



deckwright.ai

MAKE WAVES

An instrument for software - a production studio where serious creators build with voice and gesture instead of prompts, on a multi-agent pipeline that ships real, deployable work.

PLATFORM OVERVIEW

Every creative discipline eventually invents its instrument.

Music has Logic Pro.

Film has Premiere.

3D has Blender.

Software still has...chat.

Every AI software tool today, from developer IDEs to “describe-an-app” generators, forces creators to translate their ideas into text. Rich spatial, temporal, and visual intent - the core artistic modes - all flattened into prose before the machine ever begins building.

Deckwright starts somewhere other than prose.

It's the missing middle - a prosumer creative studio for software. Like Logic Pro, it separates the creative surface from the production engine: there the moment you need it, invisible when you don't.

THE CANVAS

The Bench

A fast, fluid, voice-and-gesture sandbox. A creator talks and gestures an idea into being - narrating intent while drawing it with the mouse - and it becomes clean, lightweight structured data. No prompt-wrestling, just flow.

THE ENGINE

The Pipeline

A rigorous multi-agent production system underneath - where the agent that builds and the agent that reviews are different agents, every change clears tests and gates, and you hold the decision at each gate. It turns captured intent into stable, deployable software - not a demo that falls apart on contact.

And like the great creative catalogs, Deckwright is a ladder, not a single tool. The Bench is the approachable, expressive entry point - where the magic lives, the way we think of it. The full production pipeline is the professional rung that creators climb when an idea becomes something they want to scale.

Software finally gets its instrument.

Ideas don't survive the prompt

Ask any visual creator to describe a piece of motion or layout in words, and watch the idea fall apart in real time. Every current tool - design tools, app builders, AI editors - demands a translation into text. The cost is paid twice: once in the process of describing, and again in the fidelity lost between what the creator pictured and what the machine produced.

The idea is what's lost. When AI builds fail, increasingly it isn't the model that fell short - it's the *intent* that never survived the trip into text. The expensive part was never the code. It was the idea decaying on the way in.

"This border eases in from the left while that card slowly orbits, a little faster than that." - trivial to demonstrate. Miserable to type.

There are really two problems here. Deckwright is built to solve both.

Intent capture. Spatial and temporal intent - *where, how fast, in what relationship* - has no good vocabulary in text. Multi-Modal Capture attacks this directly: a creator narrates while gesturing on the canvas, and the system fuses voice and motion into lightweight structured state. No heavy screen recordings - just fast, low-latency round trips that keep the creative flow intact. This is the part that makes us lean in again and again, and the part no one else is building.

Production. A working demo is the easy 20%; turning it into something stable, secure, and deployable is the other 80% that the one-shot generators skip. Deckwright's gated, multi-agent pipeline is the answer - and the wider field has spent the last eighteen months converging on this exact thesis. The market has moved past the one-shot toy toward systems that plan, execute, test, and iterate, with buyers ranking governance and auditability above raw speed. The pipeline is where the durable, professional work has shifted.

03 · WHO IT'S FOR

Built for the serious creator

Deckwright is built for a specific, fast-professionalizing person: the visual, taste-driven maker with real vision who wants agent-assisted tools to build things that matter, not casual tinkerers cloning a game for an afternoon. The cohort is large, growing, and demonstrably underserved.

~200M

content creators worldwide;
roughly 50M already professional
or semi-professional

two-thirds

of users on today's leading design
platform are not traditional
designers - PMs, marketers,
founders

~48%

of creators now run as solo, full-
stack operators, and ~59%
already reach for generative-AI
tools

Today this person duct-tapes a stack together: one tool for the look, another to build, a third to ship - and the original idea is diluted at every handoff, because every tool wants text. They are fluent enough to know exactly what they want and frustrated enough (we think) to pay to stop translating it. The serviceable bullseye - professionalizing solo creators, design engineers, taste-driven technical founders, and the prosumer edge of software development - numbers in the millions and is compounding with both the creator economy and the global developer base.

04 · THE OPPORTUNITY

Two large, fast-growing markets - each compounding faster than 20% a year.

AI software-creation tools

the AI-builder category Deckwright competes in

~\$8-16B today

heading toward \$30-80B by 2030-31

Creative & design software

the canvas-and-production space the Bench touches

~\$30B+

re-accelerating with AI

Market figures synthesized from leading industry research; estimates vary across sources and ranges reflect that. Audience figures reflect widely cited creator-economy and design-platform data, 2025-2026.

