DevSpeak Labs

Software in every color.

Investor deck · v1.1 · 2026-10-23



We build AI software that turns loose language into structure people and agents can act on

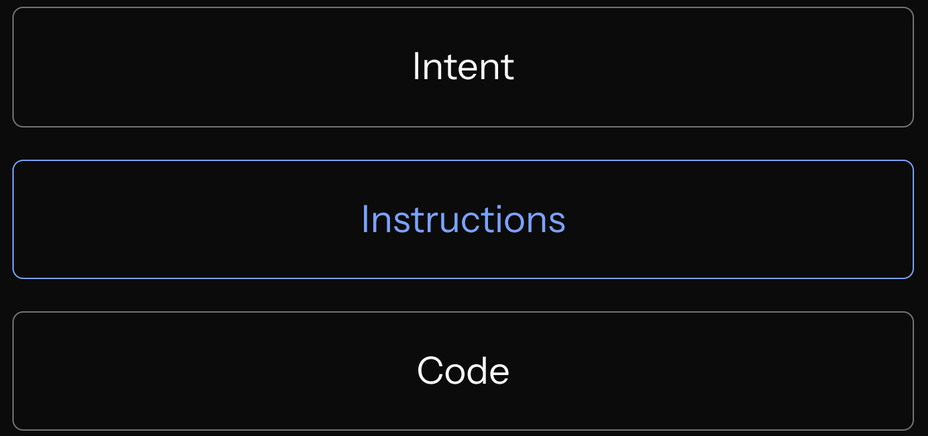
Devspeak S.A.S. · founded and run by Juan Jaramillo

Software breaks where intent becomes instructions

Product intent arrives as chat messages, meeting notes and loose tickets.

AI agents now write much of the code and follow what they are told, literally.

Reviewing that output is slow, and developers trust it less: Stack Overflow's 2025 survey headline was "trust in AI at an all-time low" while use kept rising.



Source: Stack Overflow (2025) · as of 2026-10-13

One thesis, many small and exact products

Structure the input.

DevSpeak, SpecStudio, PromptForge, Prompt Guardian, Dev Text Forge: requirements, task specs, prompts, technical English.

Control the context.

ContextCliff: what reaches a coding agent.

Verify the output.

SpecAccord: pull requests against their spec.

Applied products on the same platform: gRit (Git canvas), TalentAssisto (HR assistants), MyParcero.ai (city guide), SkipSponsor AI (browser extension), VaultSync (note sync). Not every product uses AI models: gRit and VaultSync do not.

DevSpeak: a flagship, live with its first external users

Converts informal stakeholder requirements into audience-specific technical specifications. Works on the web, in VS Code, from a CLI and as an MCP server.

■ Live · billing on · 0 paid to date

Free, $9.99 and $19.99 a month, Enterprise on request



12
DevSpeak accounts, internal included

626
DevSpeak translations saved, internal testing included

7
VS Code installs

Sources: DevSpeak production data, Visual Studio Marketplace · as of 2026-10-23

gRit: Git as a canvas, with no model cost

Turns any repository into a canvas: create, merge, sync and push branches by dragging them, across GitHub, GitLab, Bitbucket, Gitea and Forgejo.

■ Live · billing on · 0 paid to date

Free for 3 repositories; Pro $10 a month or $96 a year



Source: Product price files · as of 2026-10-23

TalentAssisto: HR assistants trained on a company's own documents

Analyses resumes, answers policy questions and drafts employee documents in one workspace.

■ Live · billing on · 0 paid to date

From $45 a month



Source: Product price files · as of 2026-10-23

Thirteen products built, staged honestly

Havernor
Your whole business, run from one conversation.

■ Live · billing not yet on

havernor.com

DevSpeak
Converts informal stakeholder requirements into audience-specific technical specifications: tech specs, tickets, API designs, RFCs.

■ Live · billing on · 0 paid to date

www.devspeak.dev

gRit
Turns a repository into a canvas: create, merge, sync and push branches by dragging them, across GitHub, GitLab, Bitbucket, Gitea and Forgejo.

