

Françoise

Shift-Left Quality for Design Systems.

Validating designs against errors invisible to standard tools.
Preventing the \$100k cost of error before it hits code.

NVIDIA Inception

Microsoft for Startups

Pre-Seed Round

The collision of Velocity and Compliance.

EAA 2025

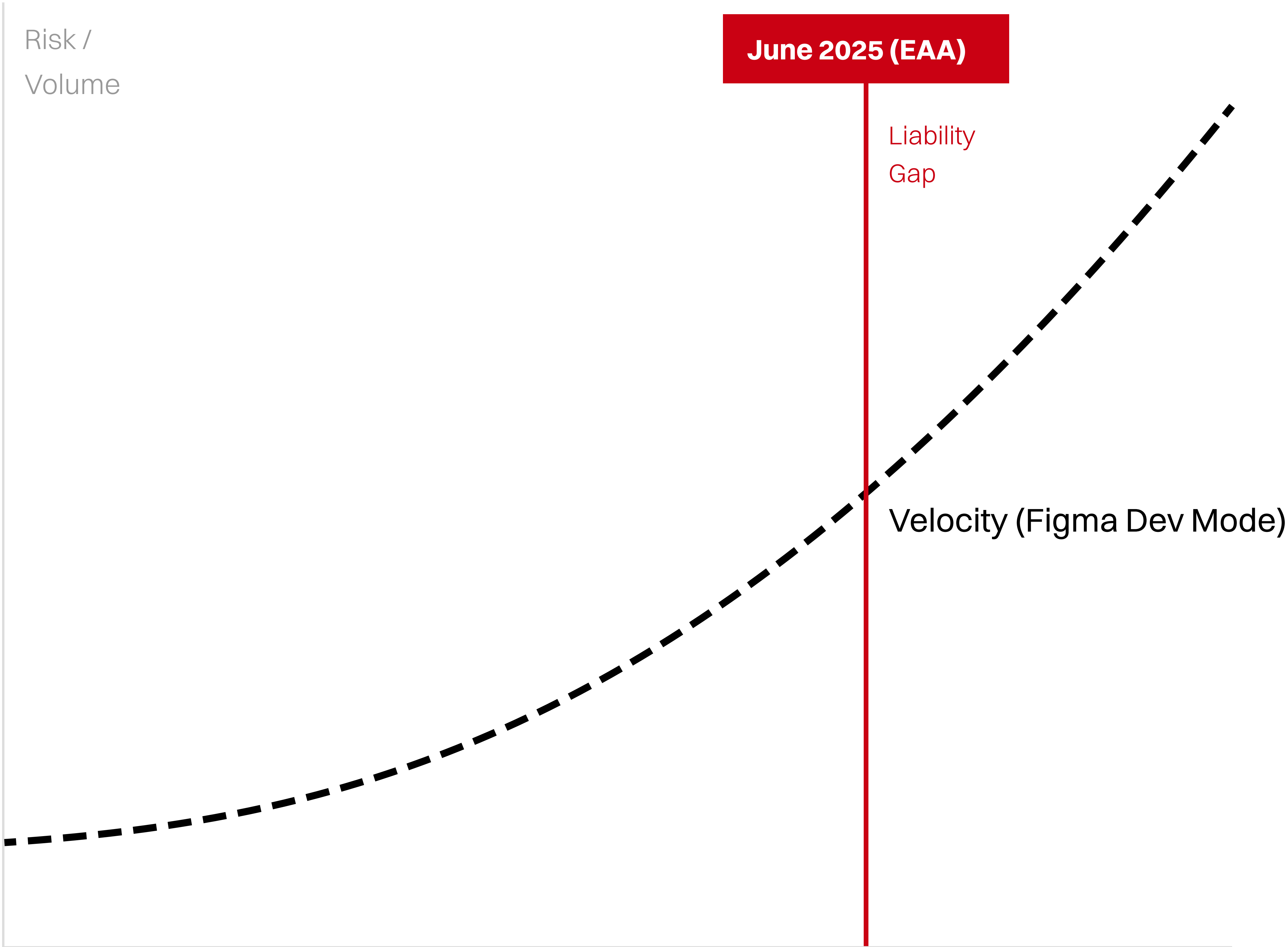
Regulatory Wall

Starting June 2025, the EU enforces strict accessibility laws. It creates a hard deadline where bad design becomes a legal liability.

10M+

Devs in Figma

At the same time, adoption of Figma Dev Mode is skyrocketing. Code is being shipped faster, bypassing traditional QA checks.



