



Investors Deck

Dec-2019

Design to Code, Automated.

YCombinator | S18

The Problem

Today, **companies building software** spend **precious time** taking **design to production**. Engineering teams put great efforts into turning **images to code manually**.

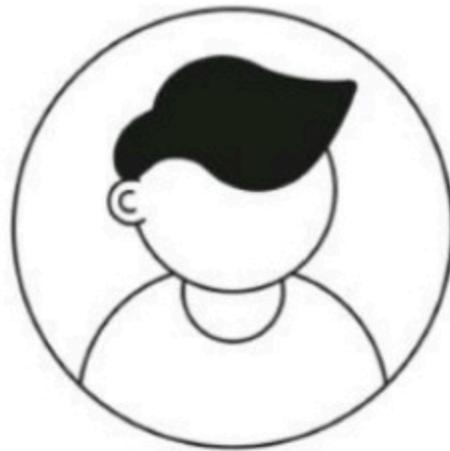
The Solution

With Anima, designers click a button inside their design tools to share code with engineers.

We take companies faster to production.

How Does it Work

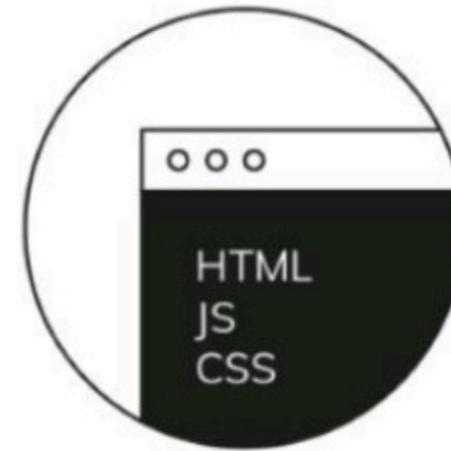
- Designers click a button to upload designs to Anima
- Engineers get code with a single click



Designer



Anima



Code

Market

- **Market Size: \$8B/year**
 - 5M Designers + 15M Front-end Developers
 - We charge \$400/year/seat
- **Go to Market: B2B SaaS, Bottom-up**
 - Designers discover Anima and spread it within their team
 - Our community is 100k strong

Anima's Customers



Bloomberg



BOSCH



Walmart

ebay

Capital One



NAUTICA

ring

StubHub



HelloFRESH

מעו

MERIT

MD Anderson
Cancer Network
Certified Member

Pramerica

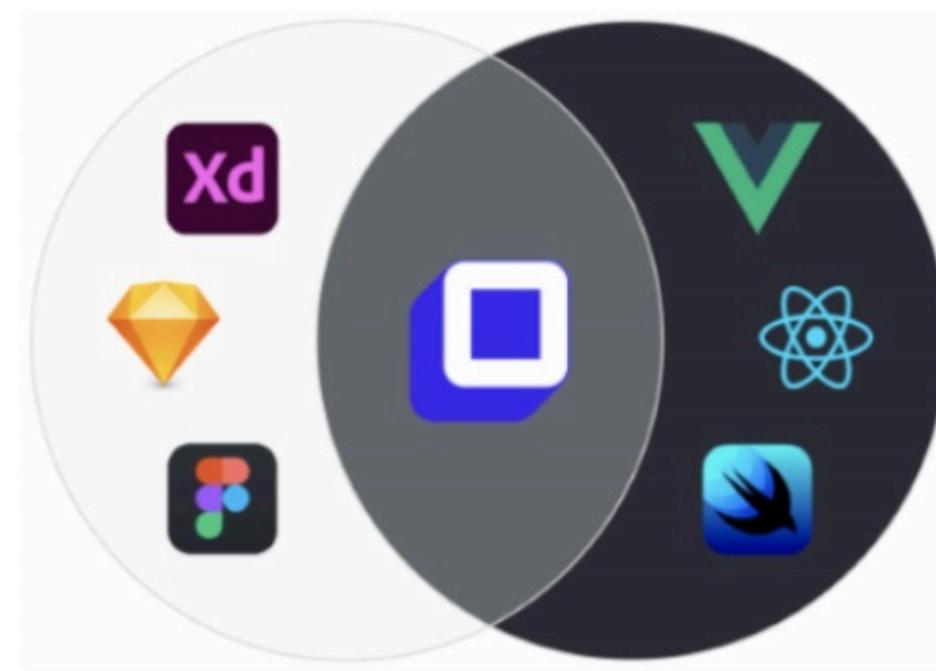


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Roadmap

- Converting **any design** to **any code** framework.
- Embracing engineers with **developer-friendly code**.
- Becoming a **continuous design-to-development** platform.

