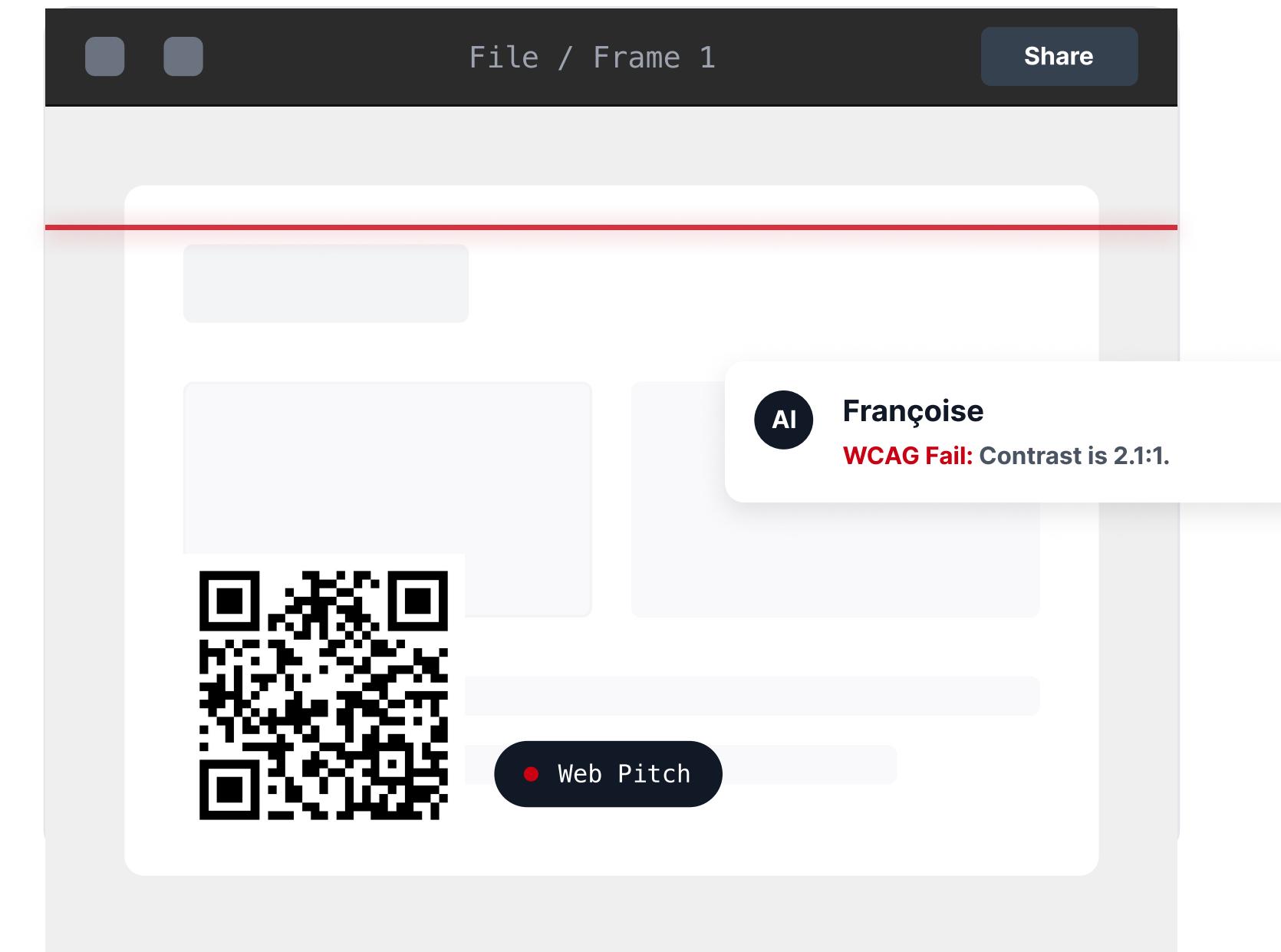


Shift-Left Quality Gate for Design Systems.

Enterprise SaaS that ensures production-ready interfaces by validating designs against errors invisible to standard tools.