The 1-10-100 Rule: Manual Review Fails at Scale.

Cost in Design

Changing a component in Figma takes minutes and costs virtually nothing.

\$1

Cost in Prod

Fixing UI bugs in code triggers expensive rework cycles, QA testing, and re-deployment.

\$100

Team Growth

Enterprise design teams have scaled 4x. Manual peer reviews cannot keep up.

4x

Automated Quality Gate for Enterprise.

Hybrid Engine (CV + Rules)

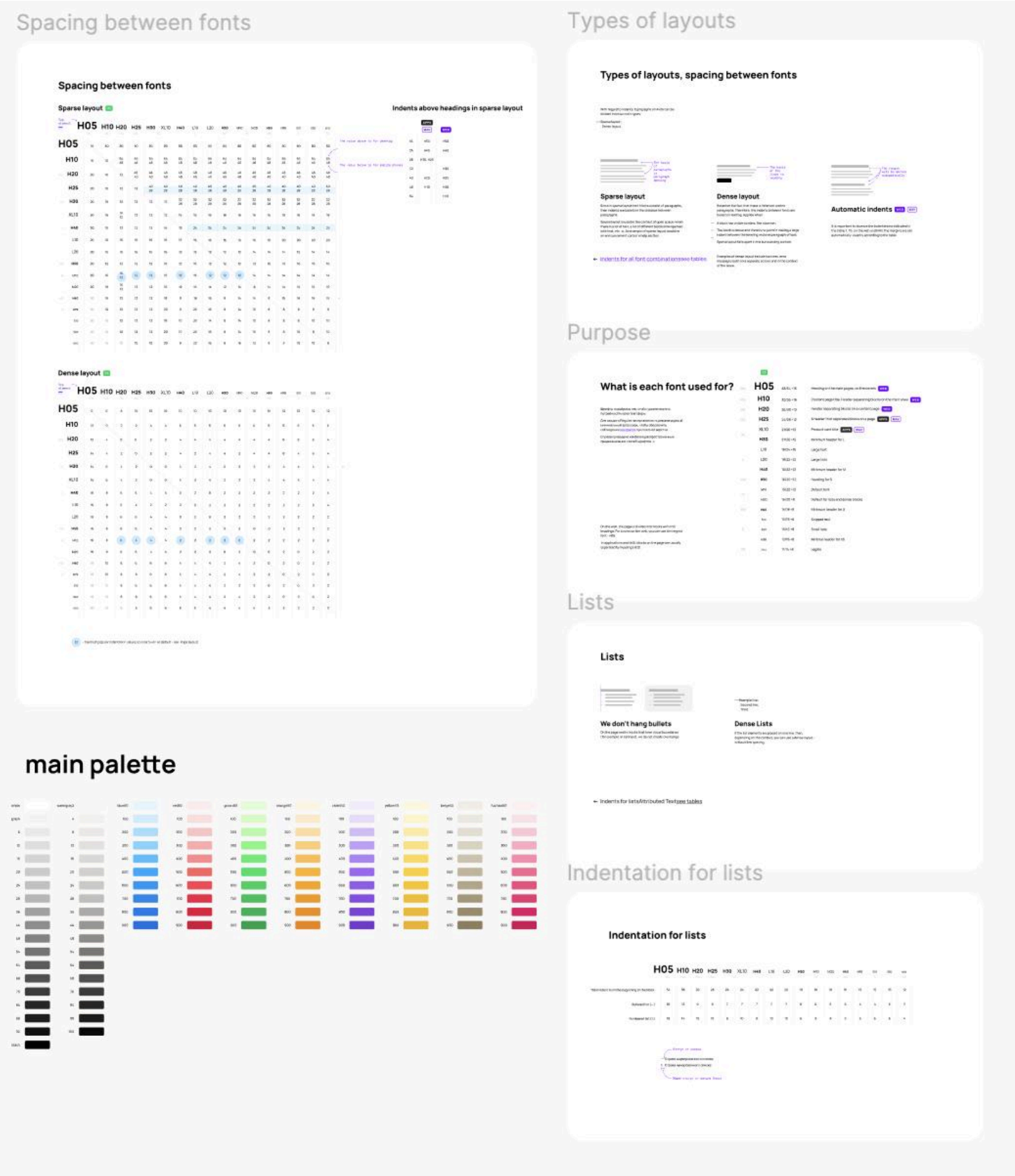
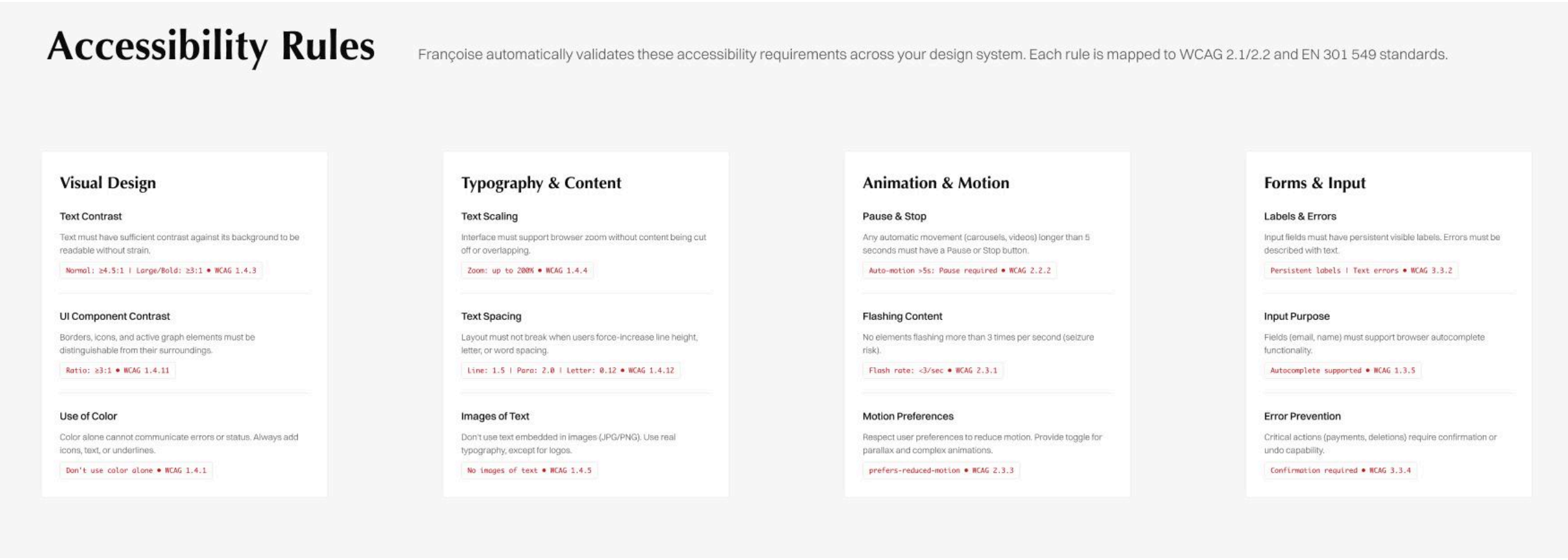
We use Computer Vision to see the design like a user, combined with deterministic rules for pixel-perfect WCAG compliance.

