make best practices and bug prevention techniques natural and normal, and gently warn about poor practice.
- A visual development environment to help visualize software.
- Provides many fundamental programming elements that should be in all programming languages, but are in none of them.

Target market

The target market is medium and large software projects in medium and large companies

Business model

- Sell the toolchain with an affordable annual subscription model. A less capable no-support version will be free (to attract customers).
- Training & classes. They pay us to take Jasm classes and training seminars.
- Consulting & development. They pay our team of expert Jasm programmers to write their software.
- Premium libraries & middleware. The types of libraries that most customers need ship with the toolchain, but specialized ones we can sell.

Market size

Short answer: \$450B TAM

- Size of the computer language training market: \$5B
- Size of the computer language consulting & development market: \$380B
- Size of the library & middleware market: \$38B
- Size of the computer language toolchain market: Unable to determine at this time. Probably \$5-50B.

*The most popular languages capture over 10% of their market. Since we may get 10% of the Jasm consulting & development market also, **our company could grow to \$10B annual sales (SOM).***

The competition

- The closest language is Eiffel. They charge \$10,000 per seat and Eiffel has a steep learning curve. For these reasons it does not have a large market share.
- Java has similarities, but is not a high-productivity language (it is average). It has a very large market share at this time.
- 'Go' has similarities, but is not a high-productivity language (it is average).
- AI can be used to accelerate development, but it works a completely different way. We plan to partner with an AI company so the customer gets both speedups.

Contact

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