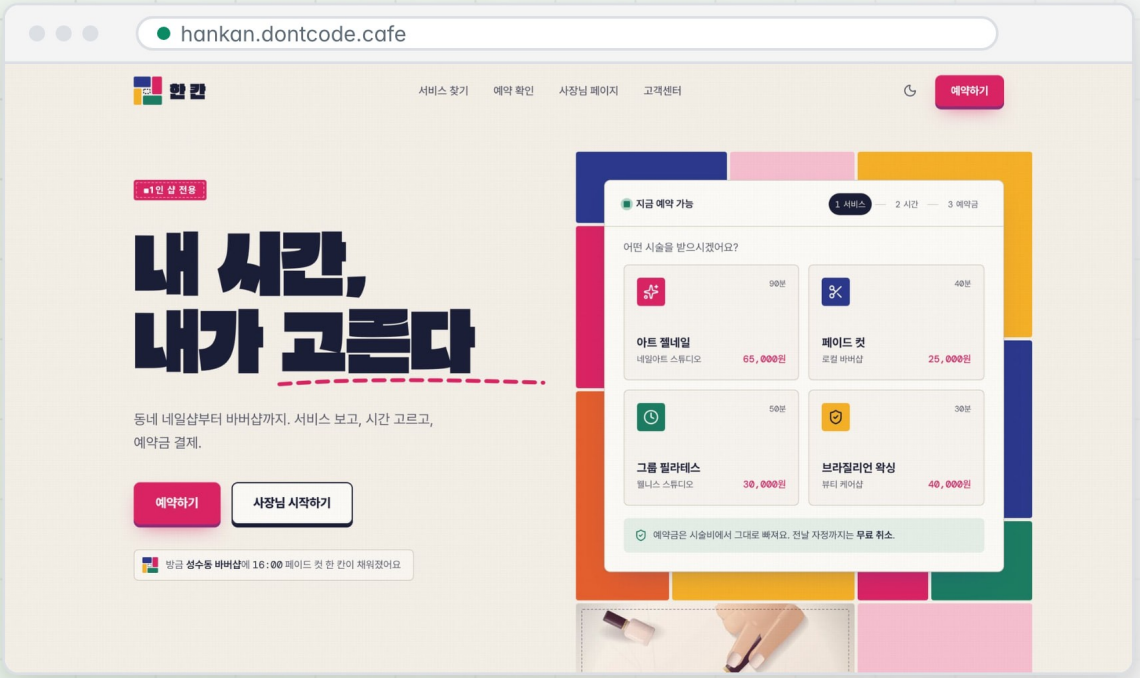
DontCode

AI can build your business software. But who makes sure it survives?

DontCode turns AI-generated ideas into secure, live, maintained business apps.

Build it. Trust it. Run your business.



- Checked before it goes live
- Security and data access
- Payments
- Hosting and domains
- Maintenance

Investor pitch · November 2026

Software development just became accessible to everyone

Before

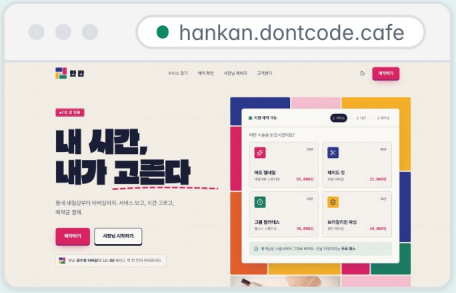
A team, months

Spec → Hire → Design → Build → Test → Launch

With AI

One person, one afternoon

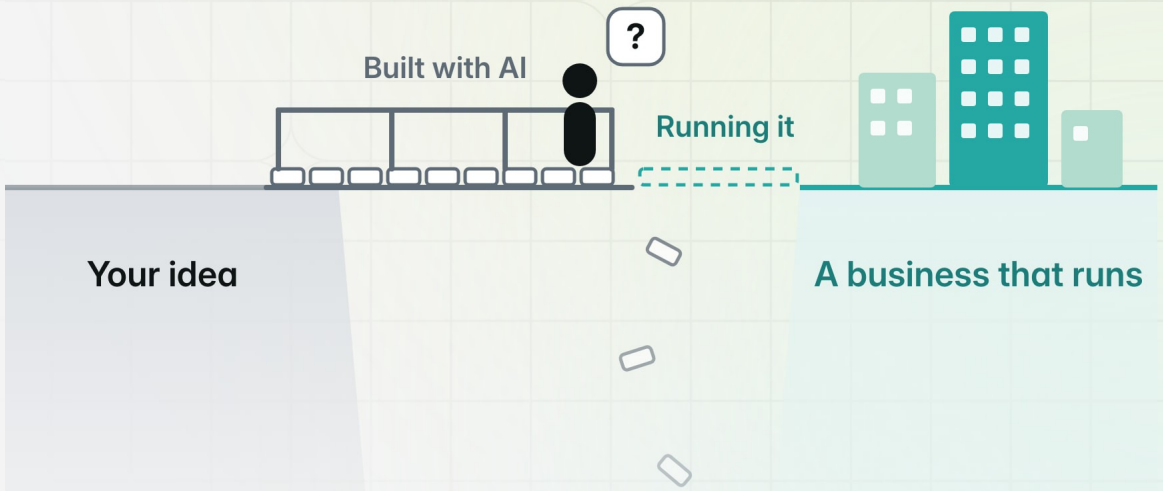
I need a booking page for my nail studio.



