Workflow

Accelerate the world’s creative work

Invite-only beta

We’re accelerating 50 teams and counting

50 teams & 150 users activated using platform 6 weeks after invite-only launch.

Strong retention of ICPs.

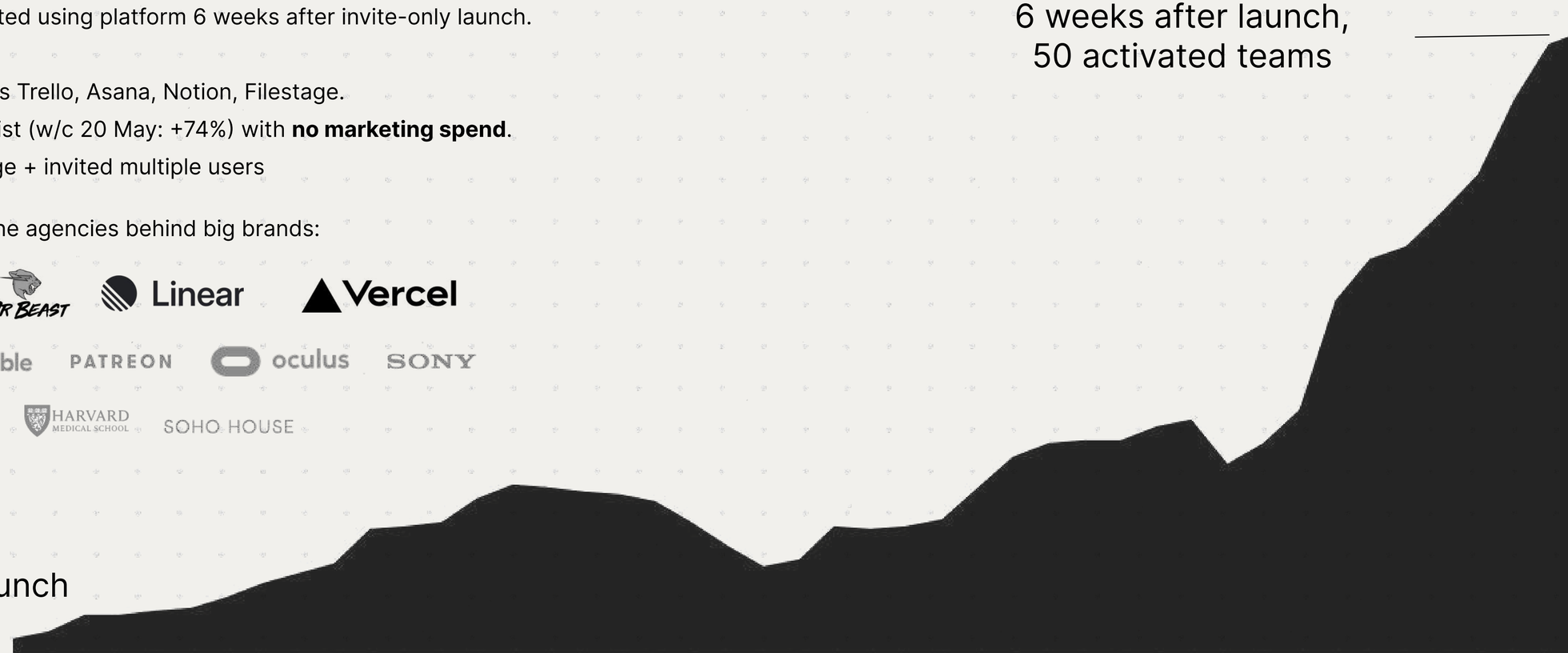
Displacing paid-for platforms Trello, Asana, Notion, Filestage.

50% w/w growth in waiting list (w/c 20 May: +74%) with **no marketing spend**.

Activated = 3 weeks of usage + invited multiple users

Mix of in-house teams and the agencies behind big brands:

Meta · MrBeast · Linear · Vercel · DoorDash · Airtable · Patreon · oculus · Sony · Google · Harvard Medical School · Soho House



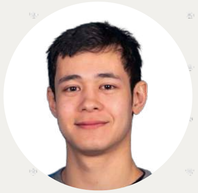
Founders

Multi-exited founders, prev. at Meta & Sequoia-backed scaleups



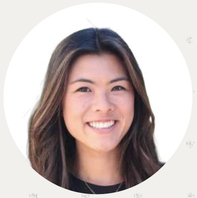
Will Taylor - CEO

CEO @ Rota.com, which revolutionised the way staff are hired.
Scaled to 7-figure ARR; 40 person team acquired by Private Equity 2022
Previously built & sold 2x tech companies
1st Class MPhys Theoretical Physics @ Oxford University, ultra-distance runner.



