Venture Studio My Master App Announces Strategic Transformation

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Dallas, Texas - August 25, 2026 -
My Master App, a Dallas-based technology business, has announced its expansion into a venture studio model, effective August 1, 2026. The company now operates four integrated service pillars - Build, Scale, Invest, and Exit - designed to serve SaaS founders at each stage of their business journey. Software development remains the foundation of the company's offerings, with three additional service frameworks layered to address growth marketing, capital acquisition, and business exit strategies.

"For nearly two decades I assisted a close friend of mine with website and software building and marketing their business," says Elijahone Wheaton, Founder of My Master App. "I invested in a mastermind centered around buying and selling businesses, and got a chance to see up close how rewarding it can all be when done together. My own entrepreneurial journey being so fruitful, I've chosen to make My Master App a venture studio instead of only a software developer. The key difference from conventional studios is that we provide funding or get it from outside investors as well as aid in the process of selling our client's businesses if we don't acquire the business to help with the entire start up process from beginning to end."

The Build framework encompasses software development from project inception through public launch. The framework includes confidentiality protections through Non-Disclosure Agreements signed before project discussions, formal onboarding to establish a Project Brief and Product Requirements Document, software design phases that begin with paper mapping of customer journey followed by wireframe development and visual design application, development using Rapid Application Development approaches with no-code tools in early stages, comprehensive testing through Alpha Testing and Beta Testing phases, and public launch with initial customer acquisition efforts. According to the company, founders without technical backgrounds can launch working products using the no-code development approach, with the option to transition to fully custom code once the SaaS has gained trust, credibility, and authority in its industry and requires competitive edge development.

The Scale framework addresses software growth through three integrated components. Software marketing covers search engine optimization and social media strategies targeted to specific customer demographics and psychographics, whether business professionals, association members, or other defined audiences, and operates as a long-term growth play centered on content. Software Advertising uses paid placements on Google Ads, YouTube Ads, and Facebook Ads to produce faster results than organic marketing approaches. Public relations for software distributes founder stories to media companies actively seeking content, including news and media outlets, television and radio stations, journals, financial and business sites, and blogs. The company positions these three levers as working simultaneously, with advertising providing short-term traction while marketing and public relations build durable, long-term growth.

The Invest framework operates on two parallel paths. Founders can apply for direct investment from My Master App, which invests capital in select SaaS founders who engage the venture studio as a partner and cofounder. Alternatively, My Master App builds materials and conducts outreach campaigns to connect founders with outside investors. The framework includes creation of a Pitch Deck presentation containing product information, traction metrics, market analysis, team composition, and investment ask; development of a webinar funnel and video presentation framework that walks potential investors through the founder's story and business fundamentals; and outreach to both publicly identified investors seeking new opportunities and investors who have not publicly announced interest, but remain open to opportunities. The company maintains that this dual-group outreach approach maximizes the pool of qualified potential investors.

The Exit framework provides structured support for founders preparing to sell their SaaS businesses. The framework includes creation of a Confidential Information Memorandum containing comprehensive business information, establishment of a secure deal room where qualified buyers can access brand information, financial records including three years of profit and loss statements and tax returns, recent balance sheets, Trailing Twelve Months data, and real estate information if applicable, buyer outreach leveraging the company's existing business relationships, legal documentation support throughout the sales process including non-disclosure agreements and purchase agreements, and due diligence facilitation. My Master App states that it can leverage relationships spanning over 1,000 business contacts to identify qualified buyers for founder businesses.

The four-pillar model reflects an observation central to the company's positioning: founders typically possess deep industry expertise but face different challenges at each business stage, from product development through market establishment, capital acquisition, and eventual exit. My Master App positions itself as a single partner addressing each challenge sequentially rather than requiring founders to coordinate separately with developers, marketers, investors, and brokers at different times.

Founders interested in discussing their SaaS business at any stage can schedule a call with My Master App to explore how the company's framework applies to their specific situation.

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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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