Software Development In Venture Studio My Master App: Live Applications

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Dallas, Texas - August 17, 2026 -
Dallas-based venture studio My Master App announced this week it is now accepting applications for its Software Development Program, marking the first step in a comprehensive entrepreneurial support system designed to guide SaaS founders from idea to exit. The initiative addresses a growing gap between educational resources and real-world execution support that many aspiring entrepreneurs face.

My Master App launched in 2015 as a traditional software development company, but has since evolved into a full-service venture studio. The company now offers four integrated service pillars: Build (software development), Scale (growth and marketing), Invest (capital acquisition), and Exit (business sale facilitation).

The Software Development Program operates through a structured six-phase process beginning with a Non-Disclosure Agreement (NDA) and project requirements documentation. Accepted founders move through design and development phases, testing, and public launch support. The methodology combines rapid application development using no-code initially, with the option to transition to custom code as the founder?s business grows and require competitive differentiation.

The Build phase includes five core components; project brief and requirements which includes the initial on boarding, establishes vision, scope, and deliverables before any development begins. Design showcases, customer journey, mapping and framing, followed by detailed visual design, incorporating branding and founder messaging. Development hosts, rapid application development, methodology, using no code platforms first, with pathways to custom code development as the business scales. With testing there is the Alpha and Beta phases to ensure reliability before public release. Finally, there is lunch support for the coordination of public launch and initial customer acquisition support.

Elijahone Wheaton, founder of My Master App, outlined the reasoning behind opening applications.

"The challenge most founders face isn't whether they can learn to code or build a software product," Wheaton explained. "It's that building software and launching a viable business are entirely different problems. We see founders watch tutorial videos, attempt to build on their own, then realize quickly they're missing critical pieces?go-to-market strategy, market validation, and investor readiness to name a few. Our program fills these gaps by providing real expertise alongside the technical work."

Unlike coding bootcamps or traditional software development agencies, My Master App operates on a hybrid venture studio model. Rather than charging service fees, the company takes ownership stakes in selected ventures, aligning its success directly with founder success.

The studio also integrates its four service pillars. Founders can apply specifically for the Build program or seek comprehensive support across Scale for growth/marketing, Invest for capital connections, and Exit to sell their business as their needs evolve.

My Master App is leveraging a network of over 1,000 business relationships for investor outreach and business acquisition support through its Mergers and Acquisitions connections. The venture studio has also expanded its infrastructure, positioning Dallas as a hub for software development support within the broader startup ecosystem.

The application process is now open on the company's website. Founders interested in the program can apply specifying their focus?Build, Scale, Invest, or Exit?or indicate interest in comprehensive cofounder partnership support. More information is available at the venture studio?s website

My Master App's broader mission reflects a growing recognition in the startup ecosystem that technical tools alone don't determine founder success. Market validation, operational guidance, capital access, and strategic exit planning are equally critical factors. The venture studio model, where investors become hands-on partners in founder success, is reshaping how entrepreneurs access business development support.

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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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