Caro

Your AI Shell Companion

Investor Pitch Deck →

Executive Summary

Caro is a production-ready AI shell assistant that works **locally**, even in air-gapped environments.

- 🔒 **Offline-first**: Embedded models, no internet required
- ⚡ **GPU accelerated**: <2s inference on Apple Silicon
- 🛡️ **Safety-first**: 52 pre-compiled safety patterns
- 🏢 **Enterprise-ready**: Published on crates.io v1.0.2
- 🌐 **Live now**: caro.sh

Serving the 8M developers who can't use cloud AI tools

The Problem

Terminal Users Face Three Critical Challenges

1. Command Complexity 😵

Even experienced devs struggle with syntax

- "man PS" documentation overload
- 200+ flags for common tools

2. Context Switching 🔄

Terminal ↔ Browser disrupts flow

- Costs 15-20 minutes daily
- Breaking concentration repeatedly

3. Enterprise Restrictions 🔐

Organizations limit AI tool usage

Market Pain Point

73%

of enterprise developers **cannot use** cloud-based AI coding assistants due to security policies

8M Developers

locked out of the AI productivity revolution

Embedded Qwen2.5-Coder-1.5B-Instruct model
No internet required after setup

Metal GPU on Apple Silicon
<2s inference time (M1/M2/M3/M4)

One-line script
Published on crates.io

Air-gapped environments
52 pre-compiled safety patterns

One thing exceptionally well:

Independent validation layer

Market Opportunity

Target Segments

1. Enterprise Developers

Primary target
Financial, healthcare, government
Restricted environments

2. DevOps Engineers

Managing complex infrastructure
Strict security protocols
Automation workflows

3. Security-Conscious Orgs

Air-gapped environments
Limited connectivity
Zero-trust architectures

TAM/SAM/SOM Analysis

Total Addressable Market

$3B

25M+ terminal users worldwide
× $120/year

Serviceable Available Market

$1.44B

12M+ enterprise/restricted
developers
× $120/year

**Serviceable Obtainable
Market (3-year)**

$12M

240K users
× $50 average ARR

Business Model

Three-Tier Approach

Community Edition

FREE

- ✓ Basic command assistance
- ✓ Single local model (Qwen2.5-Coder-1.5B)
- ✓ Community safety patterns
- ✓ Open-source contributions

Pro Edition

$14.99/mo

- ✓ Advanced command generation
- ✓ Multiple model options
- ✓ Custom aliases & workflows
- ✓ Priority updates
- ✓ Commercial license

Enterprise Edition

$79/seat/mo

- ✓ Everything in Pro, plus:
- ✓ Custom deployment options
- ✓ Compliance reporting
- ✓ Custom guardrails & policies
- ✓ SSO/SAML integration
- ✓ Dedicated support with SLAs

Minimum 50 seats

Current Status & Traction

Product ✅

- ✅ **v1.0.2** published on crates.io (Dec 28, 2024)
- ✅ **Website** live at caro.sh
- ✅ **MLX backend** fully operational with Metal GPU
- ✅ **Qwen2.5-Coder-1.5B** production model (87% accuracy)
- ✅ **52 safety patterns** pre-compiled
- ✅ **One-line install** script
- ✅ **Comprehensive testing** (44 lib + 9 integration)

Technical Milestones ✅

- ✅ Multi-backend architecture (MLX, CPU, remote)
- ✅ Configuration management system
- ✅ Safety validation with risk assessment
- ✅ Interactive user confirmation flows
- ✅ Multiple output formats (JSON, YAML, Plain)
- ✅ Cross-platform support (macOS, Linux, Windows)
- ✅ Spec-kitty integration (rapid development)
- ✅ GitHub Actions CI/CD pipeline

We're not pre-product. We're scaling a working solution. 🚀

2026 Roadmap

v1.1.0 - Core Improvements

February 15, 2026

- • Hugging Face model download
- • Performance optimization
- • Safety enhancements
- • LLM evaluation harness
- • Benchmark suite

v1.2.0 - Website & Docs

March 31, 2026

- • Strategic product roadmap
- • Website value proposition
- • Astro Starlight docs site
- • Interactive terminal landing
- • Marketing materials

v2.0.0 - Advanced Features

June 30, 2026

- • Karo distributed intelligence
- • Dogma rule engine
- • Voice synthesis for Caro
- • Self-healing features
- • Local context indexing

Long-term (12-18 months)

Enterprise Readiness:

- • SOC2 Type II compliance
- • FedRAMP authorization
- • HIPAA compliance validation
- • Enterprise admin dashboard

Platform Expansion:

- • MCP server integration
- • Claude Desktop skill
- • VS Code extension
- • JetBrains IDE plugin

The Ask

$2.5M Seed Investment

To accelerate market adoption and achieve enterprise readiness

18-Month Milestones

Month 6

- 👥 Team: 6 engineers + 2 GTM
- 📊 5,000 MAU
- 💰 100 Pro subscribers
- ✅ SOC2 Type I complete
- 🤝 3 enterprise pilots signed

Month 12

- 📊 10,000 MAU
- 💰 300 Pro subscribers
- ✅ SOC2 Type II certified
- 🏢 10 enterprise customers
- 💵 **$500K ARR**

Avg $40K ACV

Month 18

- 📊 25,000 MAU
- 💰 500 Pro subscribers
- 🏢 30 enterprise customers
- 🔐 FedRAMP in progress
- 💵 **$2M ARR**
- 🚀 **Series A ready**

Avg $50K ACV

Category Creator Position

We have **12-18 months** to own
"offline enterprise AI tools"
before large incumbents realize the opportunity

Why Incumbents Can't Compete

- ☁️ Cloud providers: structurally misaligned

- 🔐 GitHub: tied to cloud identity

- 🏢 Enterprise vendors: slow to innovate

Our Advantages

- 🎯 Purpose-built for offline

- ⚡ First-mover in category

- 🛡️ Safety-first architecture

Closing

Caro represents the **future of enterprise AI tools**

Secure • Transparent • Respecting organizational boundaries
while delivering **genuine productivity gains**

We're proving AI can work **within enterprise security models**
without compromise

The question isn't *whether* enterprises will adopt AI for developer productivity

**The question is: Will they use tools that compromise security,
or tools like Caro purpose-built for their requirements?**

Thank You

Questions?

Appendix

Additional materials and data

Key Messaging Points

Always Emphasize:

1. **Not pre-product** - v1.0.2 published, working GPU acceleration, real users

2. **Safety is differentiator** - AI models can't be trusted alone, our guardrails saved users from `rm -rf /`

3. **Enterprise is the unlock** - $1.4B enterprise opportunity

4. **Offline is the moat** - True offline operation creates 12+ month competitive delay

5. **Community creates defensibility** - Open source safety patterns build network effects

6. **Timing is critical** - 12-18 month window before incumbents recognize category

Value proposition in one sentence:

"Caro is the only production-ready AI shell assistant that works in air-gapped enterprise environments, with independent safety validation and GPU acceleration - serving the 8 million developers who can't use cloud-based AI tools."