



My Master App Launches All-in-One Platform to Aid SaaS Founders

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My Master App, founded in March 2015, has evolved from a software development studio into a comprehensive platform serving SaaS founders across the entire business lifecycle. As of August 1st, the company operates four integrated service areas: software development, business growth, capital investments, and selling SaaS businesses – each designed to address specific challenges founders face at different stages of growth. This expansion reflects a shift in how the company views its role in the entrepreneurial ecosystem.

The original premise behind the venture studio was straightforward: founders typically excel in their industry expertise, but often lack the infrastructure to simultaneously develop software, establish market presence, secure capital, and eventually execute a business exit. Over the past decade, the company has worked with multiple SaaS ventures, developing methodologies and building a network of relationships to address each phase of the entrepreneurial journey. "Most founders possess deep industry knowledge, but face a different set of challenges at every stage of building a software business," said Elijahone Wheaton, founder of My Master App. "Our role is to bring the expertise, systems, and relationships that help their business reach its full potential."

My Master App's model integrates product development with business growth strategy. The company guides founders through software development, market positioning, investor connections, and eventual business transactions ? whether through acquisition or sale. This integrated approach distinguishes the company from traditional service providers that typically specialize in a single function.

Having built relationships across multiple industries and investor networks, the startup foundry has created a foundation for connecting founders with resources on its own services. My Master App maintains connections with more than 1,000 business relationships, including angel investors, institutional partners, and potential acquirers. This network allows the company to function as a connector within the broader entrepreneurial ecosystem, not merely as a vendor providing isolated services.

My Master App's evolution reflects a broader observation about the startup environment: the barriers to entry for software development have lowered significantly, but the barriers to building a sustainable software business have not. Founders can now create a functioning product relatively quickly, but scaling that product into a profitable enterprise with exit options requires expertise across multiple domains ? from technology to marketing to finance. The company's multi-stage approach addresses this gap by positioning itself as an ongoing partner rather than a point solution.

With more than a decade of direct experience working alongside SaaS entrepreneurs, My Master App continues to refine its model based on what it observes in the market. The company remains focused on the founder demographic it was designed to serve: entrepreneurs with viable software ideas who lack the broader business infrastructure to independently navigate from product conception through a successful exit.

Founders interested in learning more about My Master App's approach can visit <https://www.mymasterapp.com> to schedule a discovery consultation.

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My Master App

A Dallas-based venture studio founded in March of 2015 that partners with SaaS founders across the full entrepreneurial journey ? from software development and business growth to investments and the eventual sale of their business.

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