



# Concepts: Smarter Sketching

by TopHatch : [angel.co/tophatch](http://angel.co/tophatch) : [ben@tophatch.com](mailto:ben@tophatch.com)





used by **55k** creative professionals every month



currently freemium

**\$200k**

12 mo. sales

in-app purchase

**>12%**

free-to-paid

★★★★★ (4.7 / 5.0)

Concepts is the top rated creative app  
on the App Store.





Concepts is **already used** by designers at



**PHILIPS**

**CITRIX**

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**Dave:** Technology  
Motorola, gumballs

**Ben:** Product & Design  
SimpleScripts (acq. 2010)

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designers spend

**\$9B**

on tools.

It's a subscription market.



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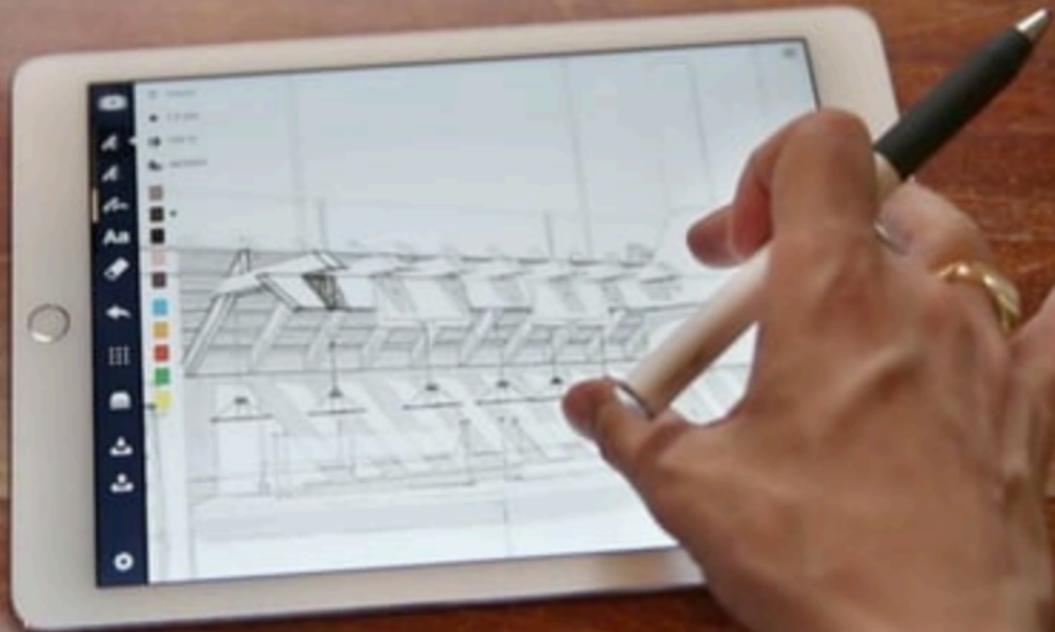
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Our next-generation engine will power the future of design.

