

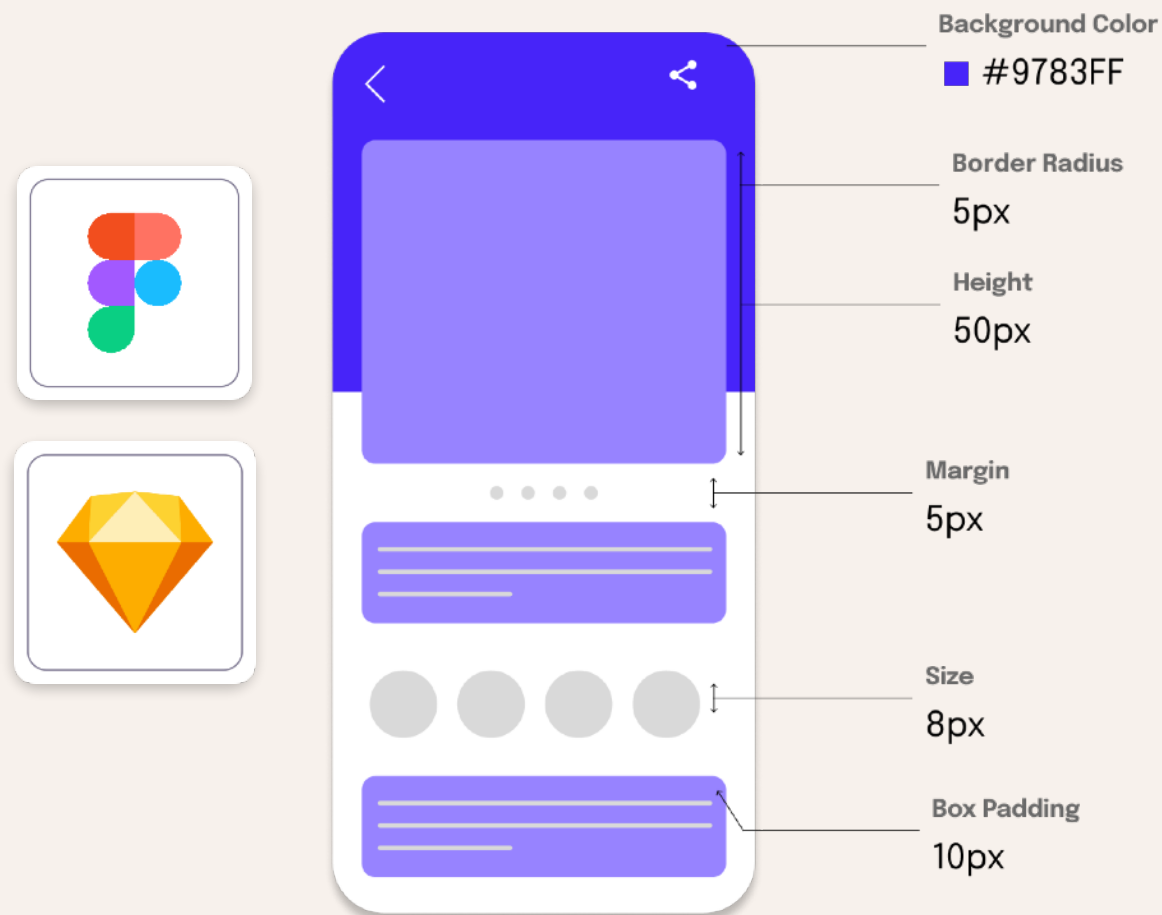


Automated Design to Development

# Handoff Hell: a stubborn expensive problem

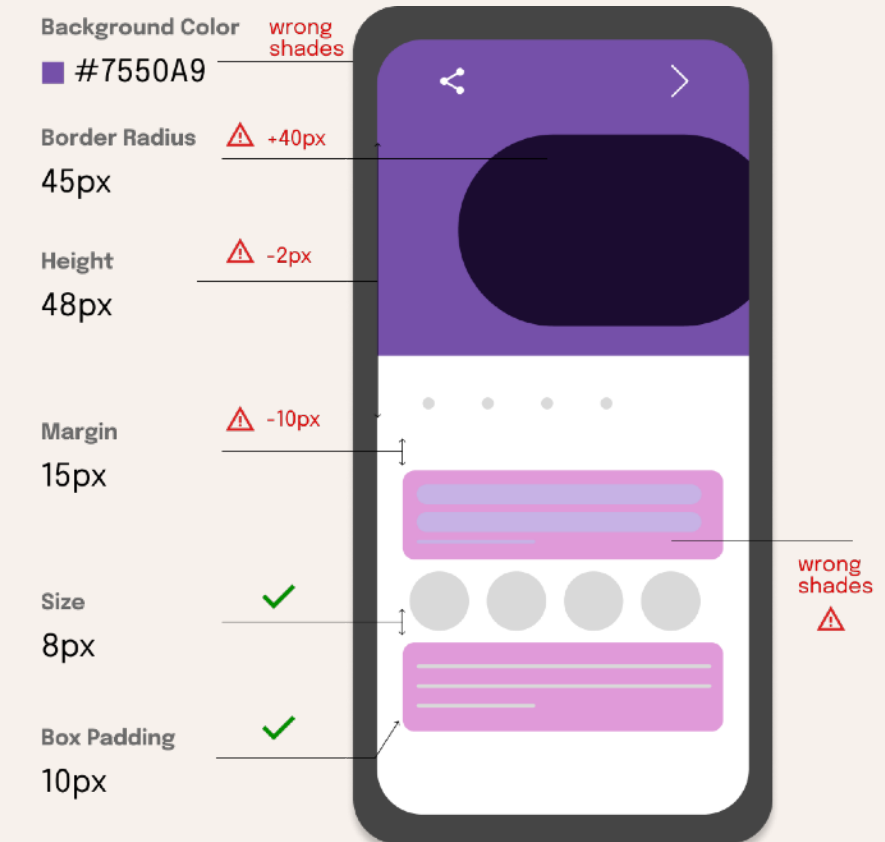
In app development, the handoff between designers and developers can waste up to 30% of the cost of building an app. **That's \$16b of potential annual savings.\***

