

Heurica

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

One clear step. Done. And you know it.

The image displays four screenshots of a web application interface, likely for policy management, arranged in a 2x2 grid. The screenshots are connected by orange arrows, indicating a workflow or sequence of actions.

- Top Left Screenshot:** Shows the 'Data Elements' page. The sidebar on the left includes 'Policy Management', 'Dashboard', 'Data Sources', 'Roles & Member Sources', 'Data Elements & Masks', 'Policies & Trusted Applications', and 'Nodes'. The main content area shows a form for 'Data Elements' with fields like 'Name', 'Type', 'Description', 'Method', 'Policies & Trusted Applications', 'Nodes', 'CipherText Alphabet', 'Key Input', 'Min Input Length', 'Preserve Length', 'FPE Mode', 'FPE', 'Fleets Rounds', 'Tweak Input Mode', 'Max tweak length', 'PrePost Crypto Operations', 'Support Delimiters', 'Allow Short Data', and 'Retain Input Character'. A tooltip is visible over the 'Extract from input message' dropdown.
- Top Right Screenshot:** Shows the 'Alphabets' page. The sidebar is similar to the top-left screenshot. The main content area shows a form for 'New Data Element' with fields like 'Name', 'Type', 'Description', 'Method', 'Policies & Trusted Applications', 'Nodes', 'CipherText Alphabet', 'Key Input', 'Min Input Length', 'Preserve Length', 'FPE Mode', and 'FPE'. A tooltip is visible over the 'Ok' button.
- Bottom Left Screenshot:** Shows the 'New Alphabet' form. The sidebar is similar to the top-left screenshot. The main content area shows a form for 'New Alphabet' with fields like 'Name', 'Alphabet Size', and 'Alphabet'. A tooltip is visible over the 'Add' button.
- Bottom Right Screenshot:** Shows the 'Alphabets' list table. The sidebar is similar to the top-left screenshot. The main content area shows a table with columns: 'Name', 'Internal (S)', 'Alphabet Size', 'Type', and 'Action'. The table lists several alphabets, including 'Numeric (0-9)', 'Basic Latin Alpha (a-zA-Z)', 'Basic Latin Alpha Numeric (0-9a-zA-Z)', 'Basic Latin and Latin-1 Supplement Alpha Numeric', and 'Basic Cyrillic Alpha'. A tooltip is visible over the 'Basic Latin and Latin-1 Supplement Alpha Numeric' row.

A large 'VS.' is overlaid on the right side of the bottom-right screenshot, suggesting a comparison or a 'before and after' scenario.

VS.

Policy Manager

Dashboard

MANAGEMENT

Policies

All Policies

Rules

Roles

Data Elements

Alphabets

Data Stores

SECURITY

Identity & Access

Protection

ADMIN

Audit Logs

Settings

Logout

Policies > Alphabets > Create

Return to list

Step 1: Basic Info

Step 2: Composition Rules

Step 3: Review Created Alphabet

Create Alphabet

Important: Alphabets cannot be modified after creation. Please review carefully before saving.

Step 1. Basic Info

Alphabet Name*

BASIC_LATIN_ALPHA

Use only letters, numbers, periods (.), hyphens (-), and underscores (_) (max 64 chars).

Description (Optional)

Describe the purpose of this alphabet.

Step 2. Composition Rules

At least one composition rule is required. The resulting alphabet must contain at least 10 unique code points after deduplication.

Predefined Set

Select

Add

Alphabet Reference

Select

Add

Code Point (Hex)

000000

Add

Enter a 3- or 6-digit HEX value (e.g., FFF, FF00AA) within 0x0020–0x3FFFF.

Code Point Range (Hex)

From

To

000000

000000

Add Range

Enter a 3- or 6-digit HEX value (e.g., FFF, FF00AA) within 0x0020–0x3FFFF.

Cancel

Submit

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
Heurica-powered	Weeks	UX right first time	Best-practice UX (no rebuild)

