Artifex

The Cursor for Robotics

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 Hryniewicki

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."

Artifex 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.
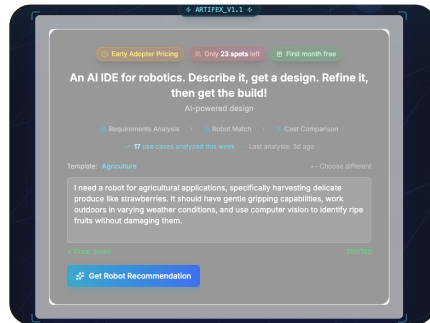
Like a senior roboticist on call 24/7

Works With Your Stack

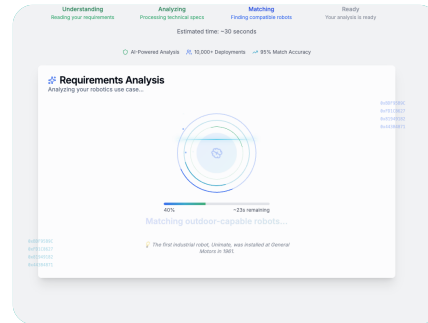ROS 1 & 2, major robot SDKs, drones, arms, mobile robots. One IDE for everything.

Zero vendor lock-in

See Artifex in Action

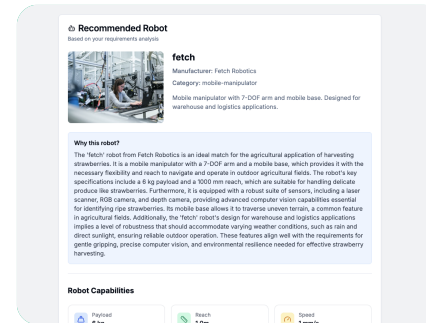From natural language description to working robot in minutes.

1. Describe

Natural language input
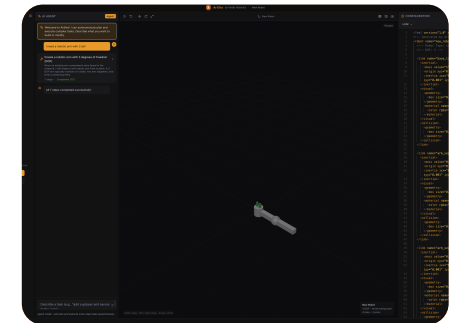

2. Analyze

AI processes requirements

3. Recommend

AI-powered robot match
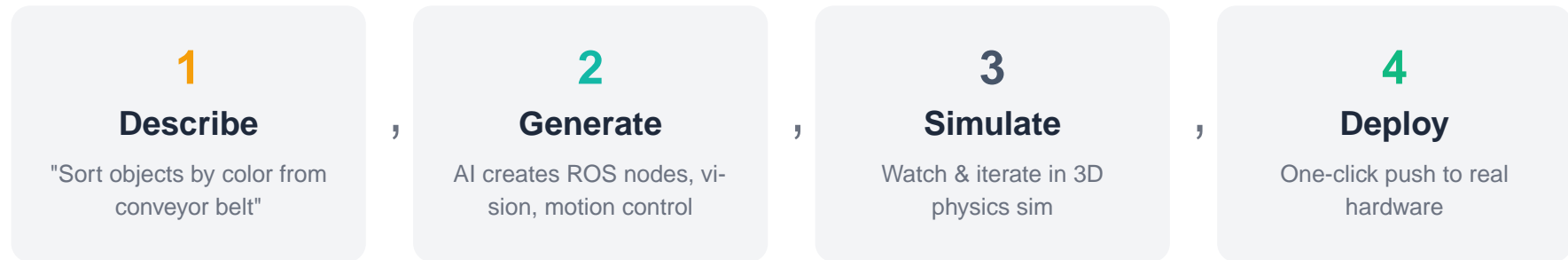

4. Build

Full IDE with 3D sim

Artifex Web

Requirements ' Robot recommendation

Artifex Desktop

Full IDE with 3D sim + code generation

From Idea to Deployed Robot in One Day

1

Describe

"Sort objects by color from conveyor belt"

,

2

Generate

AI creates ROS nodes, vision, motion control

,

3

Simulate

Watch & iterate in 3D physics sim

,

4

Deploy

One-click push to real hardware

The Cursor for Robotics

Cursor transformed software development. Artifex 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	Startups	Research Labs	Indie Devs
250k+ small manufacturers in US alone, hungry for automation	2,000+ robotics startups globally need to ship fast	5,000+ university labs publishing robotics papers annually	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

Artifex 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.

LLMs Hit Inflection

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

ROS is Standard

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

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+	4,000+	5.8min	4.3
Unique Visitors	**Page Views**	**Avg Session**	**Pages/Session**
Last 30 days	Last 30 days	High engagement	Deep exploration

Traffic Sources

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

Product Milestones

Artifex Web MVP: NL ' Robot recommendation

Artifex Desktop: 3D sim + URDF code gen

FoodforThought: 50k+ robot training episodes

17use cases analyzed in past week

Community-Led Go-to-Market Strategy

Developers trust developers. We're building where our customers already are.

Content & SEO

Technical tutorials, ROS guides, robotics AI deep-dives. Own "how to build robots with AI" search.

Target: 50k monthly organic visitors

Community Building

Discord for robotics developers. Weekly office hours. Open-source contributions to ROS.

Target: 5,000 Discord members

Developer Evangelism

Conference talks (ROSCon, ICRA), university partnerships, robotics meetups.

Target: 20 events Year 1

Strategic Partnerships

Robot hardware vendors, simulation providers, cloud platforms. Become the recommended tool.

Target: 5 integrations

$50-100	$1,200+	12:1+
Target CAC	Target LTV	LTV:CAC Ratio

Raising $3-5M Seed to Launch the Cursor for Robotics

$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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