## Design Files



Handoff Hell

## Finished Code

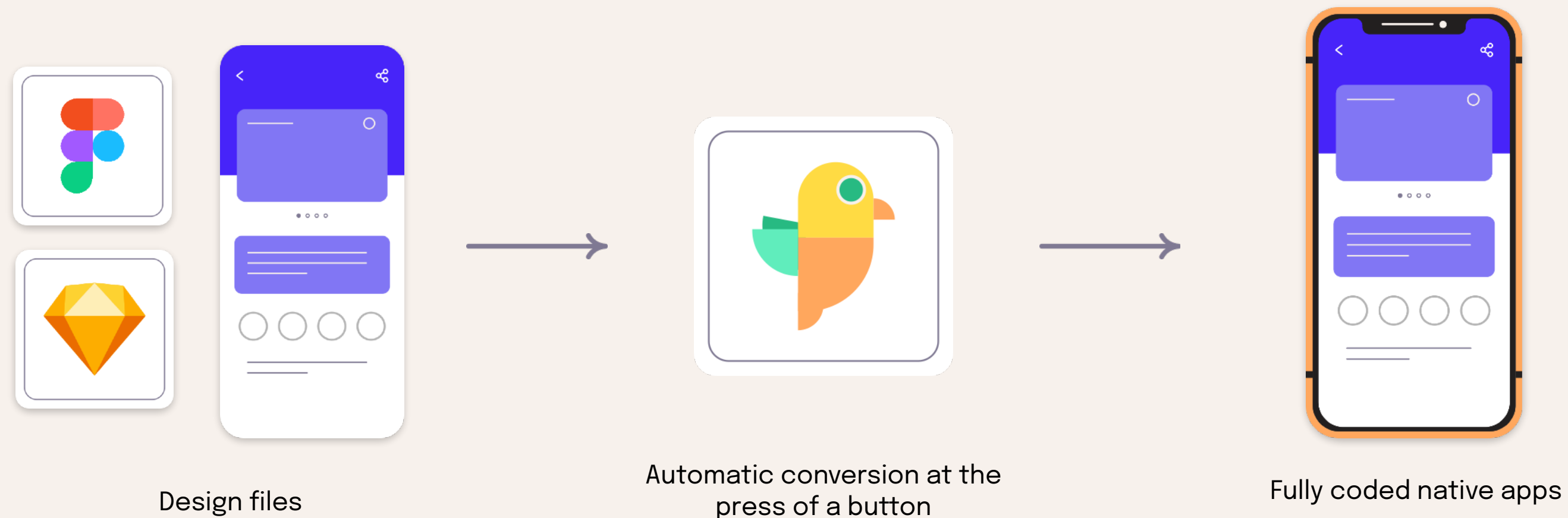


STILL NEVER COMPLETELY PERFECT

Error Cumulative  
**77.3%**



# We make app development easier & faster, **continuously**.

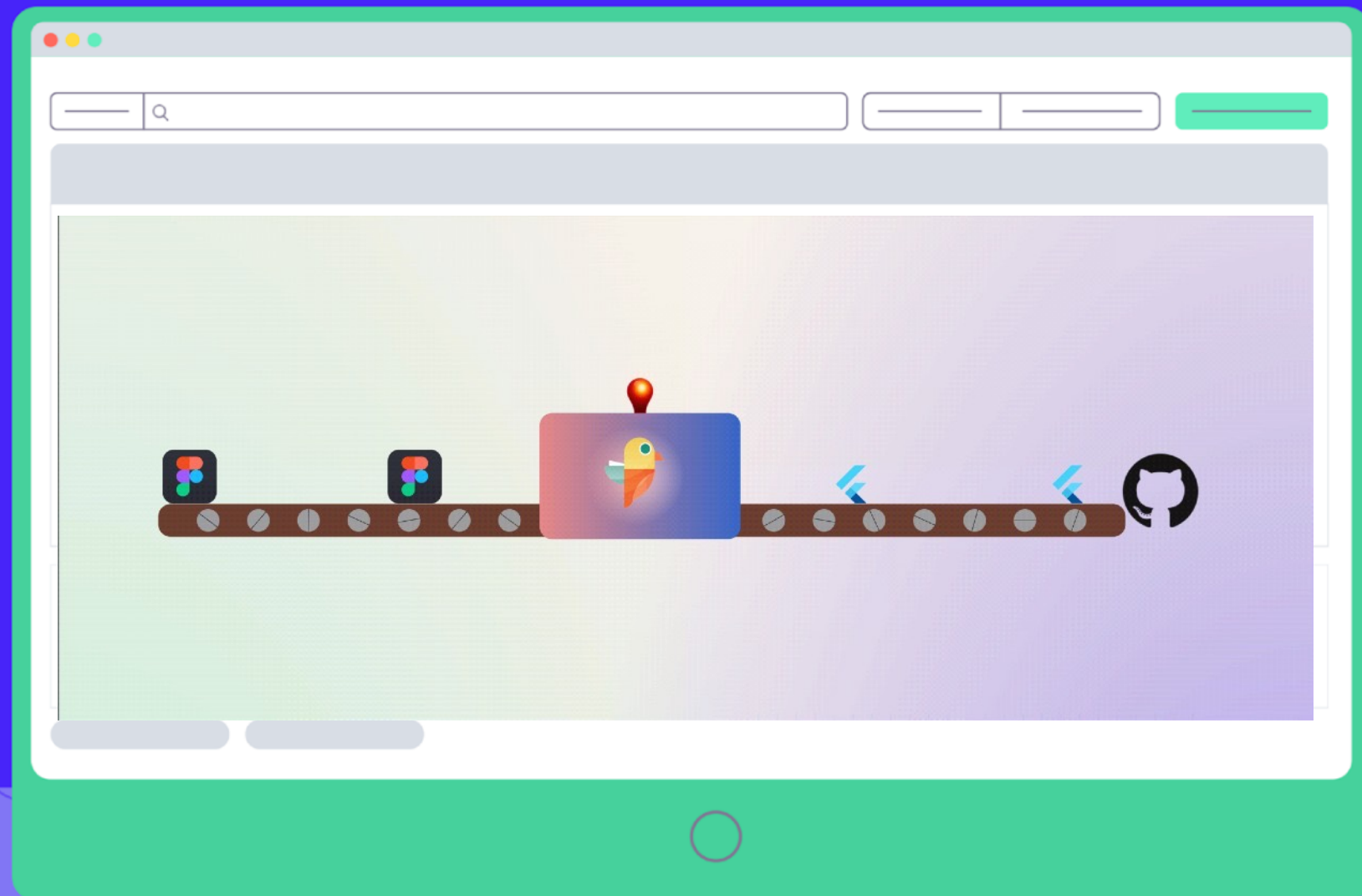


Parabeac converts design files directly to code and continuously merges updates straight to the developer's Github repository. The generated code structure allows developers to easily inject their logic and...designers can continuously change the UI design without breaking any previously created developer logic. Transformational.



# Parabeac Cloud

Priced web app for high usage app development teams



