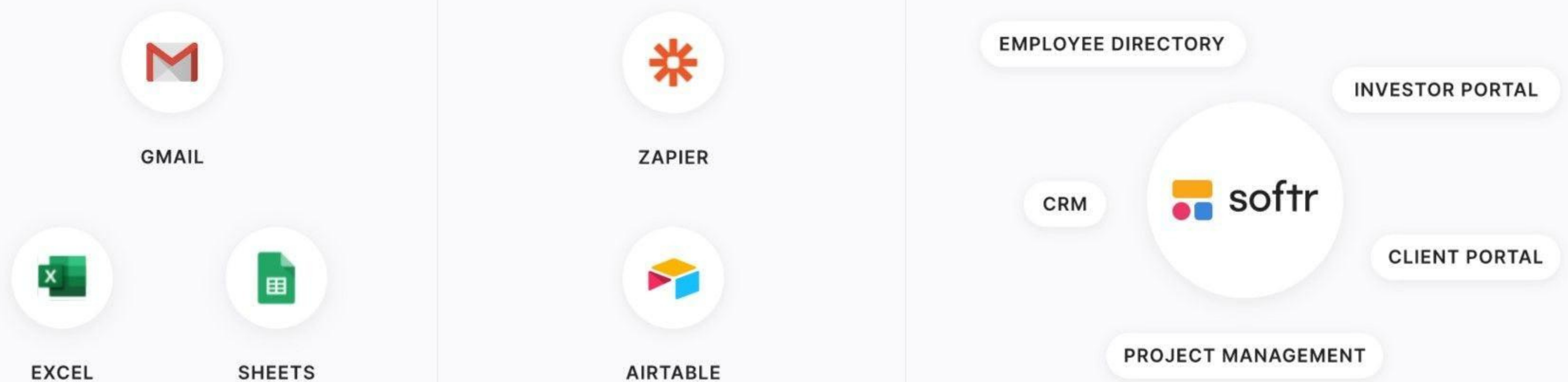




**No-code SaaS platform for SMEs to
turn their data into custom apps.**

Zero learning curve.

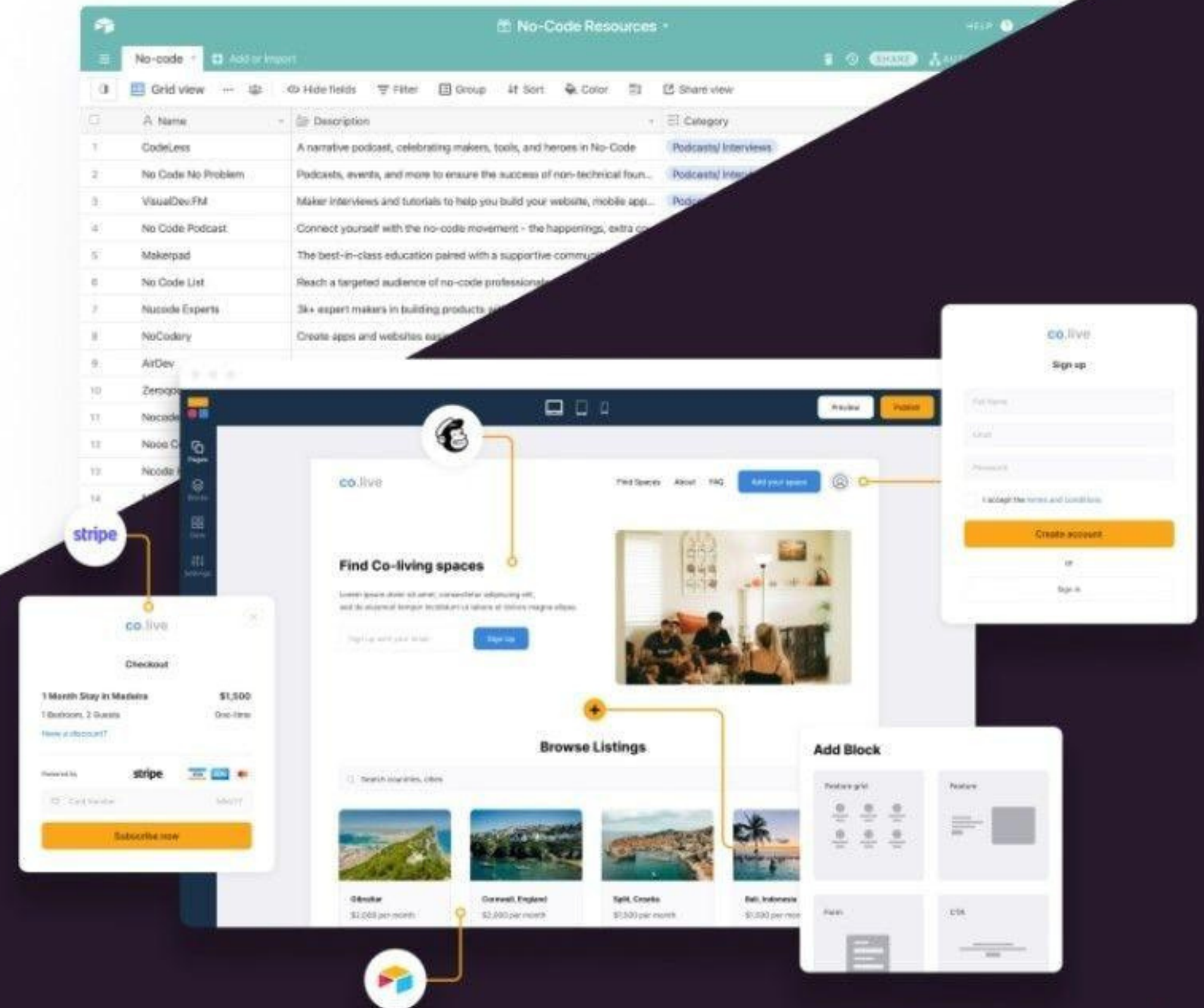
The entire knowledge worker toolset is being **re-thought**