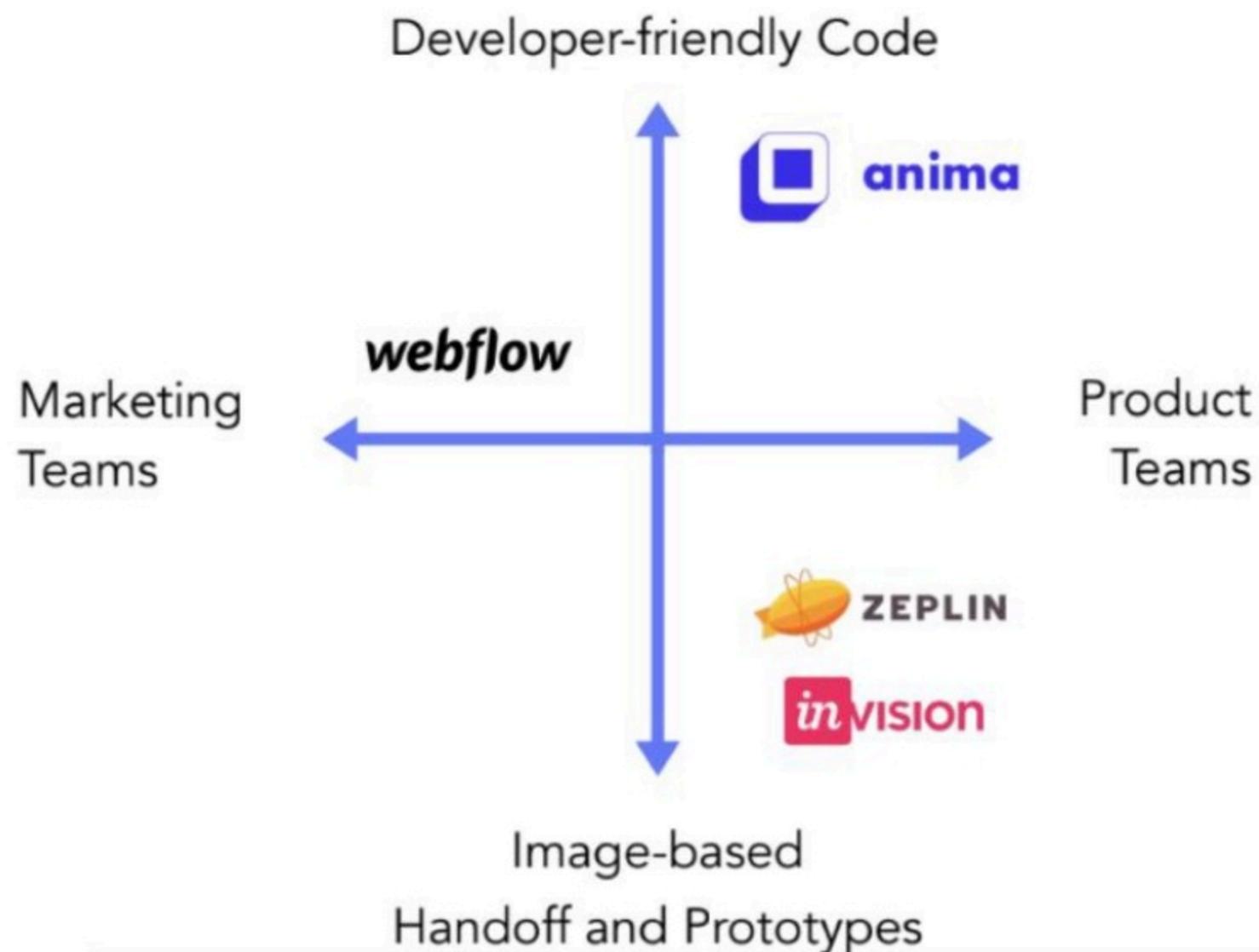
Where Figma meet Github.



2020 Company Focus

H1	H2
Hiring: 5 → 15 team members	Developer-friendly code & React code
Adobe XD & Figma integrations	Announcing Anima 4.0 & Rebranding
Begin paid marketing	Targeting Developers

Competitive Landscape



Sketch, Figma, Adobe XD

The major design-tools are competing for the throne, and it requires focus. 90% of UI designers uses one of the above, and we will integrate with them all, allowing designers to use Anima easily. **These are our allies, not competition.**

Zeplin

A collaboration platform.
Automates the creation of style-guides.
It does not generate runnable code.

InVision

A presentation-like prototyping tool.
InVision is also competing Zeplin over design handoff.
It does not generate runnable code.

Webflow

'No code' website builder. Webflow focuses on individuals and marketing. It does not focus on product teams, or any team with engineers.

Founders

We believe that great UX is essential.
We want to bring better experience to those creating it.



Avishay Cohen
CEO



Michal Cohen
CPO



Or Arbel
CTO, GM U.S.



Keep in touch

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