




Company stage & funding goals

- Company not incorporated yet
 - Product is being developed, currently just a proof of concept
 - Looking to raise 550k CHF
 - The money is to have runway for 2 years or less, goals are to:
 - Hire me, the founder & developer
 - Hire another developer right away to have language & product ready in a few months
 - Hire one sales person when the product is close to ready
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Demo

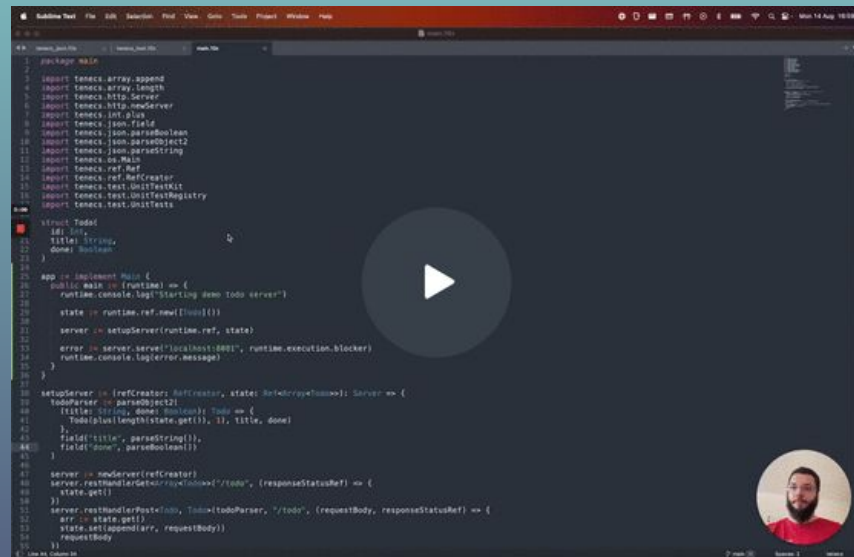
I created a new programming language, carefully designed to look similar to mainstream languages but enables creation of new tools unlike anything out there.

Company long-term vision:

- Create community around open source language
- Sell tools

Demo shows:

- Programming language in action
- Observability product (staged, hasn't been built yet)





Why I'm the right person to build this

- Nearly 6 years working in startups
- Worked in 2 developer tools startups
- Was 3 times a part of building products from scratch to having users
- Twice involved in new programming languages
- Built most of the infrastructure to support a new programming language, including observability
- Also, a bit of a programming languages nerd :)





The business opportunity

- There's a lot of billion dollar developer tools companies
 - Nearly none are bringing truly innovative products to market (they're all held down by the programming languages they support)
 - We can do better and don't need a big team to execute on this vision
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