1. Claude Code, ChatGPT and other AI tools have cut the cost of building software.
2. People without engineering backgrounds now make working apps.
3. Businesses can try ideas, build and launch faster than ever.

The barrier to creating software is disappearing.

Creating software is easy. Operating it is another story



1. **Security**
   AI writes working code with flaws its user cannot see.
2. **Reliability**
   A change can break what already works.
3. **Maintenance**
   Someone has to watch, update and fix it.

38% of AI coding tasks produced code with a known security flaw, across 18 models.
Veracode, GenAI Code Security Report, October 29, 2026

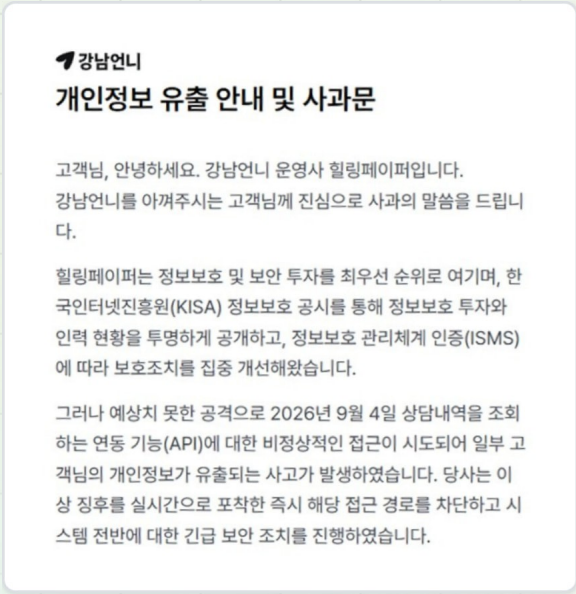
Whoever makes the app is now responsible for running something they may not understand.

A security mistake can become a business crisis

219,665

people's personal data exposed at Gangnam Unni, September 2026

If an established platform can be breached, what happens when a business owner puts an AI-built app online without knowing what it exposes?



강남언니

개인정보 유출 안내 및 사과문

고객님, 안녕하세요. 강남언니 운영사 힐링페이퍼입니다.
강남언니를 아껴주시는 고객님께 진심으로 사과의 말씀을 드립니다.

힐링페이퍼는 정보보호 및 보안 투자를 최우선 순위로 여기며, 한국인터넷진흥원(KISA) 정보보호 공시를 통해 정보보호 투자와 인력 현황을 투명하게 공개하고, 정보보호 관리체계 인증(ISMS)에 따라 보호조치를 집중 개선해왔습니다.

그러나 예상치 못한 공격으로 2026년 9월 4일 상담내역을 조회하는 연동 기능(API)에 대한 비정상적인 접근이 시도되어 일부 고객님의 개인정보가 유출되는 사고가 발생하였습니다. 당사는 이상 징후를 실시간으로 포착한 즉시 해당 접근 경로를 차단하고 시스템 전반에 대한 긴급 보안 조치를 진행하였습니다.

Gangnam Unni's notice to customers

- **Sept 4** — Unusual access to the consultation-lookup API.
- **Sept 5** — The same attacker tries another route.
- **Sept 7** — Notice to customers, report to KISA and the police.
- **Sept 8** — ₩50,000 in points per Korean user and a year of identity protection.

An example of the risk, not evidence that the incident was caused by AI-generated code. Sources: Healing Paper's notice and second statement (September 2026); Korea JoongAng Daily.

⚠ Exposed: names, contact details, birth dates, treatments asked about, clinic and doctor names, consultation photos, payment details.

You didn't start a business to become a software security engineer

Option A

Manage it yourself

- Check for vulnerabilities
- Watch who reaches your data
- Test every change
- Wonder if it still works

Hosting	Database	Email
$20	$25	$20

About $65 a month in 3 bills

Costs you time and attention

Option B

Pay someone else

- Hire developers
- Hire security specialists
- Pay for ongoing maintenance
- Depend on outside expertise

Costs you money and control

The missing option

A platform where these jobs are part of the system itself

- Checked before anything goes live
- Kept up to date for you
- One plan from ~~₩25,000~~ a month

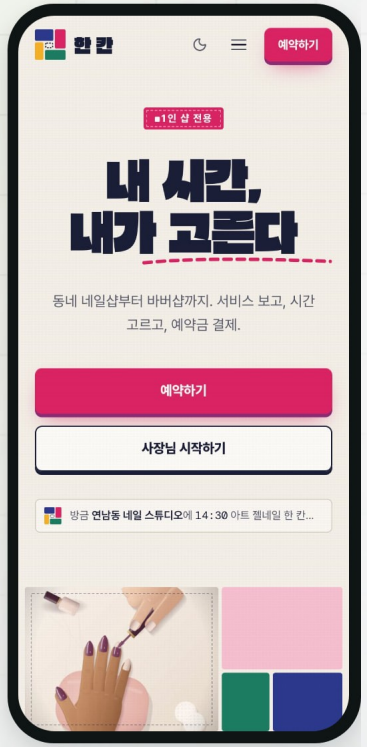
Comes with the plan

DontCode makes software creation accessible without making its operation your job

I run a nail studio on my own. I need online booking with a deposit.