Validation & Traction

NVIDIA Inception Member

AI Member Program

Microsoft for Startups

Azure Marketplace Partner

Paid Pilot Executed

Global marketplace (800+ product team)

Market Opportunity

\$2.9B

TAM: Design Systems + Accessibility

50,000

Target Enterprises (> \$100k cost of error)

Team & Tech

Founders

Daria: Ex-Head of Product (800+ team scale)

Victor: Ex-Fortune 500 Tech Lead

Moat

Hybrid Engine (CV + Deterministic). On-Premise deploy ready for Banking.

The Founding Team

Deep expertise in enterprise product scale and high-load security.



Daria Kamyshina Founder & CEO

Ex-Head of Product

7+ Years PM

\$150K Avg. Deal

Founder of AI & Dev studio delivering solutions to enterprise clients with 800+ team organizations. Background in Physics & Math.



Victor Kamyshin-Pisarevsky

Co-Founder & CTO

Ex-Dev Lead (F500 Eq.)

100M+ Users Scale

SOC2/On-Prem Expert

Led development at a major financial institution. Deep expertise in high-load AI/Computer Vision integration and security architectures.

Current State of Design QA

The operational impact of manual verification on enterprise product teams.

Speed

25%

Lost TTM

Design leads manually inspect hundreds of screens per sprint. This linear process limits release speed.

Cost

30%

Budget Waste

Fixing UI bugs in code costs 10x more than in design. Late detection of logic issues triggers expensive rework.

Risk

€250k

Fine / Violation

Accessibility violations in production create legal risks (ADA/EAA). Ignoring rules negates Design System investment.

Rules Engine

The Structural Ambiguity

Infinite ways to build the same UI make standard deterministic algorithms brittle and prone to false positives .

AI Models

The Precision Gap

Pure AI models (LLMs/CV) are stochastic. They excel at semantics but fail at the pixel-perfect mathematical precision required.

Core Hybrid Solution

The Fran oise Engine

Our engine uses AI to understand intent and deterministic rules to enforce technical integrity .

99.2%

Accuracy

Validated on accessibility checks
with near-zero false positives.

- Semantic & Logic Validation

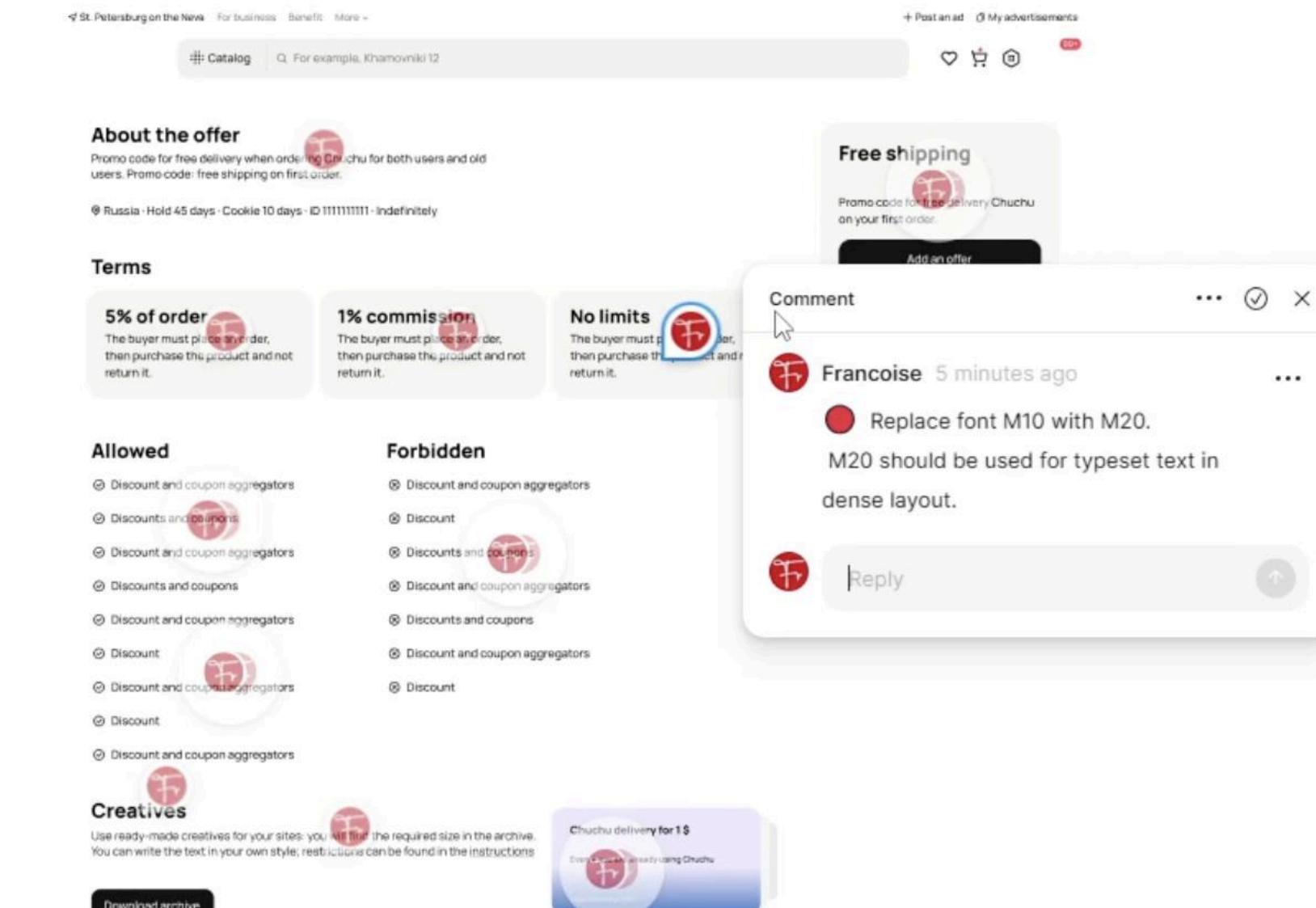
Fran oise audits designs for complex logic: accessibility (WCAG 2.1 AA), component states, and Design System usage.