Paul Sanglé-Ferrière - CPO

Founder @ AI startup Mailwiz.ai, generative email replies. Sold 2023.
Lead PM @ Tessian, Sequoia-backed AI startup (acq.),
Lead Product Manager for ML @ Yelp.
National French Mathematics Olympiads - 2nd place.



Allis Yao - CTO

Founder @ Spirito AI, AI platform for thought leaders (inc. Scott Galloway)
Engineering Manager @ Instagram, Meta (Facebook).
Built IG's London Creator Monetisation team from ground up.
Author of multiple patents. Featured on Podcasts & Articles.

Wider Team:

Greg Detre - Head of AI

Former Chief Data Scientist @channel4, CTO @wearebighealth, cofounder @Memrise

https://x.com/gregdetre

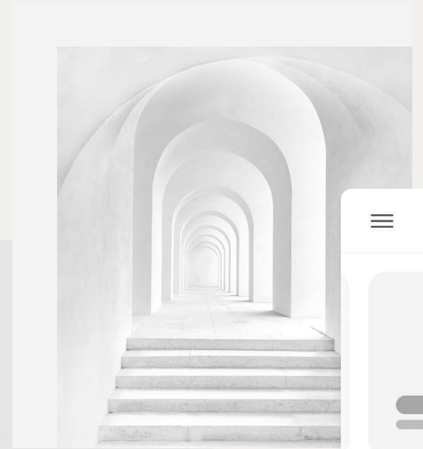
Martin Piala - AI Vision Engineer

Previous @ Stripe, Lyft, Fragment

https://www.martinpiala.com/

Creative work is everywhere

Video | Images | Audio | Presentations | Websites & Apps







New Horizons

Home

Epic Journeys Await

Embrace the thrill of the unknown.

Search trails



Why now?

Creative output increasing 30% a year

What infrastructure will we need to support 4.8x volume of work?



