

FROM NAPKIN DOODLES TO DIGITAL MASTERPIECES

LINEA



Website
linea.vagarth.in

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Every product begins the same way. Not in code or pixels, but as a rough idea scribbled on paper, a whiteboard, or the corner of a notebook. These early sketches capture intent and creativity, but turning them into real, usable interfaces is slow, expensive, and often frustrating. Too many ideas lose momentum before they ever reach users.

Linea was built to close that gap. We are creating an AI-powered design platform that understands sketches the way humans do and transforms them into clean, production-ready UI in seconds. By removing complexity from the design process, Linea empowers founders, product managers, and engineers to move from imagination to execution without waiting on tools, templates, or teams.



About Us

Vision

We envision a future where creating digital products feels as natural as thinking about them, where ideas do not slow down when they reach a screen, and where design is not a specialized skill reserved for a few but a universal capability available to anyone with imagination. Linea aims to become the default starting point for building digital products, a place where sketches seamlessly evolve into real interfaces, experimentation is effortless, and creators move at the speed of their ideas.



Mission

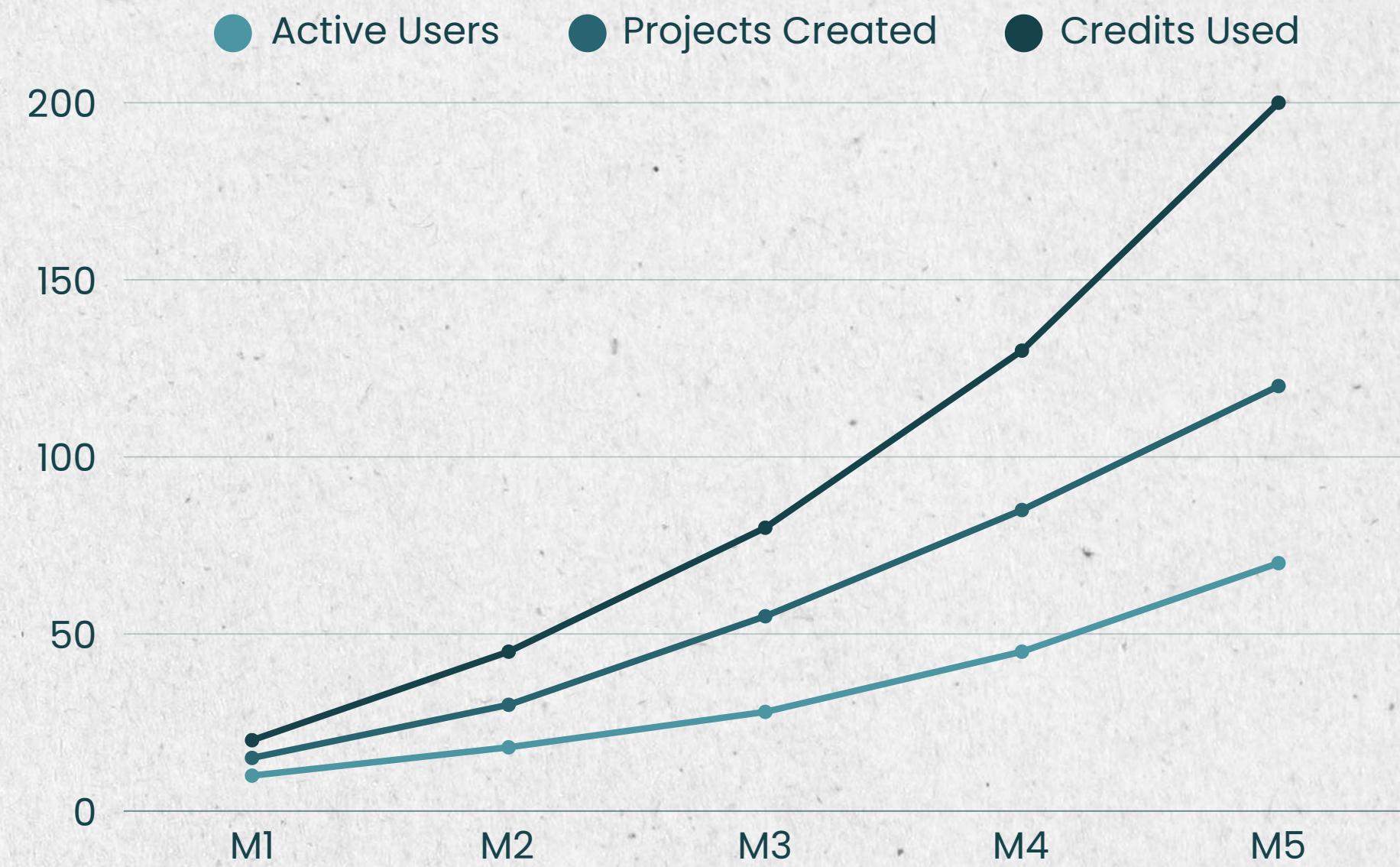
Our mission is to eliminate design as a barrier between imagination and execution by using AI to understand the intent behind sketches and transform them into clean, production-ready UI designs. Linea is built to help founders, product managers, and engineers move faster, iterate freely, and bring ideas to life without waiting on tools, templates, or teams, while keeping them in a constant creative flow.