I'll set up booking, a deposit at checkout and reminders. Your page goes live when the checks pass.

1. Requirements and planning
2. App architecture
3. Development
4. Integrations and payments
5. Checks and security
6. **Goes live, kept maintained**



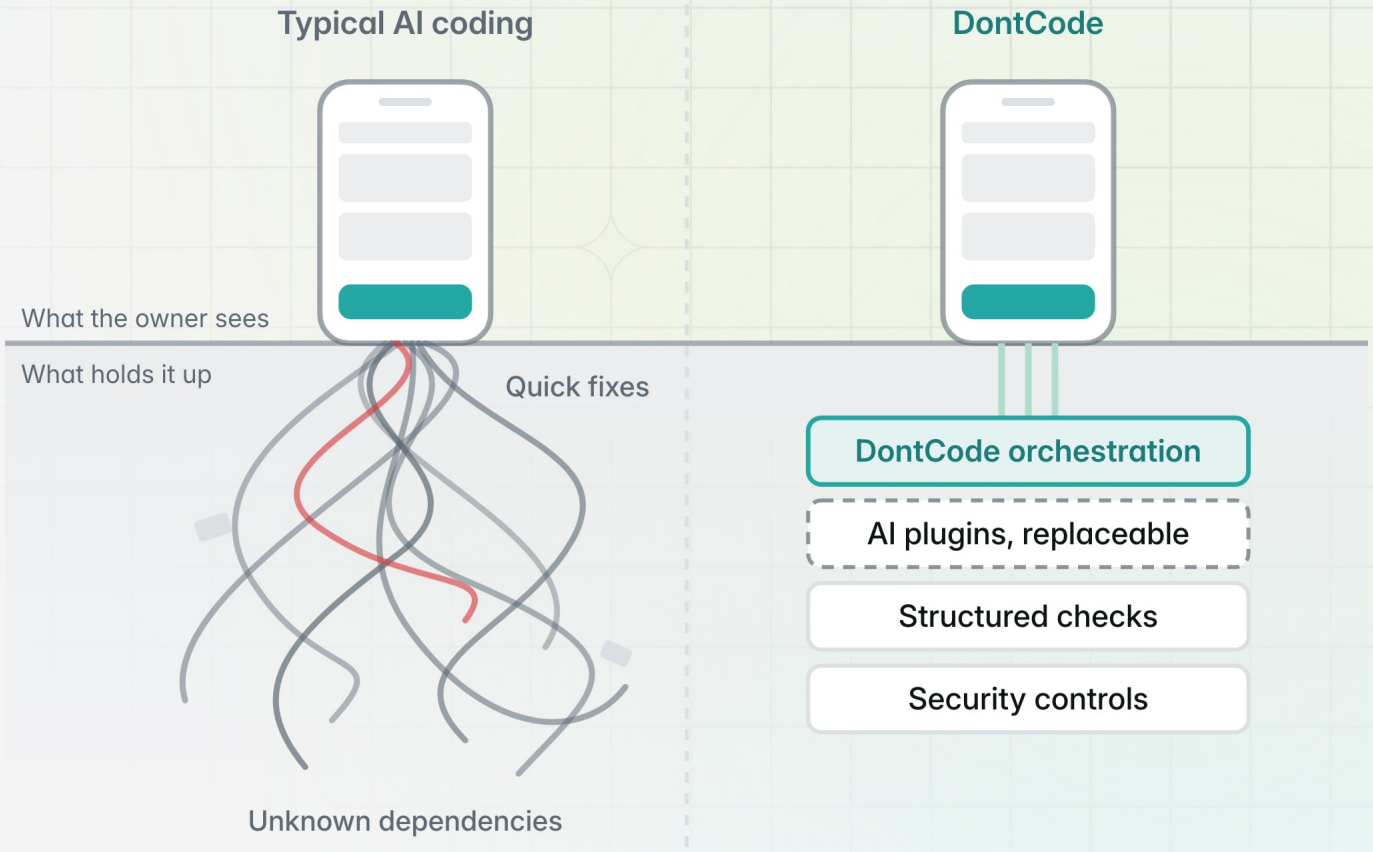
"I don't have to worry about maintaining the software that runs my business."

7.5 minutes median time from sign-up to a live app

₩25,000 a month for one plan: hosting, database, sign-in and email included

We don't just help people build apps. We help them run them.

