Y   YC Apply ❯ **Application**   StephenAlvin · Logout

EzBackend

w2022

COMPANY   **Company name:**

EzBackend

Describe what your company does in 50 characters or less.

Scalable & Secure Tech Stack in One Package

Company url, if any:

https://www.ezbackend.io/

If you have a demo, what's the url? Demo can be anything that shows us how the product works. Usually that's a video or screen recording.

https://youtu.be/kQRRckdEFr8

What is your company going to make? Please describe your product and what it does or will do.

Our product is a SAAS that simplifies scalable and secure backend development targeted at Node JS Developers who need to keep setting up projects. It allows developers to cut down the time spent on setting up a robust backend system while offering full control over backend development. While competitors like Supabase, Firebase, AWS Amplify rely on a fixed NO-CODE user interface to set up a backend, we offer instead, LOW-CODE backend development so that a developer can still maintain full control over their tech stack.

Where do you live now, and where would the company be based after YC?

(List as City A, Country A / City B, Country B.)

Singapore / Singapore

FOUNDERS

Stephen Alvin (StephenAlvin)

Education

Bachelor of Engineering (Engineering Product Development), Minor in Information Systems, Singapore University of Technology and Design, Graduating Year 2021

GCE A Levels, Tampines Junior College

Employment

Research and Development Intern, Aztech Technologies (Jun - Sep 2020)
Curriculum Developer Intern, Saturday Kids (May - Aug 2019)

Please tell us in one or two sentences about the most impressive thing other than this startup that you have built or achieved.

Committed 2.5 years to another venture (failed), with landing page, working app on Google Play, a quality ad demo video.

If accepted to YC, will you commit to working exclusively on this project for the next year?* (Required)

(No school, no other jobs)

Yes

Philip Andrew Wee De Wang (PhilipWee)

Education

Singapore University of Technology and Design, Computer Engineering (First Class Honours), 2021

Employment

Advanced Micro Devices, Intern, 2020
Integrated Decisions Systems Consultancy, Operations Intern, 2019
Singapore Armed Forces, Naval Officer, 2018

Please tell us in one or two sentences about the most impressive thing other than this startup that you have built or achieved.

I built a Go-Kart when I was 11 years old

If accepted to YC, will you commit to working exclusively on this project for the next year?* (Required)

(No school, no other jobs)

Yes

Please enter the url of a 1 minute unlisted (not private) YouTube video introducing the founder(s). This video is an important part of the application. (Follow the Video Guidelines.)

https://youtu.be/zYlJc4h3ATA

Please tell us about an interesting project, preferably outside of class or work, that two or more of you created together. Include urls if possible.

Organize your meetups with Meetup Mouse. Organizing outings is always very troublesome, so we made a mobile app that coordinates everyone's schedule, preferences, and location to suggest the best places to meetup. However, we got too focused on development work and were late to find out that the problem was not big enough. The app can be found in Google Play: https://play.google.com/store/apps/details?id=com.meetupmouse

Who writes code, or does other technical work on your product? Was any of it done by a non-founder? Please explain.

Philip handles the backend and technology. Stephen handles the frontend and UX. No work was done by a non-founder.

How long have the founders known one another and how did you meet? Have any of the founders not met in person?

3.5 years. Met in freshman year and attended most of our modules in the same class. We also paired up for most of our academic projects and worked on several non-academic projects together.

PROGRESS **How far along are you?**

We have a working alpha prototype in the form of an npm package found here: https://www.npmjs.com/package/ezbackend. So far in the 2 days that we shared our package on reddit and Facebook posts, we have 10 sign ups.

We are also doing software development tutorials as a a funnel for users. Our best video (below) has gained 1.9k views over the last 9 days. https://youtu.be/YxiWBFQUwCQ

Week 1&2 - Build MVP
Week 3 - Conducted 6 interviews.
Week 4 - Reiterate MVP

UPDATE (4 weeks later):

It has been 2 months since we started out. We revamped our landing page and included feature and pricing pages. After fixing all major bugs in our MVP, we are slowing down marketing and development efforts, and are investing more time in validation.

As of today (12 Oct 21) we have conducted a total of 16 interviews with potential target groups like founders who need a simple way to set up their MVP, as well as software engineers across the world. We have 8 more interviews scheduled for the week. We have also sent out around 60 cold calls on LinkedIn to developers.

