Y YC Apply ❯ **Application**   StephenAlvin · Logout

FireJet

s2022

COMPANY **Company name:**

FireJet

Describe what your company does in 50 characters or less.

Convert Figma design to readable code

Company url, if any:

https://www.firejet.io/

If you have a demo, what's the url? Demo can be anything that shows us how the product works. Usually that's a video or screen recording.

https://www.reddit.com/r/web_design/comments/tj8b06/im_making_a_figma_to_reactts_converter_focused_on,
utm_source=share&utm_medium=web2x&context=3

Please provide a link to the product, if relevant.

Followed by login credentials, if required.

What is your company going to make? Please describe your product and what it does or will do.

FireJet is a tool to convert Figma components into code. Developers take weeks or months to convert designs to code
we help them do it in seconds. Our key focus is on readability, pixel-perfection, and responsiveness of the generated
code; something that is currently not well done with current tools.

Where do you live now, and where would the company be based after YC?

(List as City A, Country A / City B, Country B.)

Singapore / Singapore

FOUNDERS Stephen Alvin (StephenAlvin)

Education

Bachelor of Engineering (Engineering Product Development), Minor
in Information Systems, Singapore University of Technology and
Design, Graduating Year 2021

GCE A Levels, Tampines Junior College

Employment

Research and Development Intern, Aztech Technologies (Jun - Sep
2020)
Curriculum Developer Intern, Saturday Kids (May - Aug 2019)

Please tell us in one or two sentences about the most impressive thing other than this startup that you have built or achieved.

Founded Meetup Mouse, an app to organize meetups with your friends. Committed to this venture project for 3 years and launched the application on Google Play. Although it did not work out, this is my most impressive achievement because of my passion for solving and the hard lessons I made along the way.

If accepted to YC, will you commit to working exclusively on this project for the next year?* (Required)

(No school, no other jobs)

Yes

Philip Andrew Wee De Wang (PhilipWee)

Education

Singapore University of Technology and Design, Computer Engineering (First Class Honours), 2021

Employment

Advanced Micro Devices, Intern, 2020
Integrated Decisions Systems Consultancy, Operations Intern, 2019
Singapore Armed Forces, Naval Officer, 2018

Please tell us in one or two sentences about the most impressive thing other than this startup that you have built or achieved.

I made a Go-Kart when I was 12

If accepted to YC, will you commit to working exclusively on this project for the next year?* (Required)

(No school, no other jobs)

Yes

Please enter the url of a 1 minute unlisted (not private) YouTube video introducing the founder(s). This video is an important part of the application. (Follow the Video Guidelines.)
https://youtu.be/1xwZ-m02-jE

Who writes code, or does other technical work on your product? Was any of it done by a non-founder? Please explain.

Philip handles the backend code and technology. Stephen handles the frontend, UX and product. No technical work was done by a

non-founder.

How long have the founders known one another and how did you meet? Have any of the founders not met in person?

4 years. Met in freshman year and attended most of our modules in the same class. We also paired up for most of our academic projects and worked on several non-academic projects together.

PROGRESS   ## How far along are you?

11th Feb 22 - Posted a demo video (https://youtu.be/HME1y6Xhxoo) online and shared it on developer, founder, and designer communities on Reddit, Telegram, and Facebook. We gained a total of 123 signups in the first 24 hours.

21st March - We developed our MVP after 3 weeks and posted a demo video on 3 developer subreddits (r/webdesign, r/figmadesign, and r/sideprojects) and received over 367 upvotes, with 251 from r/webdesign. This also brought our signup count to 221.
https://www.reddit.com/r/web_design/comments/tj8b06/im_making_a_figma_to_reactts_converter_focused_on
utm_source=share&utm_medium=web2x&context=3

Currently waiting for Figma to approve our plugin. Meanwhile, we continue to fix bugs and look for leads. We are also updating the landing page to reflect the narrowed down scope of the design-to-code tool in our second video as opposed to a no-code builder + export to code suite from our initial video.

8th April - UPDATE

It's been a week since we launched our Free tier on the reddit developer community, and we have accumulated 167 downloads.

We have had several feature requests from our users, and have decided to add them into our Pro plan, which will be ready in 3 months time. The current business objective is to continue to look for more customers and solve their problems through our paid features.

On a side note, our 2 month trial work-together with our potential co-founder did not work out as he was unable to commit at a co-founder level.

1st May - UPDATE

Bug fixing, and fixed our user experience.

How long have each of you been working on this? How much of that has been full-time? Please explain.

Worked on our previous idea for 5 months before pivoting to FireJet for 5 weeks as of 3/24/22 (started on 11 Feb 2022) Both co-founders have been working full-time to date.

Are people using your product?

Yes

How many active users or customers do you have? How many are paying? Who is paying you the most, and how much do they pay you?

Currently using FireJet as an internal tool for a client project. (Operated as a web dev agency before this)

We have 2 corporate customers who are keen to use FireJet once closed beta is launched. One is a development hous based in Singapore, another is a startup from the UK.

Currently in discussions with a government organization for a possible partnership. Will probably be creating an enterprise version if the deal goes through. We are still in discussions on the pricing plan.

Over 220 users have signed up for FireJet beta on our landing page.

8th April - UPDATE

We are recording 6 Daily Active Users. 3 users have also signed up for our Pro plan through a fake checkout page for th paid features.

We also managed to get a signed LOI from our first customer in exchange for adding his suggested features. The LOI outlines that he will be paying for a minimum 6 months of the Pro Plan ($38USD/months) once the features are ready.

