



FireJet

w2023

COMPANY Company name:

FireJet

Describe what your company does in 50 characters or less.

Convert Figma designs 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.

<https://www.figma.com/community/plugin/1087200717679287673/>

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 designs 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

Singapore University of Technology and Design (SUTD) BE Engineering Product Development '18-'21

WORK EXPERIENCE

FireJet — Co-Founder Apr '22–Present
EzBackend — Co-Founder Aug '21–Apr '22
Collaboroo — Co-Founder Apr '21–Aug '21
Aurient — Software Engineer Apr '21–Aug '21
Aztech Technologies — R&D Jun '20–Sep '20
Meetup Mouse — Co-Founder
Saturday Kids — Product Development May '19–Mar '21
 May '19–Aug '19

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

I have a total of 6 startup ideas that I committed to and failed.

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 Wee (PhilipWee)

EDUCATION

Singapore University of Technology and Design (SUTD) BE Product Development '18-'21

WORK EXPERIENCE

EzBackend — Co-Founder Sep '21–Present
EzBackend — Co-Founder Aug '21–Apr '22
 — Frontend Developer Apr '21–May '21
Singapore University of Technology and Design (SUTD) — Masters Student
Aurient — Software Engineer Dec '20–Sep '21

AMD — Intern Oct '20–Aug '21
— Full Stack Solution Developer May '20–Oct '20
Developer Oct '19–Nov '19

Singapore University of Technology and Design (SUTD) — Automated Plant Wall
— Project Team Lead for Meetup App Sep '19–Dec '19
Aug '19–May '20
— Game Developer Jun '19–Mar '21

Integrated Decision Systems Consultancy Pte Ltd — Operations Intern May '19–Aug '19

Singapore University of Technology and Design (SUTD) — Student May '18–Aug '21

Singapore Armed Forces (SAF) — Naval Officer Apr '16–Feb '18
— Engineering Intern Jan '16–Mar '16

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

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/EVlb6GbircA>

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 and startup ideas together.

PROGRESS How far along are you?

8th April (Launch) -

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.

8th September (6 months later) -

We currently have 1728 downloads, 5 monthly subscriptions, and 9 credit cards waiting to be converted from free to paid.

12th September -

1798 downloads (Increase of 70), 5 monthly subscriptions, 14 credit cards waiting to be converted from free to paid

Based on problems identified during customer interviews, we added the following:

1. Tailwind Config Imports
2. Added documentation
3. Added JavaScript support (Previously only typescript)
4. Added interactive elements export (Buttons, dropdowns, star ratings, inputs, checkboxes, etc)
5. 38 code output quality improvements
6. 84 code conversion bug fixes

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 in February 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?

We have around 60 weekly active users, 5 of which are paying. They are paying 38 USD per month.

Do you have revenue?

Yes

How much revenue?

Aug 2022: \$147

Jul 2022: \$74

Jun 2022: \$263

May 2022: \$0

Apr 2022: \$0

Mar 2022: \$0

Feb 2022: \$0

Where does your revenue come from? If your revenue comes from multiple sources (ex. multiple products, multiple companies or a mix of consulting and this product), please break down how much is coming from each source.

Subscriptions to FireJet Pro

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

We expect this month's revenue to be at least 494USD based on free trials created, due to our change in pricing model.

Our growth rate is about 5-10% week-on-week. Unfortunately recently its been more on the 5% side, but we are still getting about 10-15 new users each day.

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?

We are applying with the same idea. Through more customer interviews, we have found 3 reasons why people were willing to pay for FireJet versus other Figma to Code tools:

1. Better Code Quality (Other tools tend to have hard to read output code)
2. Better Conversions (Other tools tend to have visual artifacts after conversion)
3. Better UI (Other tools tend to require users to leave the Figma, and have limitations to the allowed conversions, which is a pain point for several users)

At the moment, we are doubling down on the above value proposition as our core differentiation instead of adding additional features.

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 (our first idea) 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. We looked deeper and 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 best 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 into usable 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.)

Premium subscriptions at 38 USD/month.

In the past 2 weeks we have had 10 new credit card signups - Depending on conversion rate we could possibly have a 760USD/month MRR increase, but this 20 signups only came after our pricing model change 2 weeks ago, so it's still too early to know the churn statistics for these users who have entered their card details

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 users find our product through google, or word of mouth.

We got our current users through initial marketing on social media (creating free posts on reddit, telegram

groups, facebook groups, etc)

We are currently running paid ads, our CPC is \$1.29 SGD, but we are still setting up tracking to measure successful conversion from ads to successful billing.

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

None of our 5 paying users have churned yet.

Our conversion rate to paying users since our last pricing change is about 6%.

We are getting around 70 new installs per week.

Where will most of your initial users be located?

US

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.

Yes

Please list all legal entities you have and in what state or country each was formed (e.g. Delaware C Corp, Mexican SAPI, Singapore Pvt Ltd, etc.).

This might include subsidiary companies, legal entities you formed in other markets to do business, entities you created before a pivot, or legal entities you set up to employ developers or other service providers.

FireJet Pte Ltd, Singapore

Please describe the breakdown of the equity ownership in percentages among the founders, employees and any other stockholders. If there are multiple founders, be sure to give the equity ownership of each founder and founder title (e.g. CEO).

Philip Wee, CTO - 58%
Stephen Alvin , CPO - 42%

Andeed Ma, Advisor - 0.3% (Equal dilution from Philip and Stephen)

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

Are you currently fundraising?

No

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.**

From our last brainstorming session

Figma to Code related:

Full no-code builder from Figma to any fullstack framework

Figma to Code API allowing full output code customisation

Figma to Code - but with built in tutorials on code outputs

Figma to importable code components

Design developer handoff tool for Figma

Not Figma to Code related:

Teaching UX designers to code

Analytics platform based on YC advice

Instant Noodles, but with packaging in coding syntax (Maybe some leetcode problems on the noodles or something)

Platform for testing your MVP in 3 days

Headless UI library

Fake credit card landing page for testing ideas

Material UI drag and drop builder

Automatic Documentation builder



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