We don't give AI unlimited control over your app



Typical AI coding

The model decides everything. Each fix is another patch on top.

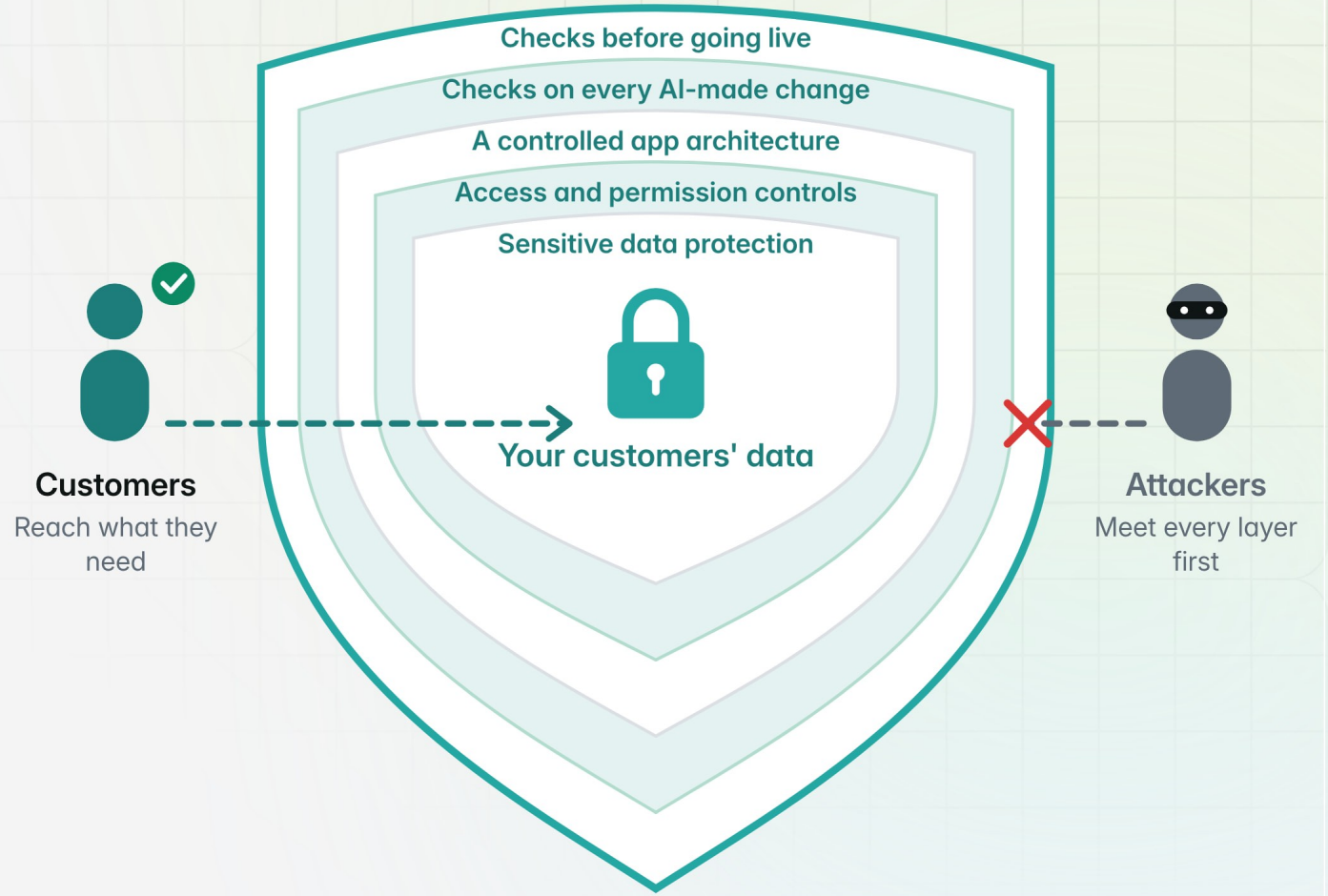
DontCode

Our system decides what reaches your customers.

- ✓ Our own algorithms run the workflow
- ✓ The AI model is replaceable, not the foundation
- ✓ Inputs and outputs are defined
- ✓ Changes are checked before they go live
- ✓ A change can target one part of the app

We control the process instead of trusting the model to control everything.

Your customers' data shouldn't depend on someone remembering to write secure code



We engineer the app's lifecycle to reduce vulnerabilities, enforce defined security policies, and catch dangerous changes before they go live.

197 of 202

apps we run let a browser reach no database table at all. The rest reach only the tables their own pages use.

Owners focus on the business, not on every technical security decision.

Even when someone asks for a dangerous change, the system should know when to stop

The owner asks

"I want to see my biggest customers' contact details on my phone while I'm traveling."

⚠ Done carelessly, that opens a back door to every customer's phone number.

→

Checks on the preview — Preview

✓ Bookings open to signed-in customers	Passed
✓ Deposits go through checkout	Passed
✓ Prices match the service menu	Passed
✗ Customer contact details are visible only to the owner	Failed

Not live
The live app keeps running as it was.