On-Premise Ready

Full data isolation. Ready for Banking & Fintech environments where cloud-only tools fail security audits.

Seamless Workflow

Errors appear directly as native Figma comments. No context switching.



Algorithmic Layout Check

Tokens

Contrast

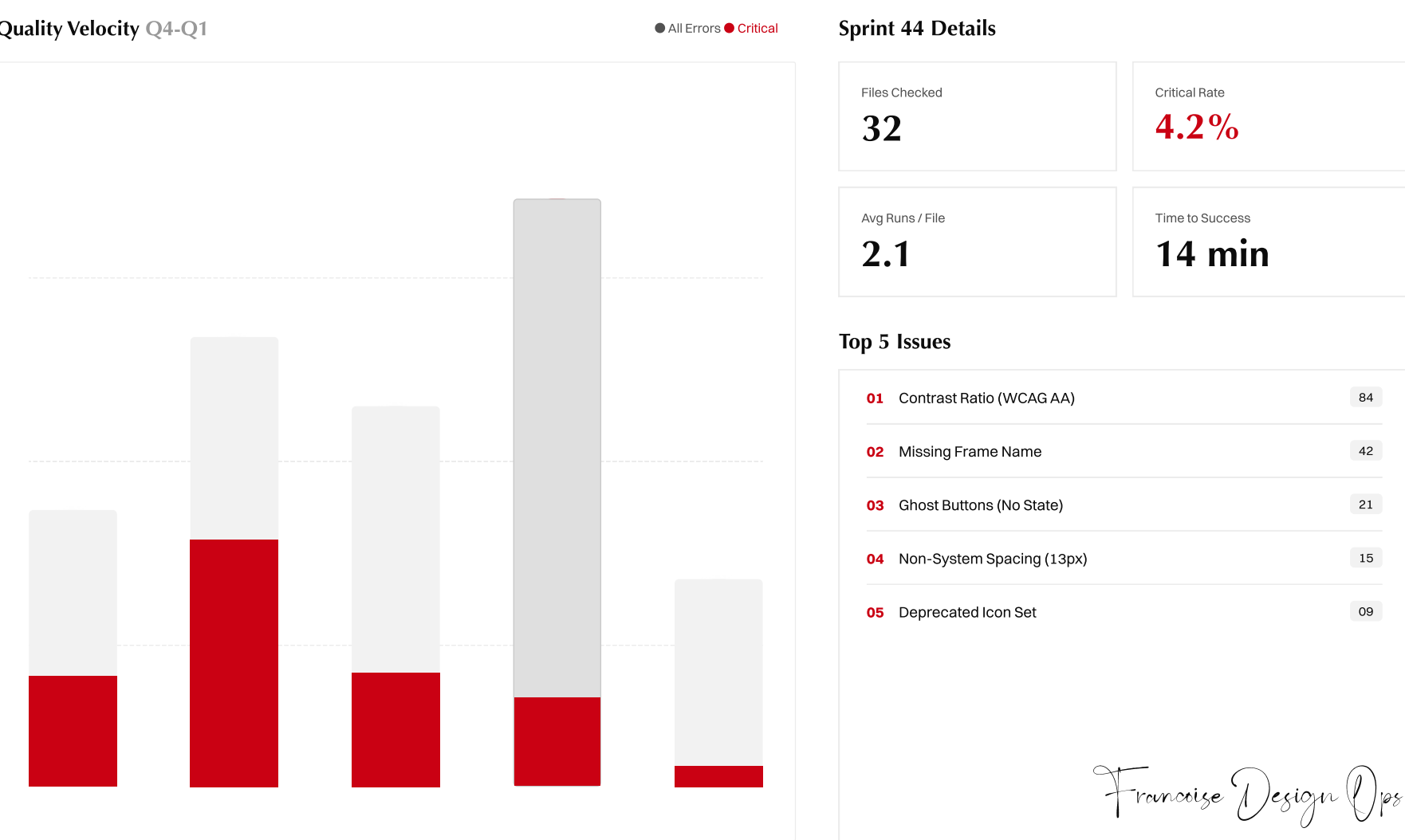
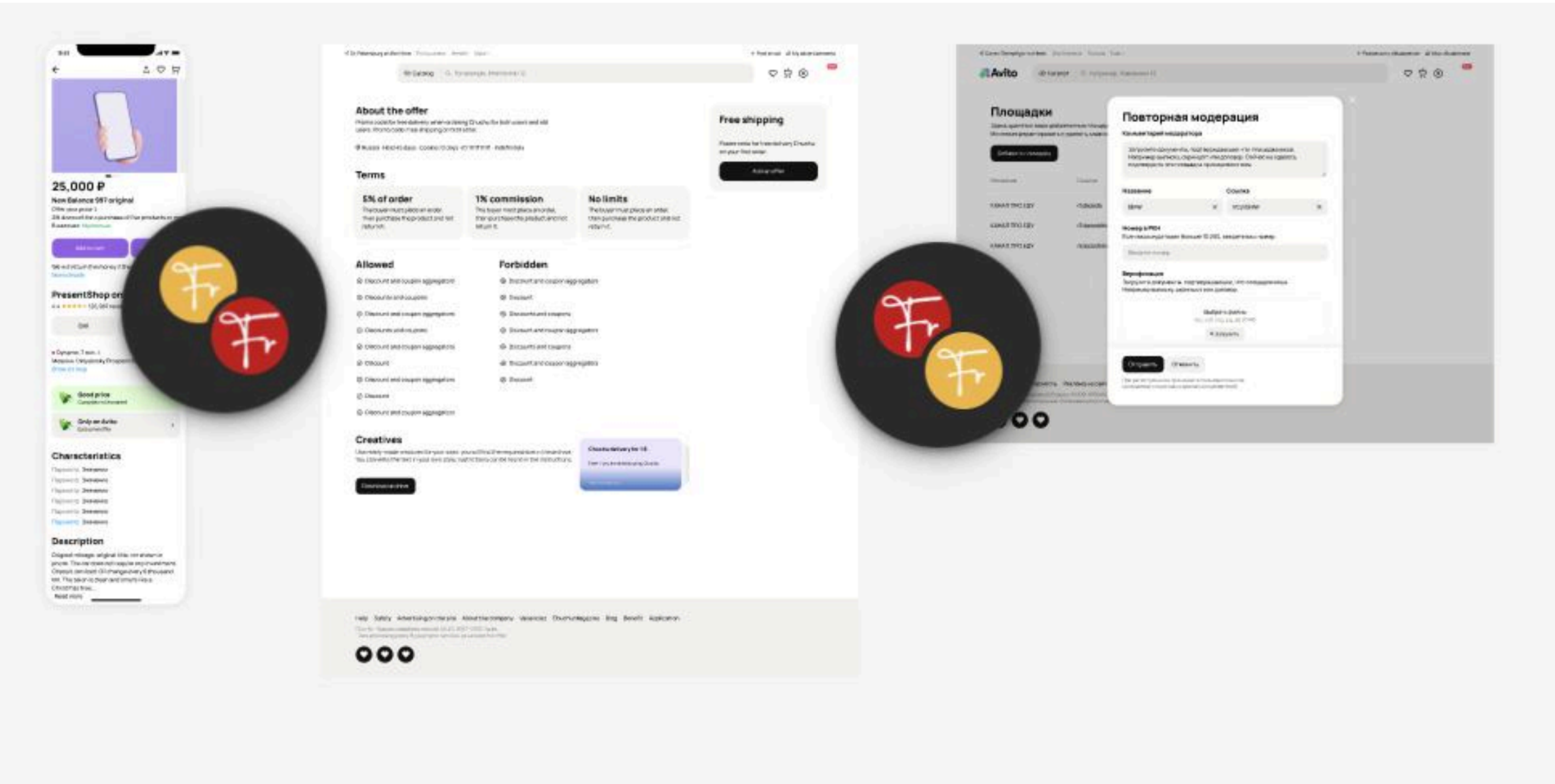
CV+LLM Layout Check