- Enterprise Security

Full data isolation via Private Cloud or On-Premise. SOC 2 Type I in progress (Q2 2026).

- Seamless Workflow Integration

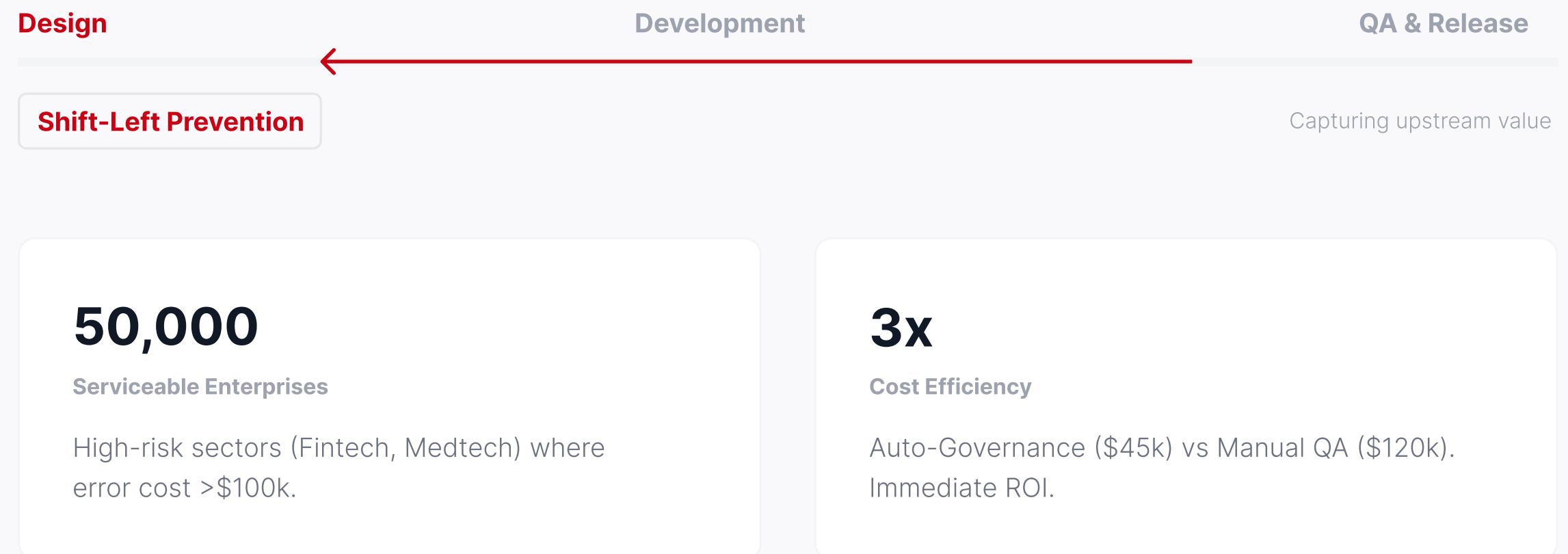
Errors appear directly as native comments on the design canvas with actionable fixes.



