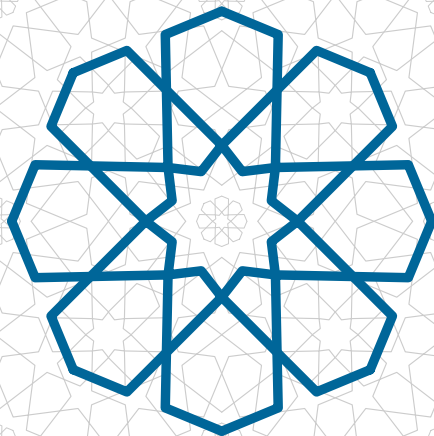


DESIGN INTELLIGENCE

PROPOSAL



Dolphin Design Intelligence

Introducing New Design and Automation Philosophy

Dolphin Development Team

We are introducing a new design philosophy called Dolphin Design Intelligence, or Dolphin Design AI, or simply the Dolphin DI for Design and Document Intelligence. These terms are often used interchangeably. They refer to the same overarching philosophy. The technology architecture that underpins them drives our vision for creating a new system for design intelligence and document automation. What we propose is a paradigm shift in design thinking. It is a radically new way to look at how we create graphics, embed them in documents, save them locally or in the cloud, render them on any medium, be it print, screen, or machine, share them with stakeholders, collaborate effortlessly, and manage them using our integrated toolchains and fully automated workflows. We address the key challenges of the design and document automation. Our solution is of the highest quality while at the same time resulting in the lowest file size—thus being environmentally sustainable. Dolphin DI is a fast and easy way to assist businesses large and small in their data-driven digital transformation journey.

1 Introduction

Design intelligence is the practice of intentionally creating and structuring systems, tools, and products to learn, adapt, and systematically process information; create visualizations; streamline repetitive and time-intensive tasks; and manage processing of electronic data and documents critical to decision-making. It addresses complex business needs by overcoming challenges in a standardized and consistent way, going beyond traditional product or user experience design. A well-designed and deployed system can increase efficiency, reduce errors, improve consistency, offer better compliance, save costs, and allow employees to focus on more strategic work.

1.1 Key Requirements

- **Increase Efficiency:** Significantly speeds up the creation of documents, especially for high-volume processes.
- **Improve Accuracy:** Reduces human errors by automating data insertion, leading to more consistent and reliable documents.
- **Enhance Compliance:** Helps ensure that documents meet organizational standards and regulatory requirements.
- **Save Costs:** Lower operational costs by reducing manual labor and the resources needed for document creation and management.
- **Freed-up Resources:** Allows employees to shift from tedious, repetitive tasks to more value-added activities.



2 Product Description

The Dolphin Design AI is an intelligent graphic design and document automation platform. It has the ability to simultaneously create the highest quality outputs while at the same time maintaining the lowest sizes of vector graphics, dashboards, business documents, reports, branded materials, and many other publications—helping corporates, governments, SMEs, and educators save time, effort, and costs. It helps improve product consistency, employee productivity, and business performance. Instead of constantly juggling between document processing and graphic design tools or maintaining multiple licenses, Dolphin DI delivers a unified workspace where users can instantly generate data-centric, print-ready, vector-based outputs having consistent quality across digital applications and print needs.

3 Current State and Pain Points

Organizations—including SMEs, academic institutions, and government departments—rely on proprietary tools from Microsoft and Adobe to create letters, reports, certificates, brochures, and other branded materials. While functional, these tools present inefficiencies:

- **Manual and Repetitive Work:** Significant efforts are required in formatting, layout adjustments, and Word → PDF conversions consuming hours and are error-prone.
- **Multiple Tools and Licenses:** Organizations pay high fees while juggling multiple software products and their upgrades.
- **Low Efficiency and Scalability:** Bulk production of documents or certificates is slow and requires repeated manual intervention.
- **Size and Quality Issues:** Outputs in bulky files or loss of quality across formats.

Currently, in the market there is no focused solution available that can address these pain points. Millions of users—including us—face these challenges daily. Recognizing this gap, we created World's first Dolphin DI.

4 Our Intelligent Solution

Design intelligence requires more than just efficient data handling; it demands data insights. Beyond handling data, genuine design intelligence involves the ability to combine logic and knowledge. The Dolphin Design Intelligence allows users to infer meaning from their data by visualizing information by going beyond the traditional charting and plotting approaches. It intelligently creates artwork that exploits hidden design patterns for optimizing size and performance. The Dolphin Document Intelligence is about drawing the logical conclusions and strategically communicating results in well-structured, well-documented formats that convey paradox, trigger discussion, generate meaning, drive measurable results, and together advance the decision-making. The Dolphin DI is crafted and delivered with this specific goal in mind: to help businesses to move away from tackling complex document generation tasks to focus more on promoting their brand identity, training and awarding employee excellence, and growing businesses, retaining and rewarding customers, promoting new products and services, and managing strategic communications effectively and effortlessly.



4.1 Key Features

- **Unified Platform:** Brings all document and report needs under one roof.
- **Automation:** Eliminates manual effort and repetitive formatting tasks.
- **Smart Design and Reporting:** Auto-generates certificates, reports, presentations, compliance documents, and branded materials directly from data inputs.
- **Highest-Quality Outputs:** Vector-based, print-ready files simultaneously optimized for both screen and print.
- **Lowest-File Sizes:** Sizes are optimized for storage using novel intellectual property.
- **Data Management:** Search, retrieval, and traceability features significantly improve data management and delivery.
- **Ease of Use:** From a single interface, users choose templates, prepare input data, and generate outputs in seconds.