Rules

Context

CV+LLM Verification Control

Quality assurance



Proven in the Enterprise Sandbox.

99.2%

Validation Accuracy

Outperforms pure LLM approaches which hallucinate on spatial math.

Paid Pilot

Global Marketplace

Successfully executed pilot with an 800+ person product team.

5 / 3

Pipeline / Negotiations

Active negotiations with Indrive, Weyay and 3 other enterprise leads.

Shift-Left ROI by Segment.

Target Scale-Up (Series B+)

Sweet Spot: 30-50 Designers.
At this scale, communication breaks. Manual QA becomes the biggest bottleneck.

Lead Time Waste	~\$80k
Dev Rework Waste	~\$120k

Total Burn ~~~\$200k+~~

Françoise Cost **\$45k**

ROI: 4.5x . Pays off in Q1.

Tier-1 Enterprise

Banks & Global Corp.
Cost of error is existential. Compliance is mandatory (EAA 2025).

Audit Rework	\$200k / cycle
Prevention	99.2%

Value Driver

Risk Shield

One blocked error covers the license for 3+ years.

Hyper-Growth

Doubling Headcount.
Hiring 20+ designers/year. Manual onboarding and review collapses.

Wait Time	Zero
Onboarding	Automated

Value Driver

Velocity

New hires ship compliant code on Day 1 without nagging leads.

Built on 100+ Customer Interviews.



Daria Kamyshina

CEO & Co-Founder

The Background

Founder of AI Implementation Agency for Design Teams.

The Insight

"I spent a year integrating AI into enterprise workflows. After interviewing 100+ Design Leads, 'Automated QA' was the #1 requested solution. I built Françoise to answer that exact demand."