Total Addressable Market

\$2.9B +

\$2.0B Design Systems (15% CAGR)
\$900M Accessibility (8.4% CAGR)



50,000

Serviceable Enterprises

High-risk sectors (Fintech, Medtech) where error cost >\$100k.

3x

Cost Efficiency

Auto-Governance (\$45k) vs Manual QA (\$120k). Immediate ROI.

Market Drivers

Regulatory Pressure:

EAA 2025 & ADA

With EAA fines reaching €250-500K and rising ADA litigation, accessibility is now a CFO-level liability.

Digital Accessibility Market

\$670M \$1.37B (2032)

01

Critical Scale of Design Teams

Enterprise design teams have grown 4x since 2020. At this scale, manual "peer reviews" break down.

Pain Point

Manual review fails at scale

02

Developers Shift to Figma (Dev Mode)

10M+ developers now inspect code directly in Figma. Without validation, broken UI is copied to production.

Risk

Broken UI copied to Prod

03

Competitive Landscape

Current tools rely on **Property Inspection**. Fran oise introduces **Visual Perception**.

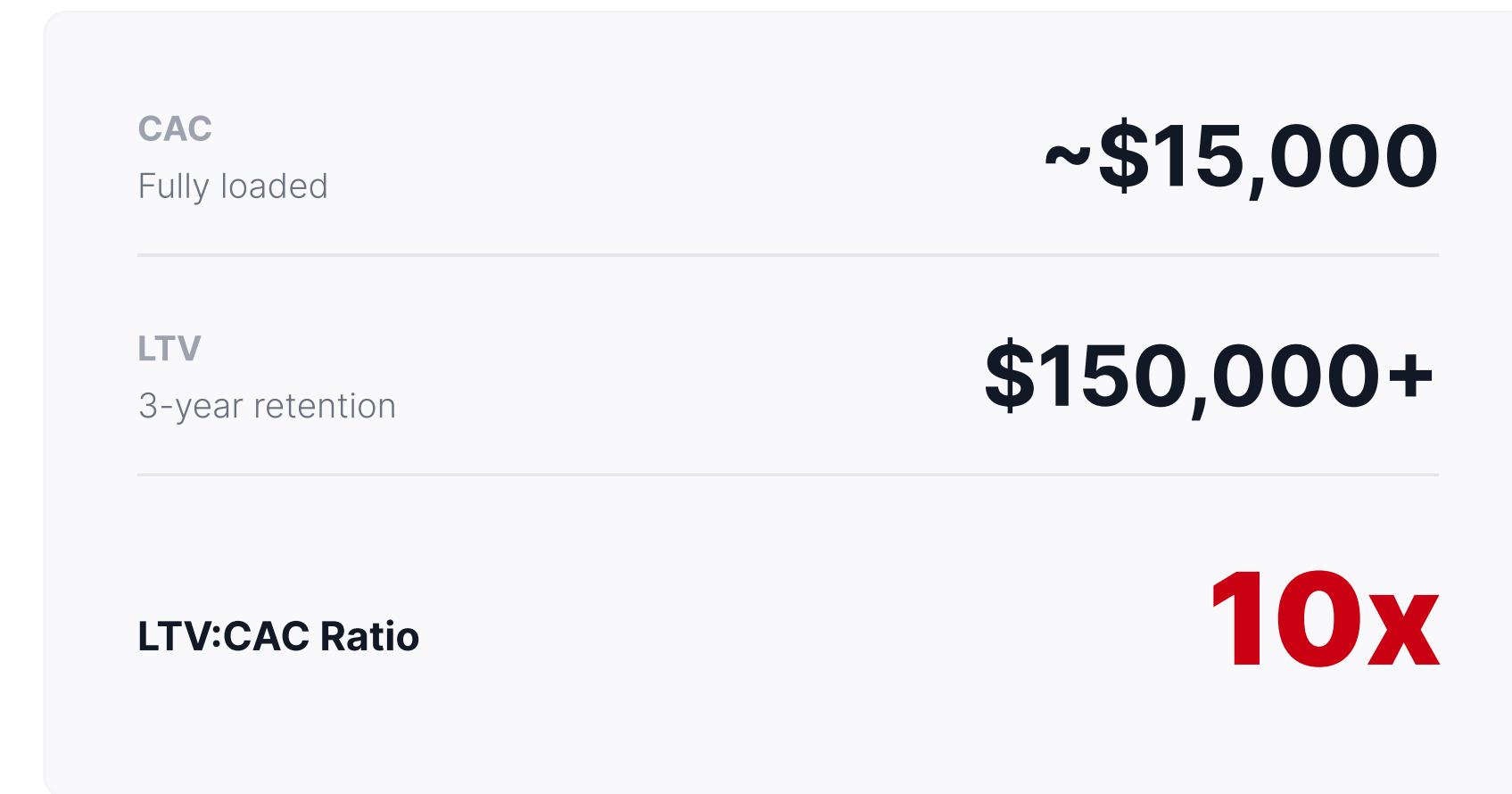
Category 01	Category 02	Category 03
Linters Stark, Design Lint The Limit They scan metadata. If a layer is named incorrectly, they fail.	Passive Repositories Zeroheight, Supernova The Limit They store rules but cannot enforce complex logic automatically.	Manual Review Humans (Design Leads / QA) The Limit Humans are inconsistent and slow when reviewing hundreds of repetitive screens.
Our Advantage Computer Vision & AI We analyze rendered pixels and semantic intent. We detect UI elements based on how they look to users.	Our Advantage Algorithmic Reasoning We catch logical conflicts and nuanced contextual errors that static rules miss.	Our Advantage Intelligence @ Speed We replicate senior designer heuristics but execute them instantly across 100+ screens.