Source: https://journal.everypixel.com/ai-image-statistics

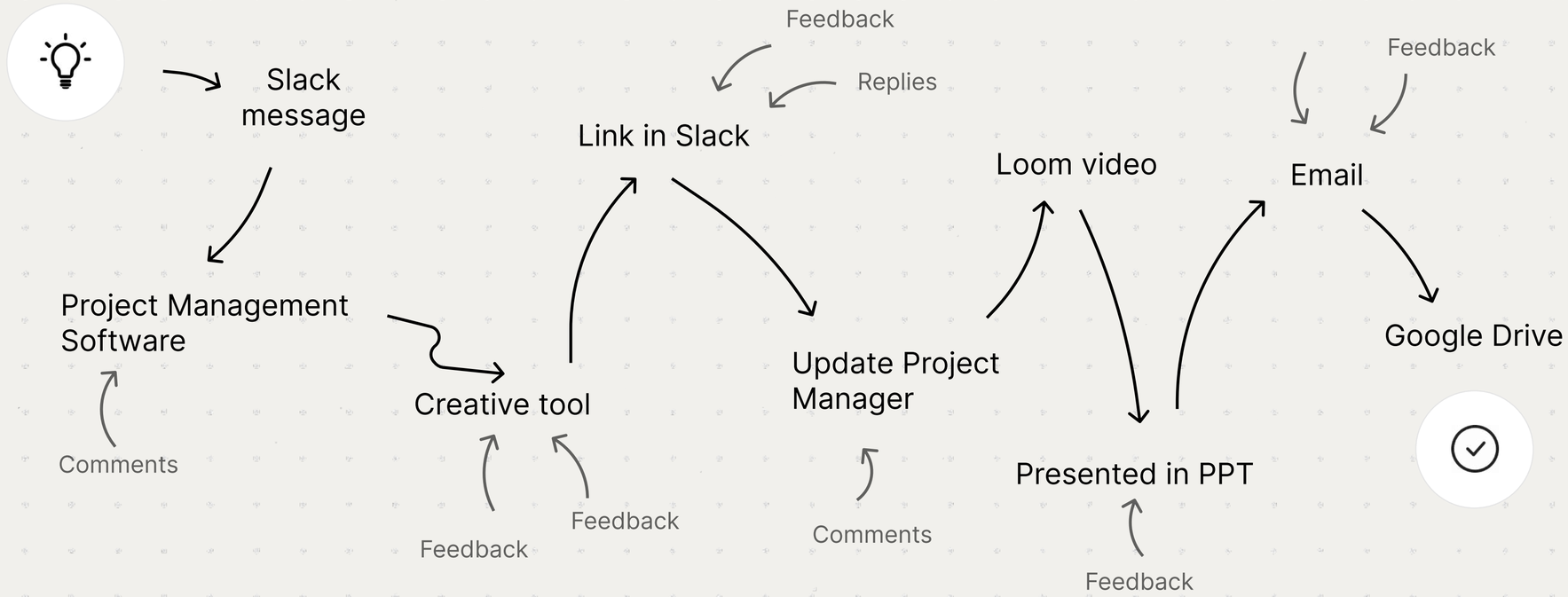
Problem

Asset creation split over 5+ tools

Frustrating, overwhelming and distracts from deep creative work.

20x

In parallel



Problem

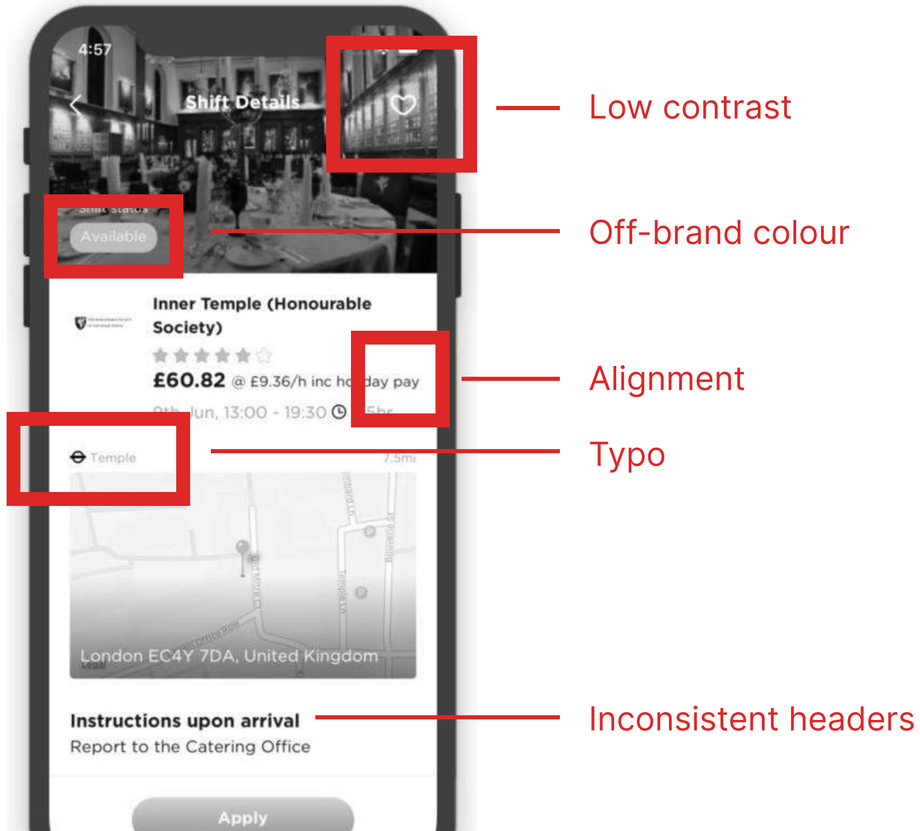
Expensive & inaccurate manual checks

There is no Grammarly
for creative work.

