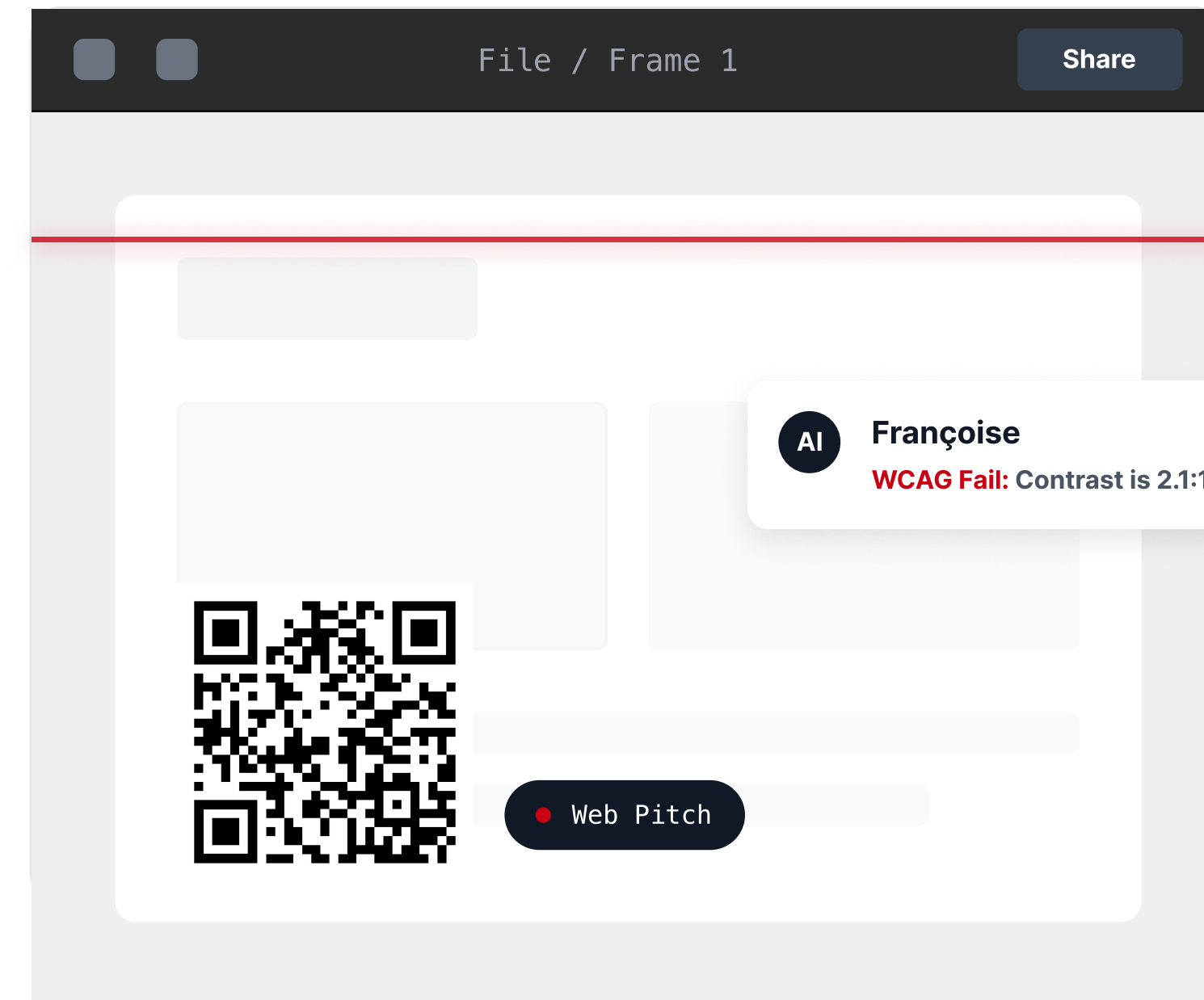


# Shift-Left **Quality** **Gate** for Design Systems.

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 Product7+ 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.