Business Model

Enterprise B2B Subscription



- **Entry Point**
Calibration Pilot
\$5,000 fee • 3 months duration
- **Conversion**
60-70% Target
Pilot to Annual Contract conversion rate
- **Result**
Annual Recurring Revenue
\$45,000+ per enterprise client

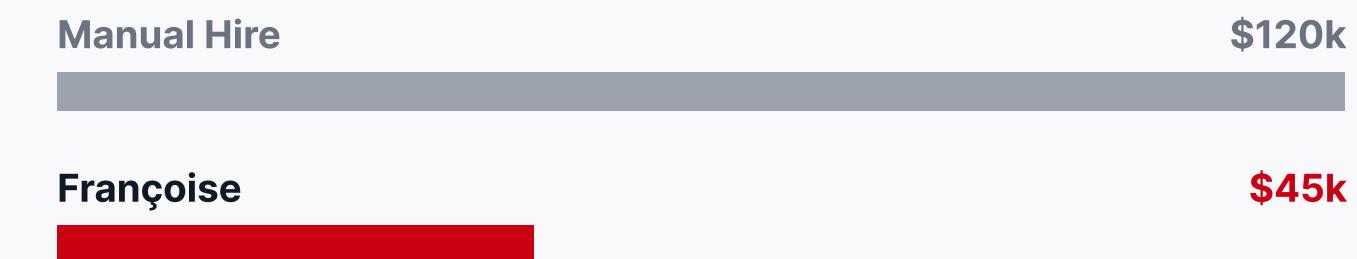


ROI & Market Benchmarks

01. The Human Alternative Anchor

Manual Engineer vs Françoise

A single QA Automation Engineer costs ~\$120,000/year . Françoise automates the governance workload for \$45,000/year .



Value Proposition: 24/7 automated coverage for 30% of cost.

