



B Betty Blocks

The why, how, and who behind Betty Blocks

This is how it all started!

A little background

The Betty Blocks Story

The future of our story is strongly connected to our history. It all began in 2007, with two Dutch brothers who were always searching for new solutions to their entrepreneuring challenges (in their parents' attic, true start-up style). At one point Tim, the older brother - who didn't have any knowledge of programming - got fed up and yelled, "How is it possible that technology is actually holding me back from reaching my goal? Why can't I build business applications by myself, without learning a difficult programming language?" Younger brother Chris, not one to back down from a challenge, accepted the task. And with a battle cry of "Game on," Betty Blocks was born.



Why the name Betty Blocks?

With our roots in a small village in the Netherlands, where a community of farmers instilled the traditional values of working hard and staying down-to-earth.



These values are the foundation of our company culture as well, and were inspired by the local agricultural industry -- Betsy is a popular name for Dutch cows. We ultimately chose Betty instead. The second part of our name refers to our proposition to build business applications with visual modeling of pre-programmed 'blocks.'

Why we do what we do

Everything we do is driving us closer and closer towards our Big Hairy Audacious Goal:

By 2023, we can all build applications.

Vision

We want to make application development so easy and accessible, that everyone in an organization can do it. This way all people around the world can independently build their own applications and solve problems they face today, and create better lives for themselves and their community in the future.

How we do it

We get closer and closer to our BHAG by creating a digital playground that allows you to build your own software for your business needs without using a single line of code. It's like Lego for business people.

Betty Blocks is the only no-code platform that combines the best of both worlds and helps IT leaders organizations develop smarter and better solutions. Unlike restrictive no-code, which is too limited, and unlike low-code, that's too complex for business users. Everyone builds, IT governs.



Speed: shortest time-to-market

Our no-code platform with advanced experienced developer capabilities is already speeding up development in a tremendous way and transforming organizations of various sizes all over the world.



Agile scalability

The Betty Blocks platform enables you to you can scale your application in an agile way. Increasing the userbase is easy as 1, 2, 3, with the Betty Blocks platform. Citizen Developers can easily make adjustments to the platform to fit the needs to scale successfully.