## Capabilities

- Design to Code Generation (Figma/Flutter initially)
- Continuous Integration
- Github + Figma Integration Team Management

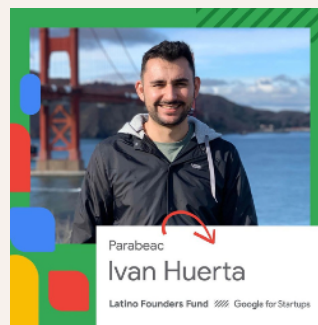
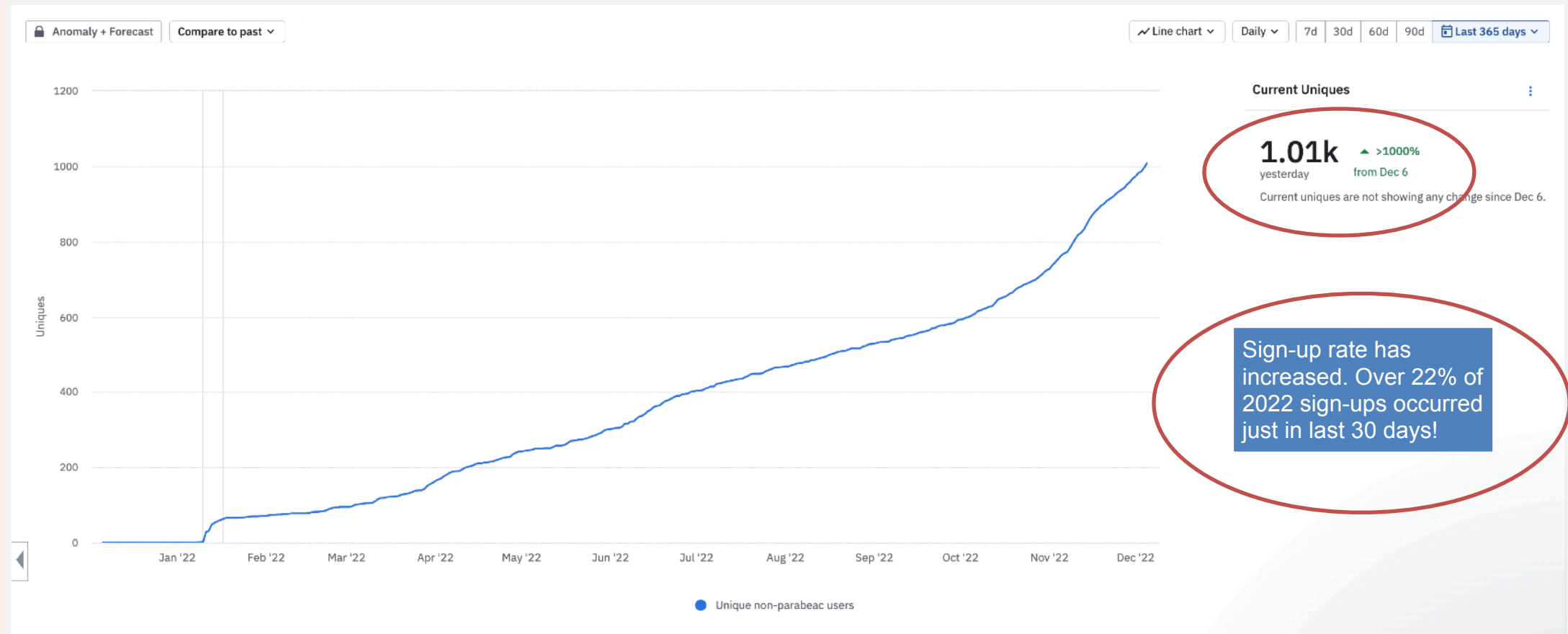
## Benefits

- reduce the time and expense associated with designer-developer handoff issues
- increase the accuracy of the code produced
- a more consistent and scalable codebase



# Traction to Date

- ✓ Content Viewership Growing
- ✓ Sign-ups: Surpassed 1,000 Users!
- ✓ Increase in weekly sign-up rate
- ✓ First Subscribers
- ✓ 1st Case Study: *GNUS*
- ✓ Flagship Partner: *VGV*
- ✓ Google for Startups LatinX Fund recipient



