



# Kindly IDE

## AI powered robotics engineering

AI-powered IDE that turns natural language into production-ready robot code.

Build in minutes, not months.

by Kindly Robotics

# Robot Programming Wastes **\$50B+** Annually

Programming accounts for 40-60% of robot deployment costs. Most projects take 6-18 months. SMBs are locked out entirely.

**6-18mo**

**Average Deployment**  
Time to production

**\$150k+**

**Programming Cost**  
Per robot system

**160k**

**US Robotics Engineers**  
Only 6% annual growth

The result: 85% of SMBs can't adopt robotics due to complexity and cost

# Meet the Founders

Visionary AI architects with deep defense, robotics, and enterprise experience.



## Taylor Mohney

**Co-Founder & CEO**

Visionary AI systems architect with a decade of defense, robotics, and mission-critical platform experience. Combines technical depth with leadership in deploying scalable AI across autonomous systems. Leads platform architecture and fleet integration strategy.

## Dorian Hryniwicki

**Co-Founder & CTO**

Full-stack and AI engineer with exceptional record scaling intelligent systems for enterprise and government. Bridges engineering and vision, translating complex technical concepts into market-ready products. Directs product strategy and developer ecosystem.

*"We're building the intelligence that makes robots truly useful—adaptable, connected, and human-ready."*

# Kindly IDE Cuts Development Time by 90%

Describe what you want in plain English. Get production-ready robot code. Test in simulation. Deploy.

## Natural Language 'Code'

"Navigate to the red ball while avoiding obstacles" → production-ready ROS code in seconds.

**MVP in minutes, not months**

## One-Click Simulation

Test instantly in 3D physics-accurate environments. No hardware required to validate behavior.

**Iterate 10x faster**

## AI Debugging That Works

Real-time monitoring of telemetry and logs. AI pinpoints issues and suggests fixes automatically.

**Like a senior roboticist on call 24/7**

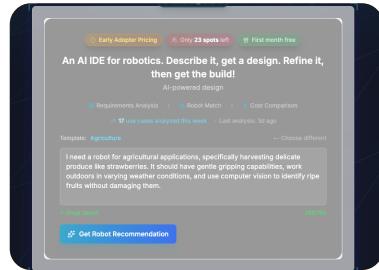
## Works With Your Stack

ROS 1 & 2, major robot SDKs, drones, arms, mobile robots. One IDE for everything.

**Zero vendor lock-in**

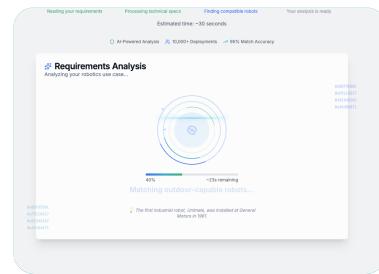
# See Kindly IDE in Action

From natural language to robot recommendation, then customize and build in the desktop IDE.



## 1. Describe

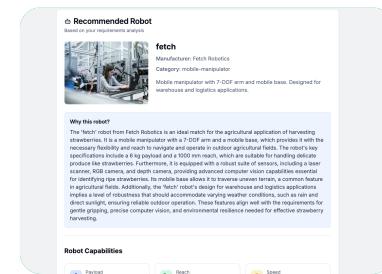
Natural language input



## 2. Analyze

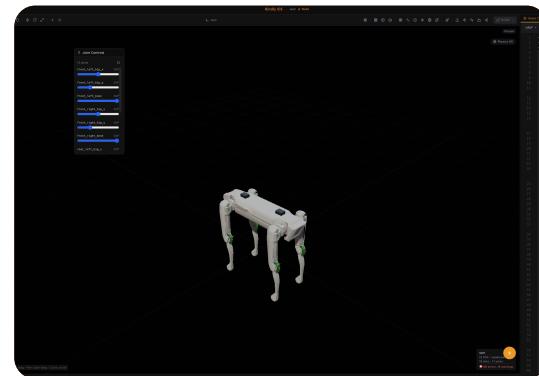
AI processes requirements

“Download URDF & Spec”



## 3. Recommend

AI-powered robot match



## 4. Customize & Build

Full IDE: refine URDF, 3D sim, code gen

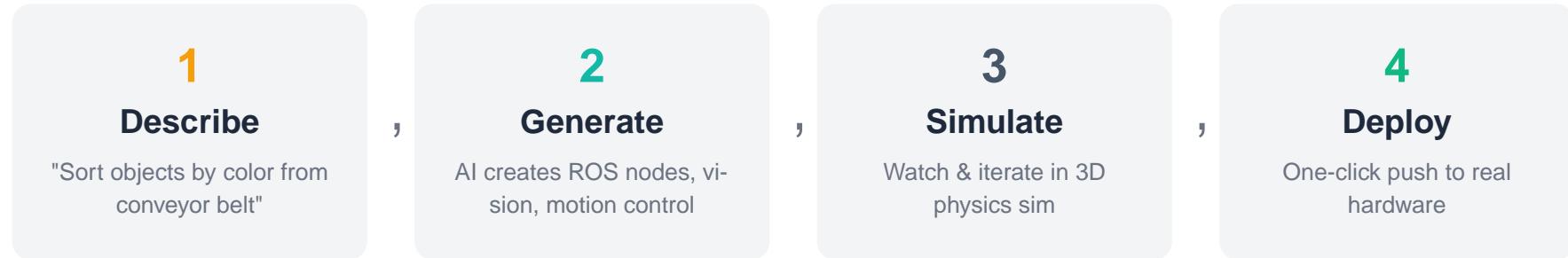
Kindly IDE Web

Kindly IDE Desktop

Start with natural language. Get instant robot recommendations. Download URDF files and specifications to continue in Desktop.