# The Françoise 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

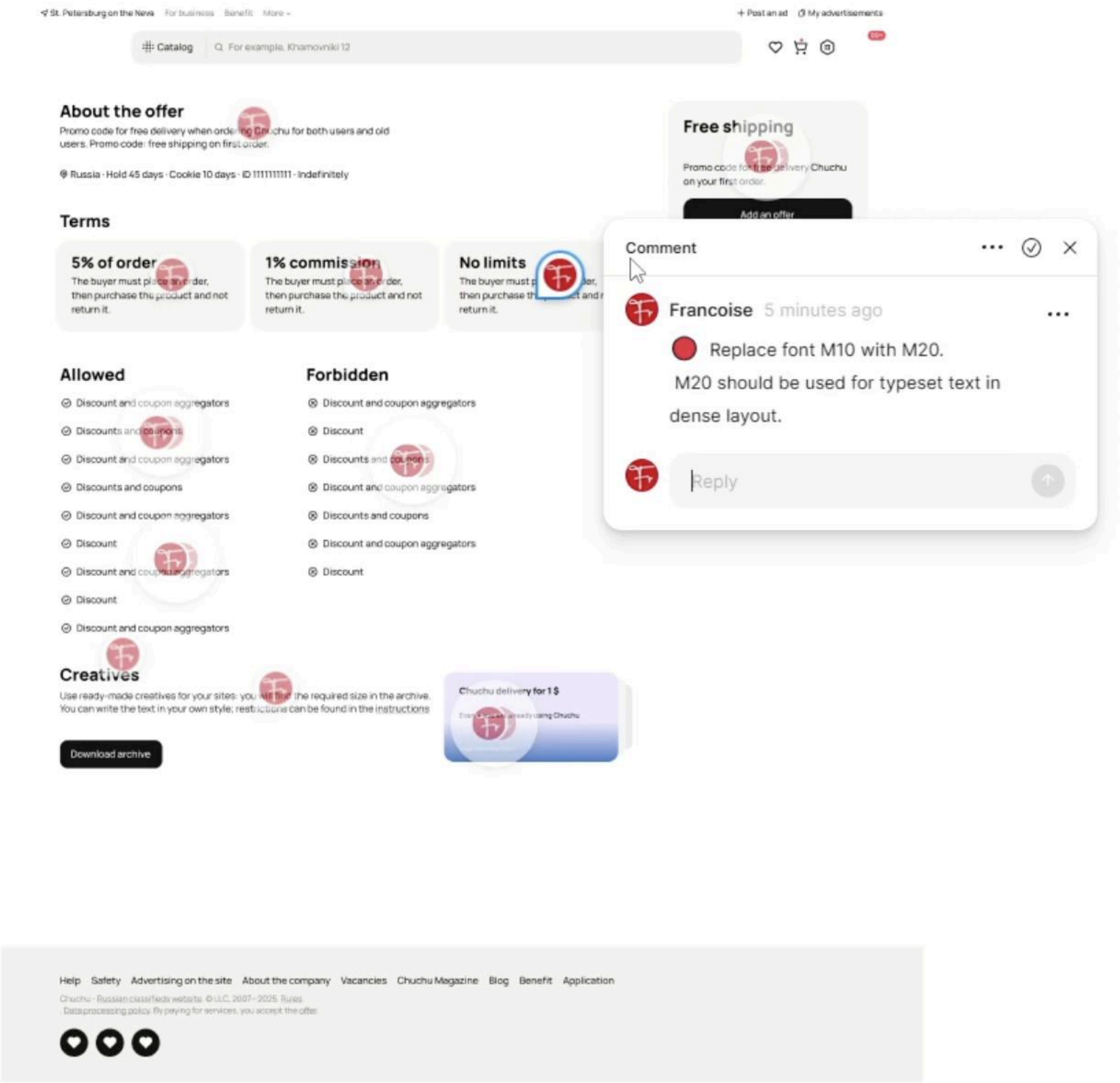
Françoise audits designs for complex logic: accessibility (WCAG 2.1 AA), component states, and Design System usage.

