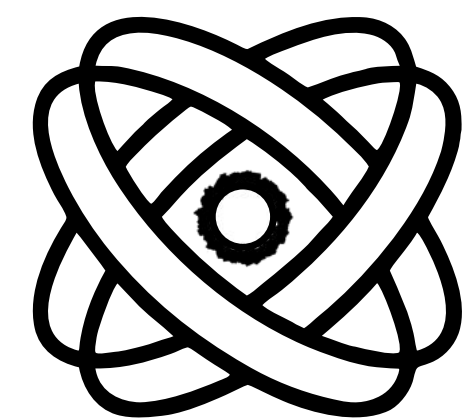




HEVA AI

Scaling humanity into a Kardashev Type II civilisation.

Our Vision

We are an Applied AI Research Lab with
a vision to increase productivity by
orders of magnitude to achieve a
Kardashev Type II Civilization by 2050.

Our Opportunity

We are truly solving for Productivity at scale in terms of orders of magnitude.
Global productivity gains could unlock:

\$87T

Global productivity gains
unlocked by 2035

10×

AI models improve &
get cheaper every year

100yr

Once-in-a-century
opportunity window

Our Approach

We're starting with what we know firsthand → **Coding**.

WHAT EXISTS TODAY

Code generation tools like



GitHub copilot



Cursor

Code review tools like



CodeRabbit



Greptile

WHAT'S MISSING

No tool takes you from raw code
→ production-ready code.

WHAT ACTUALLY HAPPENS

- Developers vibe code / agentic code fast
- Then spend weeks making it production-ready
- Bugs, edge cases, infra gaps show up late
- Production failures impacting millions (AWS, Anthropic)

WHAT WE'RE BUILDING

A system that takes you from
**raw code → production-
grade code.**

Code generation is solved. **Production readiness is the real bottleneck.**

OUR PRODUCT

Goosy

Turns raw code into production-level code.

Core insight: Engineers write new code only 10-20% of the time. 70-80% is spent maintaining, debugging, and refactoring. **Goosy is built for that reality.**

↳ IDE LEVEL

Codebase Scan

Debug & Refactor

Code Complexity

Code Smells

API Metrics

Block-level Control

+ Many more...

↳ REPO LEVEL

PR Review

Repo Review

Code Security

Repo Analytics

Dev Intelligence

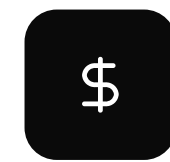
+ Many more...

Why Now



Market is ready

Engineers have realized code generation alone isn't enough. Both individuals & enterprises are more open to AI tools than ever.



Developers pay for value

Unlike pure Consumer AI, Devs have a habit now to pay for what they use, for example, Claude code, Coderabbit etc are premium only.