Delays delivery
Reduces productivity, velocity and output

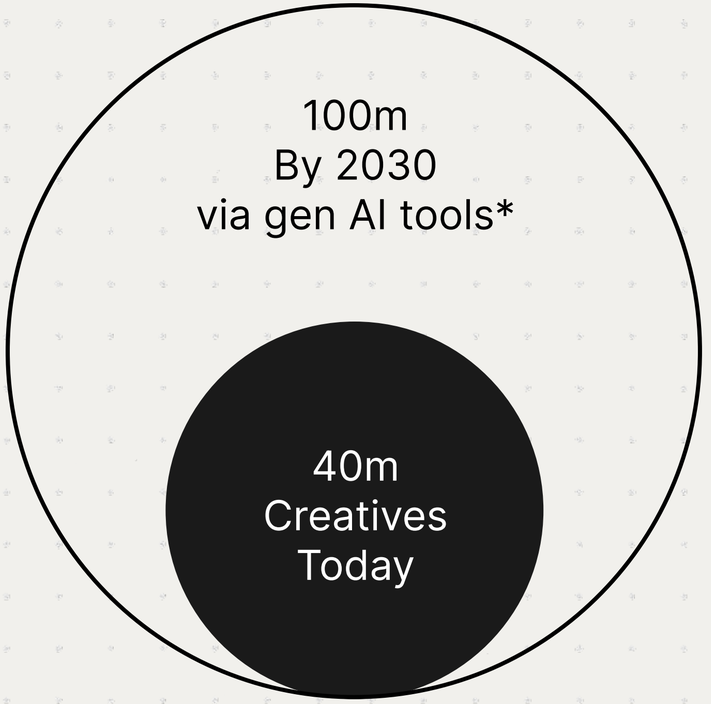
Everyone hates it
The worst 10 hours of your week

High cost of failure
Creative work is customer facing



Creatives’ workflows are broken.

So we’re doing for creative work what Github (centralisation) & Automated Testing (reduced burden of review) did for software.



*Fastest growing segment is non-professionals; Analogous of nocode tooling

Solution

We’re building the future of creative work

Demo: https://bit.ly/workflow-product-tour

25% of a creative’s time is spent in the review process - 10 hours+ a week - and it’s the worst 10 hours of their week.

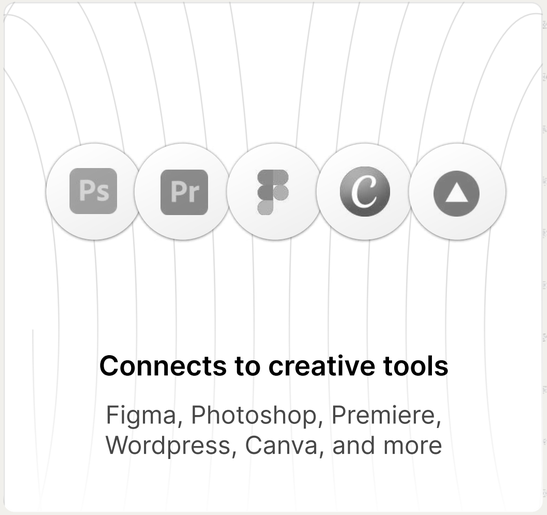
Imagine if everything you published was instantly corrected and on-brand. We’re freeing people up to do meaningful work.