- 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)

Design

Development

QA & Release

Shift-Left Prevention

Capturing upstream value

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

01

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

Digital Accessibility Market

\$670M \$1.37B (2032)

Critical Scale of  
Design Teams

02

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

Pain Point

Manual review fails at scale

Developers Shift to  
Figma (Dev Mode)

03

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

Risk

Broken UI copied to Prod

# Competitive Landscape

Current tools rely on Property Inspection . Françoise introduces **Visual Perception** .

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



# 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

<b>CAC</b> Fully loaded	<b>~\$15,000</b>
<b>LTV</b> 3-year retention	<b>\$150,000+</b>
<b>LTV:CAC Ratio</b>	<b>10x</b>

# 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.

Pre-Seed Round

\$325k

12 Months Runway

Instrument

YC Post-Money SAFE

Valuation Cap

\$7M

Discount

20%

Targeting Seed metrics via proven enterprise sales motion and high-value pilot conversions.

Lead / Major Check

\$100k - 200k

1-2 Strategic Partners

✓ Involvement

Deep strategic sparring on Enterprise GTM & Roadmap.

✓ Network

Direct intros to top-tier Fintech & Banking decision makers.

Follow-on Check

\$25k - 50k

Select Experts (Space permitting)

Enterprise Security

Compliance / SOC2

US B2B Sales

# 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

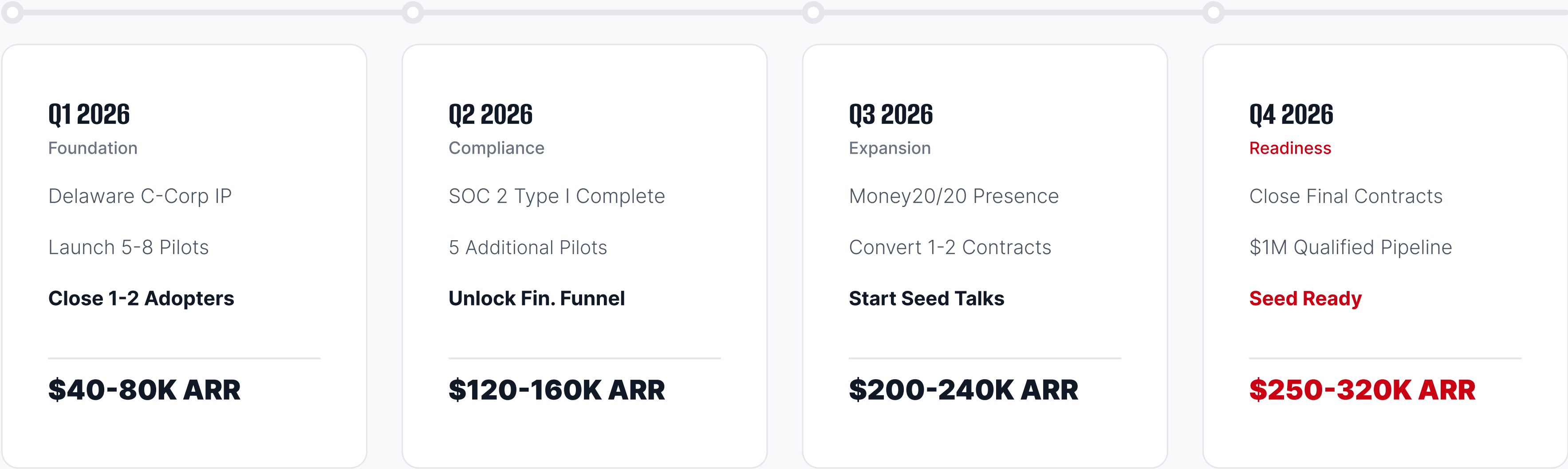
10%

• 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](https://meet.francoise.design)

 [dkamysina@gmail.com](mailto:dkamysina@gmail.com)    [wa.me/79035176391](https://wa.me/79035176391)    [t.me/darikamouse](https://t.me/darikamouse)    [linkedin.com/in/daria-kamyshina/](https://linkedin.com/in/daria-kamyshina/)