



THE RUNBOOK DISCOVERY PLATFORM

Solving the **\$9,000-per-minute** problem of finding operational knowledge during incidents.

DECEMBER 2025

EVERY MINUTE OF DOWNTIME COSTS COMPANIES \$9,000

THE "3 AM NIGHTMARE"

Critical alerts wake engineers. Panic sets in. They must immediately locate the correct documentation to resolve the issue, but knowledge is fragmented across disconnected systems.

"In an ideal world, we'd have a single source of truth that was easily accessible to both engineers and non-engineers..."

\$9,000

AVG. COST PER MINUTE

Industry analysts estimate the staggering financial impact of downtime.

MTTR ↑

Mean Time To Resolution increases with every minute spent searching.



FRAGMENTED KNOWLEDGE CREATES A CRITICAL FAILURE POINT

THE LANDSCAPE



Legacy Wikis

Confluence, Notion (Poor Search)

Code Repositories

GitHub, GitLab (Markdown Files)

Ephemeral Chat

Slack Threads (Lost Knowledge)

THE CONSEQUENCES

INCREASED MTTR

Every minute spent searching is a minute of downtime. Revenue loss is direct and immediate.

ENGINEER BURNOUT

High pressure to find information leads to stress and turnover among on-call staff.

TRIBAL KNOWLEDGE

Teams depend on senior engineers, creating single points of failure and constant interruptions.

THE SOLUTION: UNIFIED DISCOVERY

Stop digging. Start fixing.
Find the right runbook in **10 seconds**.



AGGREGATED SEARCH

A single, unified search index connecting Notion, GitHub, Confluence, and other existing systems.



NATIVE RUNBOOK STORAGE

A fast, Markdown-based editor optimized for operational procedures, not generic wikis.



INCIDENT CONTEXT

Search optimized for operational terms like error codes and alert names, not just keywords.



SPEED & SIMPLICITY

Interface designed specifically for high-stress situations—fast, clean, and distraction-free.

✓ **THE HYBRID ADVANTAGE: NO PAINFUL MIGRATION REQUIRED. INDEX IMMEDIATELY.**

MARKET OPPORTUNITY

TOTAL ADDRESSABLE MARKET

\$3.3B

Annual market opportunity
10x larger with per-user pricing model

SAM

Initial target segment

\$660M

SOM (YEAR 1-2)

Serviceable obtainable

\$13-20M

"HAIR ON FIRE" VALIDATION

"I'm thinking something like a semantic search across Confluence, Gitlab, and Slack channels. Anybody know of something that can do this?"

— DevOps Engineer, Reddit

"In an ideal world, we'd have a single source of truth that was easily accessible... that could be queried with a single search."

— Senior Developer, Reddit

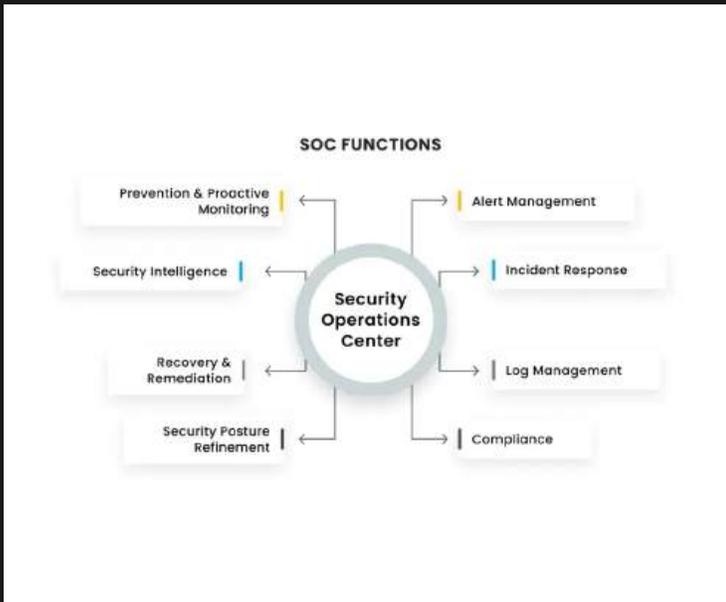
DOWNTIME COST

\$9K/min

MARKET TYPE

Venture-Scale

EXISTING SOLUTIONS FAIL TO ADDRESS THE CORE DISCOVERY PROBLEM



COMPLEX OPERATIONAL ENVIRONMENT

GENERAL-PURPOSE WIKIS

Confluence, Notion

The Failure: Notoriously poor search functionality. They are a primary cause of fragmentation, not the solution.

INCIDENT MANAGEMENT

PagerDuty, incident.io

The Failure: Focus on *Process* (who should fix it) and coordination, missing the critical *Knowledge* (how to fix it) layer.