02. Market Comparables

Consolidated Tooling

Enterprise Accessibility Tools

~\$30K-50K

Design System Documentation

~\$20K-40K

Françoise Value

Comprehensive Quality Gate

Combining both layers

03. ROI Calculator

Engineering Savings

For a team of 20 developers, preventing just 15% of "UI rework" saves ~\$250,000 annually in engineering hours.

< 3 Months

Payback Period

Traction & Validation

Product Validation (Pre-US Incorporation)

Paid pilot engagement with one of the world's largest marketplace platforms.

Technical Validation

Computer Vision + AI Model

99.2% accuracy on accessibility detection.

Calibration Process

Fine-tune engine to enterprise Design System tokens within 4 weeks .

Commercial Validation

Willingness to Pay

\$5K pilot fee confirmed strong value perception.

Conversion Trigger

Purchase driven by quantified time savings (15-25% reduction).

Key Learning

Enterprise design leaders will adopt IF we prove measurable productivity gains in a controlled pilot.

Regulatory Note

Post-US incorporation, this engagement was discontinued. Learnings transferred to new pipeline.

Strategic Segments

Targeting high-trust networks and autonomous R&D units.

01 EE Diaspora Fintechs

Direct warm access to C-level decision-makers via shared professional background.

● Transferable Sales Motion

Priority Target Accounts

- Plata
- Vivid Money
- Revolut
- TradingView

● inDrive

02 US Ent. via Tel Aviv

Leveraging physical presence in Tel Aviv to pilot with autonomous R&D units.

● Azure Procurement Bridge

Target Innovation Labs

- Microsoft
- Lemonade
- Google

● Citi

03 MENA Expansion

Global companies entering UAE/KSA markets needing rapid alignment with local regulations.

