

Own the Code Buyer Guide



Own the Code — Marketing Strategy & Buyer Guide

Timebars Ltd. Source Code Licensing Programme

The One-Line Pitch

You're not buying software — you're buying a head start.

Executive Summary

Timebars Ltd. is offering something most software companies never do: the full source code of a proven, production-ready project management suite.

The Timebars suite — **Timebars**, **Agilebars**, and **Costbars** — covers three disciplines that every project-driven organization needs: resource scheduling, Agile sprint planning, and project portfolio management. These are not prototypes or starter templates. They are running production applications, used in real businesses, built on a modern web stack.

We are now licensing the complete codebase, Docker container workflow, and the AI Integration workflow to organizations that want to own their planning infrastructure, customize it to their exact workflows, and hand it to their development team to shape around their business — without starting from scratch.

The Problem This Solves

Most businesses in professional services, engineering, and operations have gone through the same frustrating cycle:

- **They try a generic SaaS tool.** It works for simple use cases but can't accommodate their specific workflows, reporting needs, or data structures.
- **They customize it — up to the limits it allows.** Then they hit a wall. The tool wasn't designed for their niche. Workarounds multiply. Staff adapt their processes to fit the software, rather than the other way around.

- **They evaluate enterprise alternatives.** These are expensive, slow to implement, require specialist consultants, and still don't fit perfectly.
- **They end up paying forever — for something that never quite works.**

The result: they rent software indefinitely, accumulating subscription fees year after year, while the tool continues to dictate how their business must operate.

The source code licensing model breaks this cycle entirely.

The Solution

Buy the codebase. Own it. Deploy it. Customize it.

When a business acquires the Timebars suite source code, they receive:

- A **working, deployable application** — not a prototype, not a starter kit
- The **full source code** of three interconnected tools: Timebars, Agilebars, Costbars
- A **containerized deployment pipeline** that any competent DevOps team can run immediately
- The freedom to **modify, extend, rebrand, and integrate** the software as they see fit
- A codebase that any developer — aided by Claude Code — can navigate and reshape in **days, not months**

What's Included

The Three Applications

Application	Discipline	Core Capability
Agilebars	Agile Sprint Planning	Backlog management, burndown charts, sprint scheduling, spreadsheet sync
Timebars	Resource Scheduling	Drag-and-drop resource allocation, multi-project scheduling, spreadsheet sync
Costbars	Project Portfolio Management	Business driver prioritization, portfolio analytics, project pipeline scheduling

The Technical Foundation

The hard architecture work is already done. What a buyer inherits:

- **Battle-tested data models** — resource scheduling, sprint management, and portfolio structures designed for real-world production use
- **Drag-and-drop scheduling engine** — the most complex and time-consuming part of any scheduling tool; built and working across all three applications
- **Two-way spreadsheet sync** — deep integration that typically takes months to build correctly; included from day one
- **Reporting and analytics layer** — burndown charts, resource demand analytics, portfolio prioritization dashboards — all built out

- **Modern web stack** — Next.js 14, React, Tailwind CSS, MongoDB, Strapi CMS; a stack any competent developer will be productive in immediately
 - **Containerized deployment** — Docker-based, CI/CD-ready, deployable to any cloud provider or VPS
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Why Claude Code Changes the Economics

This is the factor that makes source code licensing viable for organizations that previously couldn't justify the cost of custom software development.

The traditional calculation: Custom software from scratch → senior full-stack team → six to twelve months → very high cost → still needs ongoing maintenance

The new calculation: Proven codebase + Claude Code → small development team → days to first customization → one-time acquisition cost → your team maintains it going forward

Claude Code can navigate an unfamiliar codebase, explain its structure, propose targeted changes, write tests, and accelerate feature development to a degree that was not possible with previous tooling. A small team — even one that isn't expert in every layer of the stack — can reshape a working application around their exact business requirements faster and more cheaply than has ever been possible before.

The practical result: Organizations that previously could not afford custom software can now make a one-time acquisition of a proven codebase and have it tailored to their needs for a fraction of what a build-from-scratch engagement would cost.

The Deployment Pipeline

The codebase ships with a professional, documented deployment architecture across three zones:

Zone 1 — Customer Development Environment

The buyer's development team starts with the source code. They use Claude Code to build custom features, modify workflows, and adapt the product to their specific requirements. Changes are committed to their own Git repository (GitHub or Bitbucket) and validated against a local staging environment before anything moves to production.

Zone 2 — CI Pipeline to Docker Hub

Every push to the repository triggers the CI pipeline — GitHub Actions or Bitbucket Pipelines. The pipeline builds the Docker image, runs automated tests and linting, then pushes the tagged, versioned image to Docker Hub. This is the clean handoff point between development and production. Nothing reaches the server without passing the pipeline.

Zone 3 — Production Environment

The production server pulls the latest image from Docker Hub and runs the three applications — Timebars, Agilebars, and Costbars — as separate containers. A reverse proxy (Nginx or Traefik) handles routing and SSL termination. A database (typically Postgres) persists data. The entire stack runs on whatever cloud host or VPS the buyer prefers: AWS, GCP, Azure, Hetzner, DigitalOcean, or on-premises bare metal.

This is a standard, recognizable architecture that any professional developer will understand immediately. There are no proprietary lock-in mechanisms, no exotic dependencies, no vendor-controlled infrastructure.

