UseCodify

Pitch Deck Presentation

since 2023

Your Global Digital Partner

Website :
www.usecodify.com

Instagram:
@us_insta

Email Address :
hello@usecodify.com

Problem Statement

💥 The Problem: Urgency Meets Complexity

Small businesses, creators, and freelancers know they need a website fast — but:

- They're non-technical and don't know where to start
- Agencies charge £1,000–£3,000 for basic sites
- Timelines stretch 2–6 weeks, even for simple needs
- Post-launch, they're left with hidden maintenance costs and zero support

They're stuck — needing speed, clarity, affordability, and someone to just handle it.

❗ Missed Opportunity:

90%+ of consumers research online before buying
Without a web presence, these businesses lose trust, leads, and revenue — fast

UseCodify

Problem Statement

We personally reached out to each company between May and June 2025 - Companies A to I, either by:

- Filling their quote/request forms
- Engaging via live chat or WhatsApp
- Scheduling discovery calls
- Reviewing official pricing pages with confirmation by email where unclear

As part of our market validation and pricing strategy, we directly contacted 10+ competitors offering template or custom-based website development — spanning EU , the UK, Canada, and the US.

We have a garden landscaping company we need a website immediately not sure about platforms!!!

client

UseCodify
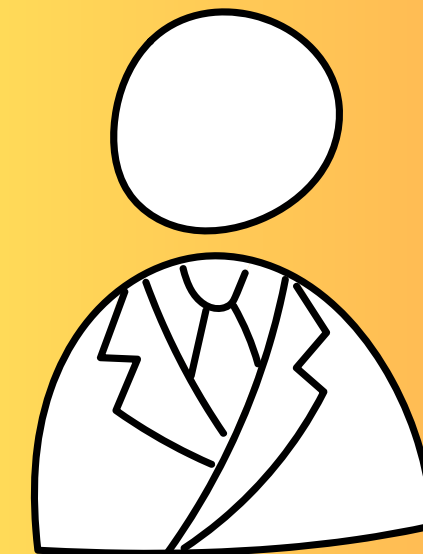
Problem Statement

We specifically asked about:

- 📦 Project type: Template-based or custom
- 🚚 Delivery time
- 💸 Price (all-in for basic version)
- 🔧 Ongoing maintenance charges
- 💬 Communication requirements (calls/meetings, onboarding process)

We reached out with a consistent brief:
"We are looking to build a simple 5–7 page informational website (Home, About, Services, Contact, etc.) using either a template or a fast-delivery approach. Include any recurring maintenance or hosting fees."

Key Takeaways

🗣️ **Most Require Voice/Discovery Calls**

Before sharing a quote, almost all competitors require a Zoom or Google Meet call.
Clients must "talk to sales" or "fill long project briefs" before getting a price.
This slows down early-stage founders or creators just trying to launch quickly.

💰 **Pricing is Often Unclear or Too High**

Average price for a basic template website across UK/US/Canada providers:
£1,500–£3,000.
Some charge £20,000+ even for small business websites.
Pricing is often vague, with hidden costs or tiered upsells.

🎴 **Clients Must Choose Tools or Tech Stack**

Some providers ask clients to choose between WordPress, Webflow, HTML, React —
creating confusion for non-technical founders.
Others don't clarify what they'll use unless a technical brief is submitted.

⏱️ **Delivery Time Averages 2–5 Weeks**

Only 2 companies (including Usecodify) promise delivery within 48 hours.
Most take 10–35 days for even simple builds.

Where the Market Falls

	A	B	C	D
	Segment	**Companies**	**Price Range**	**Notes**
	Budget Template Providers	A, D	£75–£199	Fast delivery, low cost, limited scalability
	Mid-Tier Template Providers	B, C, J, G	£650–£1400	Balanced delivery & pricing
	Enterprise/Custom Web Agencies	E, F, H, I	£1600–£20,000	Long delivery, high cost, call-based onboarding

Strategic Positioning of Usecodify

Factor	Usecodify Advantage
💵 Lowest Price for Fastest Turnaround	Only £199 + 2-day delivery
🛠️ Free 2-Month Maintenance	Rare in budget providers
🌐 Modern Website + Transparent Pricing	Direct pricing page, no need for lengthy calls
🧩 Fits Between D and C	Better quality than Zauca (D), but cheaper and faster than B/C
⚡ Startup & Creator Friendly	Ideal for MVPs, agencies, and early-stage founders
🔄 Scalable with Upsell Potential	Monthly maintenance + custom upgrade services available

Our Solution

At Usecodify, we simplify website creation for startups, creators, and small businesses by eliminating the barriers that typically slow down or overwhelm them.

Traditional web agencies often require long consultations, technical decisions, and high upfront costs — but we remove all that friction. Our clients don't need to choose tools, attend sales calls, or fill out endless briefs. Instead, they simply pick a plan and get a professionally built, responsive website delivered in just 2 days — starting at just £199. We even include 2 months of free maintenance, allowing clients to focus on growth instead of tech issues

🔄 Zero Complexity — Just Click & Launch

No discovery calls. No tech jargon. No long forms.

- Clients pick a plan and we deliver a fully working, beautiful website in just 2 days.
- We choose the right tools and handle everything — no need for the client to know WordPress, HTML, or anything else.