We are creating an entirely
new way for non-developers
to build software.

As simple as **building lego**.

turn this



into this

Prolific makers **love** Softr



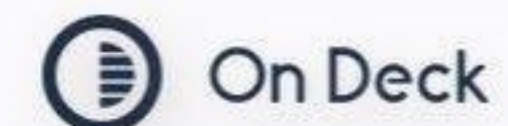
"I love how **easy** it is to turn an idea into a **functional web app** with Softr."

Ryan Hoover, Founder



"I was blown away by how **user-friendly** and **well-documented** the entire product was! I was able to create an app **within hours** without any external help."

Karthik Puvvada (KP), Program Director



Our customers build **Client Portals**

To give their clients and third parties a secure way to access and manage their information.

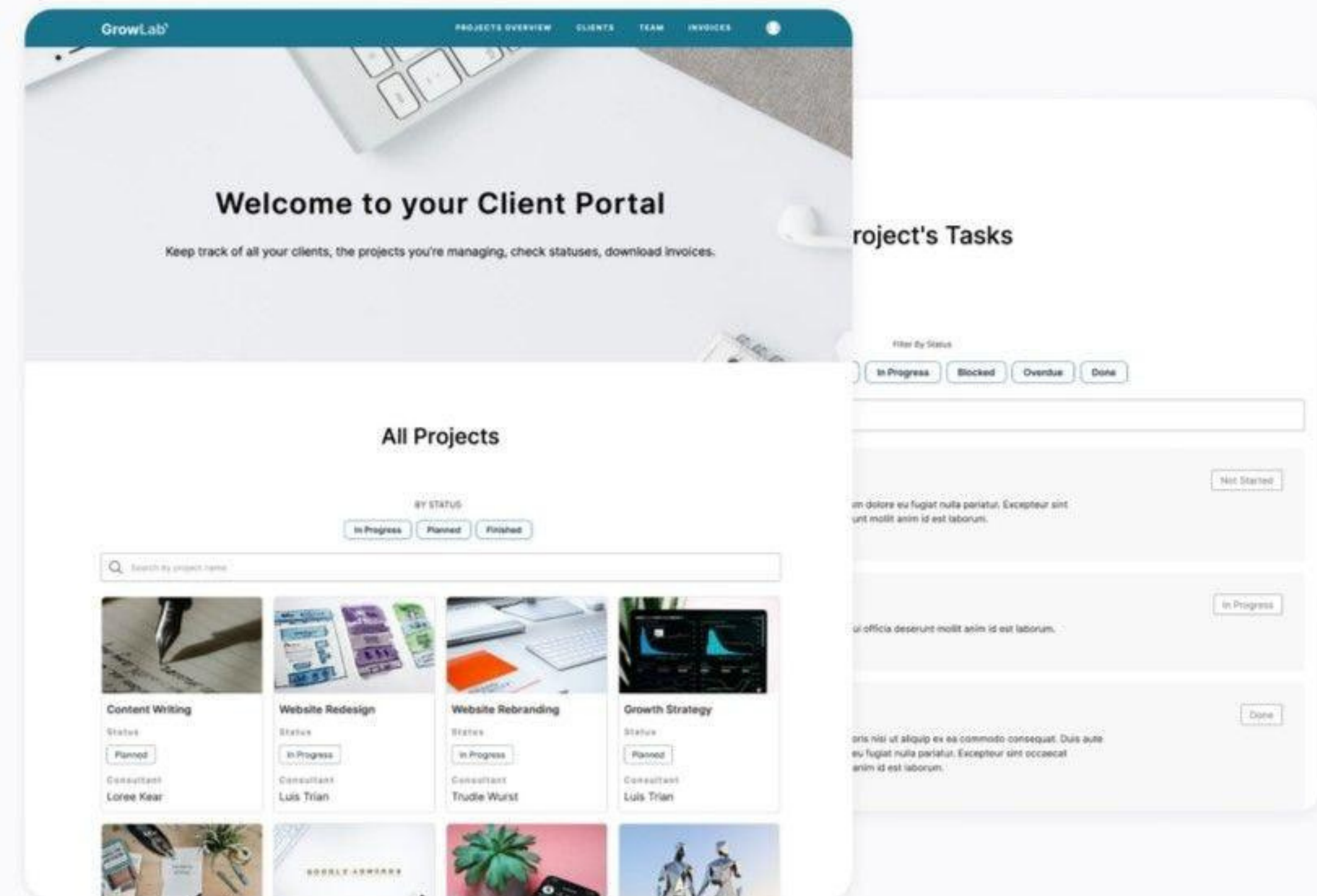


Untapped Capital VC firm keeps its LPs informed with investor portal built with Softr

I had already tried other tools, so when I started using Softr, it was clear immediately that the capabilities were beyond what I found elsewhere.

