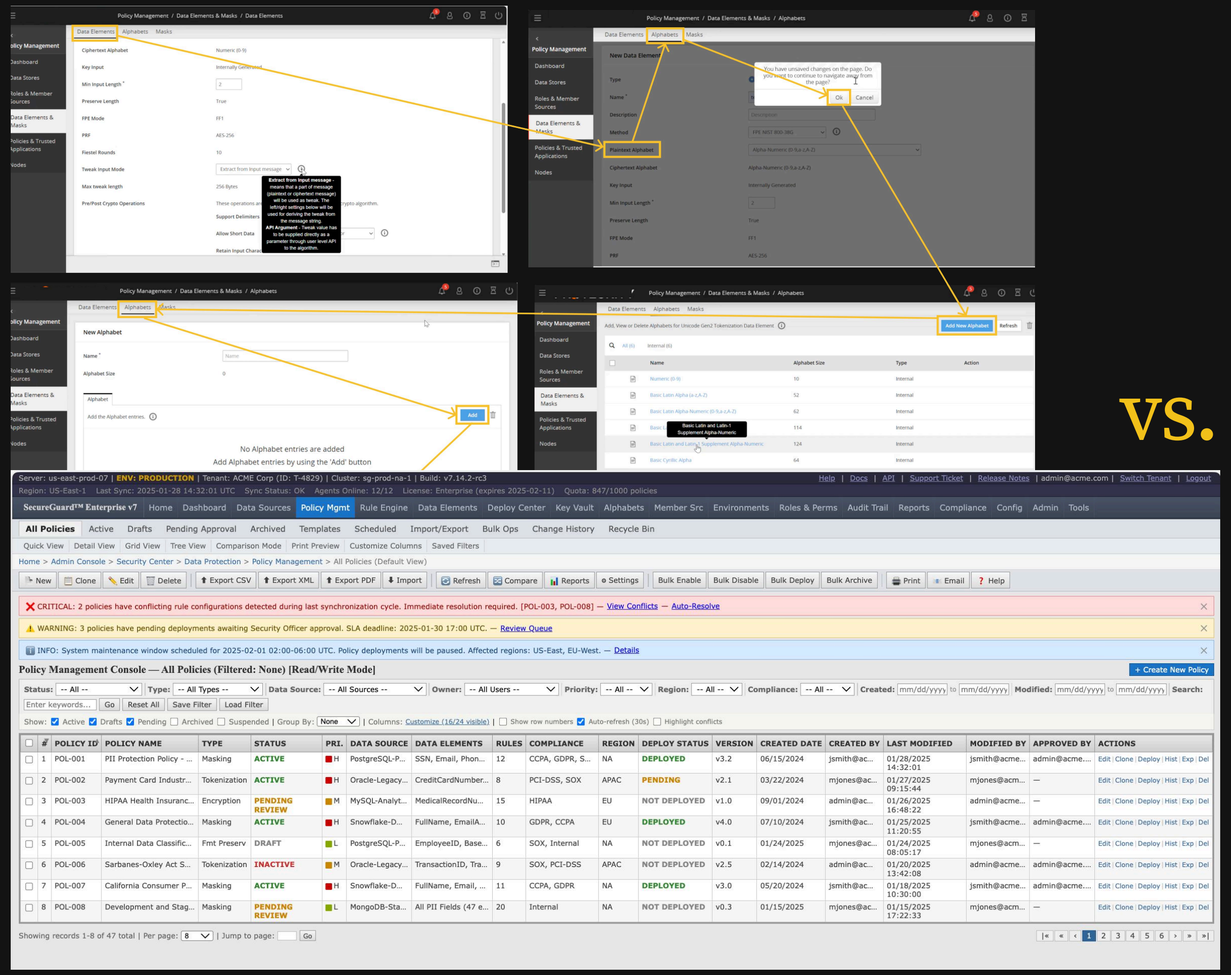
Heurica

AI that ships enterprise-ready UX.