💸 Ultra-Affordable — Built for Early-Stage Budgets

Professional websites starting at £199, including 2 months of free maintenance.

- Competing agencies charge £1000–£3000+, and still take 2–4 weeks.
- We're faster, clearer, and 100% founder-focused.
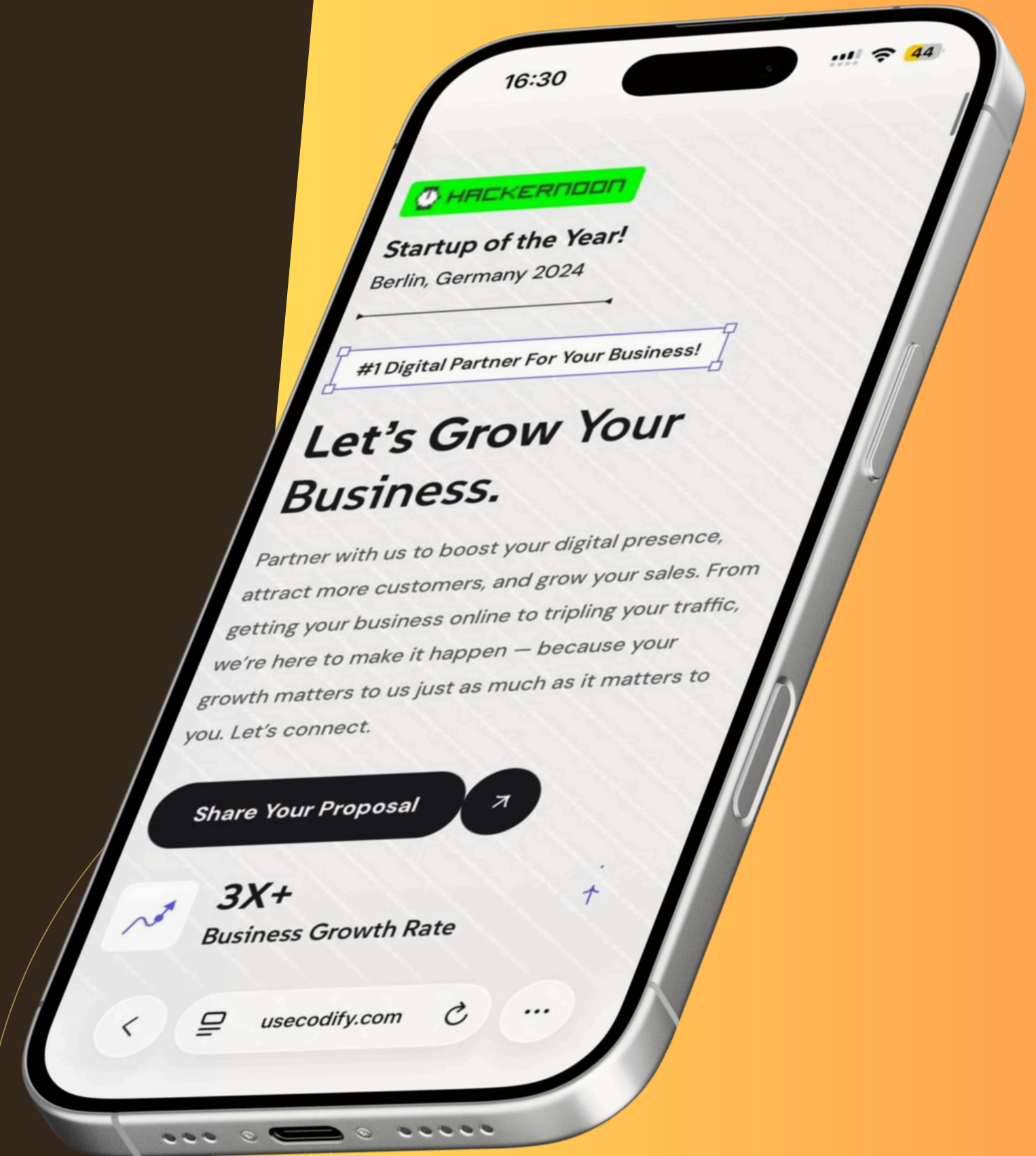
Market Opportunity

Every year, millions of startups, creators, and local businesses worldwide look to build an online presence — but are met with either overpriced agencies, confusing tools, or unreliable freelancers. According to industry data, the global website development market is valued at over £40 billion, with a fast-growing demand for quick, affordable, no-hassle solutions.

Platforms like Webflow and Wix offer DIY options, but many users still struggle to design or publish a site that looks professional — they want done-for-you simplicity. Agencies, meanwhile, charge upwards of £1,000–£5,000 for simple websites and still take 3–6 weeks.

Usecodify is uniquely positioned to fill this gap with its ultra-fast, low-cost, done-for-you model, delivering real websites in just 48 hours — without calls, confusion, or coding.