Yohei Nakajima General Partner, Untapped Capital

untapped



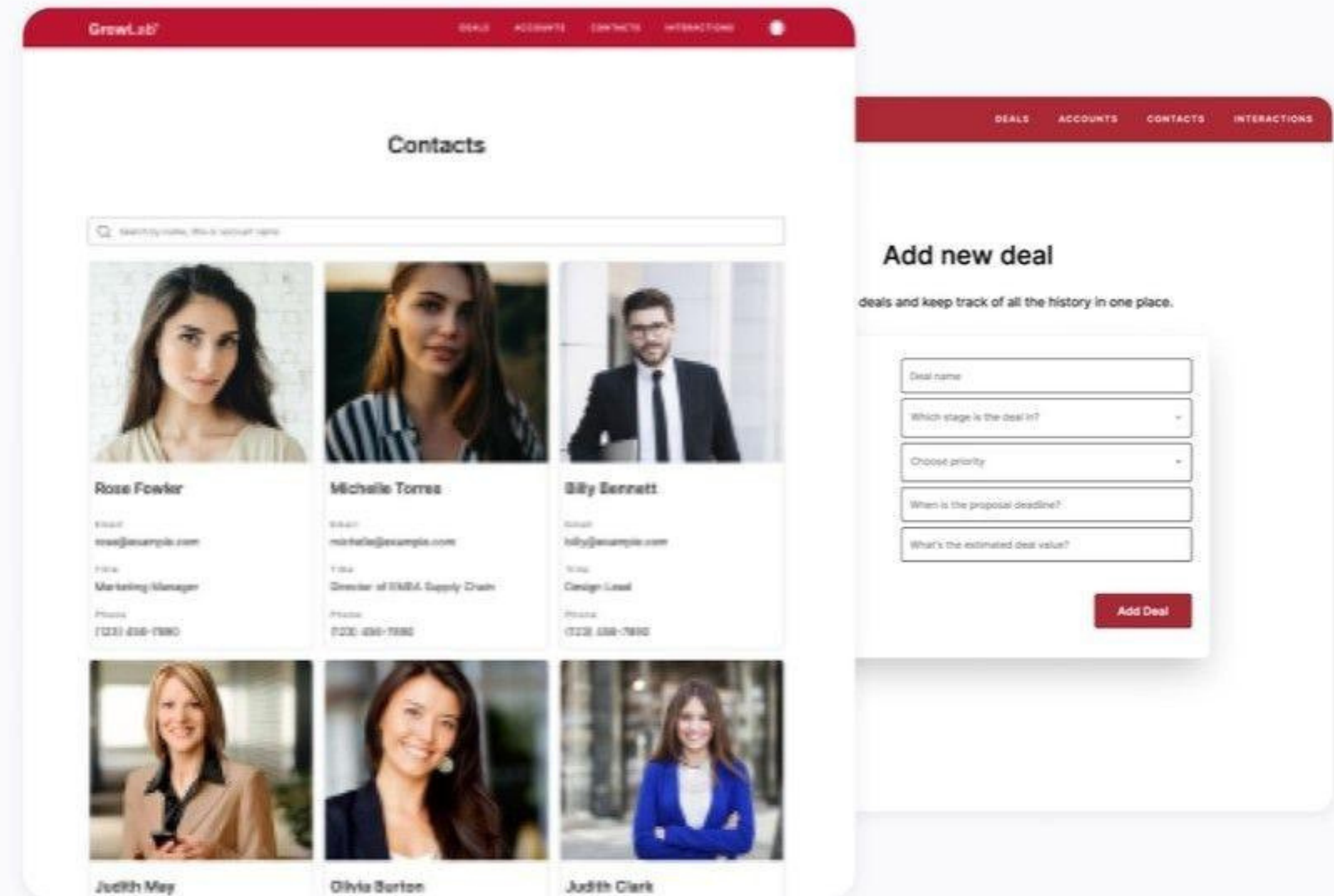
Our customers build Sales CRMs

To view and manage all their sales deals, sales activity & contact data.
All in one place.



"Softr allows anyone to create their own custom software without writing a single line of code. This tool allows YOU to fully customize your user experience by creating your ideal user experience within a simple drag and drop interface. With Softr, anyone can build their own app to organize and streamline their workflow - and that's an empowering reality!"