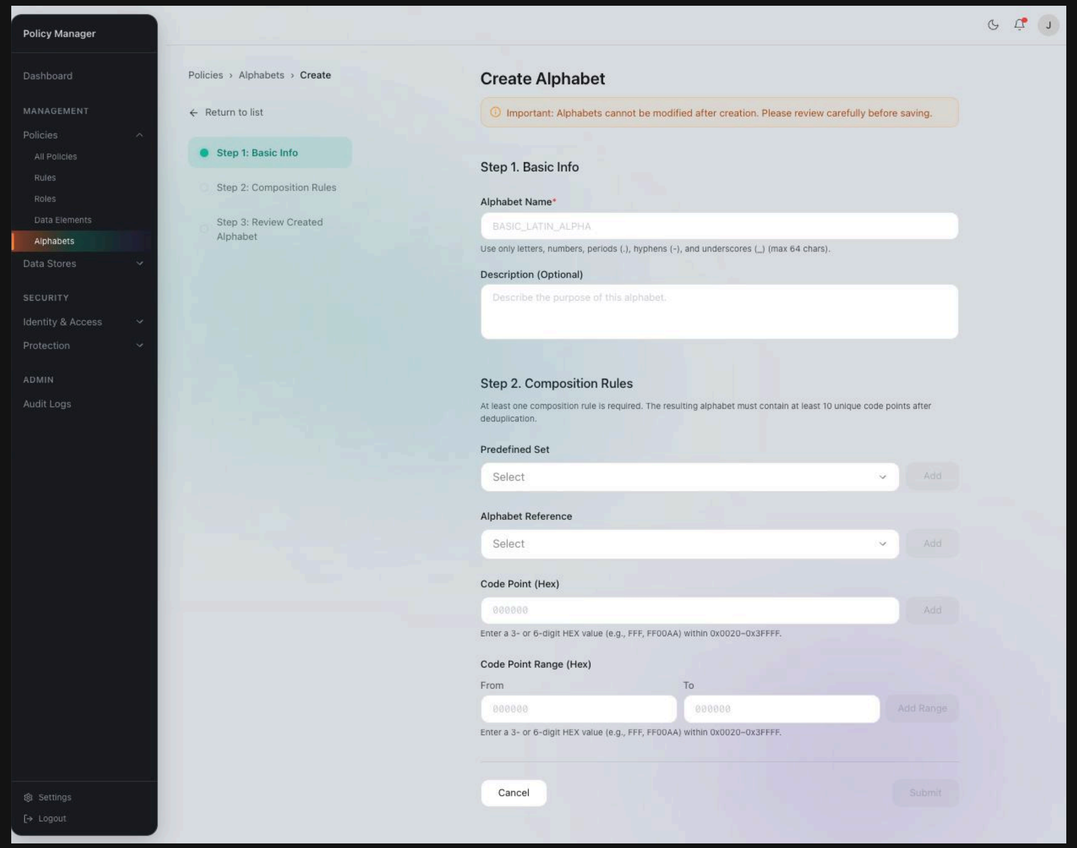
yunbin@heurica.co

You're not dumb. The software is.

Took 6 steps to complete a task and you're still unsure it's right



VS.



One clear step. Done. And you know it.

Bad UX drags the entire organization.

UX is an *afterthought* — and the whole org pays for it.

Designer took 9 months — and it's still not clean.

Product Director

Engineers just "make-it-function"; not user friendly.

Product Director

Tell us how to do things instead of letting us screw up.

Customer

At this point, just scrap the whole UI.

CEO

I hide demo till the very last day.

Customer Success Head

We spend weeks training users on a single feature.

Customer Success Head

SOLUTION

Get UX right the first time — 18x faster, *without* designers.

Specs in. Dev-ready UI out.
Best-practice UX baked in.

SPEED

9 months → 1 week

Design that scales

UNBLOCK

PM Ships Directly

No designer dependency

LOWER CAC

Close More Deals

Demo-ready from Day 1

HIGHER NRR

Onboard Faster

months → weeks

Every metric improves with best-practice UX.