■ Live · billing on · 0 paid to date

gritapp.dev

TalentAssisto
Builds AI assistants trained on a company's own HR documents: resume analysis, policy answers, employee documents.

■ Live · billing on · 0 paid to date

www.talentassisto.com

SpecStudio
Safety-gated task specs for browser AI agents.

■ Live · billing on · 0 paid to date

specstudio.devspeak.dev

Prompt Guardian
Attack-tested, human-approved system prompts.

■ Live · billing on · 0 paid to date

promptguardian.devspeak.dev

Dev Text Forge
Native-level technical English, checked.

■ Live · billing on · 0 paid to date

textforge.devspeak.dev

PromptForge
Generate, lint, harden and test prompts.

■ Live · billing on · 0 paid to date

promptforge.devspeak.dev

ContextCliff
Know what fits in an agent's context; keep what matters.

■ Live preview

context-cliff.vercel.app

SpecAccord
Audits each pull request against its approved spec.

■ Live preview

specaccord.vercel.app

MyParcero.ai
A guide to real places in Medellín, with an AI companion.

■ Live preview · billing on

my-parcero-com.vercel.app

SkipSponsor AI
A Chrome extension that skips in-video sponsor segments, with undo.

■ Live

chromewebstore.google.com

VaultSync
Git-backed sync for Obsidian vaults.

□ Built · internal tool

Live (9) · Production candidate (3) · Internal tool (1)

Source: product health checks and company records · as of 2026-10-23

One founder and an agentic engineering team, under one standard

01 Spec → 02 Agents build → 03 Tests and CI → 04 Founder approves → 05 Live

13
products built

12
Products live on the web

9
repositories with passing CI

74
rules in the engineering standard

There are no other employees. Agents work on branches; every merge, deploy and release is approved by Juan and logged with its commit.

Sources: company records, GitHub Actions · as of 2026-10-23

Developers have adopted AI; the instructions are now the bottleneck

48.4 million

developers worldwide (Q3 2025)

SlashData [W-2]

84%

of developers use or plan to use AI tools (2025)

Stack Overflow [W-3]

31%

of developers use AI agents (2025)

Stack Overflow [W-4]

As agents write more of the code, value moves to the specifications, prompts and context they receive. That is where most of our products work.

Teams do this work today by hand in documents and tickets, or with general-purpose chat assistants.

Sources: SlashData (2025); Stack Overflow Developer Survey (2025) · as of 2026-10-13

Subscriptions on five products, priced and built

Product	Plans (USD)	Billing
DevSpeak	Free · Vibecoder $9.99/mo · Developer $19.99/mo · Enterprise custom	On
Utilities Pro (four apps)	$5.99/mo or $59.99/yr for all four apps · 7-day trial, no card	On
gRit	Free (3 repositories) · Pro $10/mo or $96/yr	On
TalentAssisto	From $45/mo (four tiers up to contract pricing)	On
MyParcero.ai	Free editorial listing · sponsor plans Basic $29/mo, Gold $59/mo, Platinum $99/mo	On

Checkout, tax and invoicing run through a merchant of record, so the company sells worldwide.

Configured prices are not realized revenue.

Source: each product's price file · as of 2026-10-23

Services: custom software for any business, with our agent harness under the hood

SIX KINDS OF PROJECTS, FOR BUSINESSES OF EVERY SIZE

Custom business apps
Requests, approvals and documents in one place.

CRM and sales tools
Every lead followed up, every message drafted.

Machine monitoring
Spot a drifting machine before it breaks down.

Online stores with an assistant
Customers get answers day and night.

Process automation
No more copying data between email, sheets and systems.

AI consulting
Find where AI pays off, starting with a free call.

Every project starts with a free 30-minute call, then a fixed, custom proposal before any work begins. In each one, the AI does part of the work and a person approves what matters.

WHY IT MATTERS TO INVESTORS

Revenue sooner.
Fixed-price projects can bring revenue while the products grow their free users.

