



Collaborative Design for the Modern Web

Series A Funding Round

\$14M

Series A Raised

2015

Funding Year

Led by Greylock Partners


Index Ventures, ICONIQ Capital, OATV

Founding Team




CEO • Thiel Fellow




CTO • Ex-Pixar, Microsoft

“

"The future of design is collaborative, real-time, and browser-native"

— Company Vision



Real-Time
Collaboration



Browser
Native



High
Performance



Version
Control

Disrupting the \$12B+ Design Tools Market

First real-time collaborative design platform

Design Collaboration is Broken

Current workflows create silos, waste time, and stifle innovation

Current State

File-Based Chaos

Designers work in isolation with complex file management and version conflicts

→ "final_design_v23_FINAL_USE_THIS.sketch"

Collaboration Friction

Feedback happens through screenshots, emails, and endless meetings

→ 3-day feedback cycles for simple changes

Platform Lock-in

Desktop-only tools exclude stakeholders and limit accessibility

→ Mac-only, expensive licenses, installation barriers

Daily Pain Points

Time Waste 40%

Of design time spent on file management, not actual design

Version Conflicts Daily

Teams lose work due to conflicting file versions

Stakeholder Exclusion 75%

Of feedback comes too late in the process

Handoff Friction 3-5x

Longer development cycles due to design-dev gaps

Tool Fragmentation 5+

Different tools for design, prototype, feedback, handoff

Business Impact

Hidden Costs


Wasted Designer Time \$50K/year

Delayed Product Launches \$200K/month


Rework & Iterations \$75K/project


Total Annual Cost \$1M+

Market Research

 89% of design teams report collaboration pain

 Average 2.5 hours/day on non-design tasks

 Remote work amplifies collaboration challenges

 Growing demand for browser-based tools

The Opportunity

Design teams are desperate for a solution that enables true real-time collaboration without sacrificing performance or functionality.

Real-Time Design in the Browser

Revolutionary collaboration meets desktop-class performance

Our Solution



Real-Time Collaboration

Multiple designers work simultaneously on the same file with live cursors and instant updates