Gareth Pronovost



Our customers build **Employee Directories**

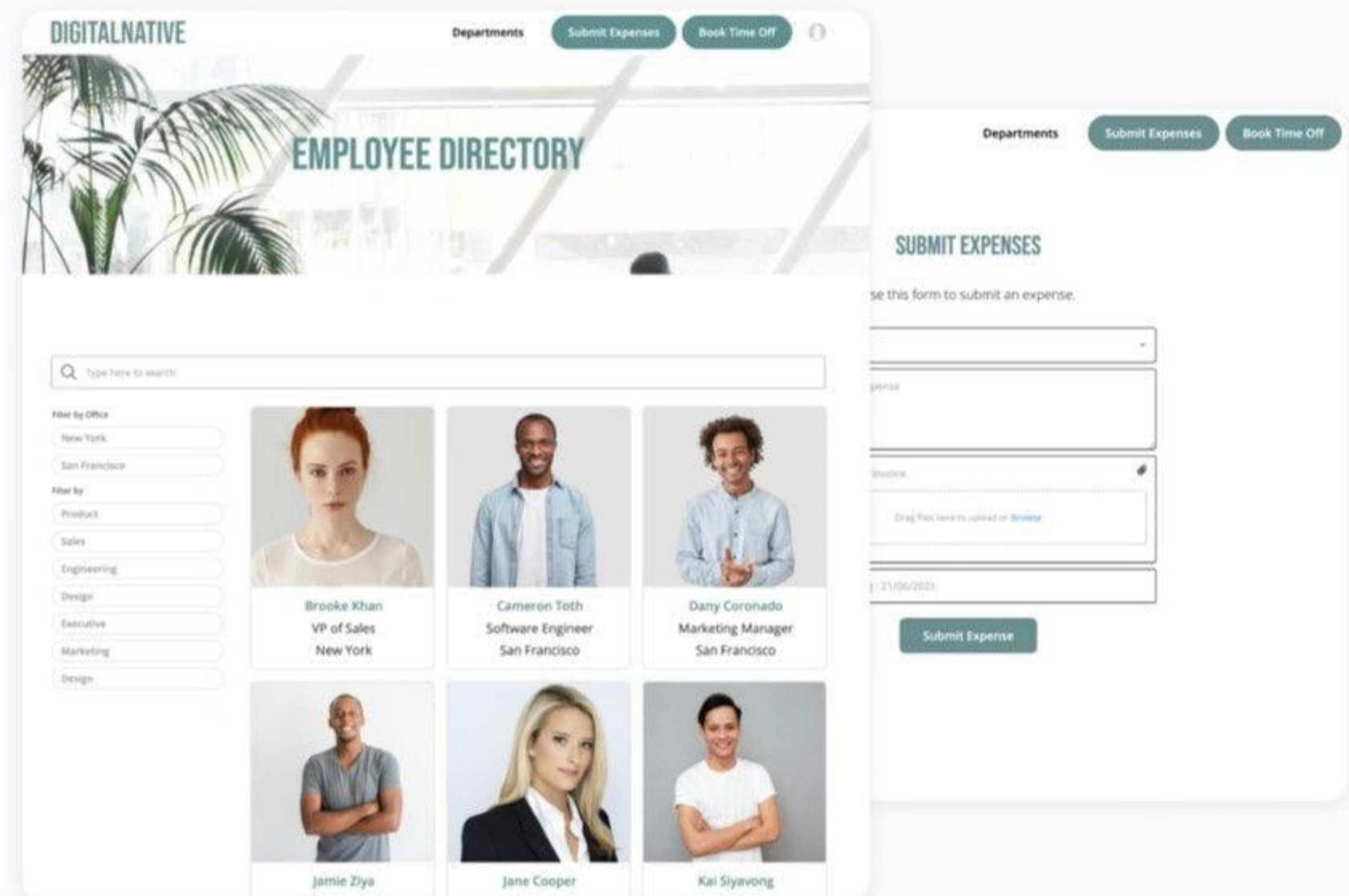
To view and manage all their company and employee information in one place (submit expenses, book a time off etc).



Making internal business processes more efficient with Softr

I have been impressed with the flexibility of Softr. The ability to pull data from different Airtable bases into different blocks and display them on one page was one of the main reasons I chose Softr.

Dan Smith Director, DS Automotive



Our customers build **Applicant Tracking Systems**

To manage their entire hiring process like jobs, applicants, hiring managers etc.

The screenshot displays the hexa Applicant Tracking System (ATS) interface. The top navigation bar is orange with the hexa logo and links for 'Open Roles', 'Add New Role', 'Applicants', and 'My Actions'. Below the navigation bar, there is a search bar with the placeholder text 'Type here to search by name' and a 'Sign' button. The main content area is divided into two sections. The left section shows a grid of six applicant profiles, each with a photo, name, and status (Interviewing or Decision needed). The right section is titled 'New Job Opportunity' and contains a form with fields for Job Title, Location, Brief Job Description, Detailed Description, and Required experience, followed by an 'Add Job' button.