What We Believe

Statistics

Linea is a live, production-ready product with an active dashboard and a growing base of early users. The platform is being used by founders, indie builders, and engineers to explore and generate UI designs, providing continuous signals around usage, iteration behavior, and feature demand. Ongoing product development is driven by real usage data and direct user feedback, allowing the platform to improve quickly and stay aligned with how users actually build.

Linea has seen organic adoption from early-stage builders who are actively searching for faster, simpler design workflows. Users return to the product to iterate on ideas, validate flows, and move designs forward, indicating strong early engagement. The sketch-first approach resonates particularly well with non-designers, validating the core thesis that speed and accessibility are primary drivers of adoption in the early market.



Linea's credit-based model provides a strong foundation for future monetization as usage increases. Over time, revenue expansion will come from larger credit bundles, team-based plans, and advanced features such as brand-aware design systems, collaboration tools, and higher-fidelity exports. As Linea becomes embedded earlier and deeper in the product lifecycle, monetization naturally scales with customer maturity while preserving low friction for new users.

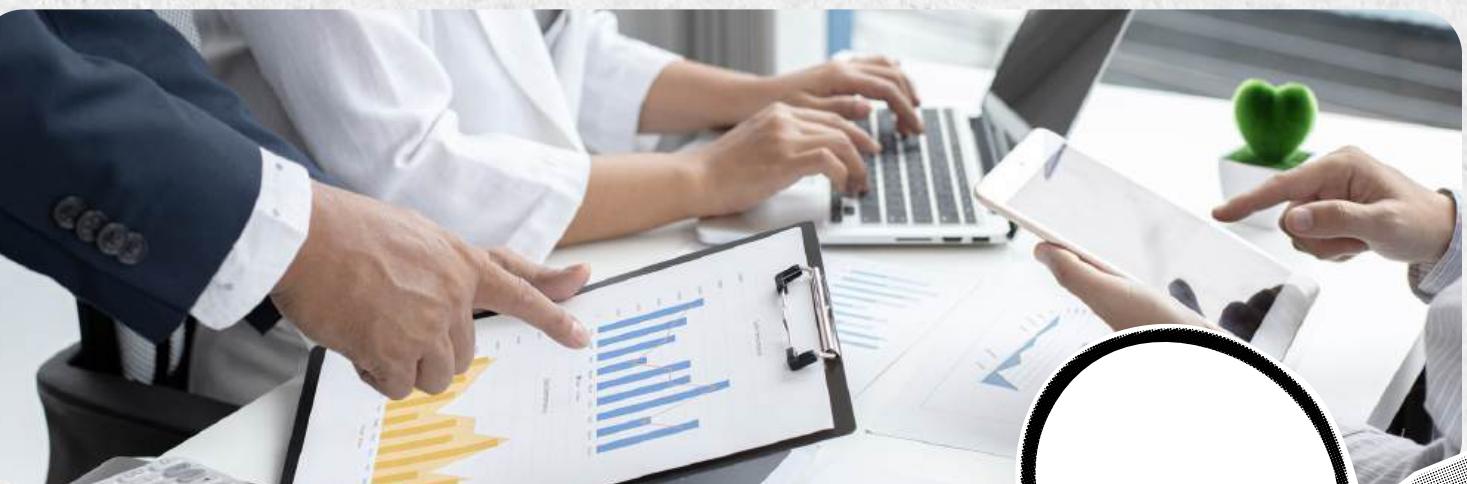
Problem 1: The Gap Between Ideas and Interfaces