Victor Kamyshin-Pisarevskii

CTO & Co-Founder

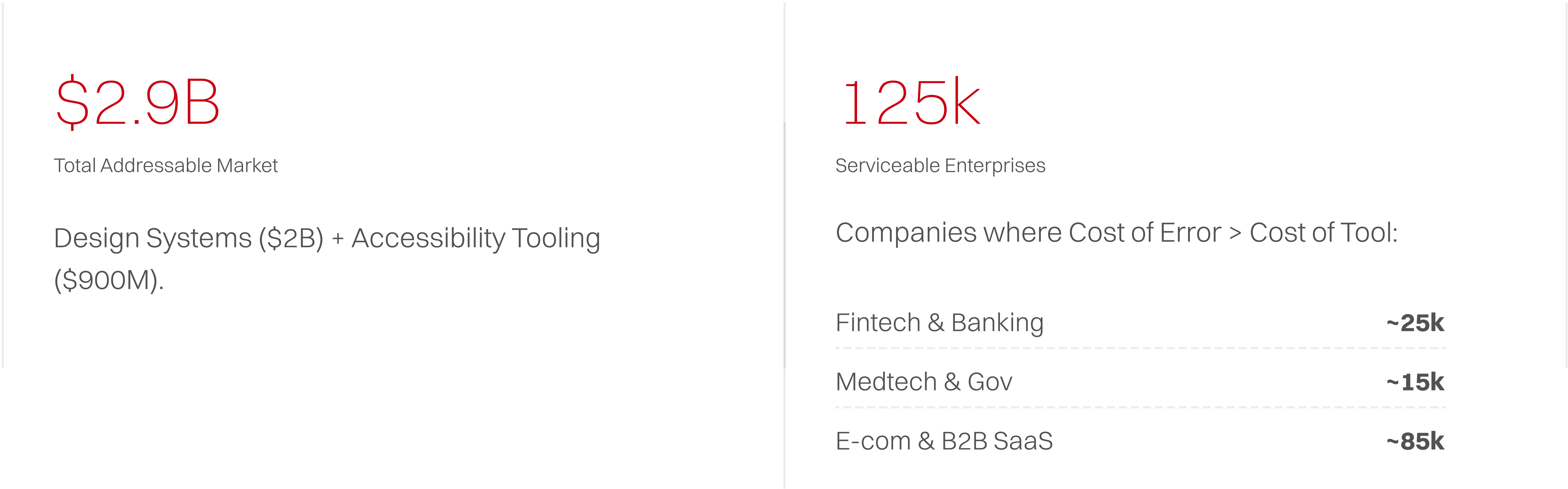
The Background

Ex-Bank Tech Lead & Dev Studio Founder.

The Security Edge

"I know exactly why bank security blocks tools, because I was the one blocking them. I used my dev studio experience to architect a business-first, On-Premise solution that passes SecOps on Day 1."

\$2.9B Market driven by Compliance.



Why we win: The Specialist Advantage.

Solution Type	Players	Limitation
Platform Owner	Figma Inc.	<div>THE CONFLICT OF INTEREST</div> <div>Optimized for open creativity, not restriction. Cannot enforce banking-grade logic without breaking their core UX for mass users.</div>
Basic Linters	Stark, Design Lint	<div>METADATA ONLY</div> <div>Fail if layer naming is wrong. Do not see the visual result, only the file structure.</div>
Françoise	AI Quality Gate	<div>VISUAL PERCEPTION</div> <div>Analyzes rendered pixels (Computer Vision) + Semantic Intent. We enforce strict rules so Figma doesn't have to.</div>

Execution: Accessing the Budget.

01. High-Trust Diaspora

Accessing the Russian-Speaking Tech C-Suite. We leverage deep, trust-based connections with decision makers in global fintechs (Revolut, Indrive, Plata).

Status: Direct CEO/CTO Access

02. The On-Prem Key

Unlocking the Untouchable Budget. Tier-1 Banks have massive budgets but cannot buy Cloud tools. Our On-Premise architecture is the only key that opens this door.