Content management

AI review

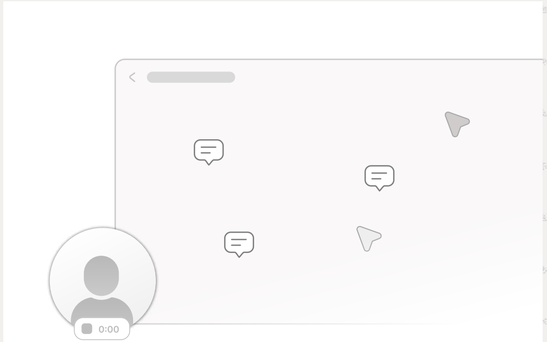
Feedback & collaboration

AI instant-fix



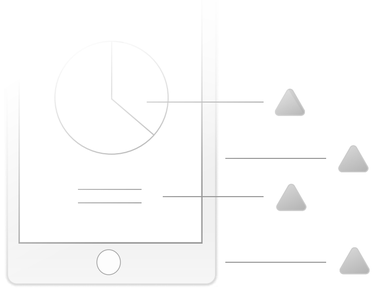
Connects to creative tools

Figma, Photoshop, Premiere, Wordpress, Canva, and more



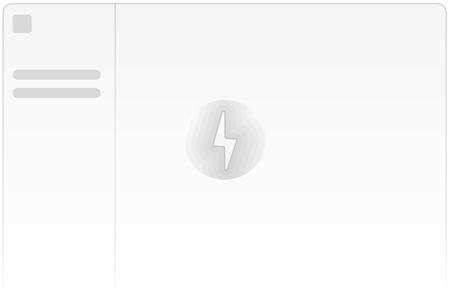
Centralised feedback

With built in feedback tools that work on any asset type



AI review

Like automated code testing, but for creative work



Lightning fast

Real-time sync, instant interactions

Technology

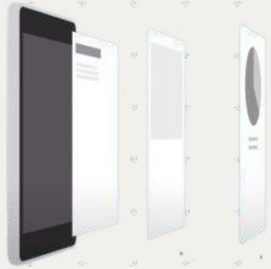
Proprietary AI review technology

Built on top of our asset-display & collaboration technology; AI review saves hours of time, improves accuracy and allows assets to be delivered sooner. Each issue-type requires a own chain of tools & models that cannot be replicated by any single model.

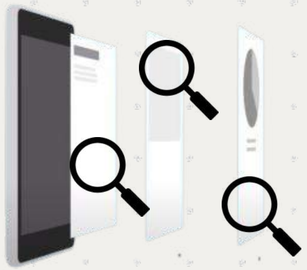
Select asset → Deconstruction → Analysis → Comments



Add any asset including images, canvases, PDF, video, live websites and documents.



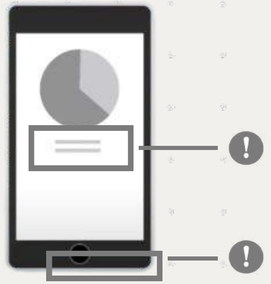
Assets are prepared for analysis using segmentation, OCR and labelling.



Issues found in seconds, inc:

- Brand & design issues
- Spelling & grammar
- Accessibility violations
- Copyright detection

and more.



On-asset comments that can be reviewed, assigned, and marked as done when resolved.

Generative AI can also auto-fix minor issues.

Technology

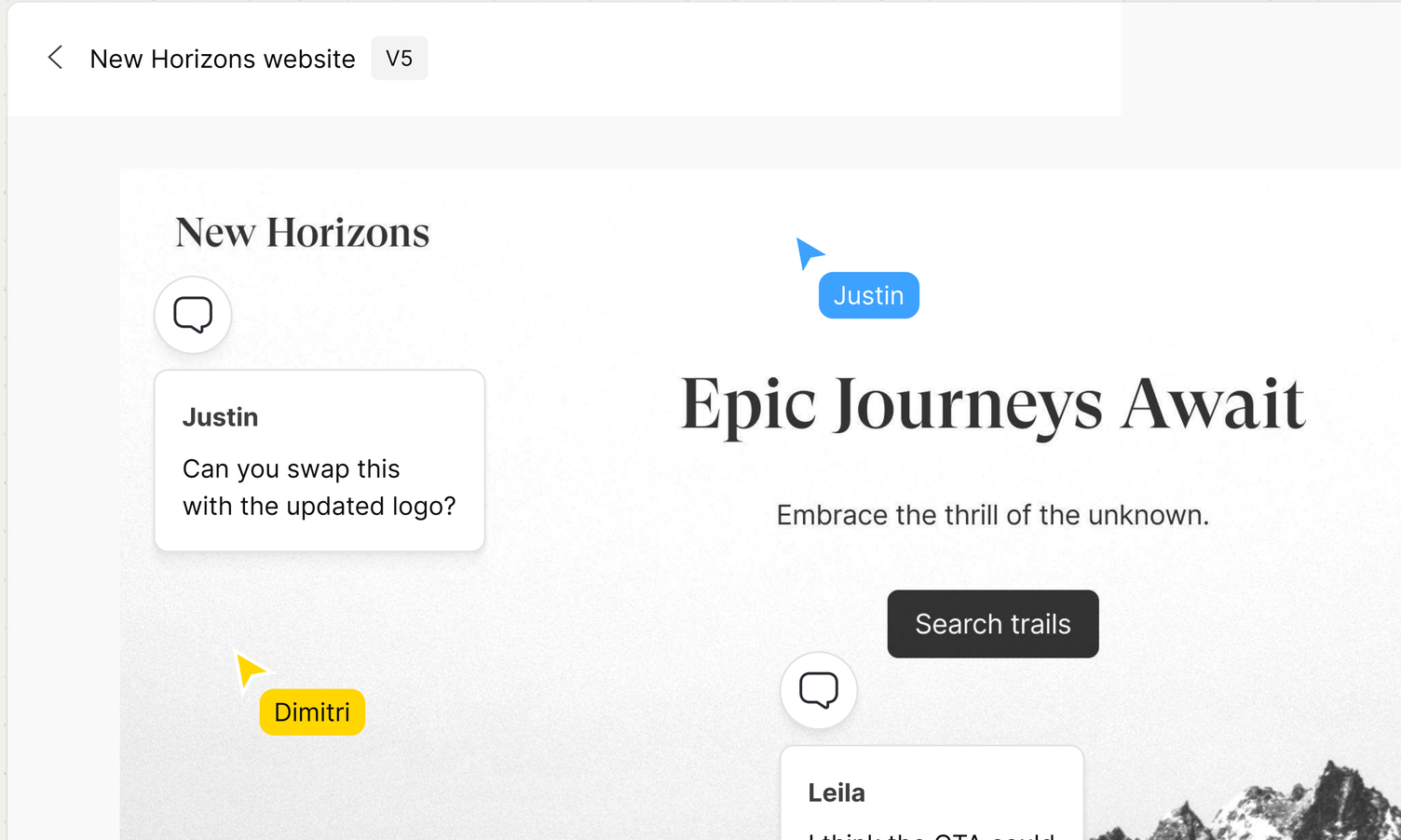
Centralised human & AI feedback for every asset