Import URDF, refine designs in 3D simulation, generate production-ready code. Full IDE experience.

# From Idea to Deployed Robot in One Day



## AI powered robotics engineering

Cursor transformed software development. Kindly IDE brings the same AI-powered revolution to robotics—describe what you want, ship working robots.

# Capturing the **\$50B** Robotics Software Market

**\$94B'**  
**\$372B**

**Total Robotics Market**  
4x growth by 2034 (15% CAGR)

**\$50B+**

**Software Segment (SAM)**  
Fastest-growing at 20%+ CAGR

**\$5B+**

**Dev Tools for SMBs (SOM)**  
Our initial beachhead

## Why Software is the Bottleneck

- Hardware costs collapsed 50% (avg robot now ~\$11k)
- Software complexity is the last barrier to adoption
- 75%+ of robotics revenue now from service robots

# We Win by Serving the Underserved 85%

Enterprise tools ignore SMBs, startups, and researchers. That's millions of potential customers.

## SMBs

250k+ small manufacturers in US alone, hungry for automation

## Startups

2,000+ robotics startups globally need to ship fast

## Research Labs

5,000+ university labs publishing robotics papers annually

## Indie Devs

500k+ makers and hobbyists building the future

**Hardware is no longer the barrier.** Avg service robot now costs ~\$11k. Software complexity is the last obstacle—and we eliminate it.

# We're the Only AI IDE Built for Robotics

## Traditional Tools

VS Code + ROS + Gazebo

**Free/open-source**

**Fragmented workflow**

**Requires expert knowledge**

## Generic AI Coders

Copilot, Cursor, ChatGPT

**Good at general code**

**No robotics knowledge**

**No simulation**

## Intrinsic (Alphabet)

Enterprise industrial

**Well-funded**

**Enterprise-only pricing**

**Not a public IDE**

## Kindly IDE Differentiation

Domain-specific AI + simulation + debugging unified

Framework-agnostic (ROS & more)

SMB-friendly pricing (\$99/mo)

# Four Trends Creating Perfect Timing

## Hardware Costs -50%

Avg service robot: \$11k (vs \$21k industrial). Financially accessible to SMBs.

## ROS is Standard

De facto framework with massive ecosystem. AI can leverage thousands of patterns.

## LLMs Hit Inflection

"Vibe coding" works for software. Same breakthrough now possible for robotics.

## Labor Crisis

3M+ manufacturing jobs unfilled. Industries desperate for automation solutions.

The infrastructure is ready. The need is urgent. The AI is capable. The window is now.

# SaaS Model Targeting \$1,200-\$3,600 ACV

Free

**\$0**

- Basic AI code generation
- Community simulation models
  - ROS 2 support

Funnel for paid conversion

Pro - \$1,188 ACV

**\$99/mo**

- Advanced AI debugging
- Premium simulation envs
- All frameworks (ROS 1/2)

For startups & SMBs

Team - \$3,588 ACV

**\$299/mo**

- Everything in Pro
- Team collaboration
- API access & SSO

For research labs & teams

**Comparable:** Code Metal raised \$36M for AI dev tools. Cursor reaching \$100M ARR in 2 years.

# MVP in 6 Months, 1,000 Users by Month 12

## Phase 1: MVP (Mo 1-6)

- AI Code Assistant for ROS
- One-Click Simulation
- Live Debug Assistant
- Project Templates

## Phase 2: Scale (Mo 6-12)

- Expand Hardware Support
- Custom Robotics LLM
- Community Marketplace
- Enterprise Features

**Success metric:** Users build working robot app (navigation + obstacle avoidance) in one day with MVP.

# Pre-Launch Momentum Already Building

Even before MVP, we're seeing organic interest and engagement from our target market.

**1,000+**

**Unique Visitors**

Last 30 days

**4,000+**

**Page Views**

Last 30 days

**5.8min**

**Avg Session**

High engagement

**4.3**

**Pages/Session**

Deep exploration

## Traffic Sources

- Direct traffic: 78%
- Google Search: 11%
- Twitter/X: 5%
- Product Hunt: 3%

## Product Milestones

- Kindly IDE Web MVP: NL 'Robot recommendation'
- Kindly IDE Desktop: 3D sim + URDF code gen
- FoodforThought: 50k+ robot training episodes
- 17 use cases analyzed in past week

# Product-Led Go-to-Market Strategy

Landing page IS the product. Users try Kindly IDE instantly, get value, then sign up.



## Product-Led Growth

- Landing page = Product: Try instantly, no signup
- Value first: Get recommendation, then signup
- Free: 3 configs/month, save recs, basic sim
- Viral: Share recs, export to FoodforThought

## Channel Tactics

- Content: ROS 2 AI Series, ROS Discourse, YouTube (10k subs)
- Community: Discord (5k target), ROS Working Groups
- Partnerships: Boston Dynamics, Clearpath, NVIDIA Isaac
- Events: ROSCon 2025, ICRA, university demos

## Early Validation

30% try Kindly IDE

78% direct traffic

17 use cases/week

MVP live

**\$50-100**

CAC

70% organic

**\$3,000**

LTV

$\$1,200 \times 2.5\text{yr}$

**30:1**

LTV:CAC

Conservative

**90%**

Self-Service

10% sales



# Raising **\$3-5M** Seed to Launch AI Powered Robotics Engineering

**\$3-5M**

**Seed Round**

18-month runway to PMF

**\$15-25M**

**Series A Target**

With 1k+ users & \$500k ARR

## 18-Month Milestones

- MVP launch by Month 6
- 1,000+ active users by Month 12
- \$500k ARR by Month 18
- Series A ready

## The Opportunity

\$50B+ robotics software market. 85% of potential customers locked out by complexity. AI finally capable of solving this. First mover advantage is now.

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