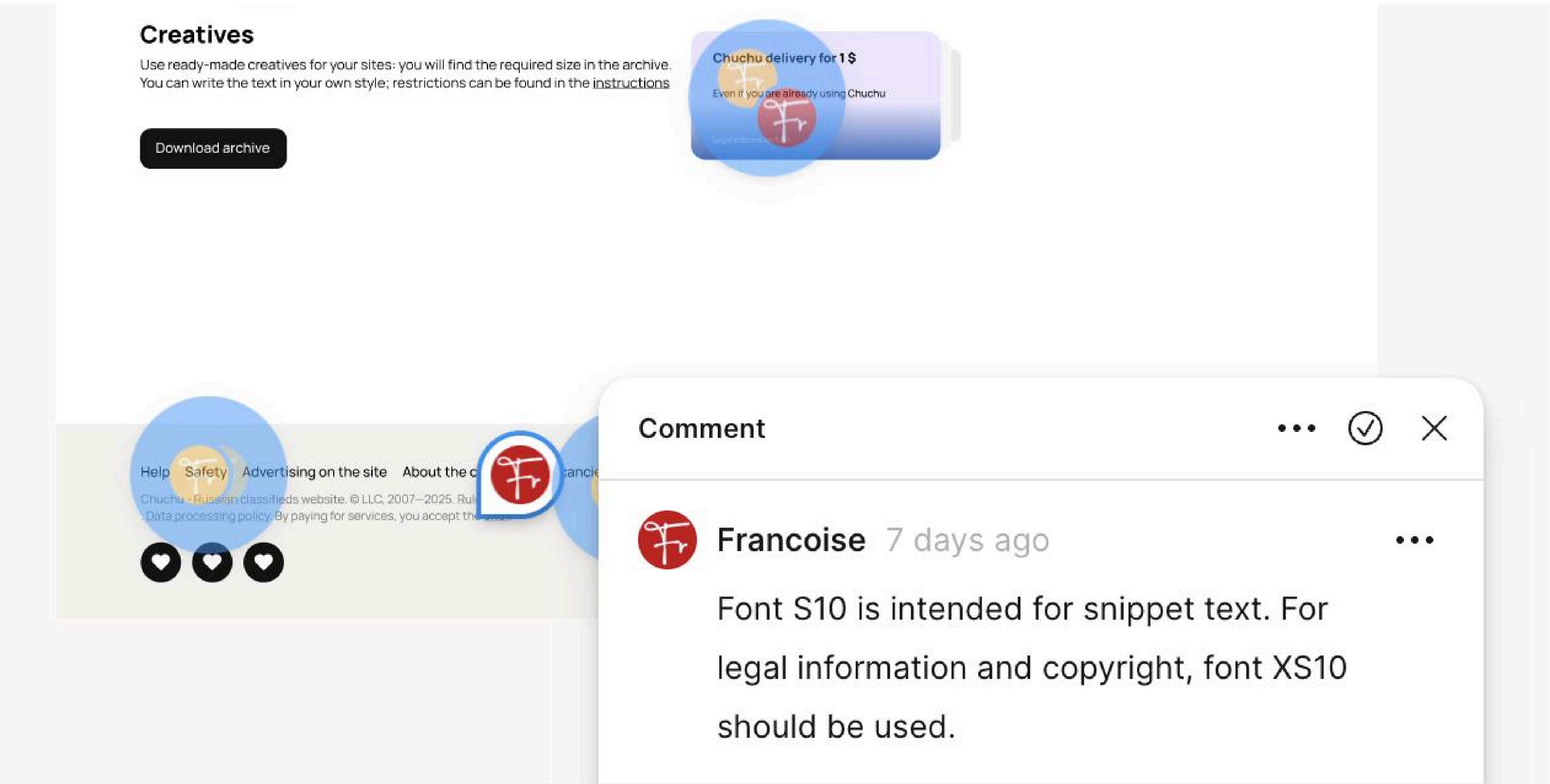
Target: \$100k+ Contracts

03. Authority Marketing

Owning the "Compliance" Narrative. While others talk about pixels, we talk about Liability (EAA 2025). We use conferences and whitepapers to scare executives into buying insurance.

Status: Speaking Slots & Content

Blocking Liability & Legacy Debt.