Video
Text
Images
Canvases
Audio
Live websites

The first of many interfaces with the AI is our Web / Mobile / Native App Platform.

This embeds the AI in their existing cross-team feedback & approval flow.

Human feedback will train their AI.



Traction

Platform loved by early adopters

130 teams & 500 users actively using platform 6 weeks after beta launch.

Strong retention of ICPs.

Displacing paid-for platforms Trello, Asana, Notion, Filestage.

50% w/w growth in waiting list (w/c 20 May: +74%) with no marketing spend.



Founder, Invisible Homes

This product is amazing. My team thinks it's the best thing they've seen.



Partner, M&C Digital Agency

A brilliant solution for designers. I love that it automatically created to-do actions from the video feedback.



Freelance Creative

Workflow is a game changer. It reduces the number of meetings and back-and-forth.

Great community response via twitter: x.com/neuralPaul



Fractional Head of Product, Multiple Startups

This is a no brainer - we absolutely need it.



Head of design, Privitar

Brilliant product. Increased our communication feedback and clarity. Ultimately made our product design process better and easier.



Founder, Videodeck

Yet more proof of how useful feedback videos can be! I really like the time-saving aspect, it avoids meetings killing the creativity.

Route to market

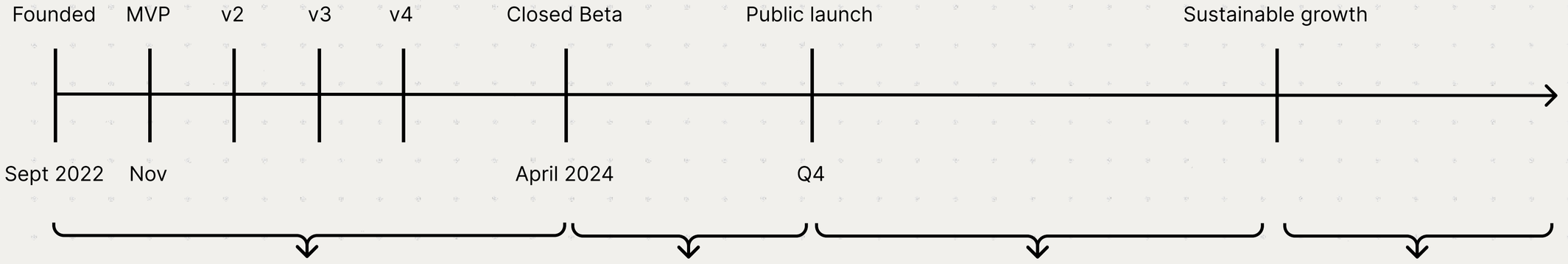
Product-led growth

Grassroots & Word of Mouth: design-led, consumer-grade product driving WoM, similar to Linear, Figma.

Sharable: organic distribution a-la Docusign, especially via freelancers and agencies with high volumes of clients + sub-contractors.

Cost-effective acquisition: AI review is exciting USP, a wedge feature, and provides solo-user value, allowing us to land and expand within teams.