Name	Status	Applying for	Application Date	Why do you want to work with us?
Sandy Hagen	Interviewing	Chief creative officer	2018-05-23	I would love to present my ideas for your company—I've pretty much been pioneering new ad formats for the past 20 yea...
Kelly Sall	Interviewing	Head of research	2018-05-23	I'm personally inspired by Pythia, so one can only imagine how I could return the favor.
Flynn Donnelly	Interviewing	Head of research	2018-05-23	I'm a highly experienced quantitative and qualitative researcher, skilled at using SPSS, Tableau, DOMO, Minitab and m...
Reese Meisner	Interviewing	Head of research	2018-05-23	
Andy Boehlke	Interviewing	Chief creative officer	2019-10-03	
Pamela Vargas	Decision needed	Head of innovation	2015-11-11	

New Job Opportunity

Job Title:

Location:

Brief Job Description:

Detailed Description:

Required experience:

Add Job

Our customers build Marketplaces

To launch two-sided marketplaces like Airbnb or Fiverr, and facilitate transactions with powerful search and user profiles.



How Nanny Network turned their service business into a digital platform for parents to source childcare

As a small business, we needed to use a tool that could grow with us, and we feel that this is what Softr offers us. After wasting time and money trying every web builder under the sun, Softr came to save the day. We cannot recommend this platform enough – it's perfect, easy to use even for a non-technical person like me.

Lucia Borraccino Founder, Nanny Network

A screenshot of the Nanny Network website. The main page is titled "Looking for a nanny?" and includes a "Post a job" button. Below this is a section titled "How does it work?" with four steps: Post, Match, Choose, and Hire. At the bottom, there is a video player showing a woman speaking, followed by a section titled "Your online nanny source" with a "Post job to our Network" button. To the right of the main page is a sidebar with a form for posting a job, including fields for Name, Email Address, Phone Number, Start Date, Postcode, Language, Need a Driver?, Contract Type, Job Type, and Job Title, and a "Post job to our Network" button.

Our customers build **Online Communities**

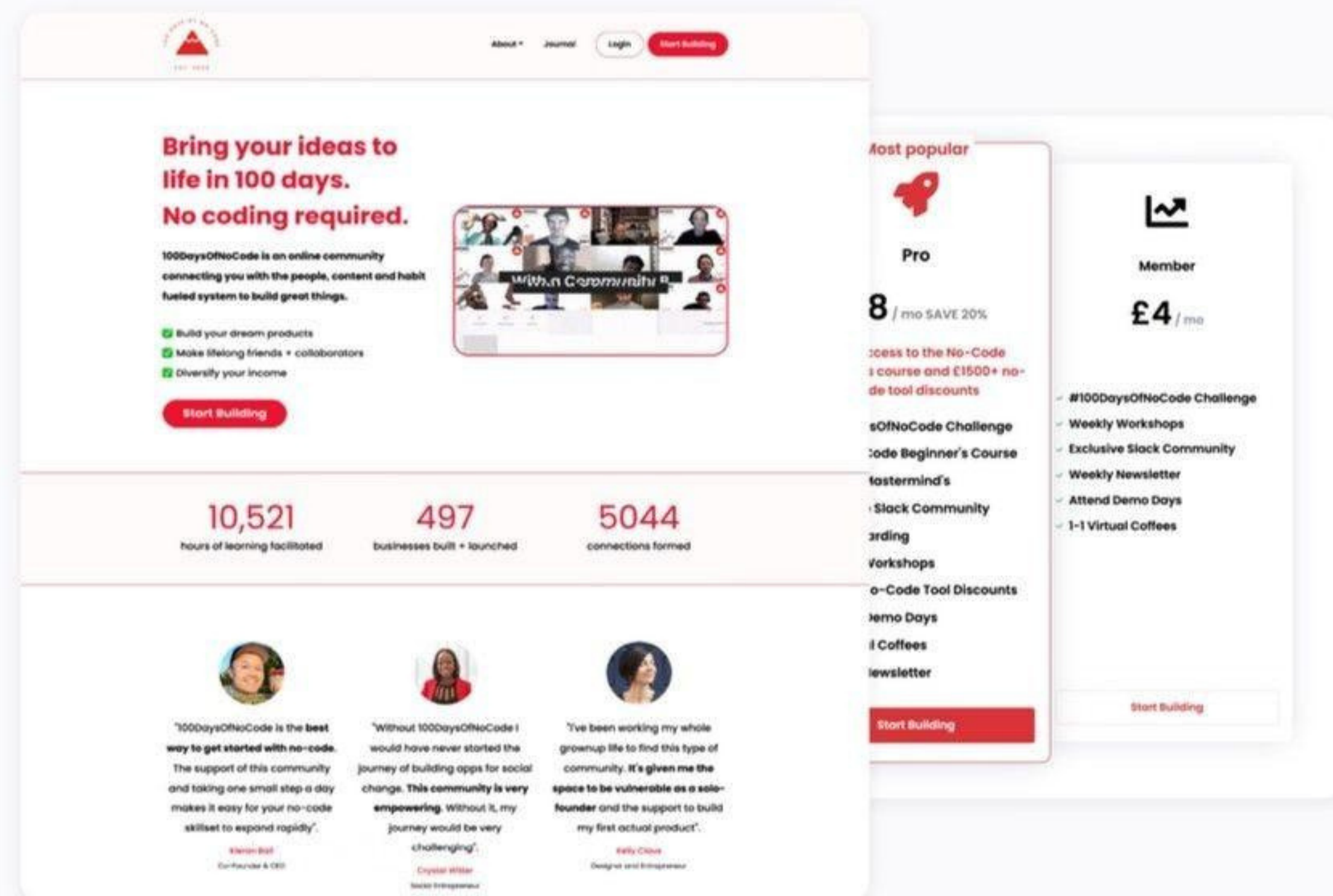
To run their community with free or paid membership.
To share gated content, sell courses and make
connections, in a custom interface.



