

## PROTOTYPE

### One line pitch:

There is now a strong demand for fonts that can be adapted by the designer to their very own work, or automatically by devices to their screen sizes.

### Market Analysis:

According to the Bureau of Labor, there are 280.000 graphic designers in the US. We can extrapolate this number to 800k to 1M designers using latin alphabet in the world (North America, Europe, Australia, South America, Africa). Monotype, the leader of this industry, generated \$180M in revenues in 2015, with a 7% to 11% year over year for the last five years. Adobe is another important player in the font business. We estimate the global market to be half a billion dollars and growing. The main players in the industry have recently teamed up to create a new format of fonts that will be adaptable by the designers to their work, or by a device to its screen size.

### Value proposition:

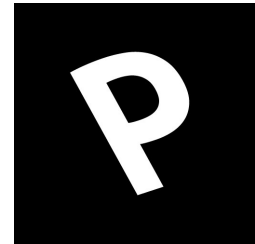
Prototipo allows graphic designers to break the last frontier of graphic design: instead of buying fonts that have already been used a thousand times and that never fit their work perfectly, they can now customize one of our parametric template, tailor it to their work and make it their own. They don't need to learn type design: they pick a template, use the thirty sliders of the app to modify the shape and proportions of the letters. All changes apply in real time to the entire alphabet, and in a few minutes they'll export a font that they can use in any application of their computer, or on the web.

### Business Model:

Our application is available on the web, with three different subscriptions: - a free subscription with limited features - a monthly or annual subscription for individuals with all features - packages of annual subscriptions for companies We want to develop an internal market-place in the application where type-designers will sell font-templates that they have produced using our builder tool. Revenues will be shared between template authors and the platform (70/30)

### IP and Regulatory situation:

Our IP strategy is to protect our code using an open-source MPL license. This seemingly counter-intuitive decision is motivated by the fact that this license provides a clear legal framework for the protection of our code around the globe: it cannot be reused in another application unless the derivative work adopt this license and release their code as well. The images, stylesheets and logos used in the app remain the property of Prototipo SAS and cannot be reused in other applications. This combination of licenses provides the best global protection for our work, while opening the door to external contribution to our software and vision.



## COMPANY PROFILE

- **Website:**  
www.prototipo.io
- **Field:**
- **Contact:**  
BABÉ Louis-Rémi  
louisremi@prototipo.io
- **Location:**  
111 Boulevard de la Croix  
Rousse  
69004 Lyon  
France
- **Founded in:** //07/2015
- **Employees:** 6
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
100000
  - **Monthly burn rate:**  
17000
  - **Capital seeking and date:**  
200000
- **Investors:**  
Family and friends