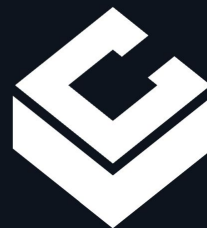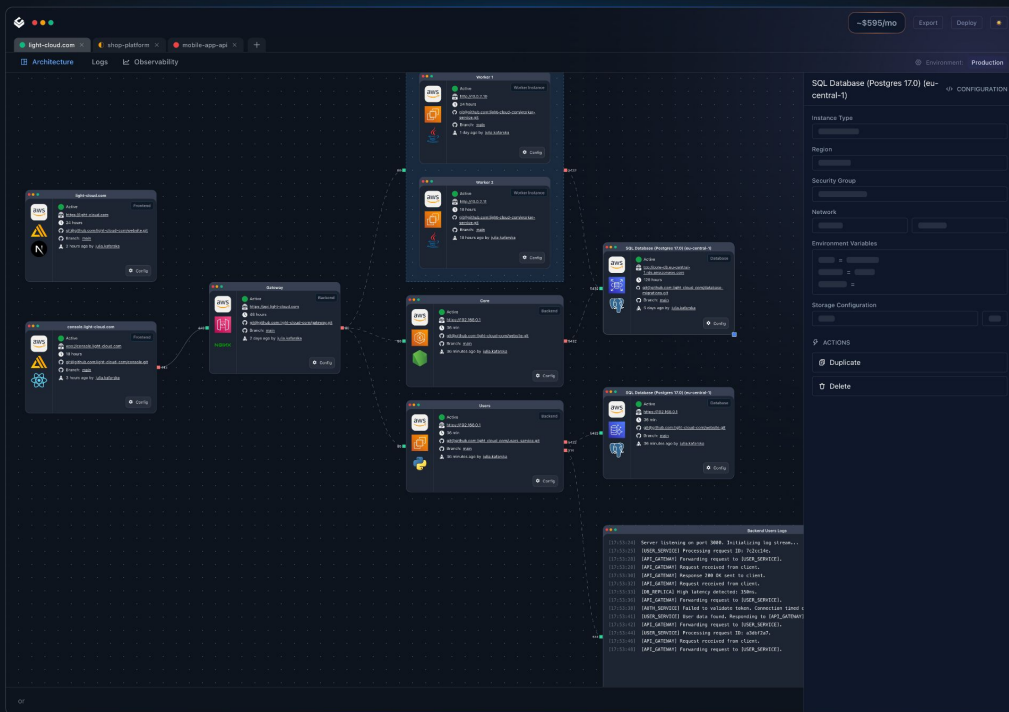# LIGHT CLOUD

The New Standard For Cloud

Standardising cloud with

Integrated Cloud Environment

PROBLEM

1. **Complexity and disconnection**
   Persistent roadblock for startups and 25M+ developers worldwide

2. **Unpredictable costs**
   Pricing calculators exist but rarely reflect real-world usage

3. **No visibility across distributed systems**
   Logs, metrics, and traces are spread across multiple services and tools.

4. **Challenging Cloud Migration**
   Each cloud provider has its own SDKs, auth flows, products, tutorials and quirks, creating vendor lock-ins.

5. **Lack of standardized infrastructure blocks**
   There is no standardized blocks that we could refer to. It's always provider specific.
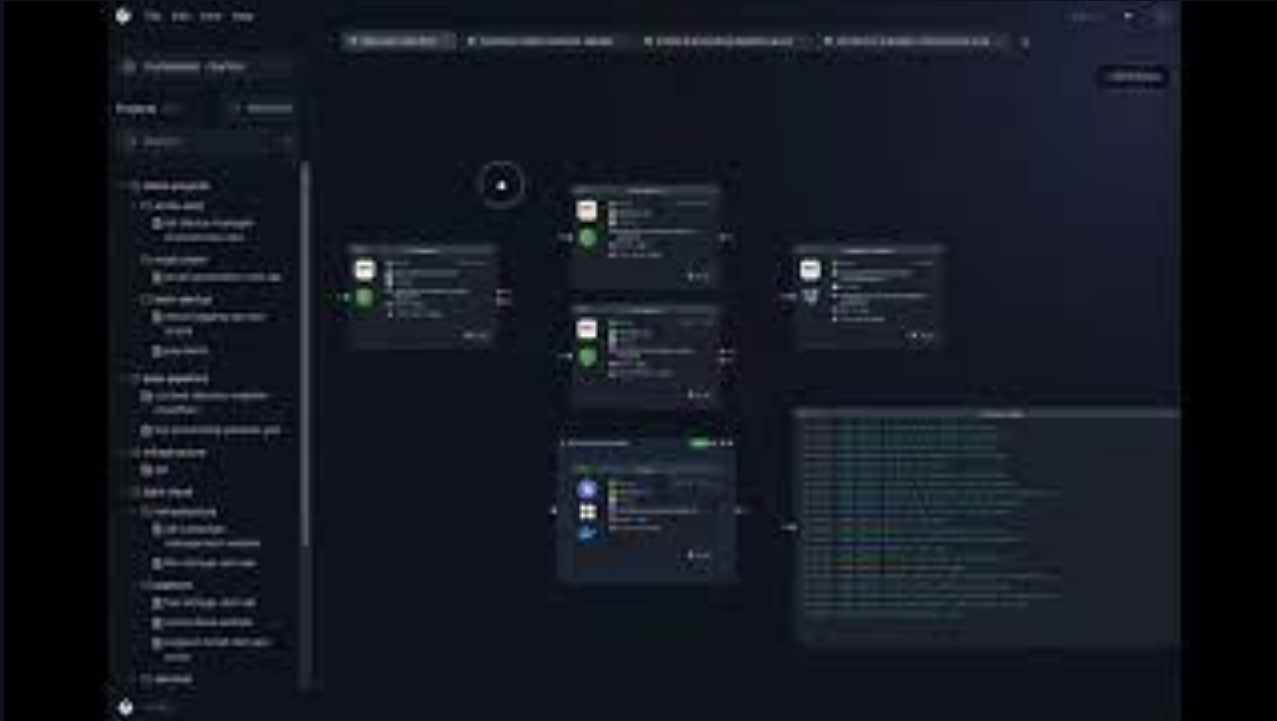
SOLUTION