Input for R&D.
Each free consultancy chat leaves us a summary and structured notes on the business's needs, with contact details removed. Problems that keep coming up point to the next products to build.

Services: labs.devspeak.dev/services

Source: labs.devspeak.dev/services · as of 2026-10-16

Small, real, measured: 0 paid transactions to date

12
DevSpeak accounts, internal included

626
DevSpeak translations saved, internal testing included

12 of 13
Products live on the web

Paid transactions to date

0

npm raw weekly downloads, CLI: 6
npm raw weekly downloads, MCP server: 18
VS Code installs: 7
raw downloads, not users

TARGET, NOT ACTUAL

2,000+
DevSpeak registered users, month 6

800+
DevSpeak weekly active users, month 6

$3,000+
DevSpeak monthly recurring revenue, month 6

Sources: DevSpeak production data; payment provider; npm; Visual Studio Marketplace · as of 2026-10-23

Next 90 days: real users first, services revenue alongside

PLAN · DAYS 0–30

The company's public profiles and founder-led posting go live; first fixed-price services projects through labs.devspeak.dev.

PLAN · DAYS 31–60

DevSpeak launch week on Hacker News and Product Hunt; the first monthly update for investors.

PLAN · DAYS 61–90

Recurring support for services clients; pre-seed conversations; go or no-go decisions on new product bets.

Built by Juan Jaramillo

JJ

Founder, Devspeak S.A.S.

In digital product and technology leadership since 2009

Co-founder of a digital agency (2009)

Operations director, FreshWorks (2014–2023)

AI development lead, TopNetworks (2025–2026)

Agentic engineering team: AI coding agents working under the founder's review. No other employees.

LinkedIn GitHub juan-jaramillo-cv.vercel.app

Risks we name ourselves

Risk	Mitigation
No revenue yet. Distribution, not product, is the constraint.	Founder-led content and launches to grow real users on the free tiers; services projects bring revenue in the meantime.
One operator.	A written engineering standard, automated tests on every repository, nightly backups and rollback scripts.
Billing is live on DevSpeak, gRit, TalentAssisto, DevSpeak Utilities and MyParcero.ai; no payment has cleared yet.	Each live checkout was checked to open the payment page; payments appear in the paid-to-date count, re-read from the payment provider.
Model costs on generous plans.	Monthly caps and the lowest-cost default model on every product.

The ask

We are open to conversations with investors. Amount and terms on request.