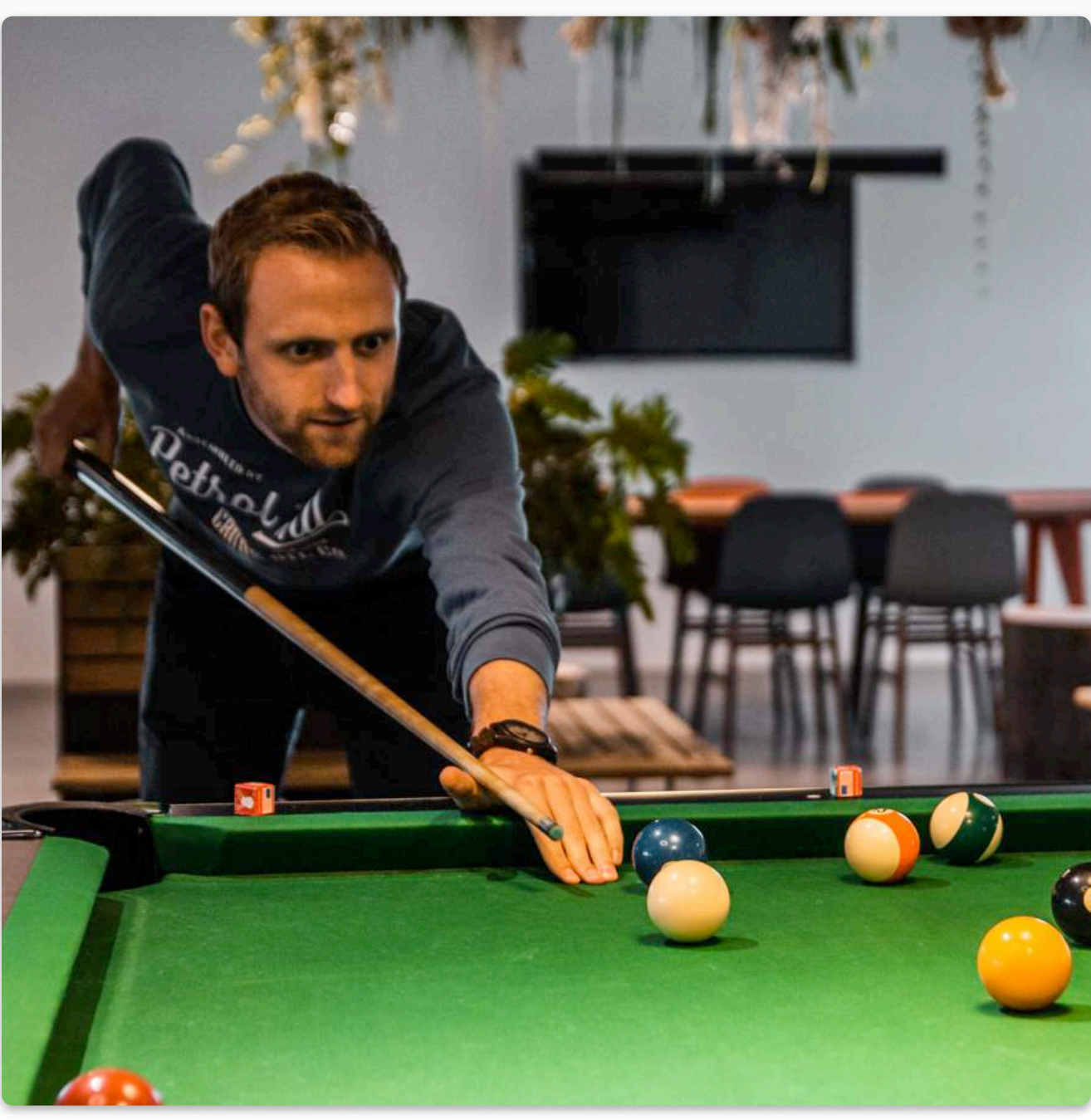
Citizen development

As a no-code application development platform, Betty Blocks is the interpreter that lets you communicate fluently with today's digital playing field. This way the business can collaborate with IT and even participate as citizen developers.

This is who we are

Culture is something that's very important within the Betty Blocks family. We like to think we're an easygoing, energetic and hard-working group of friends and family who are passionate about the thing we do: making application development as simple as riding a bike. Ambitious, eager and enthusiastic, but always willing to push the boundaries of innovation for our customers.

While the competition focuses on scaling and selling fast, we focus on building our legacy and being of value to the community. Working with Betty Blocks means you are part of our family and you feel that in everything we do. We want to build the future together and have fun while doing it, true Betty Blocks style.



Company values

Champions league

We have a healthy winning mentality and like to score. Taking the extra step to achieve our goals, and the goals of our clients is normal for us.

Never go home when you're having fun

We're an accessible club of friends who do our work with great passion and pleasure, always as a team. Also, we throw crazy parties.

We're always learning

We are ambitious and want to continuously improve ourselves and find new ways to grow. That's how we move forward and break the status quo!

Just keep it down to earth

We work hard and stay humble. No fuss or fancy talk, just do it.

Want to know more about no-code and citizen development? Grab one (or both!) of these whitepapers below.



Getting Started with Citizen Development

This whitepaper is a guide for IT departments to use so they can develop their legacy and being of value to the community. Working with Betty Blocks means you are part of our family and you feel that in everything we do. We want to build the future together and have fun while doing it, true Betty Blocks style.

Get the whitepaper



The Ultimate Guide to No-Code

The Ultimate Guide to No-Code dives into everything there is to know about no-code. From how no-code works to practical implementation cases from around the world. Download it today and discover how no-code will change the way your business develops applications... forever.

Get the whitepaper