→

1. Read the requested change
2. Compare it with what the app already promises: its checks
3. If it contradicts a check, ask the owner to confirm first
4. Run every check on a private preview
5. If a proven check fails, the change does not go live
6. Only a person can retire a check; the AI has no tool that can

2,877
builds checked before going live since October 3

552
checks re-run on every change, across 50 apps

AI can propose changes. DontCode decides whether they go live.

Automated checks, not a guarantee of security. Checks run on the Pro and Max plans.

When a new threat appears, every app gets the fix at once

⚠ A new threat is published — For example, 13 security fixes in one release of Next.js, the framework our apps run on (May 2026)

On your own
Every owner, for every app, every time

Hear about it → Find what it affects → Upgrade the parts → Test that nothing broke → Put it live again

On DontCode
Nothing for the owner to do

Our team updates the platform → One rollout, in waves → Each app's checks decide → ✓ Every app updated

Why it never stops

910
open-source parts inside one real DontCode app, any of which can need a fix

131
new publicly known software vulnerabilities a day in 2025

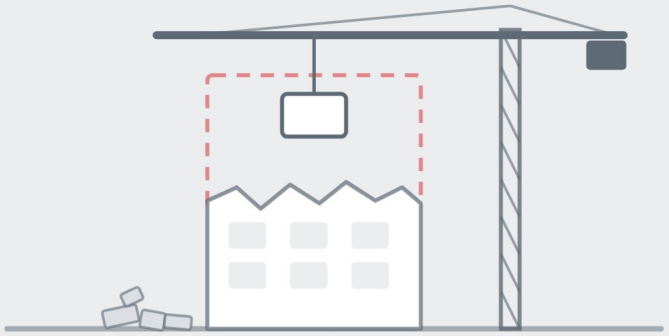
What we have done

8
updates that each reached over 100 apps, October 15 to November 2

197 of 198
apps brought up to date by one rollout on November 2

Owners don't have to follow security news. We do, and one update reaches every app.

Maintaining an app shouldn't mean rebuilding it



Typical AI generation

To fix one window, it rebuilds the building.

- Regenerates large parts of the code
- Risks breaking what already works
- Repeats testing and debugging



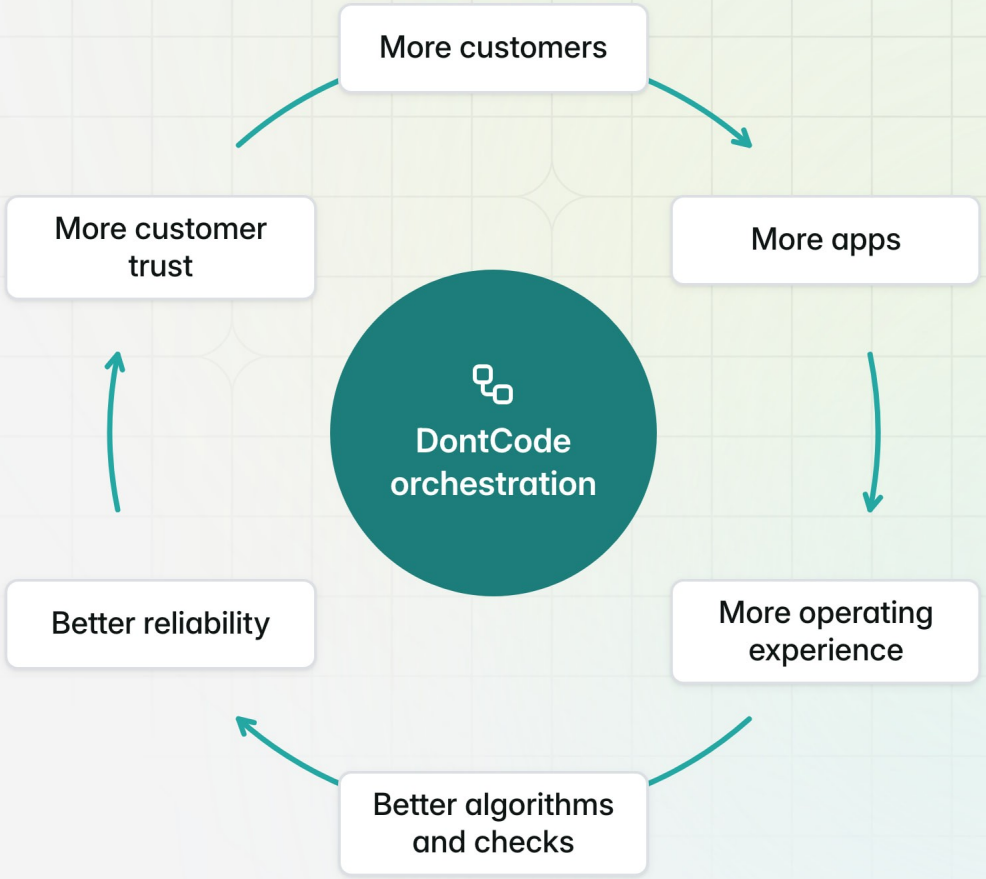
DontCode

It replaces only the window that needs it.