Key Benefits

1. Complete Control

The buyer owns the code outright. They can modify any aspect of the product — the data models, the scheduling logic, the UI, the reporting, the integrations. There are no API rate limits, no feature flags controlled by a vendor, no roadmap dependency.

2. One-Time Acquisition Cost

No per-seat fees. No monthly subscriptions that compound year after year. The acquisition is a capital expense, not an operating expense that grows indefinitely with headcount.

3. Data Sovereignty

The application runs on the buyer's own infrastructure. Their data never touches a third-party SaaS platform. This is significant for organizations with compliance requirements, data residency obligations, or simply a preference for keeping operational data in-house.

4. A Proven Foundation

The most common failure mode in custom software projects is underestimating the complexity of the core domain problems. The scheduling engine, the data structures, the spreadsheet sync — these are solved. The buyer is customizing a working product, not speculating about whether it can be built.

5. Fast Time-to-Value

Because the foundation is complete, the development effort is focused on customization, not construction. A small team with Claude Code can typically have a working customized version in days to a few weeks — depending on the depth of modification required.

6. White-Label and Rebrand Ready

The codebase can be rebranded for internal deployment, client-facing use, or as a component of a broader product offering. There are no licence constraints preventing this.

7. No Vendor Risk

SaaS tools can change their pricing, discontinue features, be acquired, or shut down. Owning the source code eliminates vendor dependency entirely. The product exists independently of Timebars Ltd.'s ongoing business decisions.

Who Should Buy

Professional Services Organizations

Consultancies, agencies, and managed service providers who run projects in ways that generic tools don't support. Typically these organizations have unusual billing models, client-specific reporting requirements, or project structures that force constant workarounds in standard SaaS tools.

The fit: They need a scheduling and planning foundation they can extend to match client requirements — and the ability to white-label or integrate it into their service delivery platform.

Engineering and Technical Operations Teams

Engineering firms, infrastructure teams, and specialist operations groups whose domain-specific requirements (resource classification, scheduling constraints, approval workflows) are never adequately served by horizontal SaaS products.

The fit: They want on-premises or private cloud deployment, custom scheduling rules specific to their domain, and integration with their existing operational toolchain.

Organizations Seeking to Exit the Subscription Treadmill

Companies that have calculated the long-term cost of per-seat SaaS subscriptions across their project management toolstack and determined that a one-time acquisition is economically superior — especially as headcount grows.

The fit: The economics become particularly compelling for organizations above a certain team size where per-seat costs are substantial and growing.

Organizations with Compliance or Data Residency Requirements

Industries or jurisdictions where data cannot reside on third-party platforms. Healthcare, legal, government, and financial services organizations frequently face constraints that make standard cloud SaaS unsuitable.

The fit: Self-hosted deployment on controlled infrastructure, with full visibility into the codebase and no hidden data flows.

Comparison: Subscription vs. Source Code

Factor	SaaS Subscription	Source Code Licence
Upfront cost	Low	One-time acquisition fee
Ongoing cost	Per-seat, every month	Development team only
Customization	Limited to vendor-permitted features	Unlimited
Data location	Vendor's infrastructure	Your infrastructure
Vendor dependency	High	None after acquisition
Integration depth	Via available APIs only	Full codebase access
Branding	Vendor brand	Full white-label capability
Long-term economics	Costs grow with headcount forever	Fixed after acquisition

Factor	SaaS Subscription	Source Code Licence
Compliance control	Depends on vendor certifications	Full control
Roadmap dependency	Entirely on vendor priorities	Your priorities

Common Questions

Do we need to be expert Next.js developers? No. Claude Code significantly lowers the expertise barrier. A developer who understands JavaScript and is willing to work with AI tooling can navigate and modify the codebase effectively. Senior full-stack expertise accelerates the process but is not a prerequisite.

What support is included? The acquisition includes the codebase and documentation. Ongoing development support, onboarding assistance, and technical consulting are available — contact us to discuss.

Can we use it commercially or with clients? Yes. The licence permits commercial deployment and client-facing use. Talk to us about your specific use case.

What's the stack, and can we swap components? Next.js 14 frontend, Strapi CMS backend, MongoDB for application data, Postgres for production. Developers are free to adapt or replace components as their requirements dictate.

Is the deployment really as described? Yes. The Docker-based pipeline is the same infrastructure used in production. There is no gap between what is described and what is delivered.

What if we need help getting started? We are available by phone and email to discuss onboarding, technical questions, and custom implementation support.

The Investment Rationale in Plain Language

Most project management tools make you adapt your business to fit their software. The source code licence inverts that relationship entirely.

You get a working product. Your team — with Claude Code alongside them — shapes it to your exact workflows. You own it. You control it. You stop paying per-seat fees indefinitely.

The economics work because:

1. The hard foundational work is already done — you're not paying to build from scratch
2. Claude Code compresses the customization timeline dramatically
3. One-time acquisition converts an open-ended operating expense into a bounded capital cost
4. The productivity gains from a tool that actually fits your processes compound over time

The question is not whether this is cheaper than a SaaS subscription in year one. It is whether it is cheaper over three to five years — and whether a tool you own and control delivers more value than a tool you rent and cannot change. For the right organizations, the answer to both is clearly yes.

Contact

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We are available by phone or email to discuss your specific requirements, walk through the codebase, and provide a pricing proposal tailored to your organization.

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