

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

37 years, we are brothers.

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

Artem writes code

Sergey does no-code apps

Are you looking for a cofounder?

No

Describe what your company does in 50 characters or less.

Create mini apps to boost website traffic

Company URL, if any

<https://toozflow.com>

Please provide a link to the product, if any.

<https://labs.writingmate.ai/a/wrm>

If login credentials are required for the link above, enter them here.

Need a google account

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

Free tools are embeddable, single-feature mini apps relevant to your business (e.g., a free AI workout planner for gym chain website).

ToolzFlow is an AI that makes creating free tools for websites as easy as writing content via chat-like interface. Google ranks free tools higher than regular marketing content since visitors spend more time with apps. Also visitors love sharing free software.

We know this works because Shopify [1] and Hubspot [2] use free tools. VEED.io [3] generates 40% of its traffic from free tools pages. Our paid customer drives 35% [4] of their traffic using this technique. And we helped another customer reach the top 3 results in just a week.

In the future we see ourselves as a “Canva for web apps”. Canva has targeted lightweight design for content creators and agencies, we see a huge opportunity to become a company that provides an extremely simple interface for building web apps for marketing.

[1] <https://www.shopify.com/tools>

[2] <https://www.hubspot.com/free-business-tools>

[3] <https://www.veed.io/learn/startup-growth-no-budget>, data from Semrush

[4] Customer’s Google Analytics data.

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

San Francisco, CA / Warsaw, PL

Explain your decision regarding location.

- HQ in SF Bay Area: Artem lives in Burlingame, this is where most of the customers are and the epicenter of the AI era.
- Engineering in Poland: Sergey lives in Warsaw. He is well established in the Eastern European startup community and can leverage the network to hire top engineering talent at a fraction of the cost of US engineers.

How far along are you?

- We launched a public beta last week on Mon. Aug 19.
- Demo'd the app to 11 companies (including 2 from YC: careerist.com, synder.com)
- Closed 7 of them in the same meeting (66% win rate), \$200/m each, \$1400 MRR (including careerist.com, synder.com is pending)

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

- Jan 2024: we started working together on a chrome extension that adds AI on each Chrome Tab.
- April 2024: pivoted into ChatLabs: an all-in-one web platform with access to 20+ AIs for flat \$20/month went full time since.
- Aug 2024: pivoted to ToolzFlow

What tech stack are you using, or planning to use, to build this product?

Vercel, NextJS, Supabase, once outgrow Supabase we'll move to AWS (the cloud we are most familiar with), OpenAI, Anthropic Claude

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 7 companies using the app daily
- All paying \$200/month
- This fee currently includes our hands-on support with app building.

Do you have revenue?

Yes

How much revenue?

June 2024

1,400

July 2024

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.

All our revenue \$1400 comes from \$200/m paid trials. This price includes customer support and help with building apps on our platform.

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

- Idea is two weeks old project so growth potential is still being realized
- Market pull: we get at least one unsolicited demo call via word of mouth 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 started with an idea for an "all-in-one AI hub," but changed direction due to tough competition (poe.com, you.com) and unclear long-term benefits. We created ToolzFlow to solve our own problem of growing website traffic.

After showing ToolzFlow prototype to 10 startup CEOs, we learned:

1. Google's new rules make it harder to use AI-generated content for SEO → companies looking for new ways to drive traffic.
2. Some companies already use free tools to drive traffic, but want something better to build more complex software.
3. Everyone loved how quick and easy it is to build software with our tool.

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

No we have not

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?

- We chose the idea to solve personal pain. Sergey, who isn't technical, discovered the "free tools" technique and asked Artem to build them,
- Artem didn't have time since we had to focus on product code.
- So Artem built a prototype for Sergey to build apps via chat-like AI interfaces.
- We showed the prototype to 20 prospects and saw a strong "wow" reaction
- After that we decided to ship a product last week on ProductHunt and since then acquired 7 paid customers.
- Since launch we get at least one cold demo call per day with 0 marketing.

- 20 interviews showed that the need for new ways to drive organic traffic is huge, since Google changed the ranking twice this year which led to many websites losing up to 50% of their traffic.

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

On one side our competitors are form builder software companies with workflow automation, such as Zapier, Typeform, and Hubspot Forms.

We outperform these competitors in both 10x better user experience and 10x faster shipping: we can deliver custom-built apps for prospects during demo calls. This helps us close deals right on the first meeting.

On the other side, we compete with startups in the text-to-code space like Vercel's v0.dev and more horizontal tools like Claude Artifacts.

We differentiate by catering to content creators and marketers vs engineers and deeply integrating with their workflows.

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

We currently charge \$200 per month per company.

However, in the future the right model is a flat subscription + usage based on MAU (like vercel model). We will charge extra for high trafficking apps (we will have to figure out how much).

Once the free tool starts receiving traffic it becomes very hard to pull it out from the website, driving high retention.

Technically, our TAM is all business websites in the world. For a rough calculation just in the US: there are 33M businesses, 70% (23M) of the businesses have websites. To reach \$100M ARR we need to sell 41,7K subscriptions at \$200. Which is 0.18% of 23M of all websites.

Which category best applies to your company?

B2B SaaS

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.

- AI study helper for Medical Students. 20% of ChatLabs.pro are medical students who come to us via our blog post "Best AI for medical students" and convert at 50% to registration, higher than our front page.
- AI app builder for rapid prototyping: 2 of ToolzFlow customers paid for it to build rapid prototypes, instead of driving traffic.

Have you formed ANY legal entity yet?

Yes

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.)

Artem 50%
Sergey 50%

What convinced you to apply to Y Combinator? Did someone encourage you to apply? Have you been to any YC events?

We firmly believe that our revenue will explode at YC since YC companies are the perfect persona to sell to. Any company that bets on content marketing will benefit from ToolzFlow. We already have 1 YC company as a customer.

How did you hear about Y Combinator?

We have been followers of YC since 2013. Artem worked at YC company People.ai (YC S16).