Most great product ideas start as rough sketches drawn quickly to capture intent, flow, and logic. However, the moment these sketches need to be turned into real interfaces, progress slows down. This gap between thinking and building creates friction at the exact moment when speed and momentum matter most, causing many ideas to stall before they ever reach users.

Problem 2: Design is a Bottleneck, Not a Lever

In early-stage teams, design is meant to accelerate progress, but it often becomes the slowest part of the process. Without dedicated designers, founders and engineers are forced to pause execution, wait for external help, or spend valuable time navigating tools that were never built for speed. Instead of acting as a lever that helps teams move faster, design turns into a bottleneck that holds progress back at the exact moment when speed and adaptability matter most.

Problems



Solutions



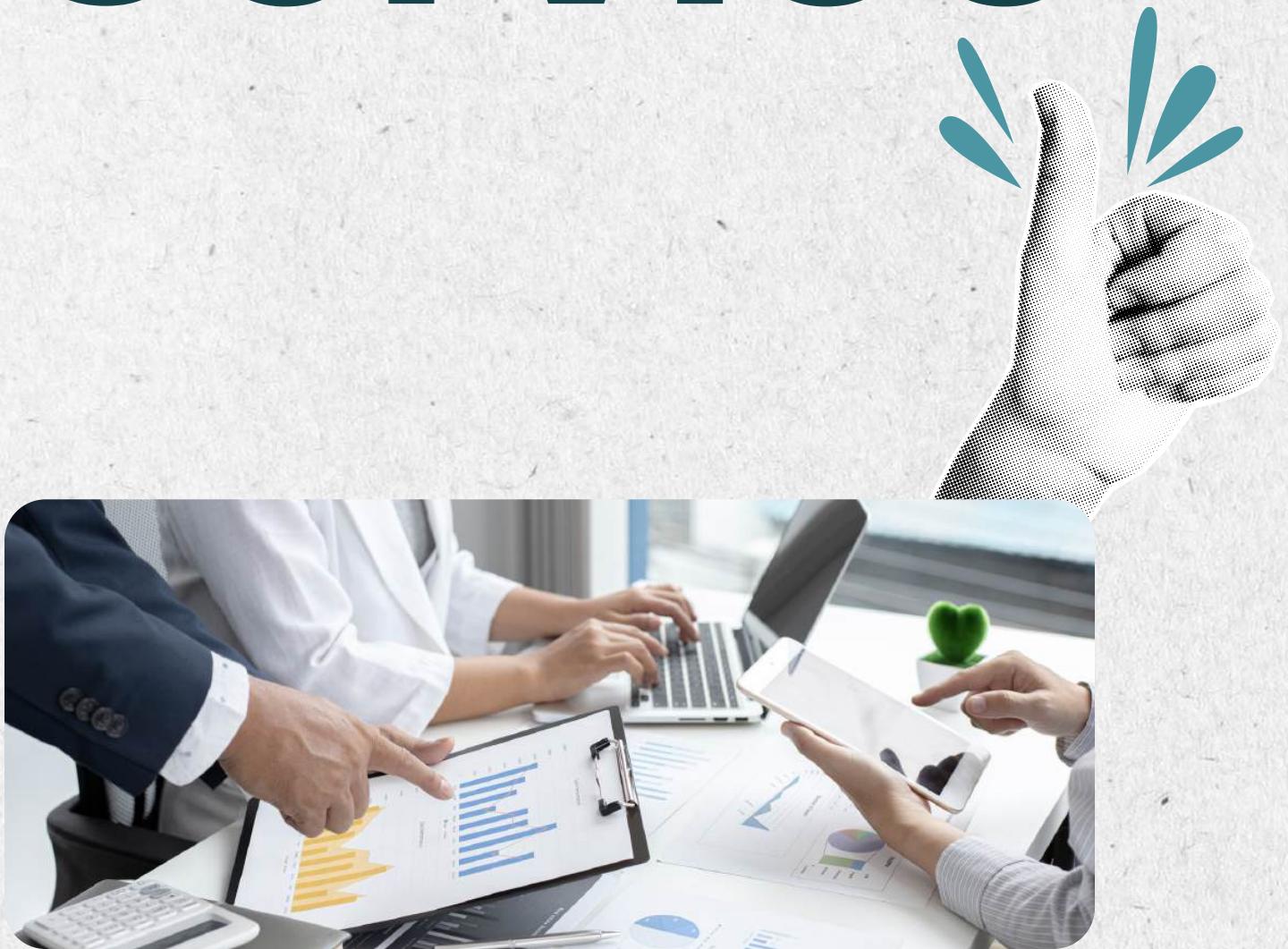
Solution 1: Turning Ideas Into Interfaces Instantly