Token cost crisis

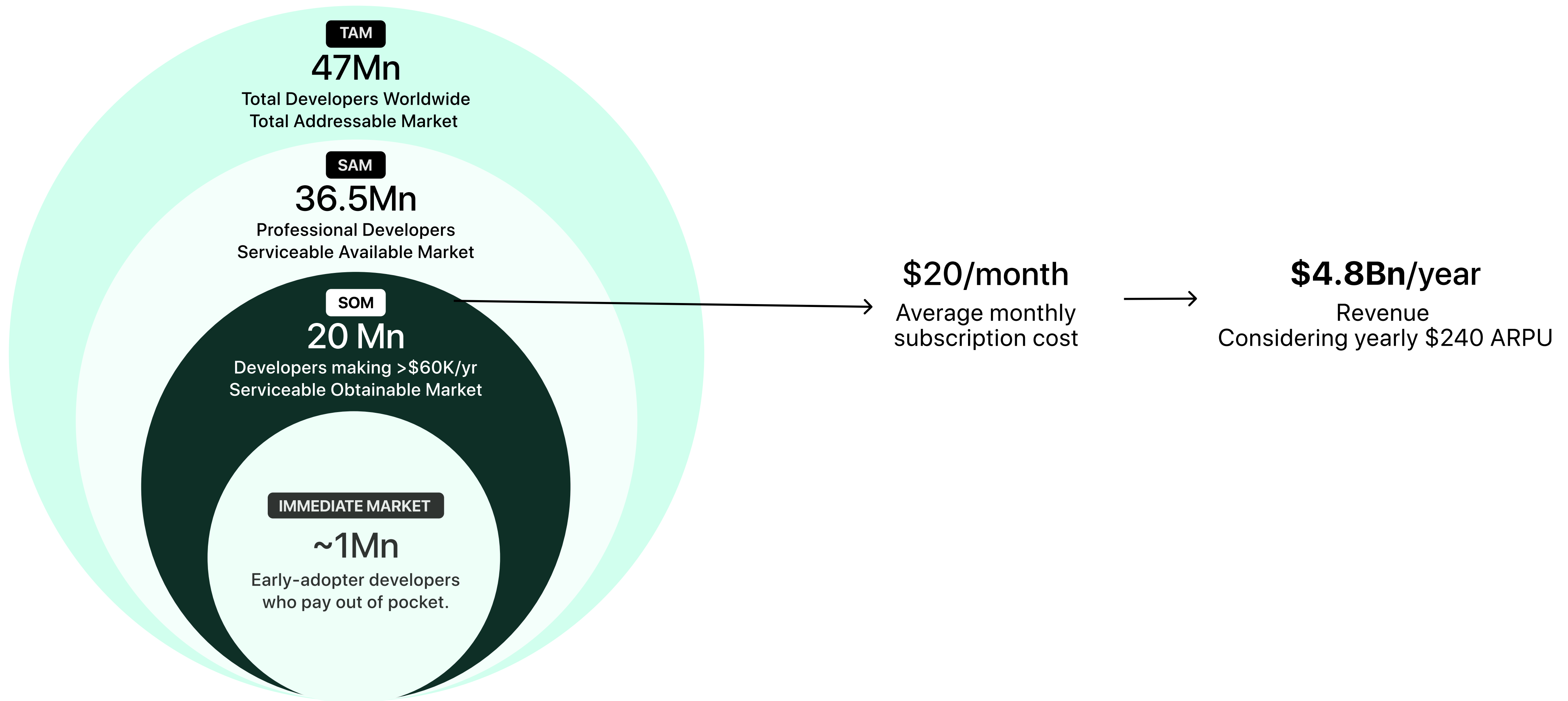
Token consumption is killing dev workflows. Post context engineering, Goosy reduces token consumption by 70%.



Social-scale monetization

Cursor (\$2B ARR), Claude Code (\$2.5B ARR)
AI has social-media scale growth with SaaS level revenue upside.

Market Opportunity



Business Model

Our Business Model for Goosy would be the following

PLG

Win developers first (B2C), build brand + daily usage.
So that Enterprise sales cycles become smooth, get compressed & also help us get inbound organically.

FREE/TRIAL

We will have a Free tier with usage limits to drive adoption, transitioning into a 1-month trial as the product matures 8–10 months later.

PAID PLANS

Pro: \$25/mo (monthly) & \$20/mo (annual) per user

Pro Max: \$125/mo (monthly) & \$100/mo (annual) per user

Team

\$40/mo (monthly) & \$30/mo (annual) per seat (min. 5 seats)

Shared workspaces, team insights, collaboration, and support.

Enterprise

Custom pricing by seats, usage & infra

Target: Series A+ & enterprise (Fortune 2000 / India 500)

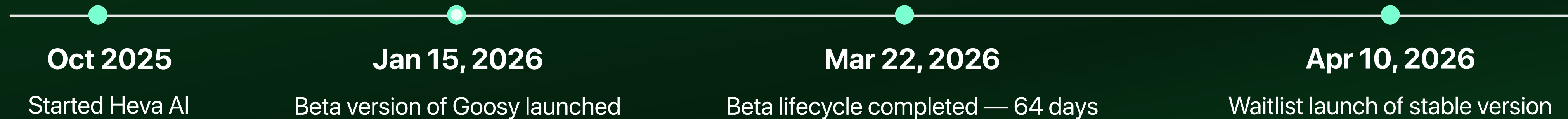
Auto-upsell to Team plan at 25+ seats

Partnerships

Partnering with any of the IT giants, Big 3 & Big 4 to get access to their clientele and get upsold on their existing contracts while getting introduced in their newer contracts in the long term.