Goal of ~100 teams with meaningful adoption by end June already exceeded.



Technology developed closely working with 150 creative teams

Direct founder outreach will drive first 200 customers.

Seed round:
First 2000 companies ~ £2m ARR

Cold email tests are already converting @ 4%. Initial ACV~ $1k

Series A:
£2m → £20m ARR
We expect a 70/30 revenue split between sales-assisted PLG vs self-service. ACV → $5k with move upmarket

Initial market

Who’s using us?

Channels	50% - Word of mouth 30% - Cold outreach on Twitter 20% - App-driven sharing
Growth rate	34% w/w

20% freelance

- Efficiency allows more clients in parallel
- Finish projects sooner, allowing more bookings

30% in-house creative teams

- 30% - 90% of marketing budget can be labour costs
- Core input for multiple business functions

Marketing · Product · Media · Sales · Tech · Hiring

50% creative agencies

- > 70% of operational costs on creative talent
- Sole source of revenue

Agencies who have worked with:

Apple · Meta · MrBeast · Linear · Vercel · DoorDash · Airtable · Patreon · oculus · Sony · Google · Harvard Medical School · Soho House

Direct competition

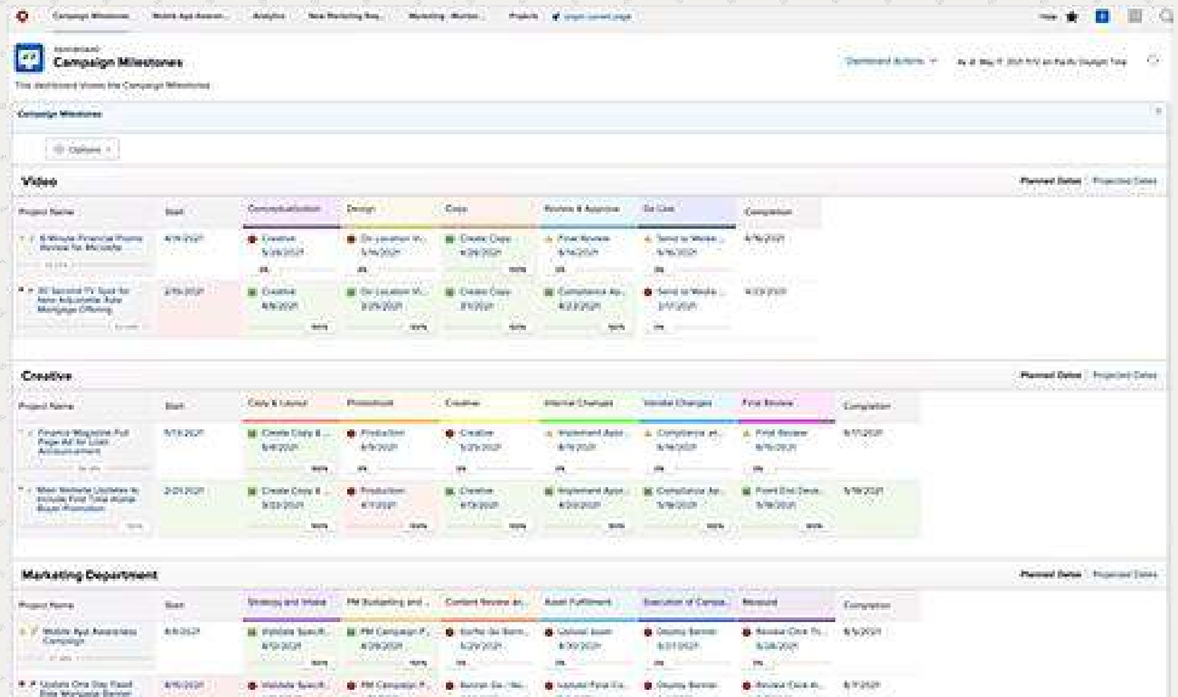
Disrupting $ Bn enterprise platforms

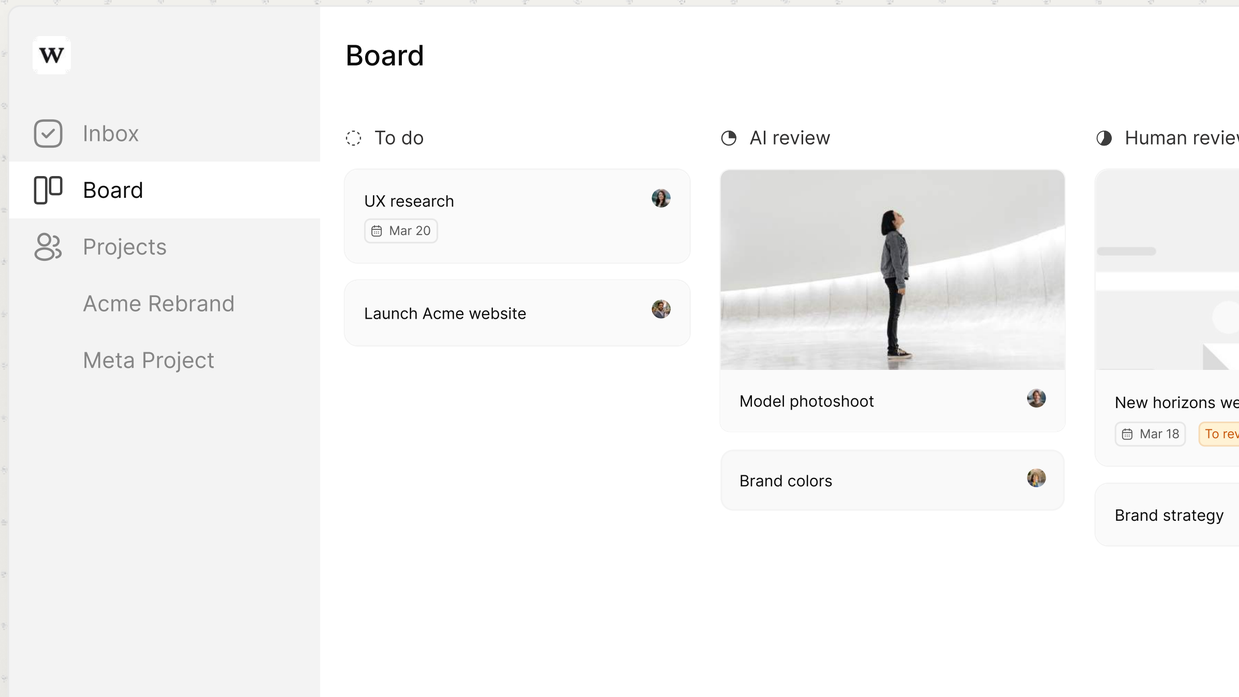
Incumbent	Exit
Adobe Workfront	$1.5 Bn
Frame.io (video only)	$1.2 Bn

+ rest of Content Review category

Our competitive advantages

1. AI-first & AI talent
2. Rapid local-first data infrastructure - cannot be retrofit
3. Intuitive, low-clutter design - ideal for SMB
   (ex: ~94% of creative agency market in London)





Why us?

Strong competitive advantages