Google makes \$100K non-dilutive investment in Parabeac



1st Parabeac case study: crypto token payments app



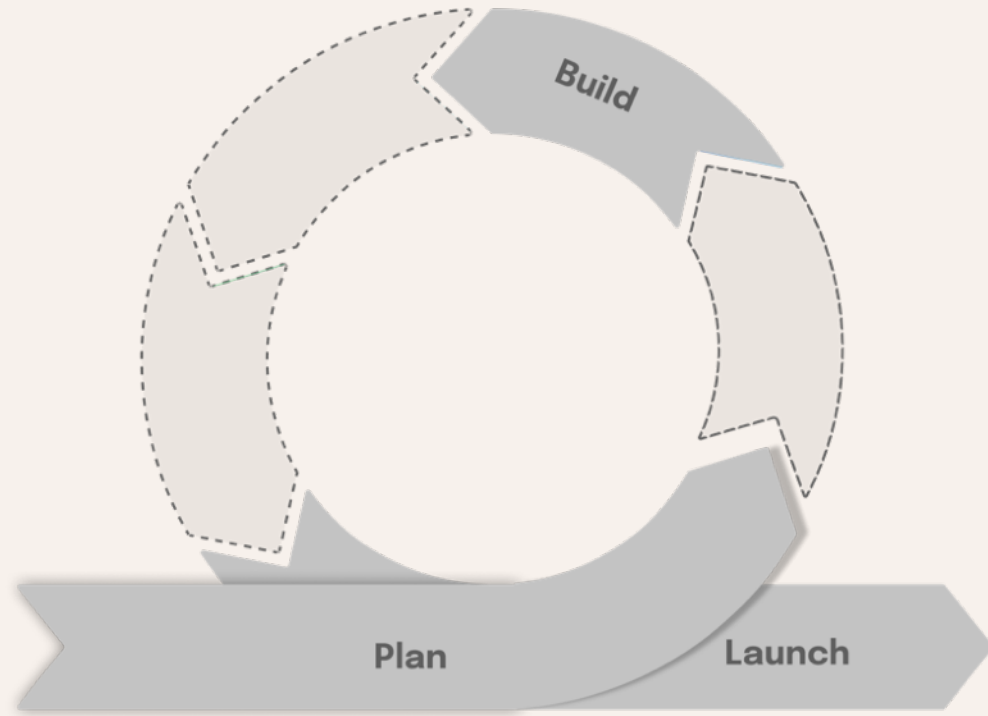
Working with the most influential Flutter dev shop as a design partner