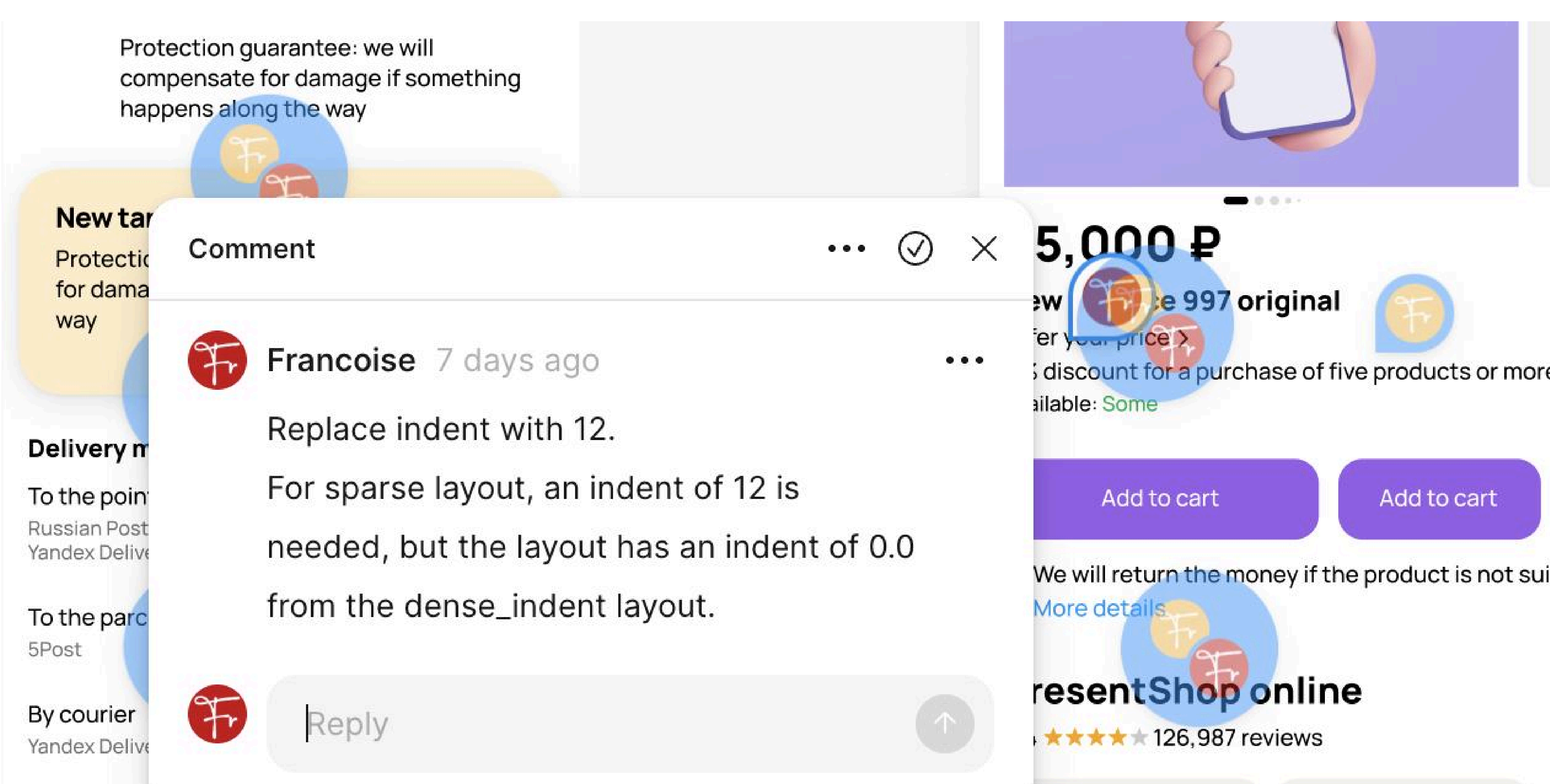


01. The Compliance Shield

Blocking Illegal Contracts

Scenario: Designer reduces "Terms & Conditions" text to 10px to fit the layout.

The Fix: Françoise detects the specific legal layer and enforces WCAG readability standards (12px+) before the file can be handed to devs.



02. The Legacy Redesign

Instant System Migration

Scenario: Button redesign across 200 files. Designers accidentally mix Old + New components (look identical, different tokens). Result: 400+ legacy instances = hidden tech debt.

Françoise detects Ghost components via CV. Instant migration, not 6-month audit.

12-Month Execution Roadmap.

Q1 2026

Foundation

5 Pilots, SOC 2 Type I Start

TARGET: PILOTS

Q2 2026

Compliance

SOC 2 Complete, First Enterprise Contract.

TARGET: \$45K ARR

Q3 2026

Expansion

+3 Contracts, Money20/20 Presence.

TARGET: \$135K ARR

Q4 2026

Seed Ready

+8 Enterprise Contracts, \$4M+ Pipeline.

TARGET: \$315K ARR

Business Model

\$45,000 / yr

Enterprise Standard License

+\$20,000 / yr

On-Premise Deployment Add-on

Funding the path to \$300k ARR.

Pre-Seed Round

Target: 8 enterprise contracts / \$40k ACV = \$320k ARR

\$325,000

Use of Funds

60% Growth & GTM

US Sales Rep, Lead Gen (190+ qualified meetings to close 8 deals)

15% Security & Certs

SOC 2, Pentesting

15% Ops & Legal

10% R&D Top-up

Capital Efficiency

This round unlocks significant non-dilutive capital (Leverage):

\$160k EXIST/BW Grants

\$100k Gov Soft Loan

Total Buying Power

~\$585k

Join the Pre-Seed Round.

Daria Kamyshina

CEO & Co-Founder

ceo@francoise.design

[LinkedIn](#)

[Telegram](#)

[WhatsApp](#)

Françoise Design Inc. (Delaware C-Corp)
Stuttgart / Tel Aviv / US



Schedule a Discussion

Review the data room or book a demo directly with the founders.

[Book a Call](#)