# HostiFi

**https://hostifi.net**

## 1. Problem: what we're trying to solve

HostiFi is a cloud hosting solution for Ubiquiti's software, taking away all the pain of setting up a Linux server, installing the software, backing it up, installing SSL, managing server updates etc.

## 2. Solution: our differentiated solution

- Fully automated: 5 minutes after purchase, the server & software are ready to go
- 10x cheaper than Ubiquiti's own cloud offering
- More features than any other provider
- Only provider with a Free plan

## 3. Traction: revenue, customers, etc.

June 2018 - January 2019

- 125 subscribers
- 145 subscriptions
- 364 free plan users
- 498 Twitter followers
- 7,097 Unique visitors
- $2,381 MRR
- $1,700 profit/month

## 4. Market: what's the market size?

- SDN is the category, which is a $7.9 billion and fast growing market
- Of that, Ubiquiti is a publicly traded, subset but fast growing player in the market.
- Ubiquiti Networks annual revenue for 2018 was **$1.017B**, a **17.52% increase** from 2017
- HostiFi is the #1 provider of cloud hosting for Ubiquiti's software

Looking at the $1B revenue Ubiquiti had last year, if the average product sold for $100, and each customer bought 10 products from Ubiquiti, that would mean they had 1,000,000 customers in 2018.

If 80% of those customers purchased a single HostiFi server for their devices in 2018, that would be a potential of $182M/year revenue for HostiFi.