Market Size in 2025 :

~£2B

Website Development Market Opportunity Breakdown

- SOM: Target Market (£2B) — 5.0%
- SAM: Freelancers/Startups (£10B) — 25.0%
- TAM: Global Web Dev (£28B) — 70.0%
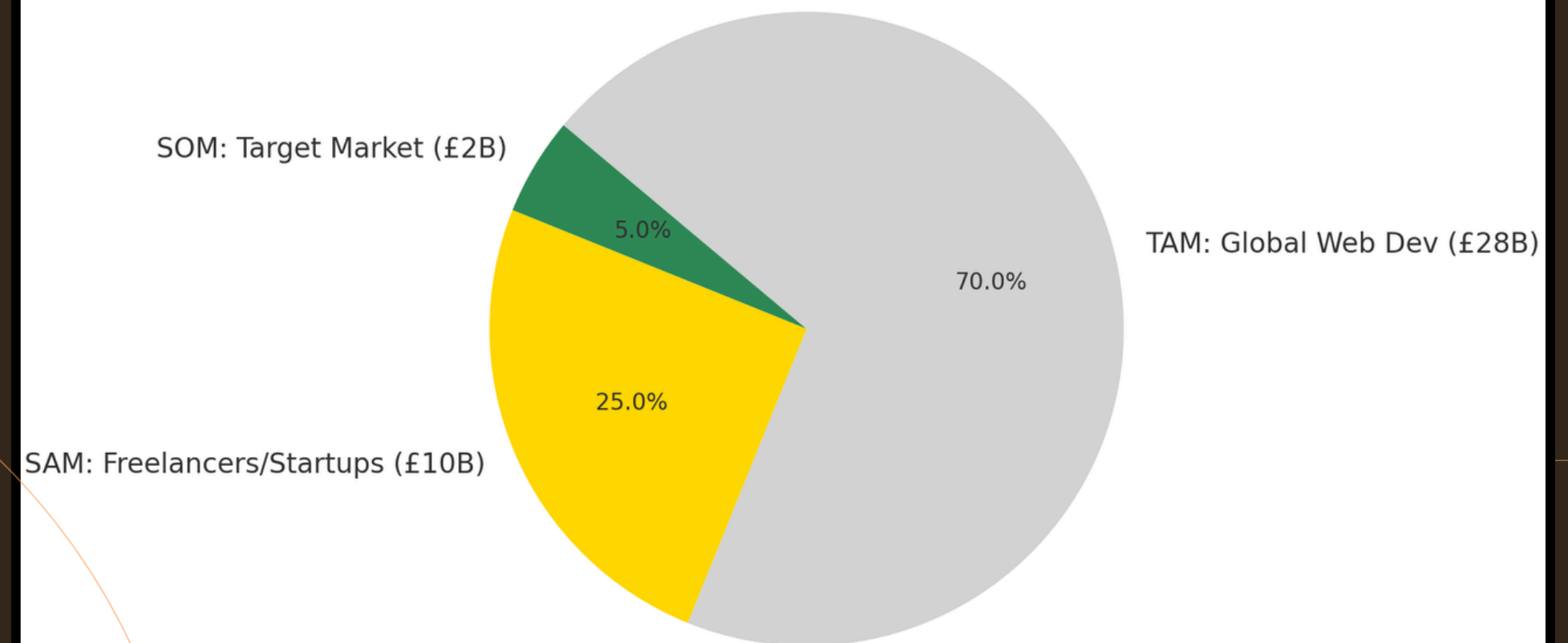
Business Model

Built for clarity, speed, and long-term value

Transparent Website Packages (One-Time Payment)

We offer website plans starting at just £199, with clear features and delivery timelines. Clients know exactly what they're paying for, and get their site delivered in 2 days — no meetings, no confusion, no hidden costs.

Ongoing Monthly Maintenance

After delivery, clients can subscribe to maintenance plans starting at £50/month. This includes content updates, bug fixes, backups, and future support — turning one-time projects into long-term relationships and recurring revenue.

Scalable Add-ons & Custom Upgrades

As businesses grow, they can upgrade to custom designs, integrations, or automation solutions. This allows us to support early-stage startups affordably — and then grow with them as a full-service digital partner.

Competitive Analysis

Standing Out in the Market

⚡ Lightning-Fast Delivery (2 Days)

Most agencies deliver in 2–4 weeks. We deliver a fully working, responsive website in just 48 hours — perfect for MVPs, event launches, or urgent rollouts.

💵 Transparent & Affordable Pricing

Starting at £199, Usecodify beats market rates by up to 80%. No hidden fees, no "request a quote" friction — everything is clearly listed online.

🛠️ No Tech Knowledge Required

While other services ask clients to pick tech stacks (WordPress, Webflow, etc.), we handle all the complexity. Clients just share their content and pick a plan.

🤝 Built for Founders & Creators, Not Corporates

Unlike traditional agencies focused on big brands, Usecodify is designed for startups, solopreneurs, and creators who need a sleek web presence — fast and affordable.