- Finds the part that changes
- Keeps the existing architecture
- Makes a targeted change
- Checks what it touches
- Goes live only after the checks pass

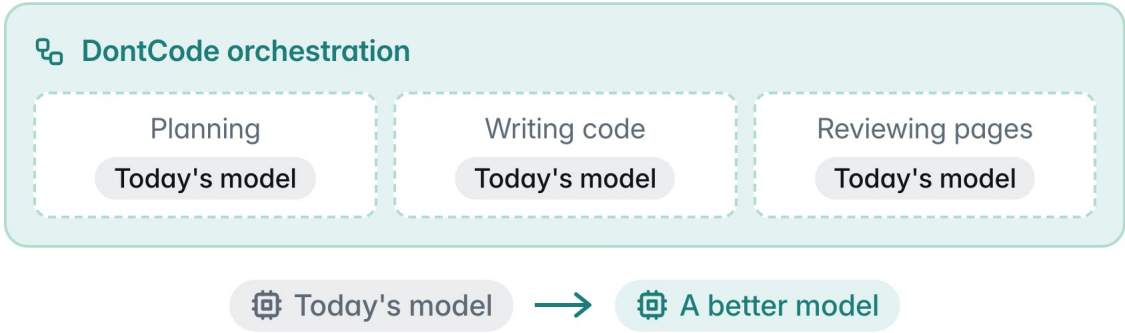
Every app we build becomes an app we can keep maintaining.

Every app makes the platform more valuable

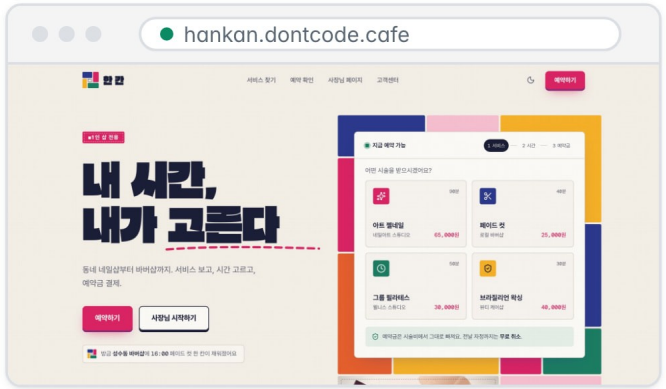


Model independence

When AI models improve, we swap the relevant plugin without rebuilding the architecture.



Our customers aren't buying code. They're buying a business system that runs



First focus

Small-business owners

No technical background. Bookings, orders and payments for one shop.

한 칸 · booking for a one-person studio

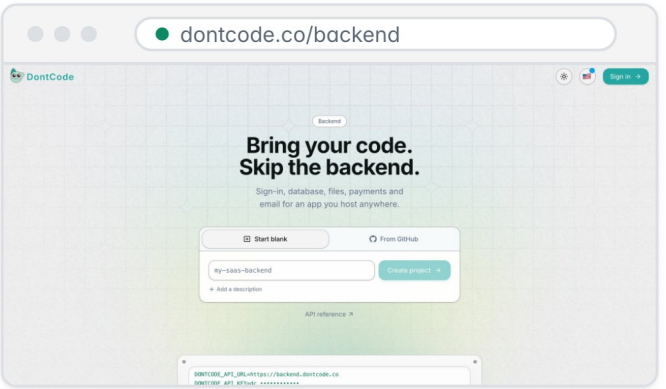


First focus

Professionals and businesses

Custom internal tools that fit how they already work.

Academy Street · running an academy



Technical builders

Infrastructure, APIs and going live, without running it all themselves.