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

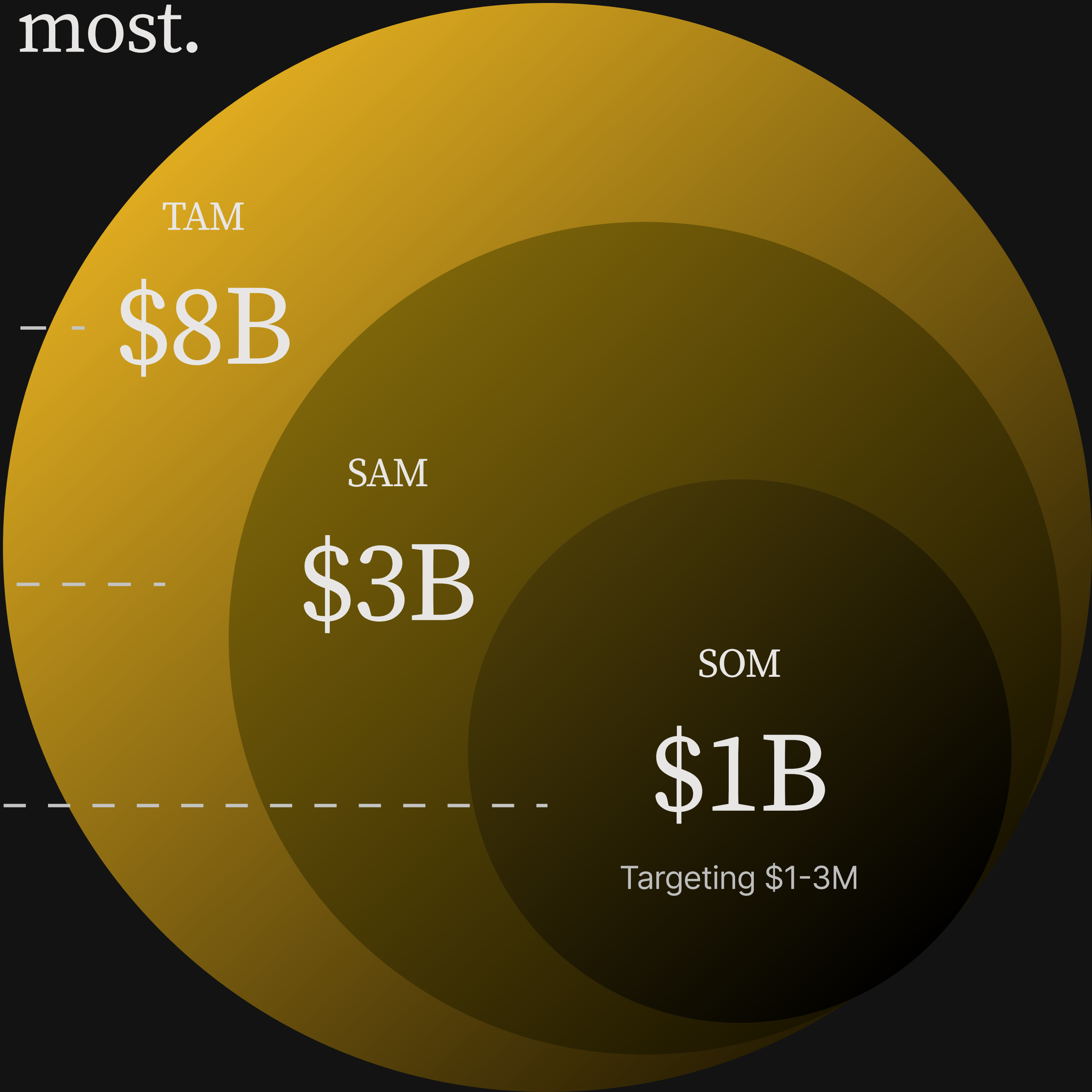
TAM
\$8B

Year 2-3:
Regulated Enterprise

SAM
\$3B

Now:
Security + Healthcare

SOM
\$1B
Targeting \$1-3M



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

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.




