

# Heurica

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AI that ships enterprise-ready UX.

# You're not dumb. The software is.

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

The screenshot shows a multi-step process for creating an alphabet:

- Step 1: Data Elements & Masks / Alphabets**: Shows a configuration page for a ciphered alphabet with various settings like PPE Mode, FPE Mode, and Tweak Input Mode.
- Step 2: Data Elements & Masks / Alphabets**: Shows a modal for creating a new data element, with tabs for "Data Elements", "Alphabets", and "Masks". It includes fields for Name, Description, Method, and a warning about unsaved changes.
- Step 3: Data Elements & Masks / Alphabets**: Shows a list of alphabets with columns for Name, Alphabet Size, Type, and Action. A new entry is being added.
- Step 4: Data Elements & Masks / Alphabets**: Shows a modal for adding a new alphabet, with fields for Name and Alphabet Size, and an "Add" button.
- Step 5: Policy Management Console - All Policies (Filtered: None) [Read/Write Mode]**: Shows a list of policies with columns for Policy ID, Name, Type, Status, PRI., Data Source, Data Elements, Rules, Compliance, Region, Deploy Status, Version, Created Date, Last Modified, Modified By, Approved By, and Actions.
- Step 6: Policy Management Console - All Policies (Filtered: None) [Read/Write Mode]**: Shows the same list of policies, but with a prominent red banner at the top indicating critical conflicts between two policies.

VS.

The screenshot shows a simplified process for creating an alphabet:

- Step 1: Basic Info**: Shows a form for entering the alphabet name (BASIC\_LATIN\_ALPHA), description (Optional), and a note about unique code points.
- Step 2: Composition Rules**: Shows a section for defining composition rules, with a note that at least one rule is required.
- Step 3: Review Created Alphabet**: Shows a summary of the created alphabet.

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

# 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.

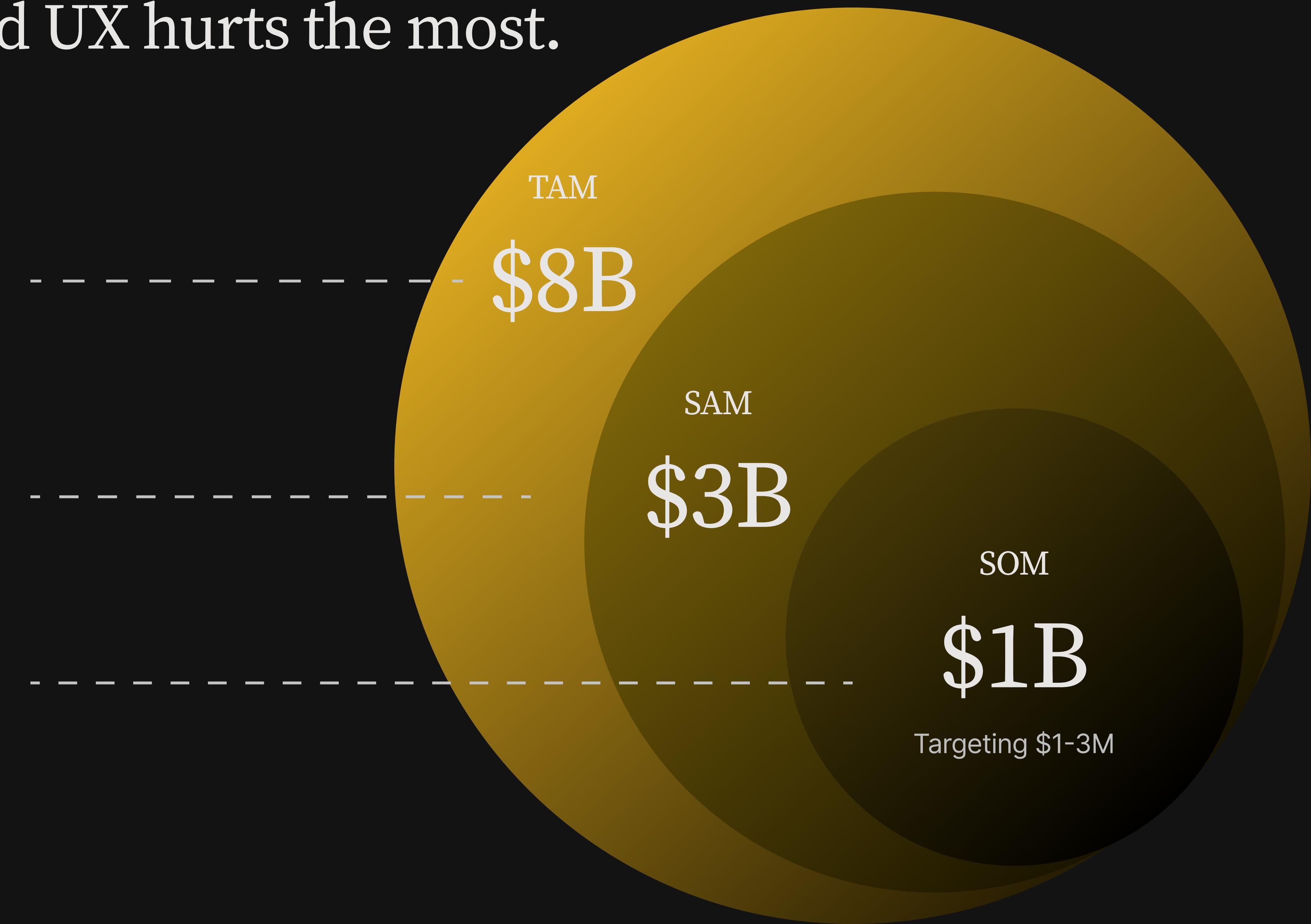
APPROACH	SPEED	RESULT (DAY 1)	RESULT (AT SCALE)
Engineer-led	Weeks	UX debt starts	UX Breaks → 2x rebuild cost
Designer-led	Quarters	Delayed revenue	Luck-based, inconsistent UX
<b>Heurica-powered</b>	Weeks	UX right first time	<b>Best-practice UX (no rebuild)</b>