MFS piloting distribution relationship with Parabeac



# We are Category Creators

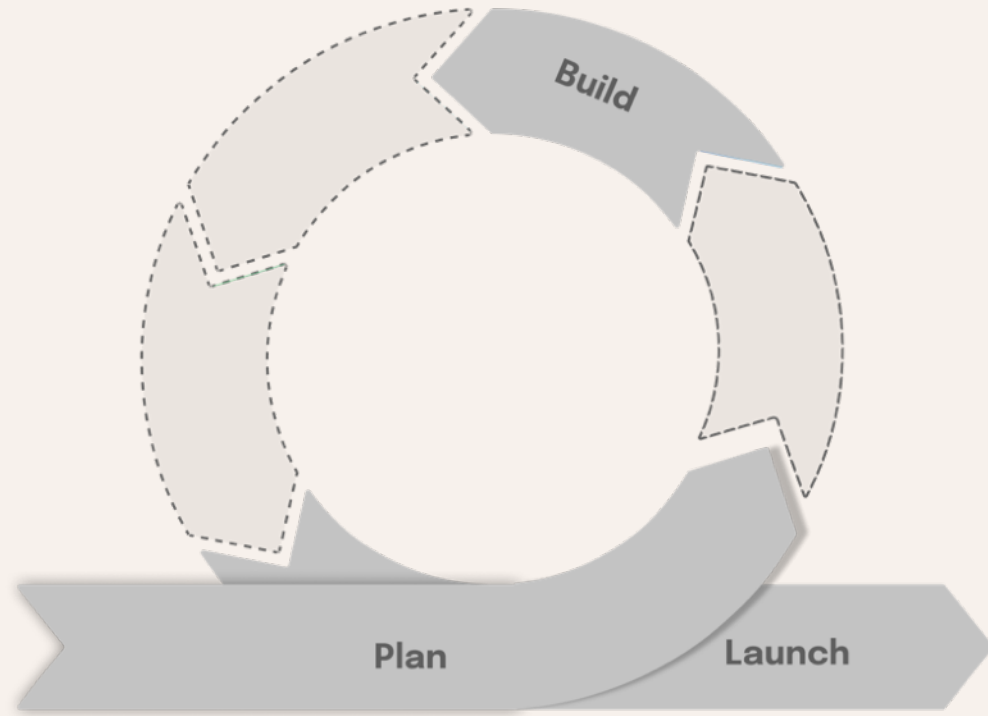


<2010

Standardized Codebase  
Collaboration

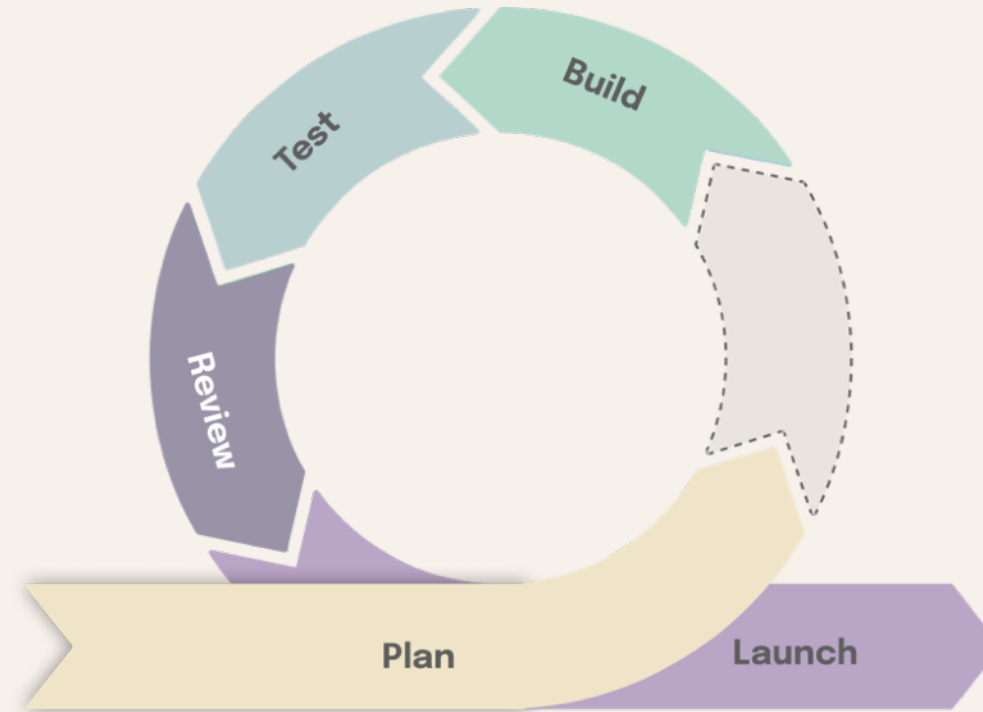


# We are Category Creators



<2010

Standardized Codebase  
Collaboration

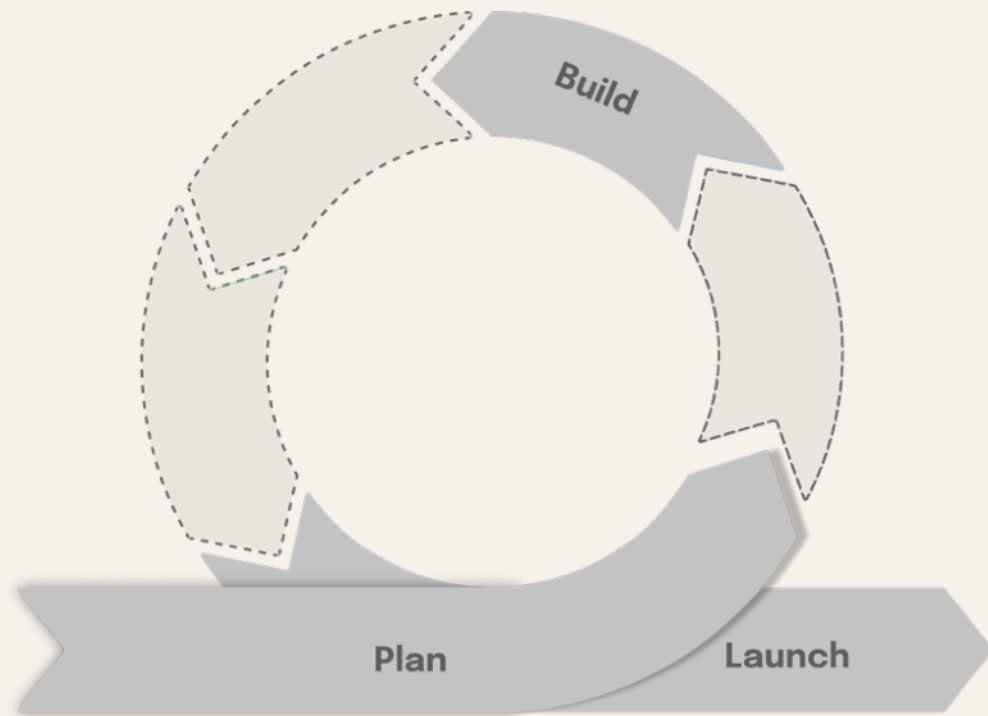


2010 - 2020

Continuous Integration - Continuous Deployment  
(CI/CD)