1	Local-first data architecture	The creative market has shown a clear preference for products built with craft: Figma, Miro, Slack. We are the only team with Linear-grade opinionated design and fast local-first data architecture; key features for end-users. Both cannot be retrofit onto cluttered & slow API-based platforms.
2	First-mover on AI review	Only team focussed on AI-review for visual work. This wedge-feature gives us a cost effective GTM, and head-start over long term.
3	AI-experienced team	AI will be an increasingly large part of review over time. Allis ran Spirito AI, Paul built and sold Mailwiz.ai and has led AI product teams at Sequoia-backed Tessian and Yelp.
4	Talent brand	Team already includes ex-Stripe vision AI expert & co-founder Memrise. Will has previously hired an number of ex-Google/ex-Meta talent and we see a strong talent brand as a huge differentiator over the long term.

Market

By 2030 every creative will use AI to accelerate their workflow

We'll charge a subscription of ~$1200/year per user.



Serviceable Obtainable Market

10% market share

Serviceable Available Market

Creatives in professional context

Heuristic: 79% use a project manager

Source: futuramo.com

Total Available Market

30m professional creatives and 10m creative leaders

Excludes + 60m non-professionals by 2030 (analogy: no-code)

Funding

Join the mission

Burn £15k/mo, 12 months runway.

Angels include Octopus First Cheque, Pareto20, Managing Partner @ Forward Partners, ex-MD Google UK, and a scout for Index Ventures.

Pre-seed

£1.2m starting end of Sept

Win initial markets and prove customers love us