Specs in. Dev-ready frontend out. Best-practice UX baked in.

Speed *vs.* Quality: The old enterprise UX tradeoff

Fast broke UX. Quality took quarters. Pick one — till now.

APPROACH	SPEED	RESULT (DAY 1)	RESULT (AT SCALE)
Engineer-led	Weeks	UX debt starts	UX Breaks → 2x rebuild cost
Designer-led	Quarters	Delayed revenue	Luck-based, inconsistent UX
Heurica-powered	Weeks	UX right first time	Best-practice UX (no rebuild)

COMPETITORS

Ship good UX at the speed of engineering.

	Design Tools	One-shot AI	Heurica
Examples			
Used by	Designer	Anyone / Engineer	Product Manager
Speed	X	O	O
UX Quality	X	X	O
Scales	X	X	O

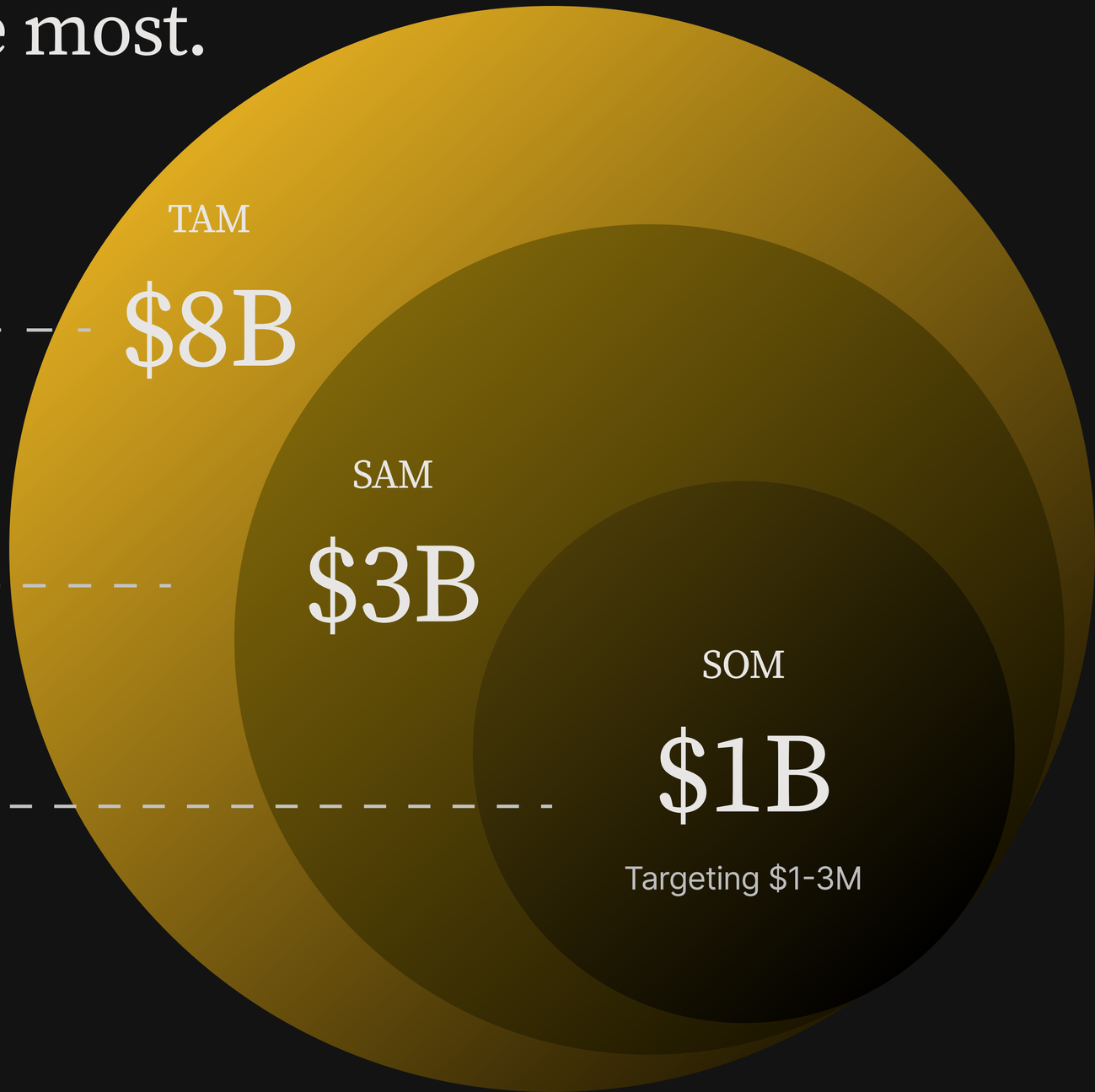
MARKET

Starting where bad UX hurts the most.

Year 3+:
All Enterprise SaaS

Year 2-3:
Regulated Enterprise

Now:
Security + Healthcare



Land & Expand

Buyer: Product + Engineering Leadership

PHASE 1 (NOW)

$35-80k

/ pilot / 4-12 week

Goal: Validate Methodology + Build Product

Target: 5-8 pilots in Year 1

Sales: Direct + Referral-based

- Pilot proves value
- Convert to annual
- Expand within account

PHASE 2 (12 MO+)

$100-200k

/ account / year