4.2 Value Proposition

- **For SMEs and Startups:** An affordable, all-in-one alternative to expensive licenses, built for bulk needs and tight budgets.
- **For Education:** Simplify certificates, awards, and branded communication—reducing workload for administrators and improving consistency
- **For Governments:** Streamline workflows, reduce license costs, improve compliance and report quality, accelerate digitalization, and support local job creation.

5 How Dolphin Works?

- **Smart Integration:** Dolphin combines data and smart templating to automate document generation. Instead of manually formatting documents or converting files between formats (Word → PDF, Data → Dashboards → Reports), users can simply provide raw data via Excel inputs or a web interface—individually or in bulk.
- **Data-First:** Only the underlying numbers and text are stored, not images or PDFs.
- **Dynamic Rendering:** Using our intelligent algorithms and programs, Dolphin transforms the stored data into high-quality outputs in any format — print, digital, or web.
- **Template-Driven:** Pre-defined templates ensure consistent layouts and branding while supporting customization.
- **The Highest-Quality Outputs:** Native vector-based files ensure sharp visuals, small file sizes, and consistently guarantees the highest quality print-ready outputs.
- **Speed and Scalability:** Outputs are generated in seconds, replacing hours of manual effort, and enabling bulk production at scale.
- **Media and Platform-Agnostic:** Universal data-driven approach makes Dolphin unique and agnostic to media and platforms.

6 USP and Growth Opportunities

- **First Mover:** AI-powered automated design and publication platform, creating a new market segment.



- **Unified Platform:** Consolidates design, reporting, and publication needs under one solution ecosystem.
- **Vector-Based:** The highest quality print-ready, scalable, and lightweight files optimized for both digital and print.
- **Platform-Agnostic and Lightweight:** Engineered for performance across systems, reducing infrastructure overhead.

6.1 Growth Opportunities and Market Vision

- Significant potential for long-term growth and local job creation.
- Global SaaS potential with recurring revenue streams.

7 Product Offerings

- **Designs and Brand Identity:** Vector Designs, certificates, dashboards, logos, branded letters, and business cards.
- **Marketing and Publications:** Brochures, infographics, newsletters, whitepapers, reports, and manuals.

Note: A full list of offerings is included in the appendix for detailed reference.

7.1 Product Readiness and Pricing

- A Minimum Viable Product (MVP) is developed and functional.
- Enhancements underway to scale for specific use cases.
- Attractive pricing model: per-offering or subscription for bulk users.

8 Funding Requirement

- To accelerate further development and accelerated market adoption, funding is sought for additional human resources and operational expenditure.
- Human Resources:
 - Graphic Designer and Engineers - 5. For product enhancement, new feature build-out, and ongoing technical and algorithmic developments.
 - Marketing Specialists - 5. For customer acquisition, market penetration, training and skill development, and brand promotion.
- Operational Expenditure:
 - Cloud infrastructure, developer tools, and essential resources for scaling-up the MVP development and marketing.

9 Team Expertise and Intellectual property

We are led and guided by the global renowned team of experts having a proven track record of significant expertise in Graphic Design, Mathematics and Scientific Computing, Software



Engineering and Information Technology, and Project Management. At Dolphin, we pursue world-class research, innovation, and education in all these areas. Our work is published at some of the highly prestigious scientific journals and also at the most recognizable open source online platforms like [CTAN](#), [NPM](#), [PyPI](#), and [GitHub](#).

10 Call for Action

We invite you to partner with us as a sponsor or customer to experience Dolphin Design and Document Intelligence in action—unlocking recurring revenue opportunities, accelerating market growth, and becoming a leader in the field.

10.1 Contact Us to Get Started

Learn how our solution can help your organization succeed! We cordially invite you and your colleagues to schedule a demo. See our solutions in action. Do connect with our team to discuss your specific needs by writing to us at info@bapfoundation.org.

References

1. Design intelligence tools for data transformations, <https://pypi.org/project/pysvg2csv>
2. Design intelligence library for the screen, <https://www.npmjs.com/package/js-svg-client>
3. Design intelligence library for the print, <https://ctan.org/pkg/pst-flags>
4. Dolphin Intelligent Design Studio, <https://js-svg-client.onrender.com>

A Design Intelligence Product Offerings

- **Graphic Designs:** Graphics, logo, artistic artworks, and scientific drawings
- **Dashboard Designs:** Charts, plots, gauges, infographics, and custom dashboards
- **Brand Identity:** Branded letters, business cards, and other house styles
- **Certificates:** Certificates, marksheets, and invitations
- **Awards and Recognitions:** Service awards, badges, and ribbons
- **Marketing Suit:** Brochures, newsletters, and other marketing collaterals
- **E-Commerce Suit:** Invoices, quotations, and receipts
- **Product Suit:** User guides, manuals, release notes, and other product materials
- **Publication Suit:** Articles, white papers, reports, and any other publications
- **Career Suit:** Appraisals, performance reviews, CVs, resumes
- **Productivity Suit:** Timesheets, calendars, and Kanban boards





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