ENTERPRISE SEARCH

Glean

The Failure: Horizontal platforms designed for all employees. Expensive, high-touch sales, and not optimized for 3 AM incident speed.

THE MVP: IMMEDIATE VALUE

SPEED TO MARKET

PRIMARY TARGET

DevOps & SRE Teams

SECONDARY TARGET

On-call Engineers



🔍 Universal Search Bar

Instant, typo-tolerant search powered by Meilisearch. Filters by source (GitHub, Notion) and tags. The central nervous system of the platform.

🔗 Integrations

Read-only indexing of Markdown files from GitHub/GitLab and pages from Notion/Confluence.

🤖 Slack Bot

Query runbooks directly from chat with `/runbook [error]`. Returns top 3 matches instantly.

📄 Native Editor

Fast Markdown editor with slash commands, version history, and "Last Verified" timestamps.

🗄️ Triage View

Operational dashboard organizing runbooks by service or severity for quick incident overview.

TECHNICAL ARCHITECTURE & FEASIBILITY

FRONTEND

React / Tailwind

Clean, fast, modern UI

BACKEND

Ruby on Rails

Founder expertise, high velocity

SEARCH ENGINE

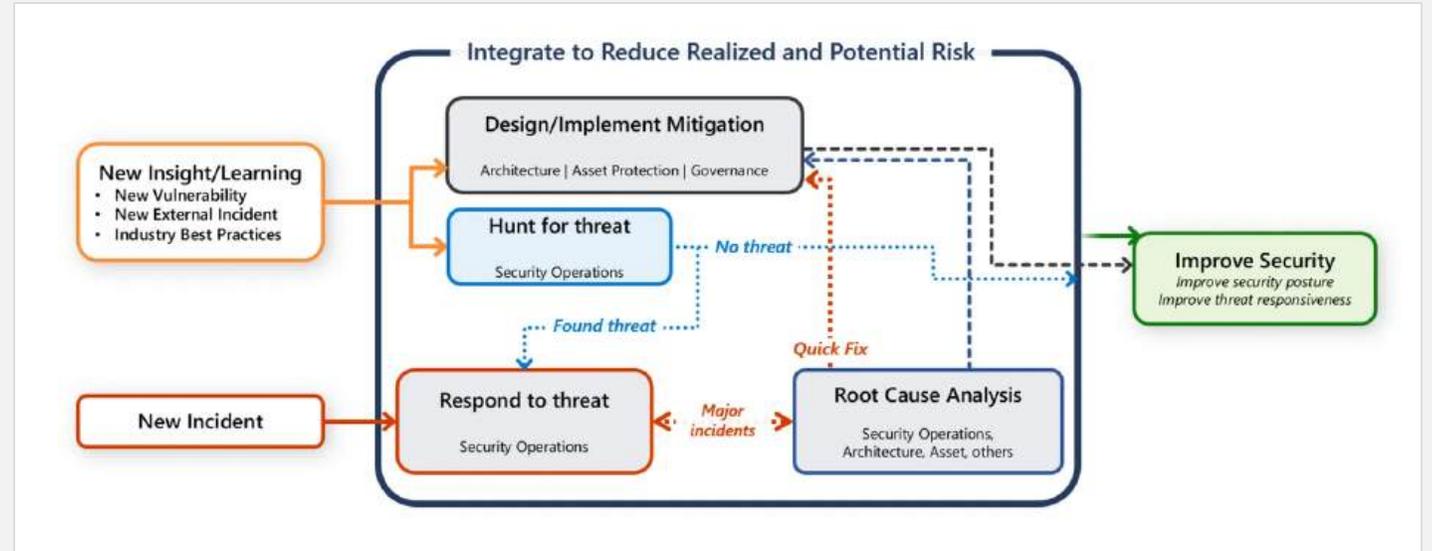
Meilisearch

Speed, typo tolerance

DATABASE

PostgreSQL

Robust relational storage



INFRASTRUCTURE STRATEGY

DigitalOcean for MVP simplicity. Managed services minimize DevOps overhead. High feasibility with existing APIs.

\$65/mo

TOTAL INFRA COST

BUSINESS MODEL & PRICING STRATEGY

PIONEER PROGRAM (FIRST 50-100 CUSTOMERS)

STARTER

\$14

per user/month

TEAM

\$23

per user/month

BUSINESS

\$35

per user/month

40-50% LIFETIME DISCOUNT FOR EARLY ADOPTERS

PHASED PRICING STRATEGY

1

PIONEER PROGRAM

Secure beachhead market with discounted pricing in exchange for feedback and case studies.

2

GROWTH PRICING

Transition to full market-rate per-user pricing (Customers 101+).