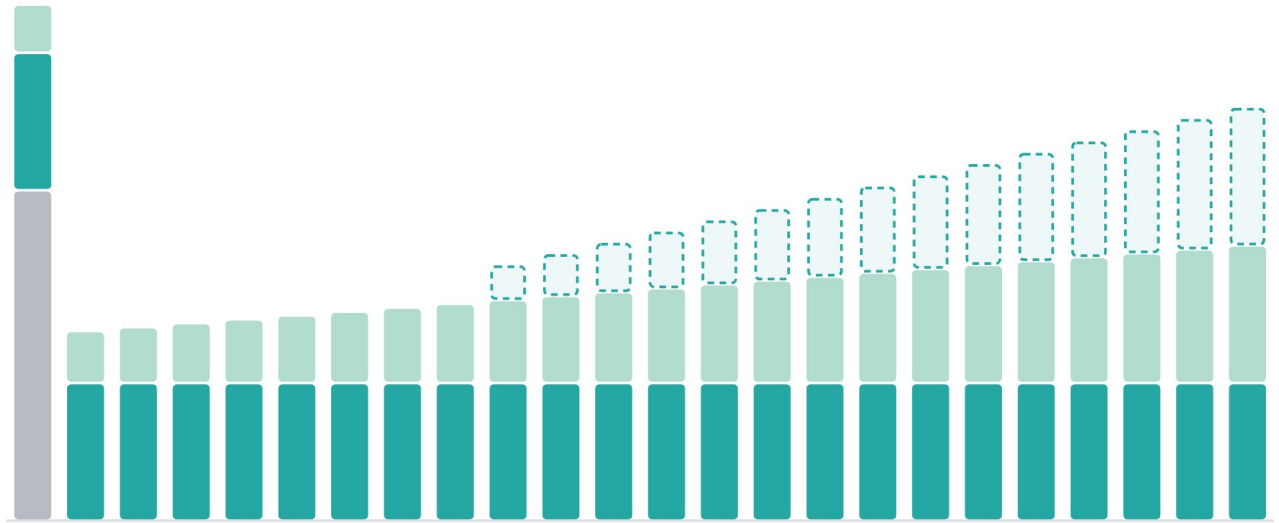
DontCode Backend · bring your own code

- Lower barriers to building
- Less infrastructure to manage
- Less maintenance
- Business-ready payments, sign-in and email

Building brings customers in. Running their app creates recurring revenue

One customer over time

Illustrative, not to scale



App creation — One-time

Setup, paid templates, domains

Subscriptions — Recurring

Hosting, maintenance, security and checks, app management

Starter ₩25,000 **Pro** ₩50,000 **Max** ₩100,000 a month

Usage — Recurring

Infrastructure use, extra resources

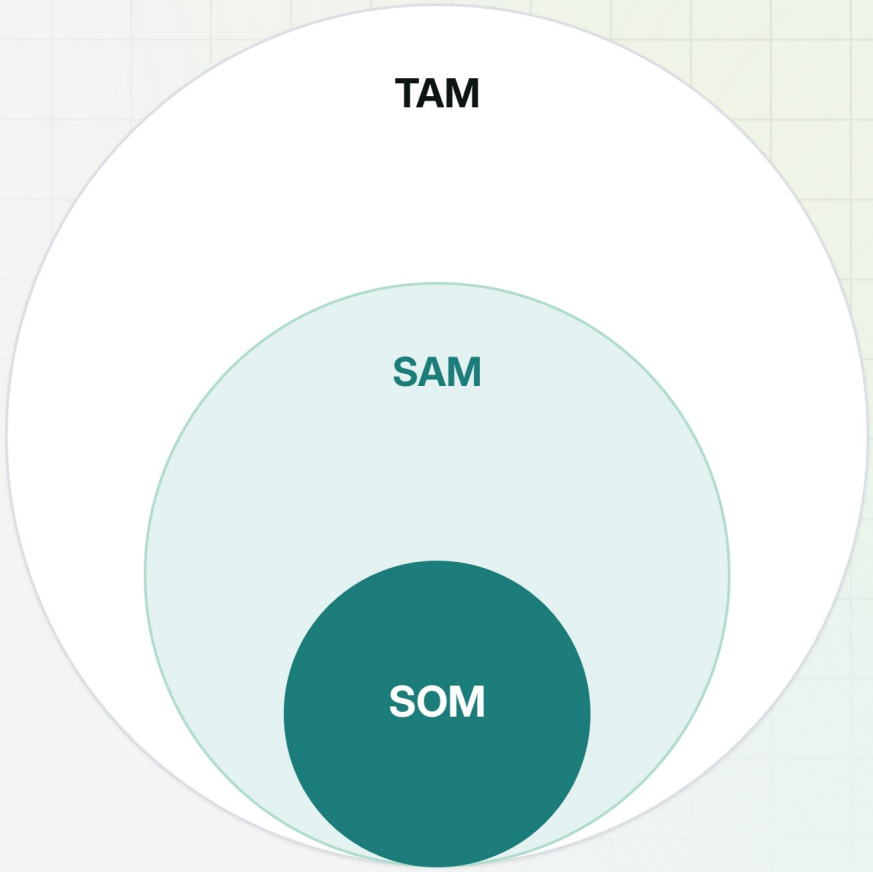
Business transactions — Later

Payment processing, transaction services, admin and documents

Our own payment processing waits on registration as a payment company.

The shift: from one-time creation revenue to a recurring operating relationship.

We are entering a market where software creation is becoming universal



TAM	Global spending on low-code app development by 2029	**₩78T**
SAM	Korea's 6.13 million small businesses, at ₩390,000 a year each	**₩2.4T**
SOM	What our plan reaches by 2029	**₩785M**

Built bottom-up

6.13M
Businesses in reach

× **0.033%**
Share that adopts

× **₩390,000**
Revenue per customer a year

= **SOM**

Others help you create software. We focus on making it run

	AI coding tools	No-code builders	Outsourcing	DontCode
Easy creation	✓ Yes	✓ Yes	– Limited	✓ Yes
Custom apps	✓ Yes	– Limited	✓ Yes	✓ Yes
Managed going live	– Varies	– Varies	– Possible	✓ Yes
Structured change checks	– Varies	– Varies	– Depends	✓ Core approach
Built-in security controls	– Varies	– Varies	– Depends	✓ Core approach
Ongoing maintenance	– You or your team	– Platform-dependent	– Paid service	✓ Core offering

Our advantage isn't generating code. It's controlling the app's whole lifecycle.