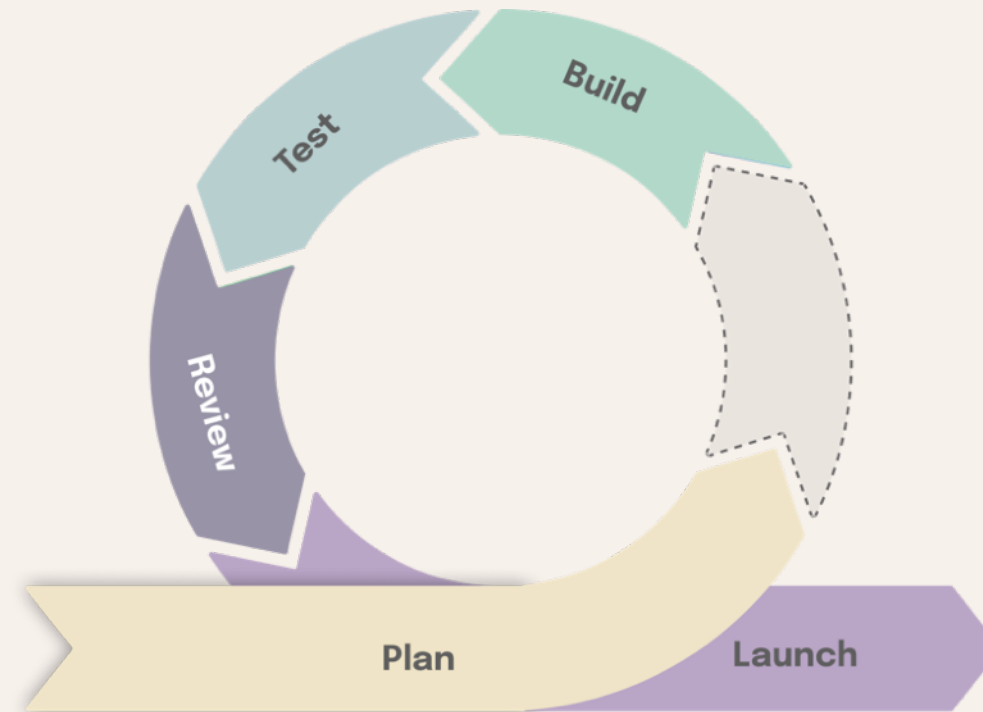


# We are Category Creators



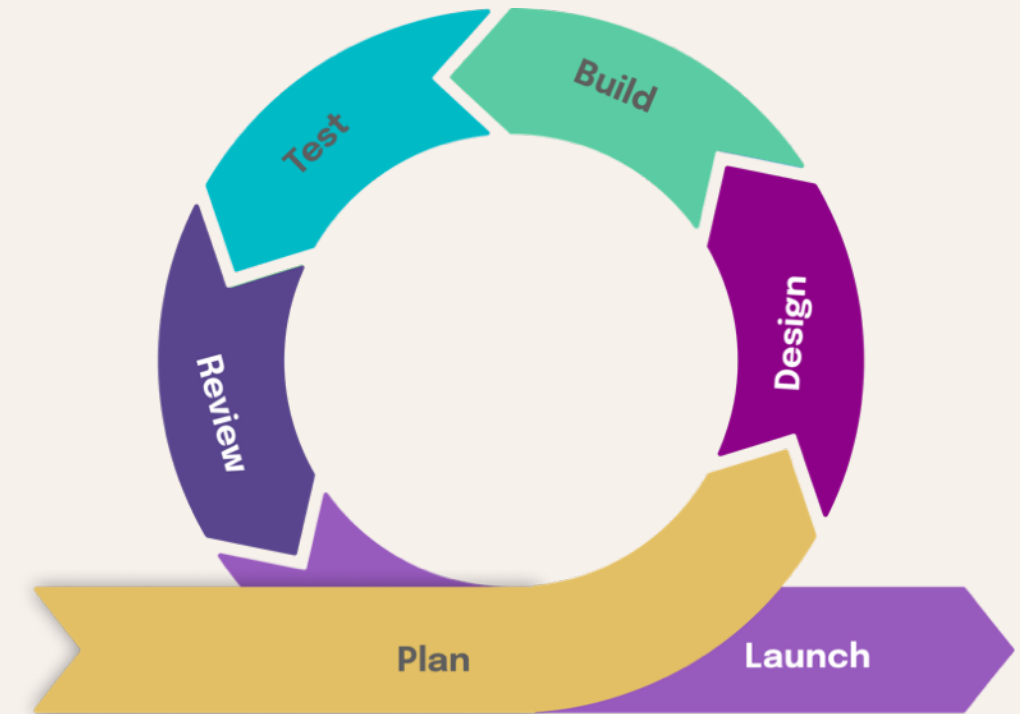
<2010

Standardized Codebase Collaboration



2010 - 2020

Continuous Integration - Continuous Deployment (CI/CD)



2020 +

Continuous Design - Continuous Integration (CD/CI)

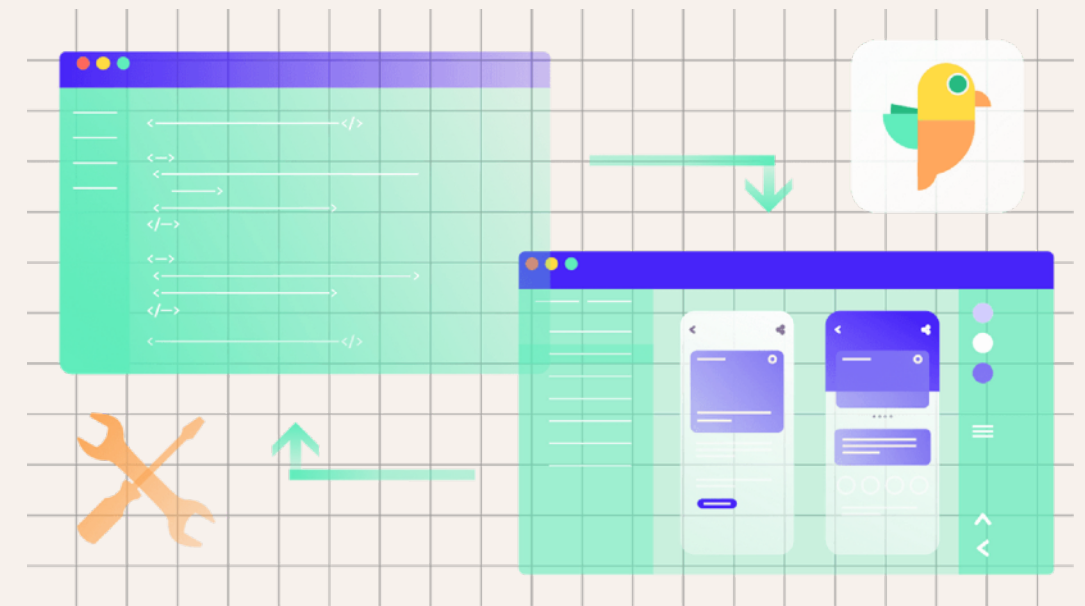
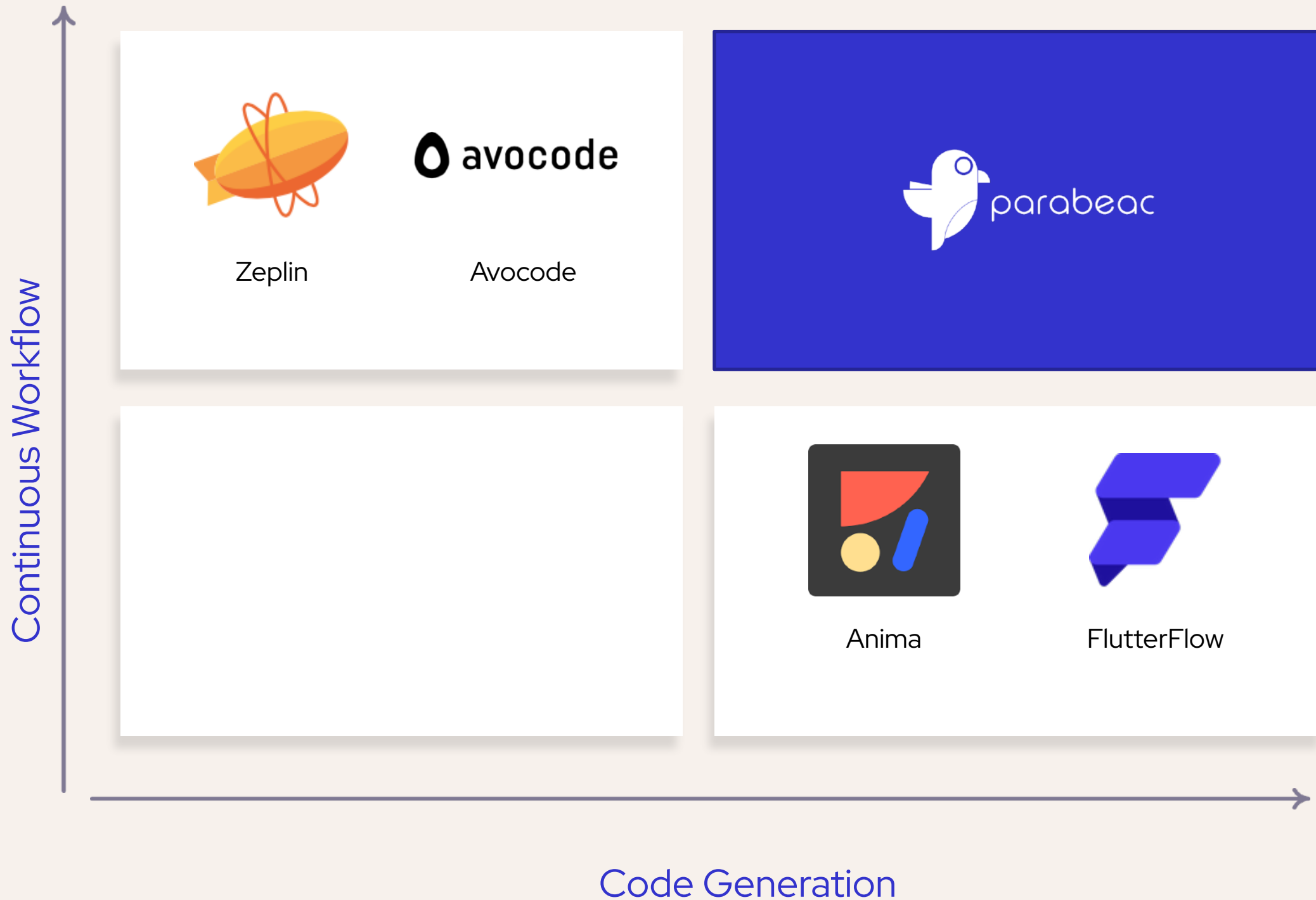