Goal: Platform Expansion + Ongoing Support

Target: Year 1: $500K+ revenue
Year 2: $1M+ ARR

TRACTION

In final negotiation with a paid enterprise client.

Security enterprise serving *Fortune 500* banks and hospitals

"Heurica mapped UX in 2 weeks.
It took our designer 9 months — and it's still not clean."

— Product Director, Enterprise Security

Pilot: 1 of 10 feature areas → Full platform UX redesign in pipeline

TEAM

Built UX for products where mistakes break trust.

Yunbin Bae

Founder, CEO

5 years shipping UX in regulated domains.
(security, fintech, law enforcement, public safety)

Led UX in engineering-heavy teams with no UX.

@Hustle Fund's pre-accelerator 25'

MS in HCI (Human-Computer Interaction)
— Human-AI Interaction focus

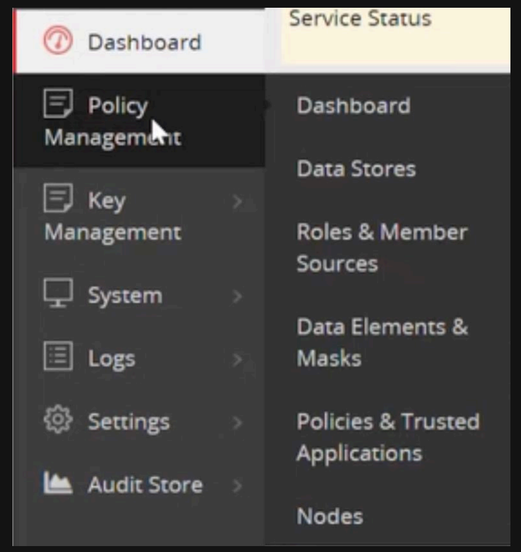
Appendix

DEMO

Workflow-based grouping, not token-based

Traditional

Manual (current)



Sandbox UX,
No Reasoning

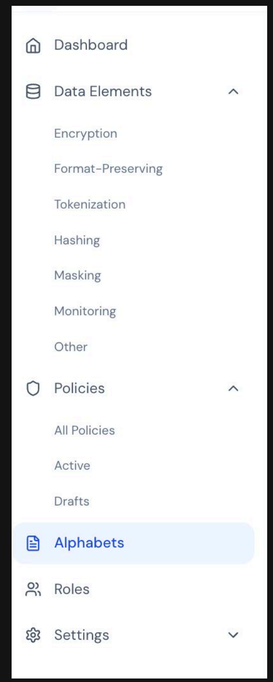
Heurica

Workflow-based Grouping

Science-backed UX,
Best Practice

One-shot Prompted

Predictive, Token-based Grouping



Inconsistent UX,
Not Traceable