3

MATURE PRICING

Increase prices as product adds more value (Year 2+).

PER-USER MODEL ADVANTAGES

- Aligns with DevOps industry standard
- Built-in expansion revenue as teams grow
- 10x larger TAM vs. per-team pricing
- Signals professional, mission-critical tool

CORE PRINCIPLES



AUTHENTICITY

Developers trust expertise, not marketing fluff. Build trust through transparency.



WIN THE CHAMPION

Target the individual engineer who advocates for the tool internally.



COMPOUNDING

Focus on long-term assets like SEO and free tools over short-term ads.

PHASED EXECUTION PLAN

1. PRE-LAUNCH

MONTHS 1-3

- **Build in Public:** Share journey on Twitter/LinkedIn.
- **Waitlist:** Capture early interest.
- **Foundational SEO:** 3-5 high-quality technical posts.

2. LAUNCH

MONTH 4

- **Product Hunt:** Executed launch event.
- **Content Push:** Hacker News, dev.to articles.
- **Initial Users:** Onboard first 50-100 users.

3. GROWTH

MONTHS 5-12

- **Content Engine:** 2-3 long-form posts/month.
- **Engineering as Marketing:** Build free, simple side-tools.
- **Feedback Loop:** Iterate based on usage.

4. SCALE

MONTH 12+

- **Viral Loops:** "Powered by" links in Slack.
- **Optimization:** Refine acquisition channels.
- **Expansion:** Target larger teams.

STRATEGY: ASYNC-FIRST, INBOUND, LOW-TOUCH

COMPETITIVE DEFENSIBILITY & MOAT

THE INCUMBENT'S TRAP

Materiality Threshold

A \$10M opportunity is life-changing for a founder but a rounding error for Atlassian.

Risk Aversion

Large companies protect existing revenue; they don't take risks on niche products.

Horizontal Focus

They must serve everyone (HR, Sales, Eng), preventing deep optimization for developers.

MULTI-LAYERED MOAT STRATEGY

01 Niche Focus & Opinionated Design

Be 10x better on core workflows. Win the beachhead market by ignoring non-technical users.

02 The Workflow Moat

Evolve into a "System of Consequence" with compliance logs (SOC2). Switching becomes prohibitively risky.

03 Community & Brand

Build a passionate user base that drives word-of-mouth growth. Brand = Developer-First.

FUTURE ROADMAP & VISION

Evolving from static discovery to an **intelligent, proactive nervous system** for operations.



CONTEXTUAL SUGGESTIONS

Integrate with Datadog/Prometheus to automatically suggest runbooks based on live alert payloads.



HEALTH CHECKS

Combat documentation rot by automatically flagging runbooks that haven't been verified in 6 months.



EXECUTABLE RUNBOOKS

Long-term vision: Allow safe execution of diagnostic scripts directly from the runbook UI.

INVESTMENT OPPORTUNITY

✓ THE THESIS

Venture-Scale Market

\$3.3B TAM with clear "hair on fire" problem and active demand.

Technical Feasibility

Low-risk execution using proven APIs and founder's core expertise.

Defensible Moat

Niche focus and workflow embedding create barriers for incumbents.

📄 USE OF FUNDS

MVP Development

Accelerate build time to launch within 3 months.

Go-to-Market

Content creation, SEO foundation, and initial acquisition channels.

Operational Runway

Infrastructure costs and runway to reach initial revenue milestones.

🚩 MILESTONES

MONTH 3

MVP Launch

MONTH 4

Product Hunt & First Users

MONTH 6

50-100 Pioneer Customers

MONTH 12

Growth Pricing Launch

THE FOUNDER

TECHNICAL FOUNDER

Staff Engineer (Full Stack)

Staff-level engineer with proven leadership experience at major tech companies including FAANG and high-growth startups. Specialized in full-stack development and mobile solutions with a track record of building scalable systems and leading engineering teams.

FULL-STACK

MOBILE DEV

ENG LEADERSHIP

EXECUTION DIRECTIVES

SPEED TO MARKET

Launch a viable MVP within **3 months** to validate quickly.

BUSINESS MODEL

B2B SaaS with predictable recurring revenue (\$14-\$35/user/mo).

SALES MODEL

Low-touch, self-serve. Avoid high-friction enterprise sales cycles.

PRODUCT PHILOSOPHY

Build "boring" software that improves proven workflows. Don't invent new markets.

SCOPE CONSTRAINT

The product must be buildable and maintainable by a **single engineer**.

LET'S SOLVE THE 3 AM NIGHTMARE TOGETHER.

GET IN TOUCH

-  Interested? Reach out via DM
-  Open to feedback & collaboration



NEXT STEPS

- Schedule follow-up discussion
- Review technical specifications
- Discuss partnership opportunities