Awards & Recognitions

Startup of the Year 2024 – Berlin, Germany

✔ Voted by 4.3M users globally

Presented by HackerNoon
STARTUPS OF THE YEAR
hackernoon.com/startups

🎉 Congratulations! 🎉
to the amazing

UseCodify

UseCodify

The Best Startup in
Berlin, Germany

Sponsored by
HubSpot wellfound: Notion bright data algolia

Presented by HackerNoon
STARTUPS OF THE YEAR
hackernoon.com/startups

USECODIFY   HOKEN TECH   Star for Life

✦ Startups of The Week ✦

HubSpot wellfound: Notion bright data algolia

Startup of the Week June 12 - 19, 2025

HACKERNOON

Platform Rankings

TOP
MANAGEMENT
CONSULTING COMPANY
Clutch
POLAND
2025

TOP
ECOMMERCE
CONSULTING
Clutch
POLAND
2025

TOP
ECOMMERCE
CONSULTING
Clutch
UNITED KINGDOM
2025

TOP
CONSULTING
COMPANY
Clutch
SMALL BUSINESS
GERMANY

TOP
STRATEGY
DEVELOPMENT COMPANY
Clutch
GERMANY
2025

TOP
MANAGEMENT
CONSULTING COMPANY
Clutch
GERMANY
2025

Industry Trust & Listings

EU Startups Directory – Featured

Startup maps - Lithuania

Startup unit - Berlin

EU Startups Directory – Featured

Sortlist Verified Agency

WP Engine Agency Partner

Featured for global startup recognition

Our Clients

Trusted by 50+ clients across 20+ countries

📊 Key Stats

- Clients Served: 50+
- Continents Covered: 6
- Avg. Delivery Time: 3.8 days
- Repeat Clients: 20%
- Client Types: Startups, local businesses, eCommerce, SaaS, personal brands
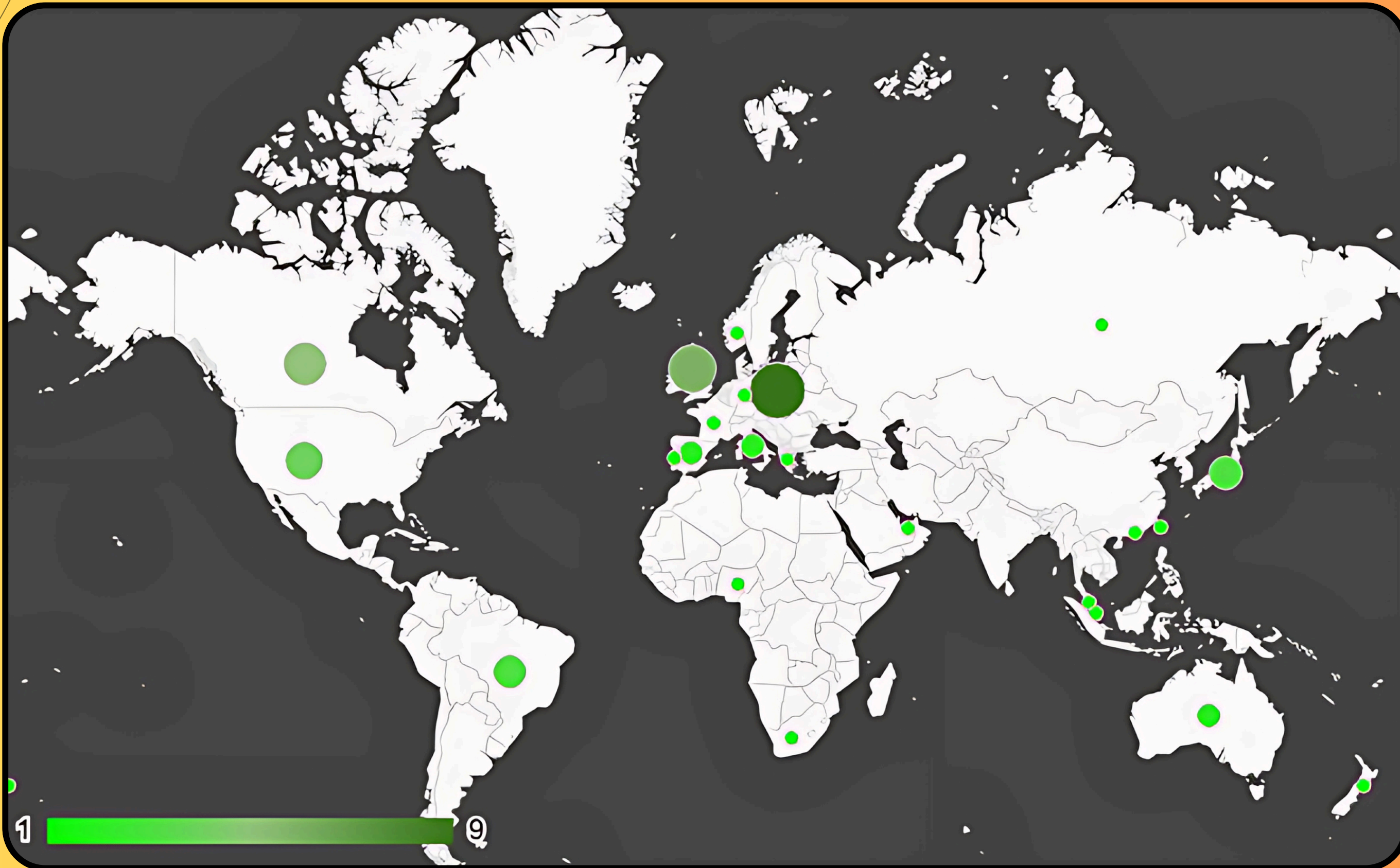
We work with:

- Startups building fast MVPs or landing pages
- Local businesses going online for the first time
- eCommerce sellers needing quick storefronts
- Freelancers & creators building personal brands
- Agencies outsourcing delivery to us for scale