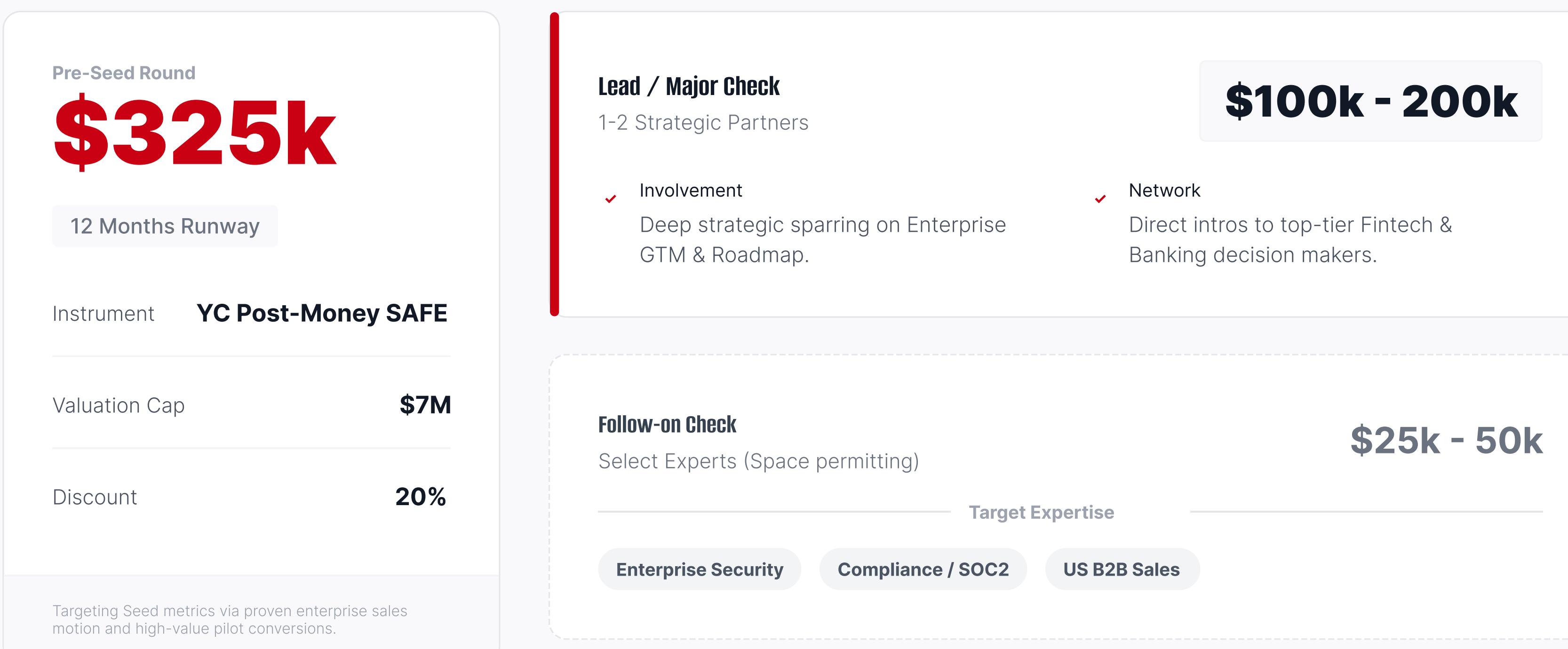
● Regional Growth Driver

Target Regional Giants

- Binance
- Careem
- Talabat

The Ask

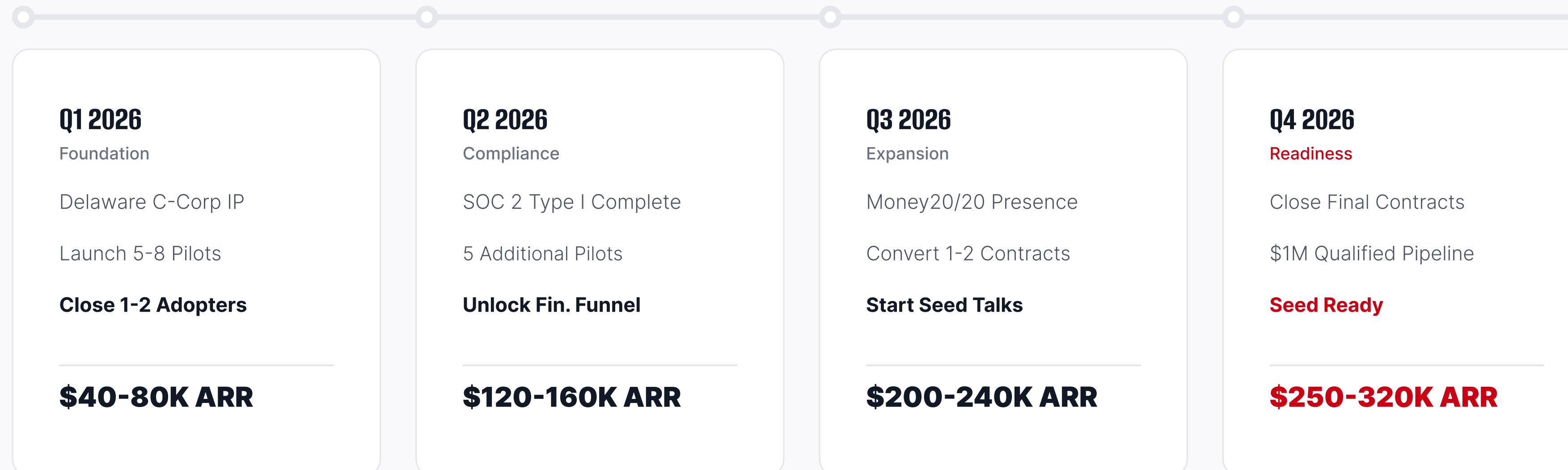
We prioritize a concentrated cap table with partners who can make significant commitments and strategic impact.



Use of Funds

- **Payroll 50%**
 - Core R&D & Engineering
 - Founder-led Sales & GTM
 - Deployment & Implementation Support
- **GTM & Delivery 25%**
 - Strategic Travel
 - Audit Reports (50+)
 - Pilot Infra
- **Security & Cert. 15%**
 - SOC 2 Type I (\$30K)
 - Pentesting (\$12K)
 - ISO Readiness
- **Ops & Legal 10%**
 - Delaware C-Corp
 - Bookkeeping/Tax
 - Admin Risk

Milestones / 12 Months



Contact

Review the executive summary or schedule a discussion.



One Pager

For quick sharing with partners



Live Website

See the product in action

Schedule a Call
meet.francoise.design

dkamysina@gmail.com

wa.me/79035176391

t.me/darikamouse

linkedin.com/in/daria-kamyshina/