# 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

# 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

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- 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

# 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

# Built UX for products where mistakes break trust.



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



## Yunbin Bae

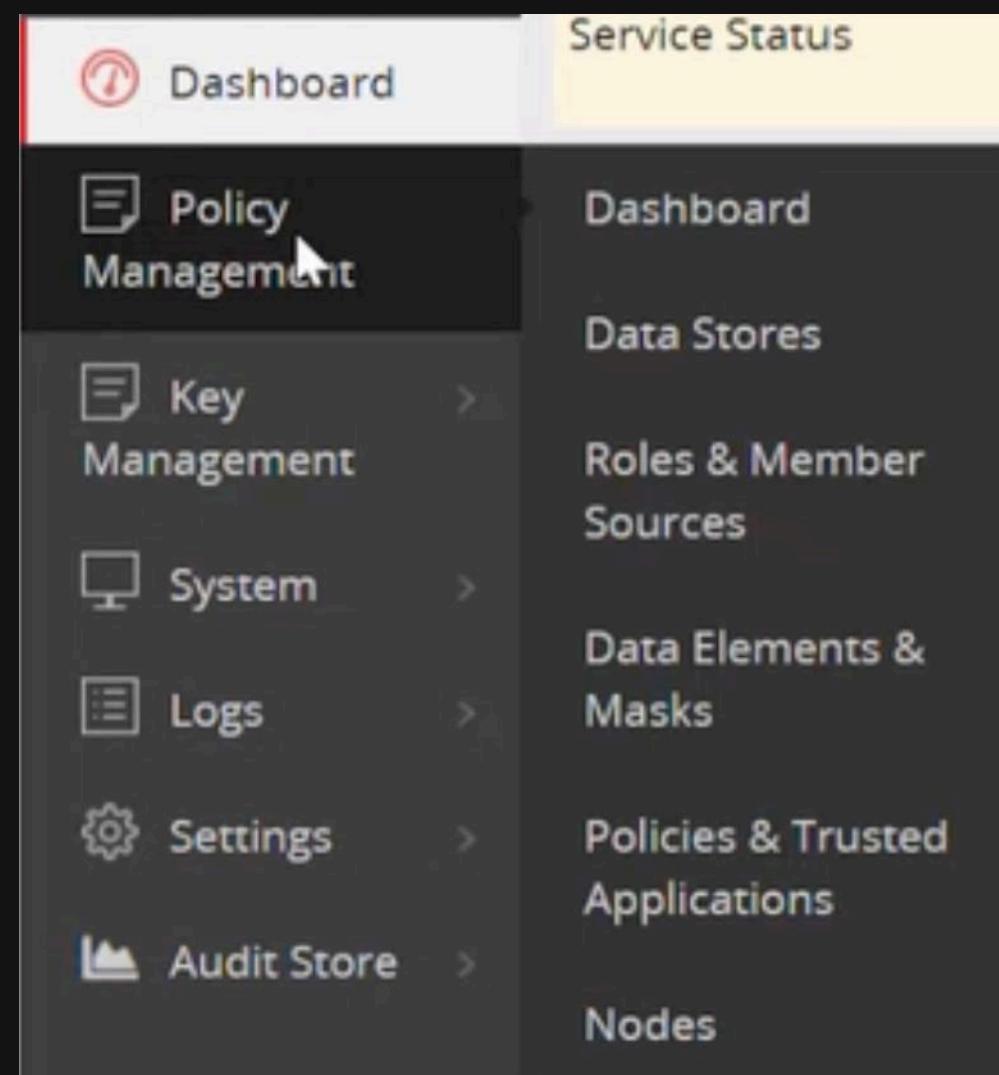
Founder, CEO

# Appendix

# Workflow-based grouping, not token-based

## Traditional

Manual (current)



Sandbox UX,  
No Reasoning

## Heurica

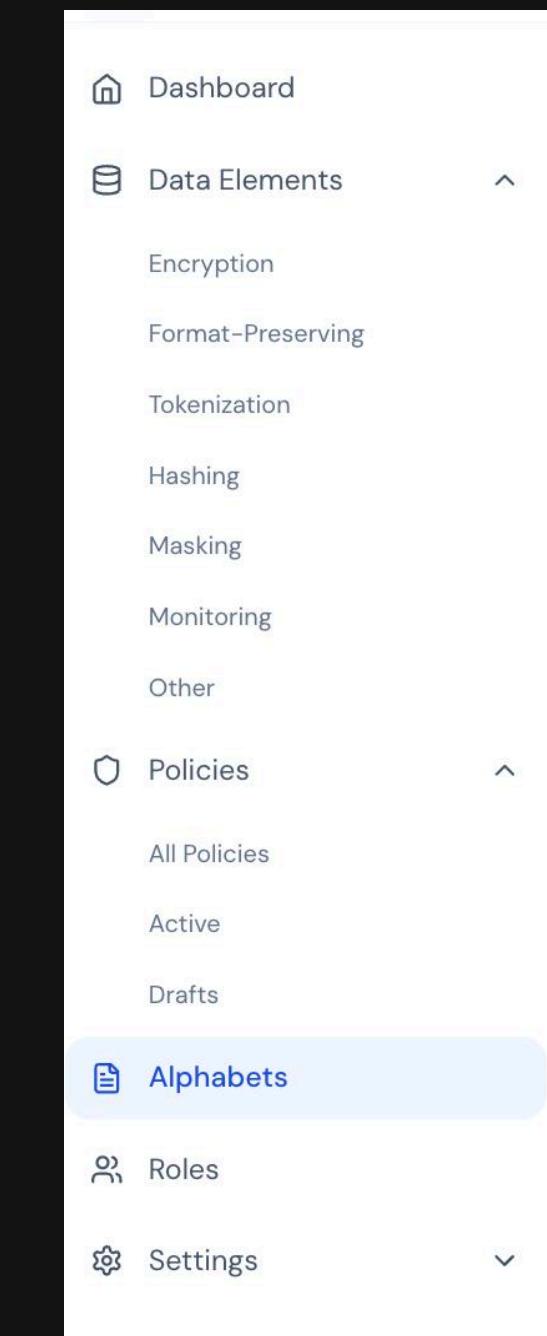
Workflow-based Grouping



Science-backed UX,  
Best Practice

## One-shot Prompted

Predictive, Token-based Grouping



Inconsistent UX,  
Not Traceable