Projects vs Timeline
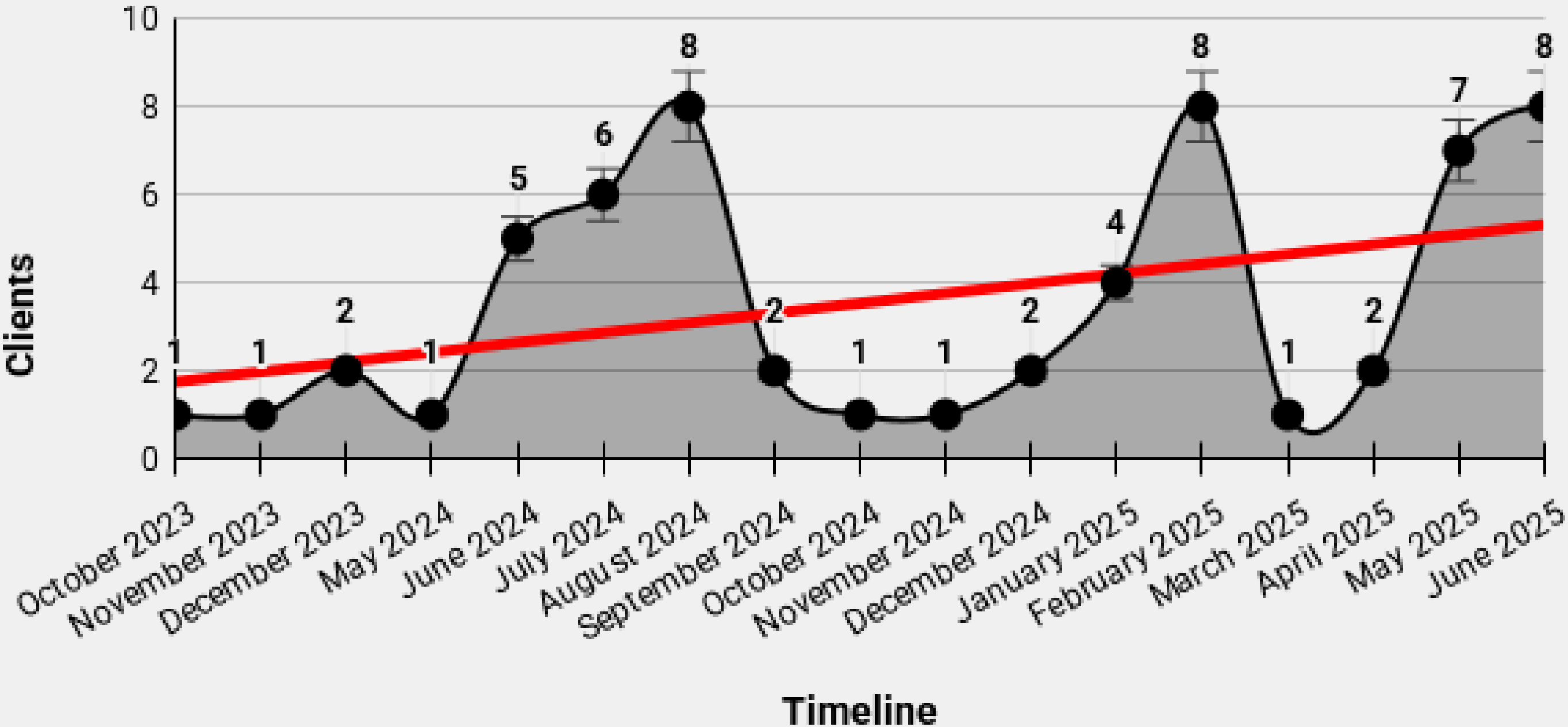
Global Presence

Our Clients

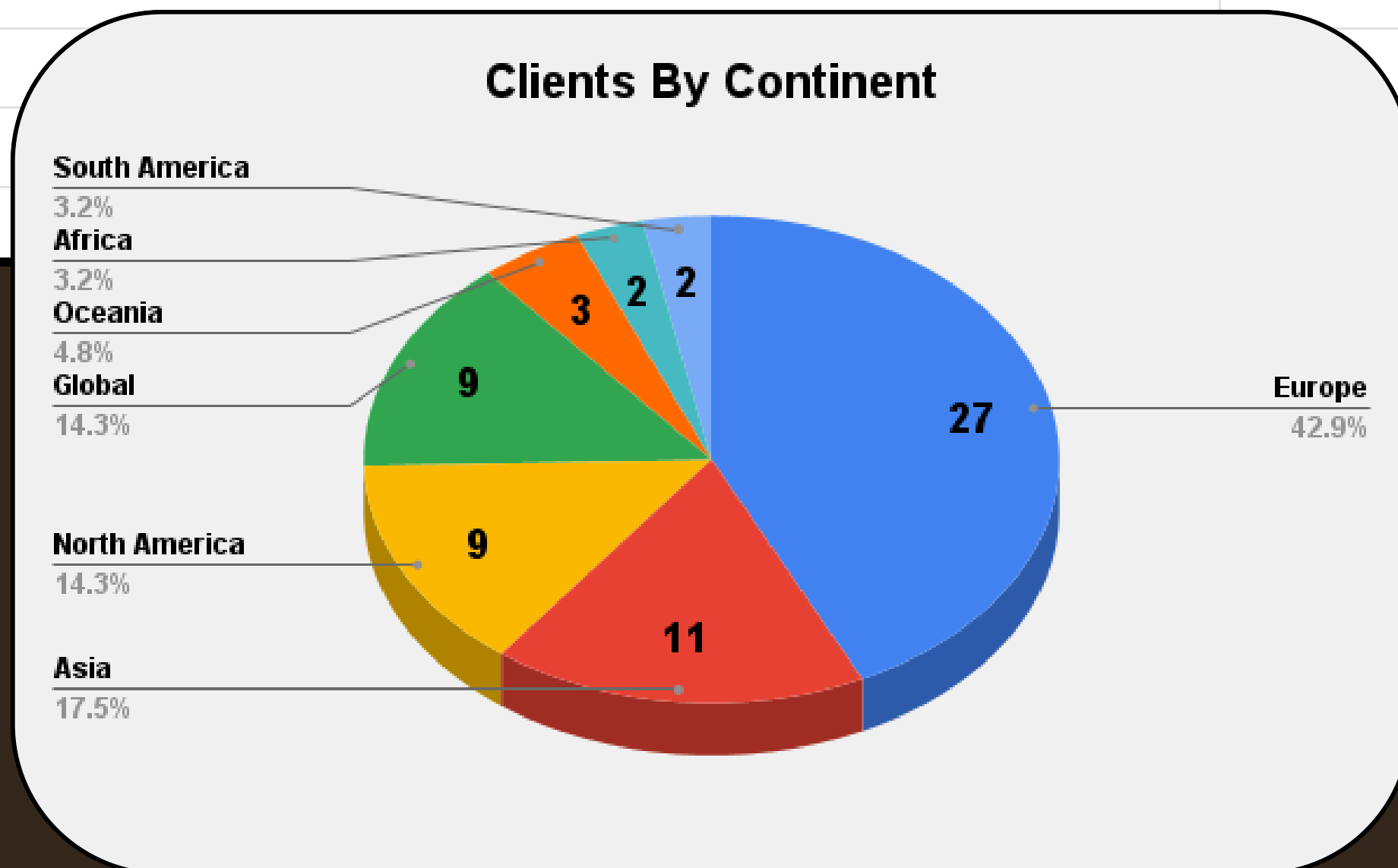| Continent	Countries Involved	Total Clients
Europe	Poland, UK, Germany, Portugal, Russia, France, Italy, Spain, Greece, Norway	27
North America	USA, Canada	9
Asia	Japan, Taiwan, Malaysia, UAE, Hong Kong, Singapore, South Korea	11
Africa	Nigeria, South Africa	2
South America	Brazil	2
Oceania	Australia, New Zealand	3
Global	Worldwide	9

Clients By Continent

South America
3.2%

Africa
3.2%

Oceania
4.8%

Global
14.3%

North America
14.3%

Asia
17.5%

Europe
42.9%