We are currently negotiating with National University of Singapore Fintech society to be a platform sponsor for their hackathons and ongoing projects.

In addition, we are also in negotiations with ripplecreate.com to produce course content for teaching 8-12 year olds how to make an app with ezbackend.

Meanwhile, we are continuing our YouTube tutorial campaign. As of today (12 Oct 21) we have a total of 4,269 views and 62 subscribers from the 8 tutorials we posted.

How long have each of you been working on this? How much of that has been full-time? Please explain.

We are 2 months in since our inception after graduating from university.

Job search is not on our mind.

Are people using your product?

No

When will you have a version people can use?

An alpha is ready for use. Beta TBC depending on interviews conclusion.

Do you have revenue?

No

If you are applying with the same idea as a previous batch, did anything change? If you

applied with a different idea, why did you pivot and what did you learn from the last idea?

If you have already participated or committed to participate in an incubator, "accelerator" or "pre-accelerator" program, please tell us about it.

Lean LaunchPad Programme by NUS (National University of Singapore) Enterprise, but this was for our final year project.

UPDATE:
We were approached by and are currently participating in the SUTD Venture Building Programme which will span a total of 3 months. We are in this programme because we are looking for funding to hire a more developers to speed up feature releases.

IDEA

Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

In every academic and non-academic project we had worked in, backend setup took at least 1 to 2 weeks to complete.

We graduated with Bachelors in Engineering (Engineering Product Development). I (Stephen) have a minor in Computer Science, and Philip has helped multiple companies develop full stack applications. In addition, we manage a YouTube channel for software development tutorials.
https://www.youtube.com/channel/UCXFyio7c5EWBGLknUJZjIzQ

Our current measure of customer need is through our alpha sign ups, number of downloads for the npm package, and number of Github stars. As we are pausing marketing efforts and focusing on validation, we will start measuring these metrics only we prove our hypotheses.

What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?

EzBackend is fully customisable, yet reduces the amount of code required per feature.

Those who need quick development use existing BaaS (Backend As A Service) like AWS Amplify, Firebase etc.

Those who need customisable backends use Backend Frameworks (and alot of time) like Express, Laravel, Django

And those who need both customisability and quick development pay for more engineers

Who are your competitors, and who might become competitors? Who do you fear most?

BaaS:
Firebase, AWS Amplify, Supabase, Xano

Highly Customisable Frameworks:
Express, Fastify

Quick to setup Frameworks:
Nest, Adonis

Nest.js, because their framework is pretty awesome and easy to setup. However they do not provide one click server deployments

Who are your competitors? What do you understand about your business that they don't?

Others who make frameworks are smart. They don't care that the user experience is compromised when they incorporate the latest and greatest cutting technology

We understand that programming is hard. And programmers are paid a lot. Its thus really surprising that nobody else is optimising the experience for programmers so that their time is not wasted

How do or will you make money? How much could you make?

(We realize you can't know precisely, but give your best estimate.)

Provide secure and horizontally scalable one-click hosting as a service. Each hosting service could be charged at $20 per service per month. Check out our pricing page at
https://www.ezbackend.io/pricing

How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?

If this problem does happen, it will be because developers don't trust a new framework until they notice a significant number of users. To combat this, we will offer manual backend setup services using our product to startup founders in exchange for namedrops and testimonials on our landing page.

Which category best applies to your company?

B2B SaaS

EQUITY

Have you formed ANY legal entity yet?

This may be in the US, in your home country or in another country.

No

If you have not formed the company yet, describe the planned equity ownership breakdown among the founders, employees and any other proposed stockholders. If there are multiple founders, be sure to give the proposed equity ownership of each founder and founder title (e.g. CEO).

(This question is as much for you as us.)

Equity giveaway to employees, investors depending on contribution on a case-by-case basis. Remaining equity is split in a 1:1 ratio between the 2 co-founders.

Tentative discussion to allocate 5% to a potential advisory board.

OTHERS   **If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.**

EzFrontend - Heavily simplified low-code front-end setup.

Please tell us something surprising or amusing that one of you has discovered.

(The answer need not be related to your project.)

So Philip discovered how to get a girlfriend as a game developer. The instructions can be found in this video: **https://youtu.be/tX7HloyJbgU**

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