



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 Mohny

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."

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

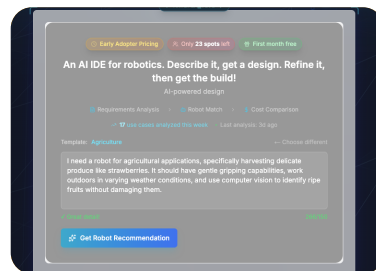
Works With Your Stack

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

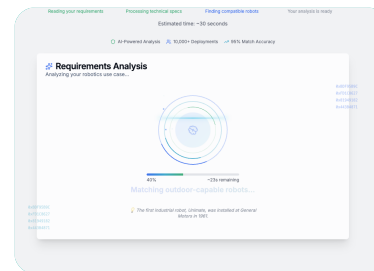
Zero vendor lock-in

See **Kindly IDE** in Action

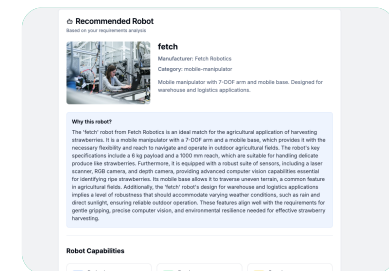
From natural language to robot recommendation, then customize and build in the desktop IDE.



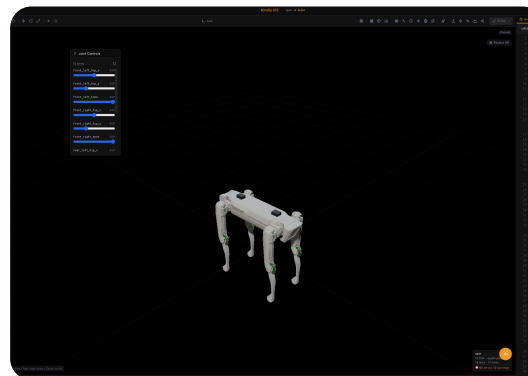
1. Describe
Natural language input



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

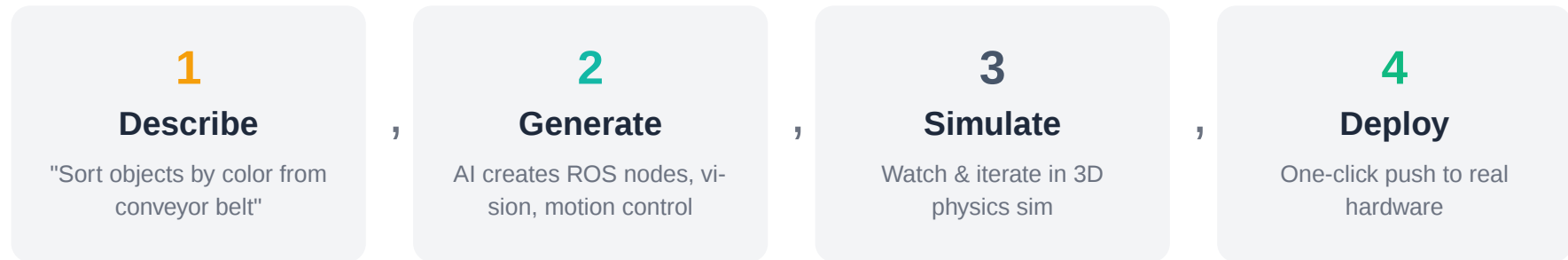
Kindly IDE Web

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.

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+

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%

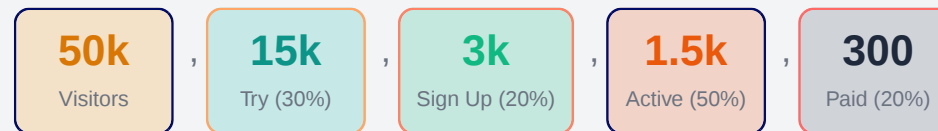
Product Milestones

Kindly IDE Web MVP: NL ' Robot recommendation
Kindly IDE Desktop: 3D sim + URDF code gen
FoodforThought: 50k+ robot training episodes
17use 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.

Customer Acquisition Funnel



Key: Users get robot recommendation BEFORE signup — reverses traditional SaaS funnel

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.

hello@kindlyrobotics.com