27 · 11 · 9 · 9 · 3 · 2 · 2

UseCodify

Secret Garden Backpackers

💥 **Hotels**   📍 **Sydney, Australia**

- The new website brought about significant improvements for Secret Garden Backpackers:

- Increased Online Bookings: The user-friendly design and clear calls-to-action led to a rise in online reservations, especially from mobile devices.

- Higher Engagement: The vibrant, image-rich site attracted more visitors and kept them engaged, resulting in lower bounce rates and higher booking intent.

- Improved Brand Image: The website successfully conveyed Secret
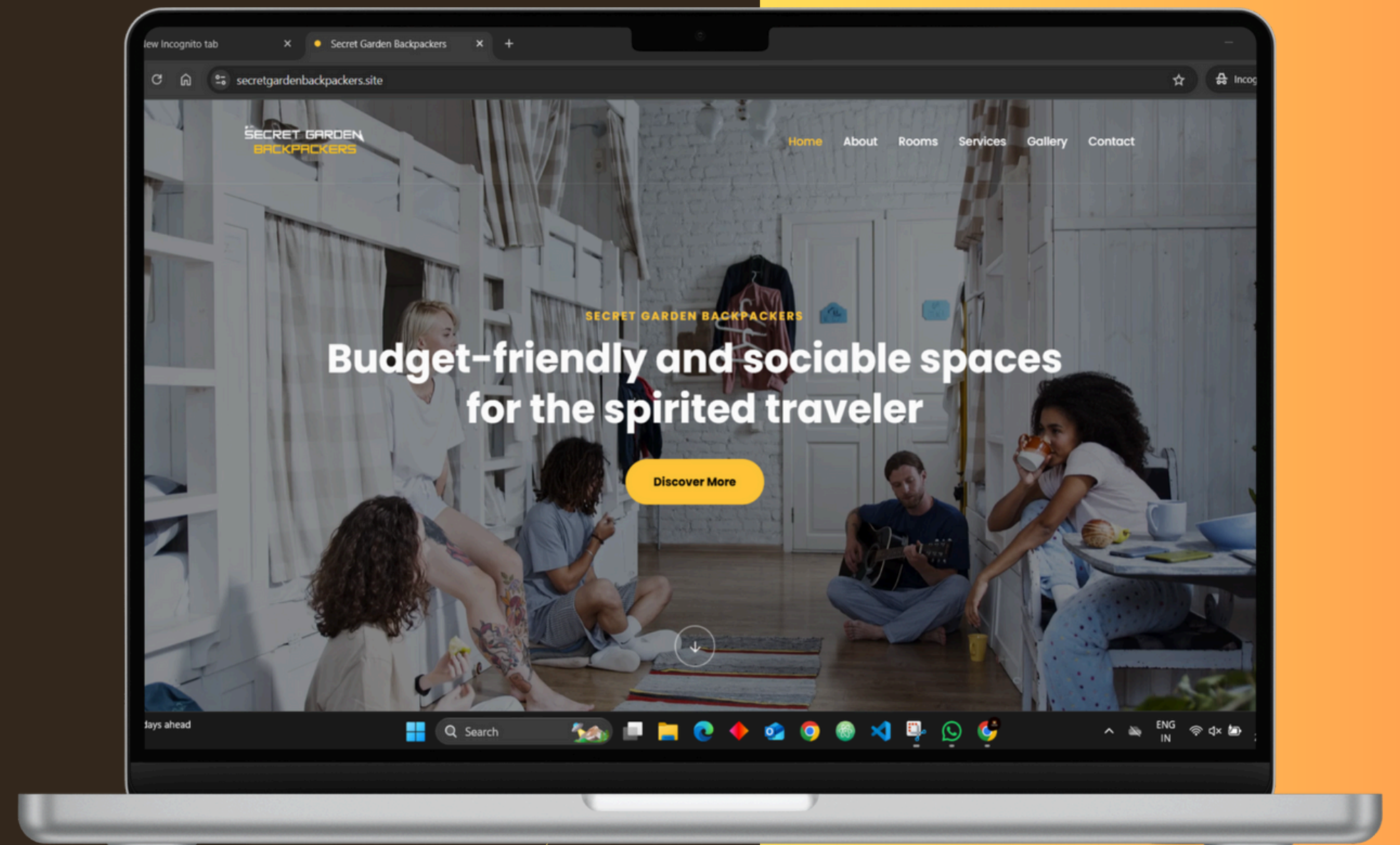
UseCodify

