

Promptbook

Why do we exist?

- Write apps in English (or Czech) not in Python, Typescript or Java
- You do not need ML Department to create your own personal AI app, agent, assistant that knows you (think Batman's Alfred)

Real World Example

- **Who:** A global, Big Four professional services firm
- **Problem:** Had thousands survey responses that would take weeks to analyze manually
- **Solution:** Used the Promptbook ecosystem to process responses automatically
- **Result:** Delivered complete analysis in 2 days, significantly reducing need for developer nor labor costs

Our Team



- **Pavol Hejný, CTO & Co-founder**
 - Top open source contributor in CZE
 - Programmer
- **Jiří Jahn, CEO & Co-founder**
 - Ph.D. in Mathematics, former researcher at IT4I National Supercomputing Centre
 - Significant technical expertise mixed with strong soft skills

Our Unique Insights

1. We are not NO CODE platform

- For **devs** these platforms lack control
- For **non/devs** they are still programming with a crutch

2. Anticipating Problems

- Mixing prompts with code will lead to technical debt
- We are separating things that should be separated

3. Models are commodity, we make the best assistants

- Models are like Intel processors in Apple
- You can replace Intel with Arm, but you cannot replace Apple

Market Size

Bottom-up Calculation

- [Number of potential users] × [Price per user] = [Total addressable market]
- In 2025: 1000 users × \$50 per month × 12 months = \$600,000 annual revenue potential
- In 2026: Potential growth to 5000 users = \$3M/year
- In 2027: Potential growth to 15,000 users = \$9M/year
- These are quite conservative estimates

Market Positioning

- **Our Solution:** \$99 per user/month
- **Competitors:** \$200-500 per user/month for more narrow solutions

Investment Opportunity

- **Raising:** \$500,000
- **Timeline:** 18-24 months to reach key milestones

Key Milestones:

- Reach 1,000 active users (\$600K ARR) by end of 2025
- Launch enhanced UI to attract more users
- Expand team with key hires in sales and development
- Begin scaling to 5,000 users for 2026 (\$3M ARR)<>

Use of Funds:

- Product development and AI capabilities
- Go-to-market strategy execution
- Key strategic hires

Let's Connect

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