

# Main Presentation Title

Subtitle Goes Here

Author Name

Date

# 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,  
Founder

 Jiří Jahn, Co-  
Founder

- **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

**Jiří Jahn**

[jiri@ptbk.io](mailto:jiri@ptbk.io)

+420 777 090 067

**Pavol Hejný**

[pavol@ptbk.io](mailto:pavol@ptbk.io)

+420 777 759 767