




Develop Your Application in Half the Time and Cost



Athiva® TechStart by Aeturnum, Inc.

A new program designed to help angel and venture-funded, start-up software companies:

-  accelerate the time to market for their applications
-  reduce their development costs and cash burn
-  focus more resources on core IP development

The Challenge

Most entrepreneurs and early-stage companies engaged in application development spend precious time and capital developing common business functionality, services and logic. This slows time to market and stifles efforts to innovate and differentiate their software products. In addition, they add the risks and costs associated with hiring and managing new development team members, architecting, designing and developing their solution and licensing different software components.

Athiva TechStart - Get Your Application to Market Faster, For Less

Athiva TechStart is a new enablement program specifically designed to help early-stage software companies accelerate their time-to-market and significantly reduce their costs. Leveraging an innovative application development platform and expert services, the program can help participants realize Version 1.0 of their product in as little as 3-4 months. The program is focused on investors (angel, VC, seed capital and private equity), entrepreneurs, early-stage software companies and tech incubators.

The underpinning of the TechStart program is Athiva (www.athiva.com), a proven enterprise-class development platform that provides ready-to-use and highly

customizable business application services commonly used in enterprise software products. By eliminating the need to develop common business services from scratch, or to integrate disparate business services to form a common interoperable services layer, Athiva enables start-ups to accelerate their development time by as much as 50% and focus on their core intellectual property and unique differentiation.

Athiva was developed by Aeturnum (www.aeturnum.com), an award-winning company with 10 years of experience working with software startups to accelerate their time to market, reduce their costs and enhance the quality of their solutions.

For More Information on How to Participate

Email us at techstart@athiva.com with your contact details (name, phone number, email address) and a good time to connect and one of the TechStart team members will contact you within 24 hours. In the meantime, we've tried to anticipate some of your questions in the following pages.



Athiva TechStart FAQ

Exactly what does Athiva TechStart offer for program participants?

Qualified participants get a number of high-value opportunities and deliverables including:

- Use of the Athiva application development platform at no charge including enterprise-class software components such as enterprise payment, subscription management, access & identity management, hierarchy management, business intelligence & reporting, user management, ecommerce and much more
- Access to a dedicated Aeturnum professional services team at a nominal fee
- Detailed gap-analysis of how Athiva can accelerate your development process and timeline
- A development roadmap for your product with specific-time-to-market metrics
- Use of requirement definition templates, use-case modeling tools and templates, software engineering best practices and well documented APIs

These are all based on Aeturnum's time-tested and CMMi-certified Global Engineering Process (GEP).

How does the program work?

If you are an entrepreneur or an early-stage software company that has yet to launch its first product, you may qualify for Athiva TechStart. Here's how it works:

- Aeturnum signs an NDA (non-disclosure agreement) with you and conducts an introductory meeting to discuss the product or solution you are planning on building.
- Aeturnum provides a gap-analysis on how Athiva can help your team achieve its objectives. We will also offer optional professional services capabilities that might be needed at a nominal fee.
- Together, we build a development roadmap for you with specific time-to-market metrics.
- Aeturnum develops a budget for your approval.
- Aeturnum initiates development.

How do I know if Athiva TechStart is a good fit for me?

Working together, we'll be able to enumerate the pros and cons for your company. You'll know as soon as the gap analysis is completed.

How much does it cost?

Initially, participating companies only pay a nominal fee for development services for a fixed duration; i.e., Release 1 of your product. We provide the Athiva application development platform at no charge.

Is there a license cost for Athiva?

Normally, yes - but there is no license fee for program participants. We'll build your product on Athiva. If you decide to continue to use the platform after the program ends, you pay a one-time license fee.

Elaborate on the "Services"...what can I expect?

As part of the program, participants get access to the Athiva Professional Services Team, which includes solution architects, developers, testers and QA professionals. You will have a dedicated team assigned to you for the duration of the program. Typical team size is 3-4. In some cases, it's more.

Do I need to hire my own team?

No - we will staff the project fully to get your product to market in the time period specified. If you already have a team, we will work with them to complement their efforts.

What's the catch or business model?

This is a transparent "no-free-lunch" model. Initially, we provide the platform at no charge and accompanying services at a nominal cost for the duration of your project to illustrate its capability and benefits. If you like it and decide to continue to use it after Release 1 of your product, you would pay the one-time license fee for the Athiva platform.

Can I reuse Athiva to build a different solution or product?

Not without a new license. Athiva is licensed on a per-application basis. If you want to build another application, you would need to purchase another license.

Athiva TechStart FAQ (cont'd)

Maintenance and Support?

This is industry-standard. You can sign-up for 1 year or more.

Who are your customers? What do they use Athiva for? What's been their success rate?

Athiva is used primarily by Angel and VC-funded companies and with great success. All have reduced their time and cost of development by over 50%. Examples of the types of applications built include:

- Subscriber management & payment systems
- Payment & settlement systems
- Marketing & ad management systems
- Consumer and business-facing web portals and exchanges
- Social media solutions – e.g., Content aggregation and distribution portals for internal and external constituents

What if I go-live and want to continue further development for say, Release 2 and so on? Or add more features and functionalities?

You can build this on Athiva with your initial software license. Our services team is available as well if you need us, at our regular prices, which are very competitive.

Is Athiva flexible enough to build solutions or products for different industry verticals?

Yes – the platform is very horizontal and provides features and functionalities that are common to most software applications and products.

Who are the people behind Athiva?

Geeks and Super Geeks – folks who have built enterprise applications and business solutions for startups and VC-funded companies as well as some who have managed enterprise IT organizations.

You mention features and functionalities. Can you elaborate?

Athiva includes all the key components and functionality required to create any enterprise-class application including:

Enterprise Payment	Subscription Management
Access & Identity Management	Hierarchy Management
Reporting	Activity Profiling
User and Account Management	Mobile Integration & Deployment
E-commerce	Job Scheduling, Messaging, Notification & Alerts

Can Athiva be used to mobile-enable an application?

Yes, Athiva provides a secure and feature-rich mobile services layer that can easily mobile-enable an application.

For more information, email us at techstart@athiva.com with your contact details (name, phone number, email address) and a good time to connect.

About Aeturnum

Aeturnum, founded in 2001, is a leading provider of enterprise application development services and solutions with offices in Westford, MA and an R & D center in Colombo, Sri Lanka. The company provides IT consulting, solutions and services, including systems integration, information systems outsourcing, software application development, maintenance and R & D services to Global 2000 and funded technology startup companies. Aeturnum partners with some of the leading companies in the IT industry including Microsoft, Netezza, Oracle, Pentaho, Sun and WaveMaker. The company has been recognized for its excellence in both product development and implementation. It was a Microsoft SharePoint 2009 Fast Innovative Solution Award winner, and recently received CMMi Level 3 accreditation, an internationally recognized and widely endorsed standard for quality software development practices. More information is available at www.aeturnum.com.



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