Softr's ease and speed of use is it's standout characteristic. No tool is faster to create with.

Max Haining

Founder, 100DaysOfNoCode



Our customers also build

Investor
Portals

Inventory
Tracking

Internal
Dashboards

Editorial
Calendars

Resource
Hubs

VC portfolio
communities

... and more

 **Yohei Nakajima** 
@yoheinakajima

Replying to @yoheinakajima

10/ So I decided to try [@softr_io](#). Last night.

I ended up on it for 2 hours.

It was "just right". Much more customizable than Stacker, but won't let me do stupid things like Webflow.

 **Wes Wagner** 
@caffeinatedwes

Watch out for [@mariam_hakobyan](#), [@mkrtchyanartur](#), and the the [@softr_io](#) team.

I don't think there is a faster and more focused team building no-code tools.



 **No Code Revolution**
@codedisruption

Replying to @codedisruption

I have no doubt they will conquer this market. They've absolutely nailed it, and with the addition of a few more features they will offer as much in the way of functionality as anyone out there.

But they'll be doing it in a way that no one else can hold a candle to.

 **Pierre Stanley Baptiste**
@pierresbaptiste

Replying to @felixtanhm @typedreamHQ and @softr_io

This is insane!! at this rate [@softr_io](#) is going to be a powerhouse.. Can't believe they are not even a year old..

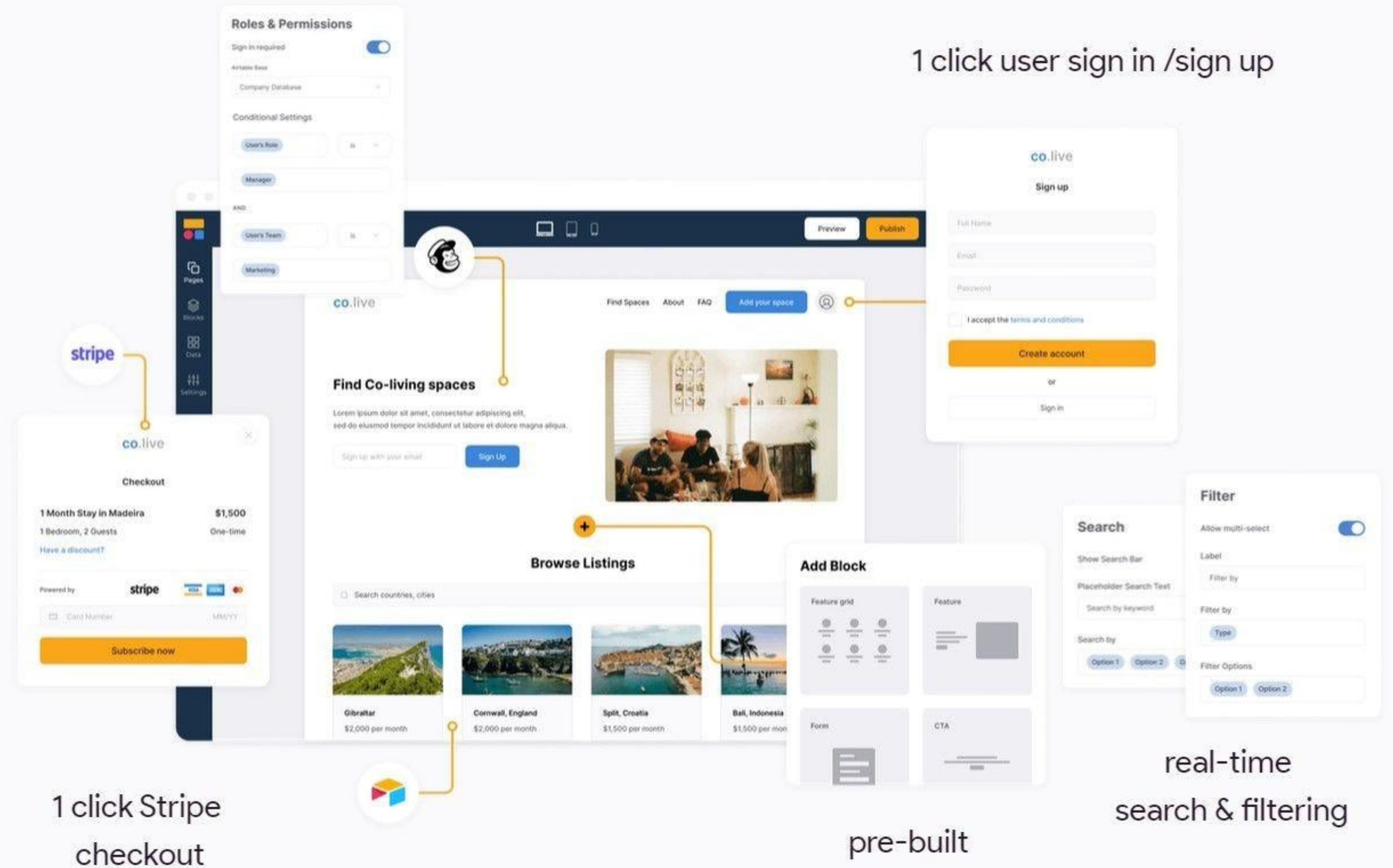
Softtr gives business users superpowers

1 **Connect your data**
Start from a template or scratch

2 **Build your app with blocks (aka lego)**
Customize how your data is displayed, tweak styles & layouts.