Parabeac coined **CD/CI** in April of 2021 as a **new category** in the evolving agile methodology.





# A new category of developer tooling: **Continuous Design & Integration**



## **CD/CI**

Enabling app designers to change the design at any time without disrupting the logic that has already been written by the developers.



# OUR TEAM

## EXECUTIVES



### Ivan Huerta, Founder & CEO

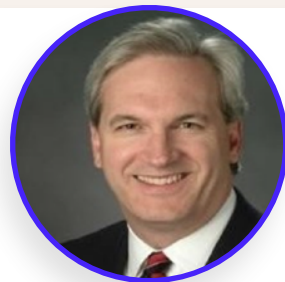
First Hand Experience with Handoff  
Hell running a Dev Shop &  
developer team 6+ years.



### Ivan Vigliante, CTO

Early Flutter Evangelist, B.S.  
Computer Science

## ADVISORS & TEAM



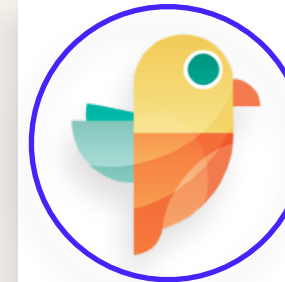
### John Dupree, Marketing & Admin

Former SVP Sales, VP Marketing, Sprint



### David Overton, Finance

Former VP JC Penney, management  
consultant McKinsey & Co.



### Engineering + Product + DevRel Team

5 gifted individuals located in El Paso,  
Texas



### Beto Pallares, Investor

Professor of Entrepreneurship, NMSU;  
founder, Joseph Advisory; board member,  
Exagen, Yaydoo, Triva



### Taylor Clauson, Investor

Abstraction Capital, Developer tools,  
Kauffman Fellow, OpenAir Equity  
Partners