1. **Integrated Cloud Environment**
   Intuitive visual studio

2. **Live cost estimation**
   Approximation of overhead and cost projections.

3. **Full visibility across distributed systems**
   Monitoring with the full picture: logs and metrics from multiple services.

4. **Cloud Migration**
   Transfer to another cloud provider. No more vendor lock-in.

5. **Standardized blocks and templates**
   Simple approach that covers over 80% of use cases

LIGHT
CLOUD

Integrated Cloud
Environment

What is Integrated Cloud Environment?

Video demo

MARKET OPPORTUNITY

TAM $753B

Total Addressable Market
$753B (2025)
Entire global cloud computing market

SAM $20B

Serviceable Available Market
$15 - 20B (2025)
Cloud management & optimization tools market

SOM $3B

Serviceable Obtainable Market
$2 - 3B
Startups, DevOps, Developers

LIGHT CLOUD

Projections

1 year

Pessimistic: ~200 teams = **$180K** ARR
Realistic: ~500 teams = **$450K** ARR

2 year

Pessimistic: ~500 teams = **$450K** ARR
Realistic: ~1200 teams = **$1.1M** ARR

3 year

Pessimistic: ~1200 teams = **$1.1M** ARR
Realistic: ~3000 teams = **$2.7M** ARR

4 year

Pessimistic: ~3000 teams = **$2.7M** ARR
Realistic: ~8000 teams = **$7.2M** ARR

5 year

Pessimistic: ~8000 teams = **$7.2M** ARR
Realistic: ~16000 teams = **$14M** ARR

COMPETITION

Current Solutions Are Fragmented
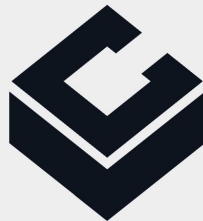
Infrastructure-as-Code Tools (Terraform, Pulumi):

- Require deep technical expertise
- No unified interface
- Limited cost visibility

Cloud Management Platforms (CloudFormation, ARM Templates, Railway):

- Locked to a single cloud provider
- Steep learning curve
- Poor developer experience

Closest competitor is **Railway**

We're creating an entirely new category of software. While some companies tackle pieces of the frontend, backend, data persistence separately, *no one is solving infrastructure problem end-to-end.*

LIGHT CLOUD

Our Advantage

✅ **Integrated Cloud Environment**

✅ **Visibility & Observability**

✅ **Cost Prediction**

✅ **Provider Migration**

✅ **Cloud Agnostic**

✅ **Standardized Cloud Blocks**

TEAM

Founder & CEO

Julia Kafarska

Engineering

Deep understanding of cloud market dynamics and over 11 years of hands on software development experience and 3 year of leading technical teams.

Advisor

Cristina Turbatu

Architecture and Business

Software architect. Served as CTO twice, leading technical teams and architecting cloud infrastructure for high-growth companies.

LIGHT CLOUD

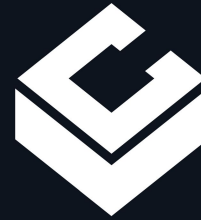## Integrated Cloud Environment

Questions?

LIGHT CLOUD

___

Integrated Cloud Environment

Sources

Grand View Research
MarketsandMarkets
BCC Research
Future Market Insights
The Business Research Company
The database of verified startup revenues

Contact

Email: julia@light-cloud.com
WhatsApp: +1 (405) 371-9435
LinkedIn: linkedin.com/company/lightcloud

www.light-cloud.com