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

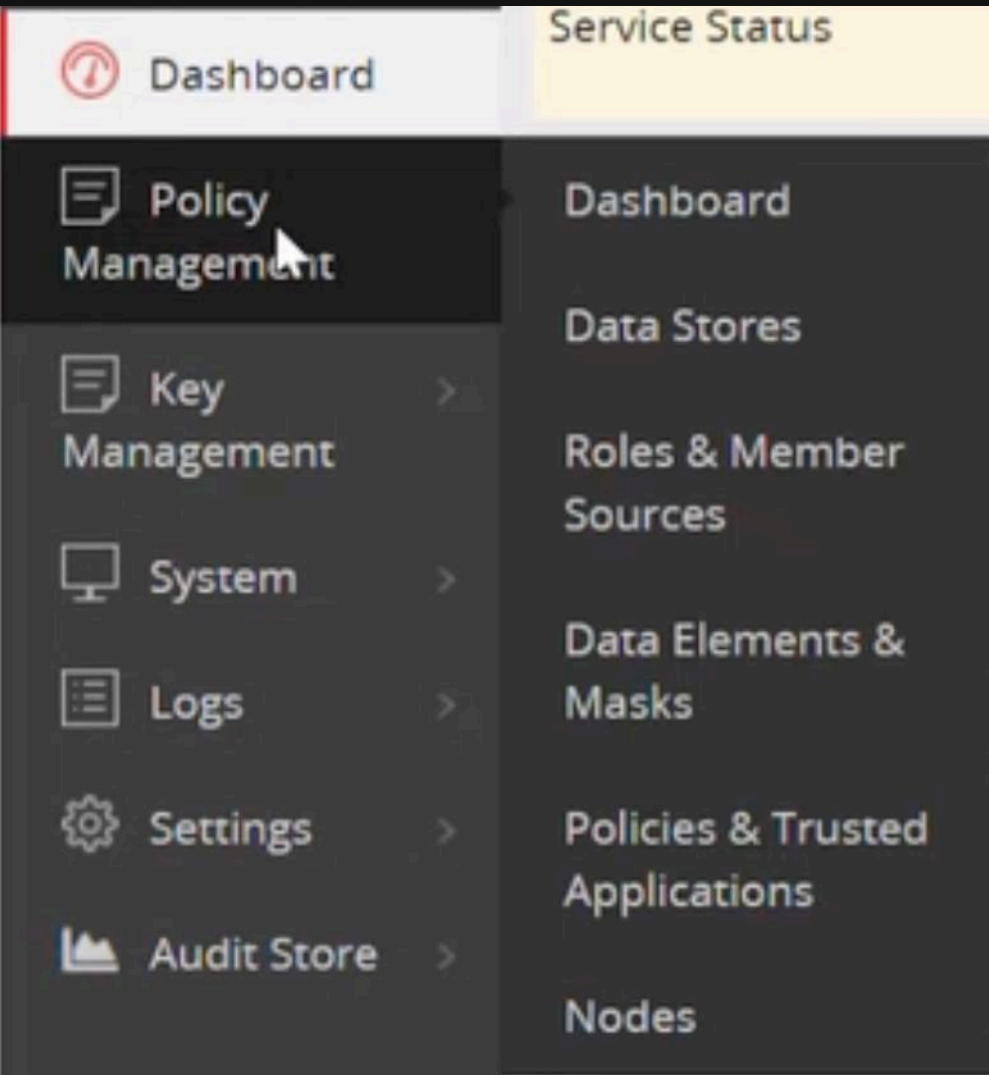


Appendix

Workflow-based grouping, not token-based

Traditional

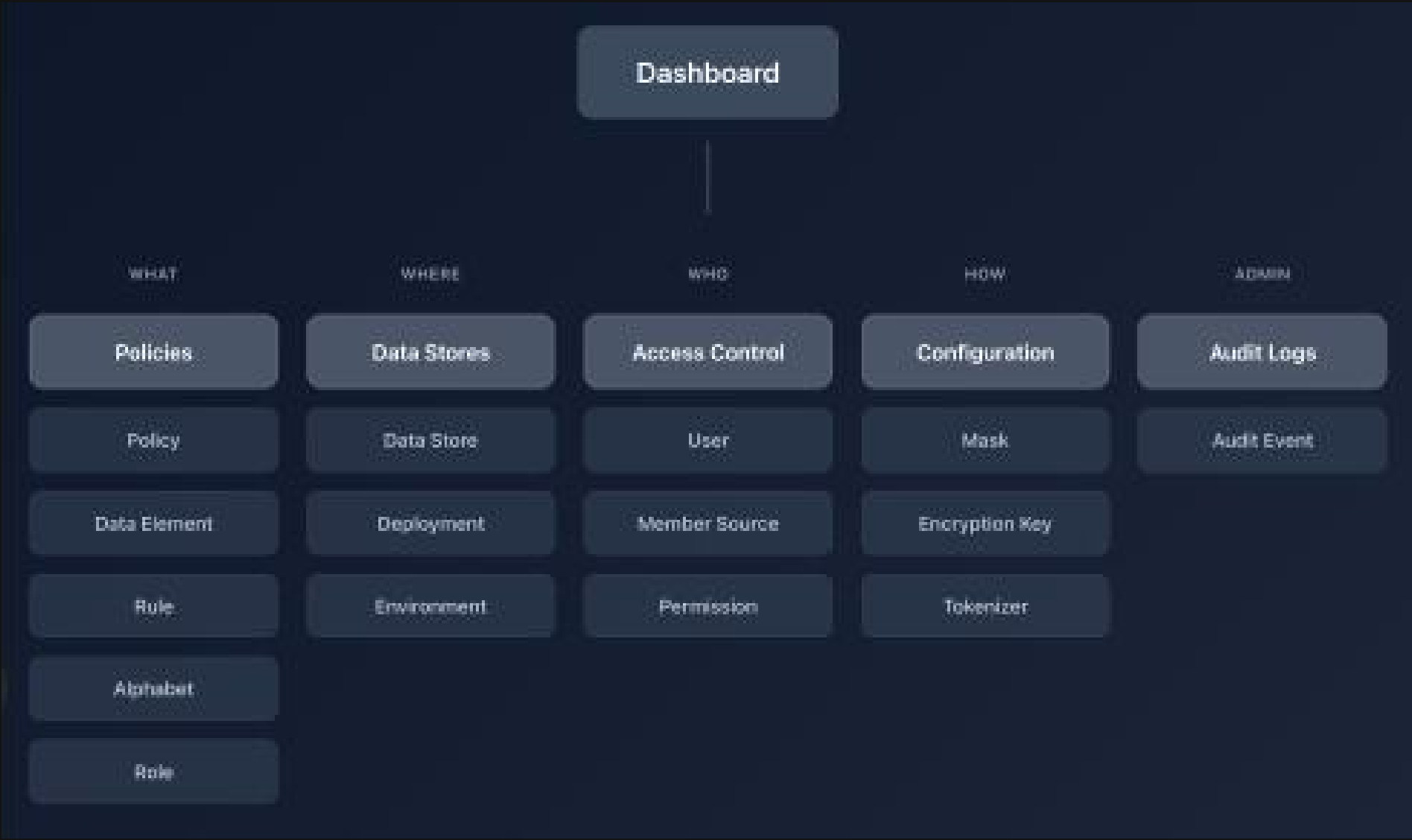
Manual (current)