Linea removes the gap between thinking and building by understanding sketches the way humans do. Instead of forcing users to translate rough ideas into complex design tools, Linea allows them to start where ideas naturally begin: on paper or a simple sketch. By using AI to recognize layout, structure, and intent, Linea instantly transforms rough sketches into clean, usable UI designs, allowing ideas to move forward the moment they are created.

Solution 2: Making Design a Lever for Speed

Linea reframes design as an accelerator rather than a bottleneck. It eliminates the need to wait on designers or struggle with heavyweight tools by enabling founders, product managers, and engineers to generate and iterate on interfaces themselves. Changes that once took days can now happen in minutes, keeping feedback loops tight and momentum high. With Linea, design becomes a lever teams can pull repeatedly to move faster, test more ideas, and ship with confidence.

Our Service



Service 1: AI-Powered Sketch to UI Transformation

Linea's core service is turning rough sketches into clean, production-ready UI designs. Users can upload or draw simple wireframes, and Linea's AI interprets layout, hierarchy, and intent to generate modern interfaces automatically. This allows creators to stay in their natural flow of thinking, capturing ideas quickly without worrying about precision or design rules. What begins as a sketch becomes a usable interface in seconds, ready to be refined and built upon.

Service 2: Rapid Iteration and Design Acceleration

Beyond generation, Linea is built to support fast iteration. Teams can quickly adjust layouts, explore variations, and refine designs without restarting or relying on external help. This service turns design into an ongoing, flexible process rather than a one-time task, enabling faster feedback cycles and better decision-making.

Total Available Market (TAM)

The Total Available Market includes the global design software and digital product creation market, covering UI/UX tools, visual design platforms, and AI-powered creative software. This market is already valued in the tens of billions of dollars and continues to grow as software becomes central to every business. The rapid adoption of AI in design further expands the TAM by enabling new workflows and unlocking demand from non-designers.

Serviceable Available Market (SAM)

Linea's Serviceable Available Market focuses on teams and individuals actively creating digital products who require UI and UX design capabilities. This includes startup founders, product teams, and engineers building web and mobile applications. The UI/UX design tools segment alone represents a multi-billion-dollar market, driven by the need for faster prototyping, iteration, and product validation.

Serviceable Obtainable Market (SOM)

Linea's Serviceable Obtainable Market consists of early adopters who lack dedicated design resources and are actively seeking faster alternatives to traditional design workflows. This includes indie hackers, early-stage startups, and product builders who value speed, cost efficiency, and AI-native tools. By targeting this focused segment first, Linea can capture meaningful adoption and expand outward over time.

Market Size



Business Model

The model aligns naturally with how products are built, with light usage during ideation and increased consumption as teams iterate and move toward production. As users rely more on Linea for core design workflows, revenue scales organically without forcing long-term commitments, creating a sustainable and founder-friendly business.

Linea operates on a simple, usage-based business model designed for early-stage builders and fast-moving teams. Users purchase credits and consume them as they generate and iterate on designs, allowing pricing to scale directly with value delivered. This pay-as-you-go approach removes the friction of subscriptions and lowers the barrier to entry, making Linea accessible for experimentation while still supporting strong monetization as usage grows.



thank you

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