05 · WHY NOW

The timing

- **We're not the only ones who see it.** Reliable, multi-file, agentic generation only became dependable in the last ~18 months. The gated, tested pipeline - fragile to attempt two years ago - is now buildable, and the race is on.
- **The toy era is ending.** “Describe an app, get an app” was the demo. The field has converged - fast - on gated, tested, multi-agent systems that plan, verify, and iterate, with buyers now ranking governance and auditability above raw speed. That's the pipeline Deckwright already runs - the field is catching up.
- **The creator has professionalized.** The visual, solo, AI-using maker is now a tens-of-millions-strong professional class actively buying tools - and has never had an instrument built for how they think.

They came to us. We've been playing a hunch about timing, and the field's last eighteen months proved it out. Now we're here to meet them.

The category exploded around the thesis. Spec-driven development went from a fringe idea to 15+ competing frameworks in under eighteen months - all converging on gated, validated execution.

The industry named the problem. “Context engineering” moved from a practitioner's term to mainstream vocabulary across the major AI labs in a single year - the field naming exactly what the Bench captures.

The lifecycle is being formalized by the people who built the last one. Patrick Debois, who coined “DevOps,” is now defining the lifecycle for AI context: generate, evaluate, distribute, observe.

When **governance overtook speed, failure was the driver.** After autonomous agents began damaging live production systems, enterprise buyers reordered around auditability, gates, and proof - the exact buyer Deckwright's pipeline serves.

06 · THE LANDSCAPE, AND THE WHITE SPACE

The AI-builder category is crowded - but every serious player is clustered on the **same axis: text in, app out**, differentiated only by *who* and *how much stack*. The axis that decides whether an idea survives intact - **how intent gets in** - is wide open.

Player	What it does	Built for	The white space Deckwright fills
Lovable	Full-stack app generation from chat	Non-technical builders	Text-only; general-purpose; no spatial capture, no creator focus
Cursor	AI code editor & agent	Professional developers	Code-first; no canvas; not built for visual creators
Bolt.new	In-browser full-stack build	Non-technical builders	Text-only; no design-led intent capture
v0	UI → full-stack generation	Frontend devs & designers	Text/image input only; no live voice + gesture
Figma Make	AI app/prototype gen in Figma	Designers & PMs	Canvas-native but on static files; no voice+gesture, no production engine
Deckwright	Multi-Modal Capture Bench + gated multi-agent pipeline	Serious creators & design engineers	Owns the open axis: spatial + temporal intent capture, design-led, with a real engine underneath

We watched the category learn the hard way: focus is defensible and breadth is not. A general-purpose builder can't be deeply great for someone building a fitness app and someone building a CRM at once. Deckwright's deliberate focus on serious visual creators isn't a limitation, it's the constraint that becomes the moat.

Look closer and competitor sameness runs deeper. Every one of these tools treats the code as the thing worth keeping, and the idea behind it as disposable - typed once and gone the moment the session closes. Deckwright inverts it: the captured intent is the asset; the code is just its current build. That isn't a feature you bolt onto the text-in side of the line. It's a different place to start.

07 · WHY DECKWRIGHT WINS

- **A real moat in the capture layer.** A chat box is trivial to clone. Fusing voice and gesture into clean structured state - fast enough to feel like an instrument - is hard to build and harder to copy. But the deeper moat is what it produces: a living, structured record of what the creator meant, and the software that is generated from it. Competitors' chat logs evaporate when the session ends; Deckwright's intent persists and compounds - every capture deepens an asset the code is downstream of. Lose the code, you regenerate it from the intent. Lose the intent, you're back to a black box. That's an asymmetry that can't be added after the fact to a text-first tool, and it widens with every session.
- **Efficient by architecture.** Heavy AI generation is costly to run. Capturing intent as lightweight structured deltas keeps round trips fast and inexpensive - it's efficiency built into the foundation at precisely the point this category struggles.
- **The timing runs through the product.** The field has decided the future is gated, tested, agentic production - the very engine Deckwright is built around. The work is moving toward Deckwright, not away from it.

- **Focus as defensibility.** By serving one cohort exceptionally well, Deckwright can build the deep, taste-specific, motion-aware capabilities a general-purpose builder can never justify. The constraint is the product.

OUR INTENT

We're building the tool we want to use ourselves. Software creation should feel like playing an instrument - built for rhythm and flow, not friction; shaped around the way creators actually think, not the way machines prefer to be addressed. **A new tool for the way artists really build.**

Not text. Not prompts. Intent, captured the way creators think.

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