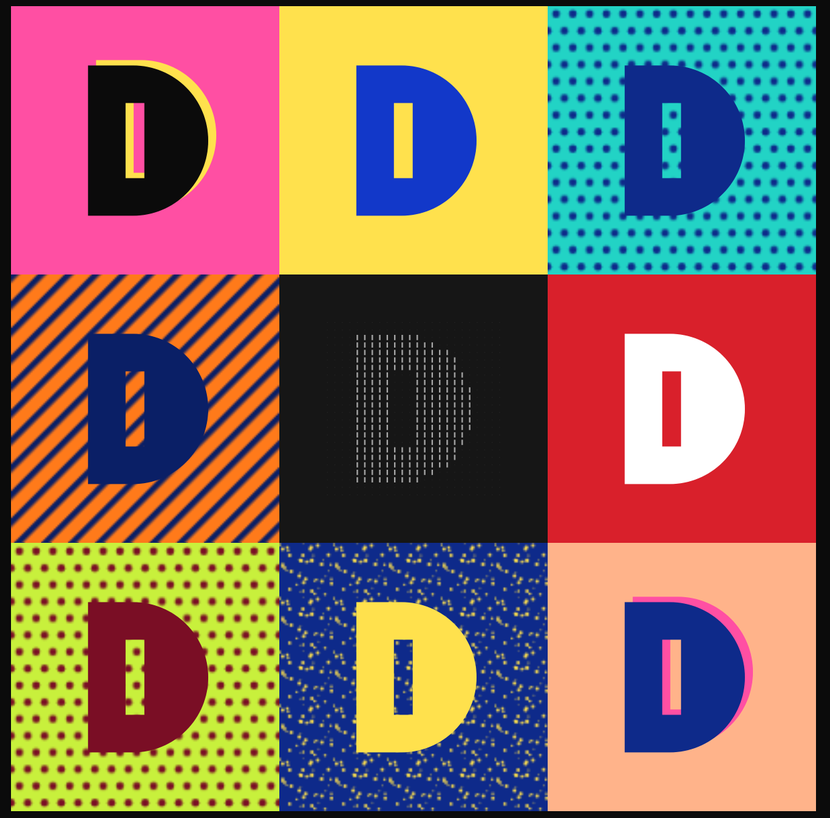
Read more, write to us

info@devspeak.dev

labs.devspeak.dev

Deck: labs.devspeak.dev/investors/deck

LinkedIn



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Sources

[W-2] SlashData, Developer Population Sizing (2025). https://www.slashdata.co/research/developer-population · 2026-10-13

[W-3] Stack Overflow, 2025 Developer Survey: AI (2025). https://survey.stackoverflow.co/2025/ai · 2026-10-13

[W-4] Stack Overflow, Stack Overflow's 2025 Developer Survey Reveals Trust in AI at an All Time Low (2025). https://stackoverflow.co/company/press/archive/stack-overflow-2025-developer-survey/ · 2026-10-13

[W-1] SlashData, Global developer population trends 2025 (2025). https://www.slashdata.co/post/global-developer-population-trends-2025-how-many-developers-are-there · 2026-10-13

Company records: DevSpeak production data, payment provider records, product health checks, the engineering standard.

How each number is measured

Metric	Definition and method	Source	As of
DevSpeak accounts, internal included	Count of accounts in the users table of the production backup taken that day, including the founder's and the agents' test accounts.	DevSpeak production data (nightly backup)	2026-10-23
DevSpeak translations saved, internal testing included	Count of saved translations in the production backup taken that day, since launch, including internal testing by the founder and the agents.	DevSpeak production data (nightly backup)	2026-10-23
VS Code installs	The Marketplace's unique install count for the DevSpeak extension (updates not counted).	Visual Studio Marketplace	2026-10-23
npm raw weekly downloads, CLI	Raw downloads of @devspeak/cli in the last complete week (2026-10-12 to 2026-10-18). Raw downloads are not users.	npm registry downloads API (@devspeak/cli)	2026-10-23
npm raw weekly downloads, MCP server	Raw downloads of @devspeak/mcp in the last complete week (2026-10-12 to 2026-10-18). Raw downloads are not users.	npm registry downloads API (@devspeak/mcp)	2026-10-23
GitHub stars on public repositories	Sum of GitHub stars across the company's 2 public repositories.	GitHub	2026-10-23
repositories with passing CI	Product repositories on GitHub whose latest CI run on the default branch passed (9 of 13).	GitHub Actions	2026-10-23
rules in the engineering standard	Count of numbered rules in the company's written engineering standard (approved October 2026).	DevSpeak Labs engineering standard	2026-10-23
Paid transactions to date	Successful payments recorded by the company's payment provider since billing started, across all products.	Payment provider records	2026-10-23
products built	Products the company has built, from its canonical company record.	DevSpeak Labs company records	2026-10-23
DevSpeak registered users, month 6	A target set by the founder for DevSpeak's sixth month. Not an actual result.	DevSpeak plan, month-6 targets	2026-10-23
DevSpeak weekly active users, month 6	A target set by the founder for DevSpeak's sixth month. Not an actual result.	DevSpeak plan, month-6 targets	2026-10-23
DevSpeak monthly recurring revenue, month 6	A target set by the founder for DevSpeak's sixth month. Not an actual result.	DevSpeak plan, month-6 targets	2026-10-23
Products live on the web	Products whose public address answered and whose health check was not down when the site was built.	Product health checks at build time	2026-10-23