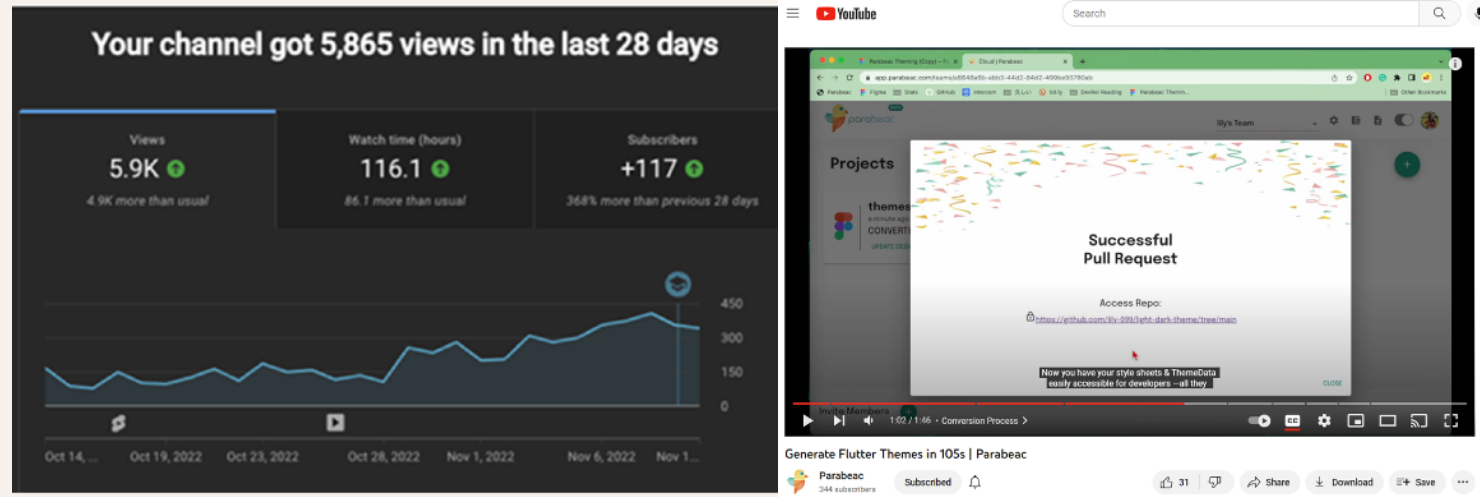


### Jonathan Perry, Advisor

Dev Tool founder (Flowmill acq.  
Splunk), PhD in Computer Science from  
MIT



# Go-to-Market



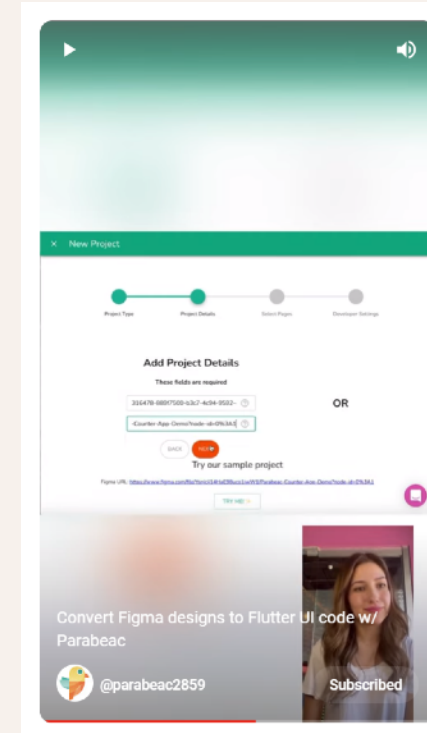
Popular "105 seconds" videos

## Pre-Seed

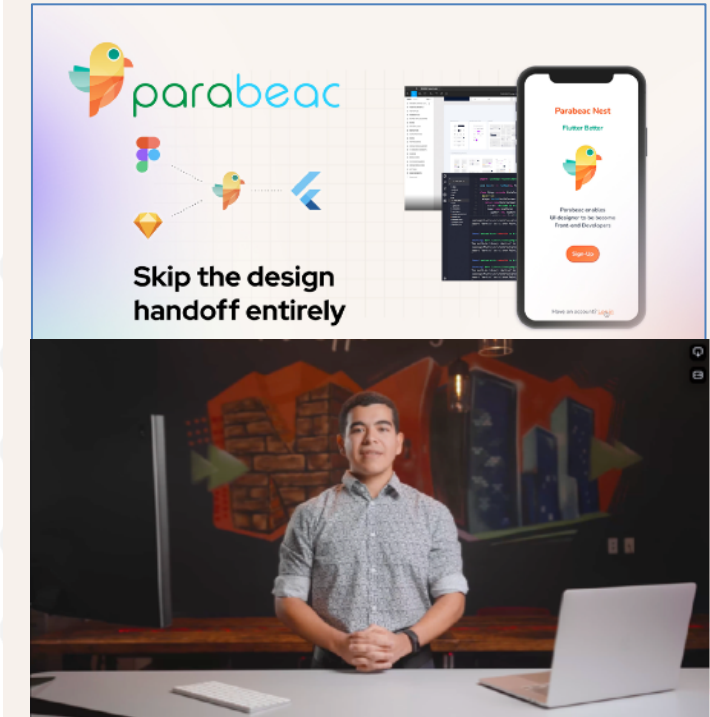
- Sales-led actions to 1<sup>st</sup> users-subscribers
- Awareness & Community building
- Limited tests of outbound sales
- Content: "Parabeac in 105 Seconds" video series



Event Sponsorships



Intro Tutorials



Blogs, posts, community-building



## Post-Seed

- Transition to Product Led Growth
- Build internal Dev Rel capability
- Targeted outbound to large Flutter enterprises
- 3<sup>rd</sup> party distribution partnerships
- Video content library, case studies, user sandbox
- Sponsorships, events (Developer Week, SXSW, Flutter user conferences)



# Pricing


Free	One-Time Generation	Pro	Growth
<b>\$0</b> Up to 50 Figma styles 1 Concurrent Project Single User	<b>\$8.99</b> One Time Generation Unlimited Styles Single User	<b>\$24.99/ m</b> 3 Concurrent Projects Unlimited Changes / Pull Requests Unlimited Styles +\$4.99 per additional project Single User	<b>Contact for Pricing</b> Access to Parabeac Components Access to Parabeac Screens On-Premise Deployment Access to 24/7 support Onboarding and Training Custom Interpretation & Codegen Multiple Users

Projected Release in 2Q 2023

Willingness to Pay surveys reflect ideal Pro price range from \$25 to \$30




# Fundraising




**\$300K Convertible Note (2020)**

- Parabeac Cloud soft launch
- Validate Value Prop
- GTM tests



**\$635K Convertible Note (2021)**

- Achieve 1st revenues
- Build Community
- Launch Parabeac Labs
- Establish Content Channels



**\$2M Seed Round (2023)**

- **\$500K committed**

## USE OF SEED FUNDS

- **Product**
  - *improve conversion time*
  - *debug more easily*
  - *mimic hot reload from Figma to Flutter.*
- **Marketing & Personnel**
- **Expansion**
  - *support for React + React-Native*

## MILESTONES

- Achieve >\$30K MRR by Q1 2024
- Launch Product extension (React-Native)





**Thank you!**

[ivanh@parabeac.com](mailto:ivanh@parabeac.com)