DodiExpress

✴️ **Moving**   📍 **Warsaw, Poland**

- The project was completed successfully, and Dodiexpress now has a fully functional, bilingual website that meets all of their requirements. The new site allows them to:

- Cater to both Polish and English-speaking customers, expanding their reach.

- Efficiently collect user inquiries and requests through custom contact forms.

- Provide timely responses through automated email notifications.

- Generate free quotes for potential customers, simplifying the lead generation process.
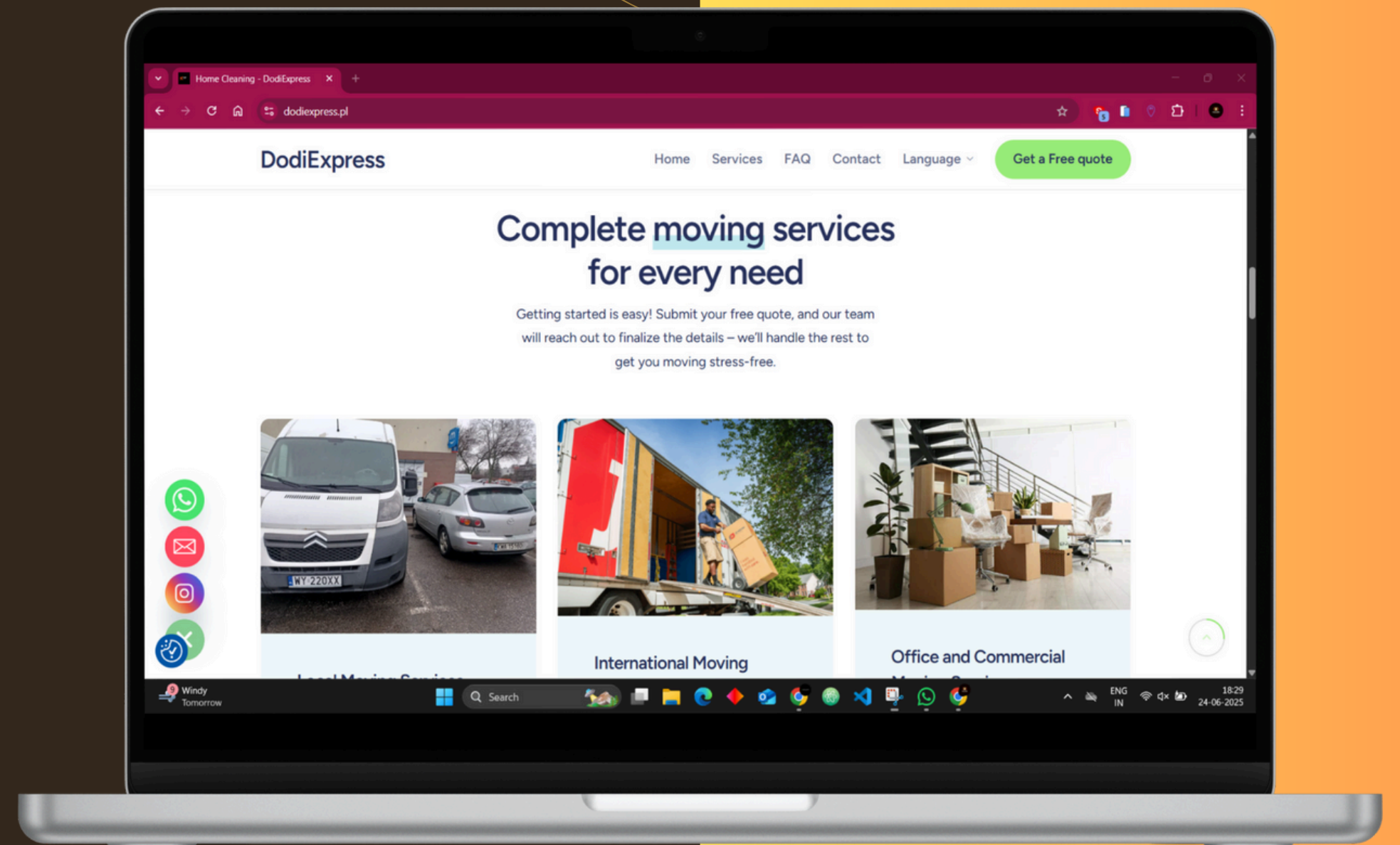
UseCodify