Traction

JOURNEY TIMELINE



64-Day Beta Results :

5K+

Developers
signed up

165M+

Tokens
processed

203K+

Sessions
completed

20+

User interviews
conducted

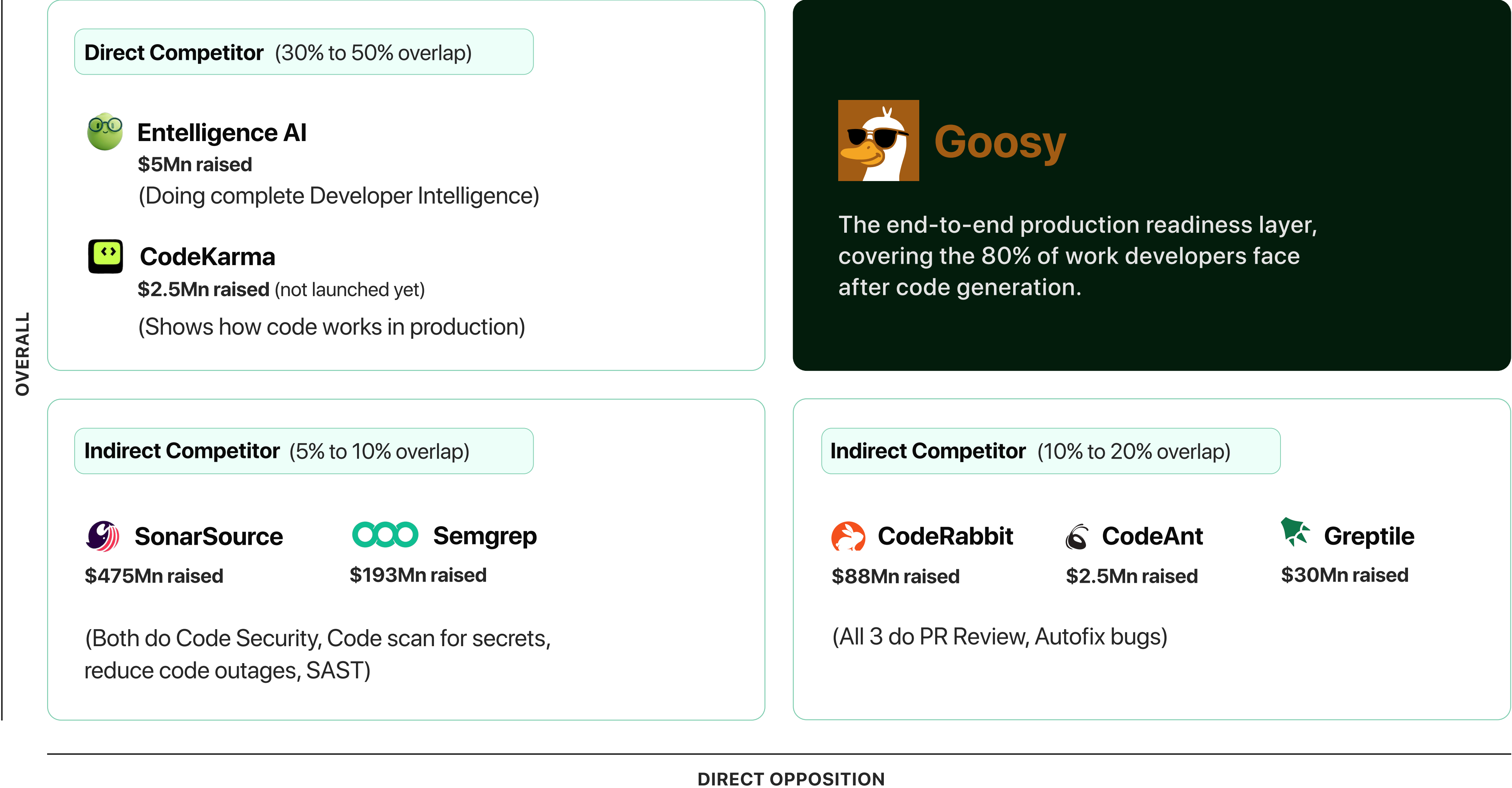
3.5K

Weekly Active
Users

What's Next

- Apr 10, 2026 – Waitlist launch of stable version
- Apr 24, 2026 – Stable version launch
- Secured community partnership to onboard 25K+ developers