3 **Add user auth, payments, roles & permissions**

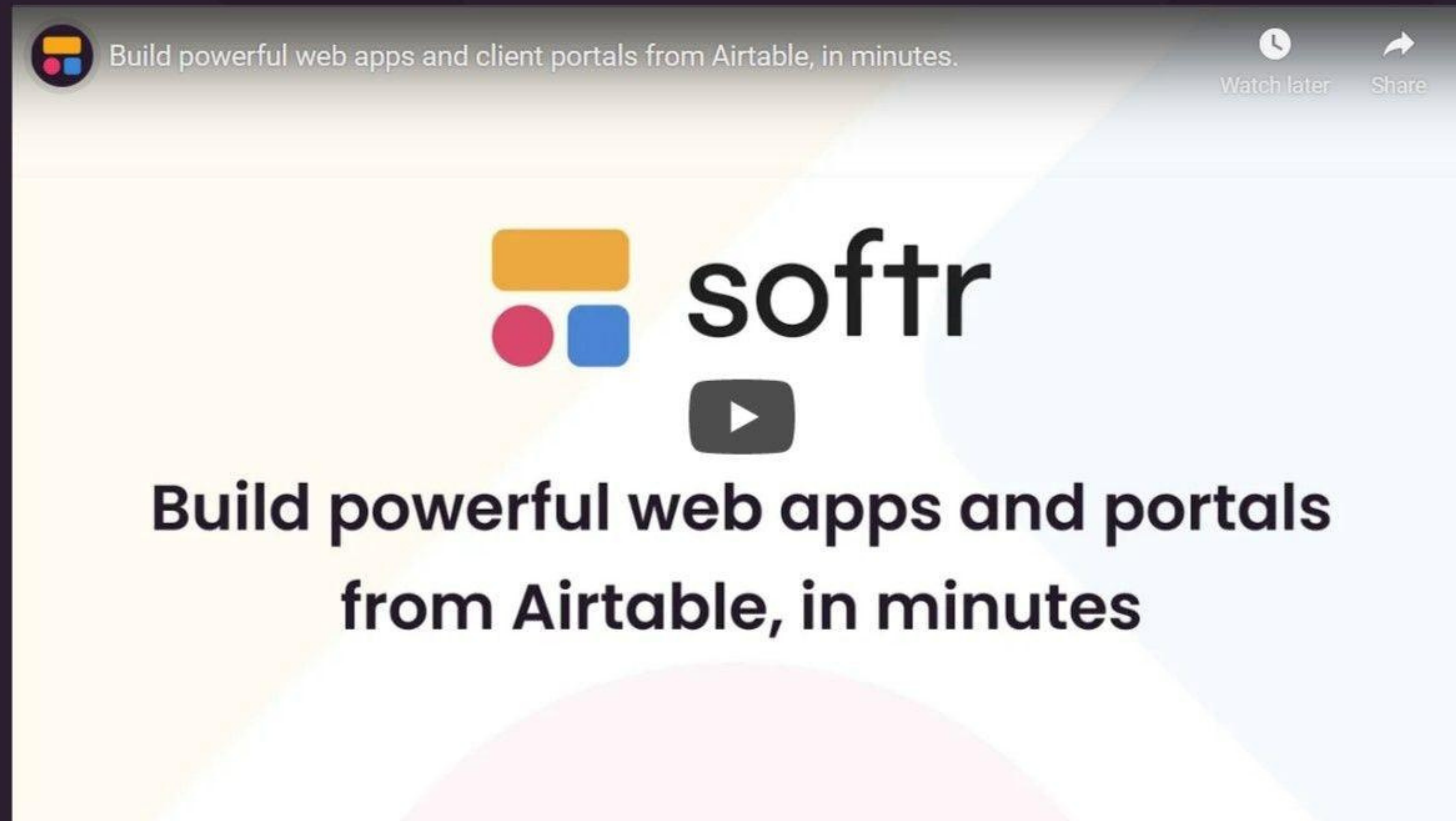
4 **Publish → your app is LIVE!**
Share the link with anyone.