Bamboorica

💥 **Landscaping**   📍 **Chester, UK**

- Strong Online Presence: BambooRica's website attracted more clients within weeks of launch.

- Increased Inquiries: 50% growth in leads due to easy contact form access.

- Fast Load Time: Under 2 seconds, improving user retention.

- Higher Mobile Engagement: 70% of visitors accessed via mobile with a seamless experience.
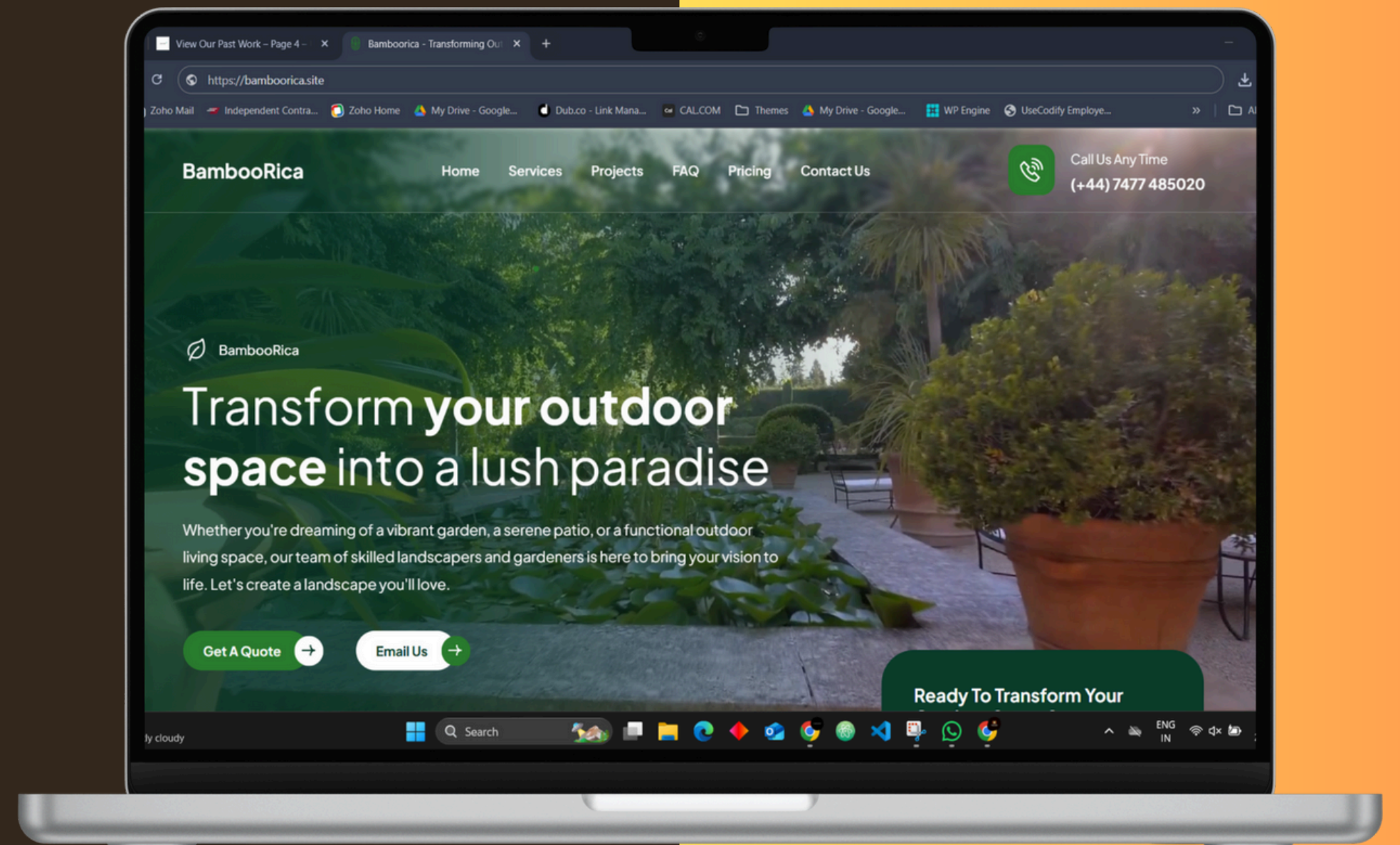
View Entire Portfolio

UseCodify

Thanks!

Website :
www.usecodify.com

Email Address :
hello@usecodify.com

Social Media :
@uc_insta