Sandbox UX,
No Reasoning

Heurica

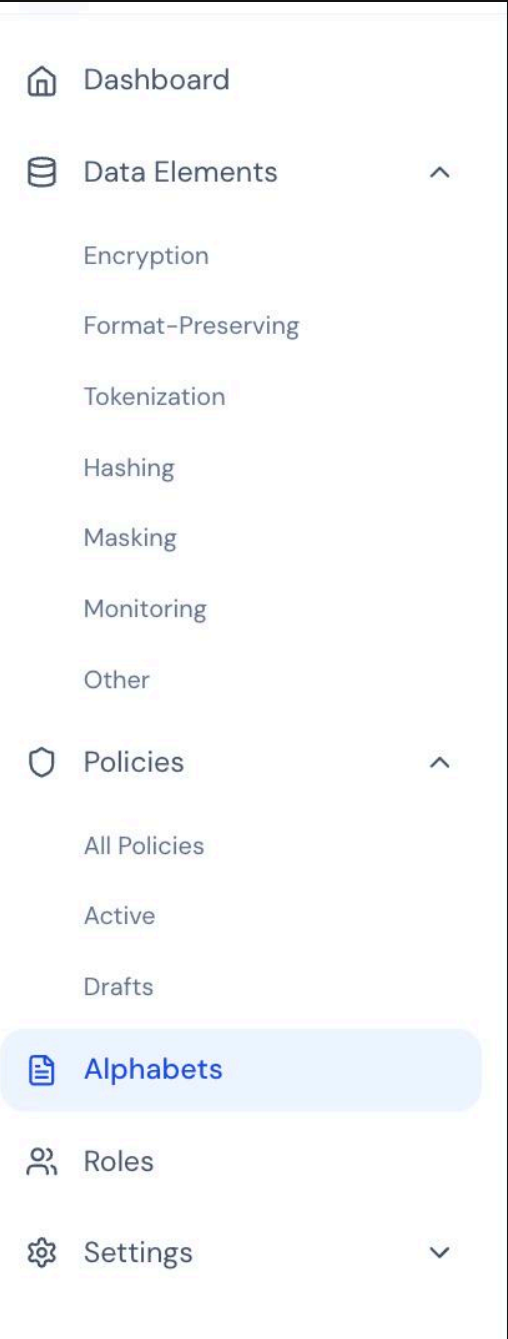
Workflow-based Grouping



Science-backed UX,
Best Practice

One-shot Prompted

Predictive, Token-based Grouping



Inconsistent UX,
Not Traceable