Competitive Landscape



Moat

We have marked ourselves against Gokul Rajaram's Moat framework

- | | | |
|----------------------|------------------------------------|----------------------------------|
| ✓ Data Moat: 1 | ✓ Distribution Moat: 1 (over time) | ✓ Physical Infra Moat: 0 |
| ✓ Workflow Moat: 1 | ✓ Ecosystem Moat: 1 | ✓ Scale Moat: 1 |
| ✓ Regulatory Moat: 0 | ✓ Network Moat: Not sure | <u>Score - 5 out of 8</u> |

We Sit Where Code Ships

Goosy integrates into the final step before production like PRs, repos, and IDE, making it a default, not a choice.

Unique Data Edge

Analyzes real production-bound code, not just generated code.

Unfair Distribution

2M+ developer network via communities and campuses.

Compounding Intelligence

Every repo Makes Us Smarter. Each codebase compounds our understanding of bugs, patterns, and optimizations → a reinforcing data flywheel

Ecosystem Moat

Having students use Goosy is super important, learned again & again by seeing the rise of Firebase, MongoDB, Pytorch, Supabase, etc.

GTM

We have identified various GTM channels. Below are the top 6 priorities:

Build in Public

Founder-led storytelling on LinkedIn & Twitter

Community Distribution

Dev communities + 600+ campus ambassadors

Content Engine

SEO, UGC, and high-intent developer content

Creator Flywheel

YouTube educators driving awareness & trust

Hackathons

Default tool in builder ecosystems

Product-Led Growth

Built-in viral loops → users bring users

Content × Community × Product = Scalable developer growth

Team



MD Fazal Mustafa

FOUNDER & CEO



- Built Collegeshala to 32K students, \$20K MRR, raised \$250K, exited for \$1.2M to Lecturenotes
- Built Lecturenotes to 2.5M+ students across 300+ campuses, raised \$3.1M, exited to PE at \$10M
- Built Computer Vision system generating 3D point clouds without LiDAR (2020)
- Built Audifie, NotebookLM-like product (2021)
- Led team diagnosing Epilepsy with ~95% accuracy
- Scaled GDSC (0 → 2K+ devs), led Pie & AI Kolkata by Andrew Ng
- Strong distribution: 2M+ developers reach via 25+ dev communities, 300+ campuses, and partners like NASSCOM, Swiggy, Awign, etc.



Soumic Sarkar

TECH LEAD



- 3+ years building and scaling SaaS & AI systems across full stack
- Built and led LocalDesign, SupaEval, Doptor (0 → production)
- Ex-Tech Lead at X-ACK & AI-Linc, driving engineering and AI innovation



Abhinava Bisas

FOUNDING ENGINEER



- 2+ years building scalable, production-grade AI systems
- Expertise in model development, deployment pipelines, backend systems
- Ex-Co-founder of KronusLabs

The Ask

\$1Mn

16 - month runway → \$500K ARR
equivalent to 2K paid users

Targets:

- 80K+ Devs
- Hit early PMF Metrics
- 5 Enterprise POC
- Get Compliant for Enterprises

Use of Funds

40%	Product Development
25%	GTM & Growth
15%	Biz Dev & Ops
15%	AI/Infra
5%	Admin & Misc

PATH TO \$100M ARR

Weighted ARPU ≈ \$336 (90% at \$240/year, 10% at \$1200/year) → ~298K paid users needed

At Free trial (no credit card) → higher TOFU → 15% conversion rate → ~1.98M total users at 15% conversion.

To achieve 298K paid users → ~1.98M total users need to be achieved.

Thank You

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