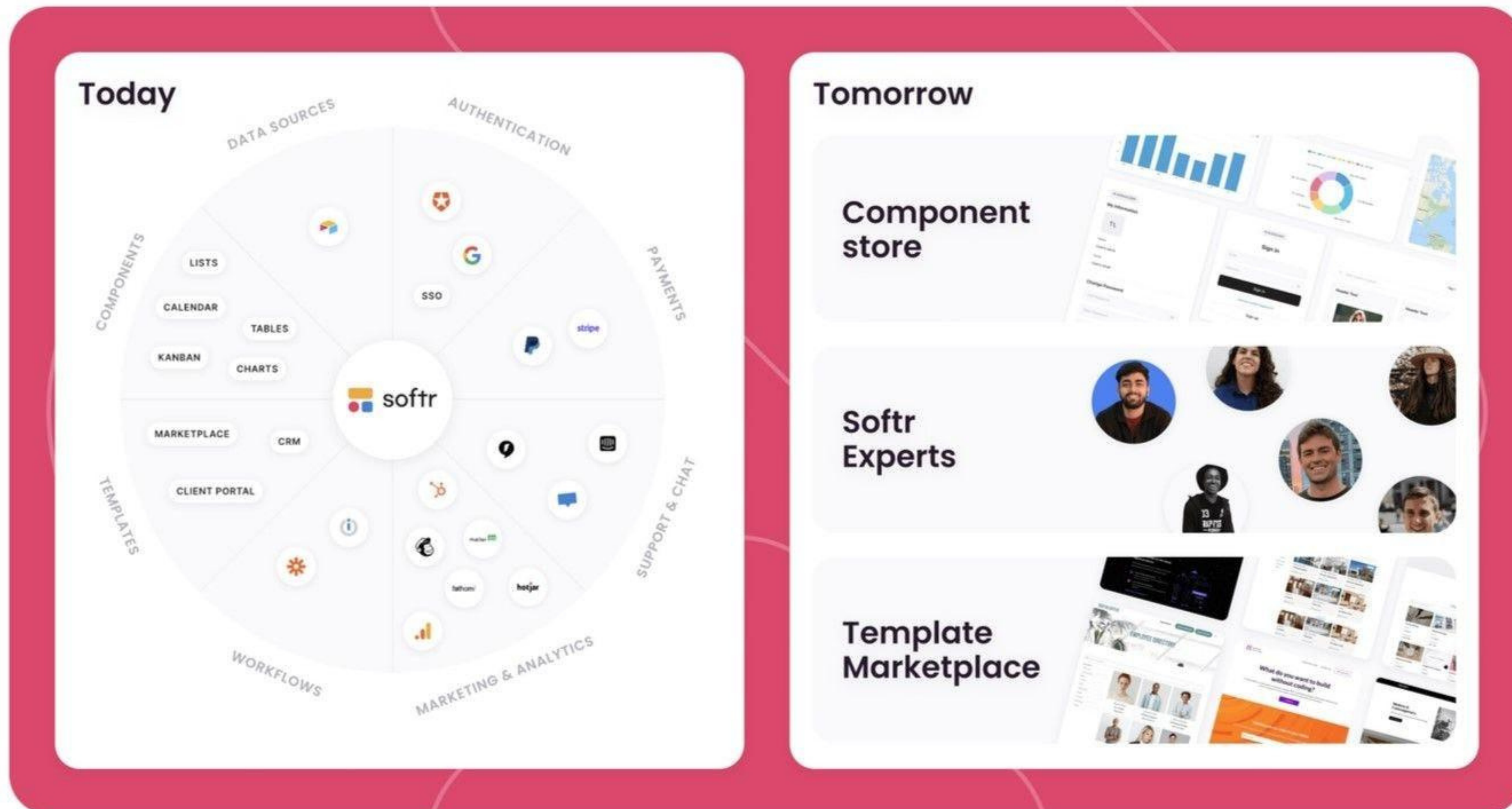
1 click user sign in /sign up



See the product in action



Building the world's largest ecosystem of no-code apps



Our Team

Mariam Hakobyan

Co-Founder / CEO



Artur Mkrtchyan

Co-Founder / CTO



Team Members



Customers subscribe to monthly/yearly plans

Freemium *

\$0 /m

- Unlimited applications
- 1 Collaborator
- 1 Custom Domain
- Softr badge
- Airtable Integration (200 records)
- Membership (test mode)
- Payments (test mode)

Starter

\$24 /m

- Unlimited applications
- 1 Collaborator
- 1 Custom Domain
- Airtable Integration (1000 records)
- Membership (test mode)
- Payments (test mode)

Professional

\$65 /m

- Unlimited applications
- 2 Collaborators
- 2 Custom Domains
- Airtable Integration (10,000 records)
- Membership (10,000 members)
- Payments
- Updating Airtable Records
- Transfer Application

Business

\$165 /m

- Unlimited applications
- 5 Collaborators
- 3 Custom Domains
- Airtable Integration (Unlimited records)
- Membership (100,000 members)
- Payments
- Updating Airtable Records
- User Groups & Edit Permissions
- Transfer Application
- SSO



*Unique free plan with custom domain that encourages a bottom-up SaaS adoption strategy

Our goal is to have **1M apps**
created on Softr **by 2025**

And become the **biggest**
ecosystem for building
custom apps without code

100+ Pitch decks for Startup

Explore 100+ founder tested pitch deck templates designed to help startups raise capital.



Careem

Uber



♥ babylist

shopify



barcoo

Square

capacity

alan

sky
mind

HealthJoy

airbnb

TWILIO
SendGrid