1st May - UPDATE

293 downloads. We currently have daily growth between 5 to 10 downloads on pure SEO. Our weekly growth rate is 20% last week and 21% the previous week. Unfortunately we only have 8 recurring users. After a session with a user, we found a big flaw in our user flow, which we fixed 3 days ago. We will continue to keep track of our usage metrics to see this improves user retention.

We also had one new record of a purchase intent from our fake pricing page, and we are arranging to meet with him this week to discuss in further detail. We also met up with our 1 paying customer to finalize paid feature UI with him.

Do you have revenue?

No

Anything else you would like us to know regarding your revenue or growth rate?

Not directly related, but we are getting some income from running our own tech consultancy service, where we actively use FireJet as an internal tool.

If you are applying with the same idea as a previous batch, did anything change? If you applied with a different idea, why did you pivot and what did you learn from the last idea?

In the previous batch, we applied with EzBackend, a low-code backend framework to help developers write backend code faster and easier. Although we were able to build the framework, there was not much demand (around 40 users in our discord channel) as it tried to replace the existing tools they used. Moreover, our paid product, an easy hosting service did not work as our hypotheses were invalidated from subsequent interviews with developers.

During those interviews, we found an opportunity for a tool like FireJet, hence we pivoted.

The biggest takeaway from our last idea was to always validate our ideas and truly listen to what our customers need, and understand their pain points before building anything.

If you have already participated or committed to participate in an incubator, "accelerator" or "pre accelerator" program, please tell us about it.

We spent 12 weeks at the SUTD Venture Building Programme, where we had the opportunity to test FireJet and EzBackend with the other participants.

IDEA

Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

While pivoting our problem statement, we then decided to offer tech consultancy services in the meantime to earn some income. It was during this time that we realized when building an application, a lot of time was being spent converting UI designs to their frontend code equivalents. When we delved deeper, we found that current design-to-code tools were not solving the key problems well enough in terms of:

- Human readable code
- Layout responsiveness
- Pixel perfection

Who are your competitors? What do you understand about your business that they don't?

There are multiple competitors in the market, the most popular being Anima with 226k downloads. We tried it out for ourselves and everything was going great until it began converting complicated UI designs into placeholder images. We also tested 12 other competitors, and all of them had at least one glaring problem in terms of:

- Output code does not follow current practices
- Design exported as a placeholder image
- Unable to export more than 20% of the time
- Output layout different from Figma design
- Wrong pixel dimensions

Competing products are focused on adding different bells and whistles with none of them doing a good job in solving the core problem that developers use their product for, which is to convert design to code.

How do or will you make money? How much could you make?

(We realize you can't know precisely, but give your best estimate.)

It will be a freemium model to convert to React (current most popular frontend framework). To upgrade to use other frameworks and coding styles, users would have to pay 38USD per contributor per month. We are also looking at enterprise customers to offer them custom code conversion solutions.

How do users find your product? How did you get the users you have now? If you run paid ads, what is your cost of acquisition?

Most of our users come from our Reddit posts. Our latest post in the Reddit web design community received a total of 255 upvotes within the first 36 hours. Our next best channel is Telegram developer communities, where developers have voted on, commented/feedbacked and approached us directly to learn more about FireJet. Other channels include Facebook communities and our YouTube tutorial channel, where we post web development tutorial videos.
$0 spent on ads.

If you track metrics around user engagement and retention, what are they?

We have not launched yet as Figma is approving our plugin, but we intend to track the number of times our product is used per user per day, and customer churn rate.

Where will most of your initial users be located?

SG

Which category best applies to your company?

Developer Tools

EQUITY   ### Have you formed ANY legal entity yet?

This may be in the US, in your home country or in another country.

No

How much money have you raised from investors in total in US Dollars?

Are you currently fundraising?

No

If you have not formed the company yet, describe the planned equity ownership breakdown among the founders, employees and any other proposed stockholders. If there are multiple founders, be sure to give the proposed equity ownership of each founder and founder title (e.g. CEO).

(This question is as much for you as us.)

Equity giveaway to employees, investors depending on contribution on a case-by-case basis. Tentative discussion to allocate 5% to a potential advisory board.
Remaining equity is split in the following RATIOs:

If trial period with potential co-founder works out + he joins the team:
Philip Wee, CTO - 4
Stephen Alvin, CPO - 3
Aaron Tan, CEO - 3

If trial period with potential co-founder DOES NOT work out
Philip Wee, CTO - 4

Stephen Alvin, CPO - 3

OTHERS **If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.**

Although we are not building it now, we hope to build a complete no-code builder + export to code suite in the future. Our mission to make software development easier for everyone remains.

Please tell us something surprising or amusing that one of you has discovered.

(The answer need not be related to your project.)

So Philip discovered how to get a girlfriend as a game developer. The instructions can be found in this video: **https://youtu.be/tX7HloyJbgU**

INVITED **Phone number:**

International numbers will be called with WhatsApp.

+6596503241

Have you issued stock to investors?

No

Have you raised money using crowdfunding?

No

Please provide any other relevant information about the structure or formation of the company.

To clarify, Aaron is currently on a co-founder trial period (until May) with FireJet. Hence, we did not include him in this initial application form. If we think that he is a good fit for the team, he will be joining the team as a non-technical co-founder.

Are any of the founders covered by noncompetes or intellectual property agreements that overlap with your project? If so, please explain.* (Required)

No

Have you received any government grants? If so, list the grants you've received, including the terms of the grant, who it's from, what it covers, and when you received it.

No

Is there anything else we should know about your company?* (Required)

(Pending lawsuits, cofounders who have left, etc.)

No

Y

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