→ No more file conflicts or version confusion



Browser-Native Platform

Access from any device, any OS, with no installation required

→ Universal accessibility for all stakeholders



Desktop-Class Performance

WebGL-powered rendering engine delivers 60fps performance in the browser

→ No compromise on speed or functionality

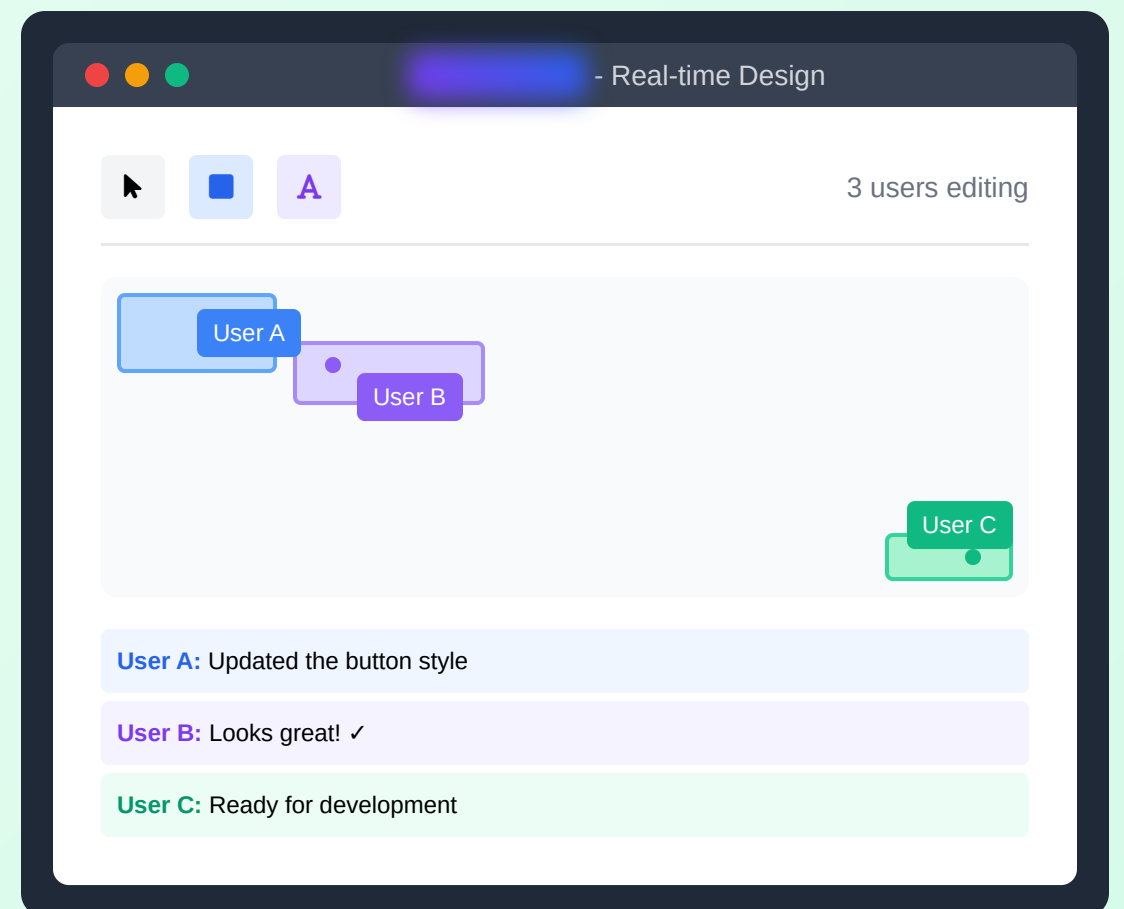


Automatic Version Control

Every change is automatically saved with full version history and branching

→ Never lose work, easy rollbacks and comparisons

Live Product Demo



60fps

Browser Performance

<100ms

Collaboration Latency





100%

Version Control

0

Installation Required

Technical Innovation

-  Custom WebGL rendering engine
-  Operational transformation for real-time sync
-  Conflict-free replicated data types
-  Enterprise-grade security and permissions

Massive Market Opportunity in Design Tools

Design is shifting from afterthought to core business strategy



\$12B+

Design Tools Market

Adobe dominates with Creative Cloud, but collaboration is fragmented



50M+ Designers

Global creative workforce growing 13% annually

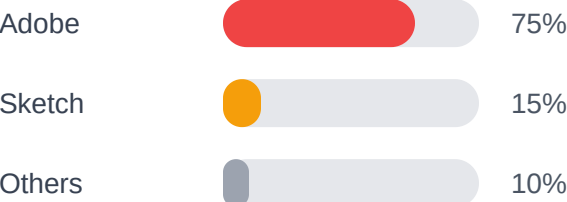


Enterprise Shift

Companies investing heavily in design-driven growth

Market Dynamics

Current Landscape



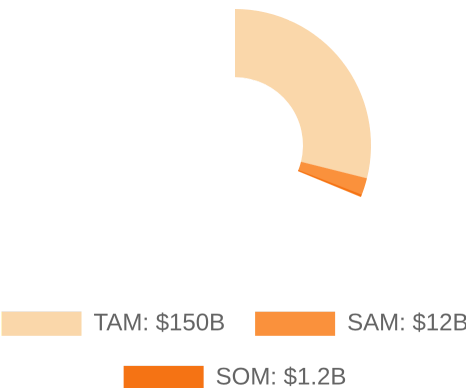
Remote work driving collaboration needs

Browser-first tools gaining adoption

Design-led companies outperforming

Our Opportunity

Market Sizing



Perfect Timing

Remote work creates urgent need for real-time collaboration

Defensible Moat

Network effects and switching costs protect market position

Expansion Potential

Platform for broader design and collaboration tools

Strong Early Traction & Validation

Emerging from stealth with significant momentum and investor confidence

Investor Validation



\$14M

Series A Funding

Oversubscribed round led by Greylock Partners

GL

Greylock Partners

Lead Investor

John Lilly, Partner:

"This represents the future of design collaboration. The team's technical execution is exceptional."

Notable Investors

IX	Index Ventures	IQ	ICONIQ Capital
OA	OATV	JW	Jeff Weiner

Product Traction



3+ Years R&D

Built from ground up with cutting-edge WebGL technology

→ Significant technical moat and IP development



World-Class Team

15 engineers including Pixar, Microsoft, and Google veterans

→ Proven execution capability at scale



Growing Waitlist

Design teams signing up for preview access before public launch

→ Strong market demand validation



Performance Breakthrough

First browser-based design tool to match desktop performance

→ Technical validation of core thesis

Key Milestones



Q4 2015

Public launch & user onboarding



Q1 2016

Real-time collaboration features



Q2 2016

Team subscriptions launch

Q3 2016

Enterprise sales motion

12-Month Targets

Registered Users:	10,000+
Paying Teams:	500+
Monthly Revenue:	\$50K+
Team Size:	25 people

Risk Mitigation

- Strong technical moat
- Network effects defensibility
- First-mover advantage
- Strong investor support