We have built the technology. Now we are proving the business

Can we acquire customers?

76
Live apps
run by 57 outside owners

+49%
Live apps since Sept 1
51 then, 11 new in the last 30 days

57
Made an app
48% of everyone who signed up

120
Registered users
20 in the last 30 days

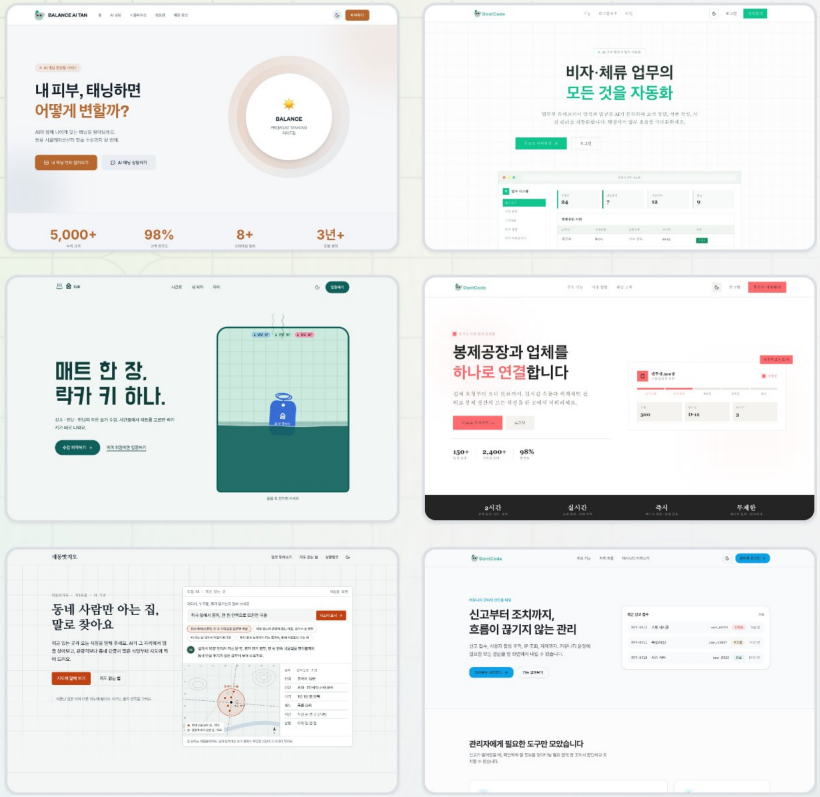
9
Building with Insight
30 builds in the last 30 days

3
Paid plans live
~~₩25,000~~ to ₩100,000 a month

100%
Apps still live
All 51 live on Sept 1

₩0
Cost to acquire a customer
No ad spend yet

Live apps by outside customers today



Counted from production on November 12, 2026, excluding staff and our own accounts.

We measure the business by recurring revenue, not total revenue

Can we make money repeatedly?

Our plan for December 2027

Paying customers		Average monthly revenue per customer		Monthly recurring revenue		Annual recurring revenue
299	×	₩32,500	=	₩9.7M	× 12 =	₩117M

Per customer, per month	
Revenue	₩32,500
AI, hosting and card fees	₩4,550
Gross profit	₩27,950
Gross margin	86%

Over a customer's life	
Cost to acquire (CAC)	₩0 so far
Lifetime value (LTV)	
Monthly churn	
Break-even customer count	60 today · 686 with hires

One platform runs every app, so 100 apps don't need 100 engineering teams

Can the platform scale?



198 live apps reached by one platform update, November 2, 2026

7 platform-wide updates from October 25 to November 2, rolled out in waves and checked app by app

Running costs

Hosting per app today, at about 200 apps	**₩70 a month**
Infrastructure cost per app at 1,000 apps	
Infrastructure cost per app at 10,000 apps	
Staff hours per customer a month	

A three-year plan built on recurring revenue

	2027	2028	2029
Paying customers (year end)	299	1,009	2,013
Average monthly revenue per customer	₩32,500	₩32,500	₩32,500
Monthly recurring revenue (year end)	₩9.7M	₩32.8M	₩65.4M
Annual recurring revenue	₩117M	₩394M	₩785M
One-time revenue (creation, templates)	₩0	₩0	₩0
Total revenue	₩48M	₩255M	₩598M
Gross margin	86%	86%	86%
Operating expenses	₩203M	₩360M	₩495M
Operating profit or loss	−₩161M	−₩140M	+₩19M

Recurring

Annual recurring revenue



Assumptions

New signups a month	1,000 by Dec 2027
Signup to first app	50%
App to paid plan	10%
Monthly churn	3%
AI, hosting and card fees a customer	₩4,550
Support cost per customer	In payroll
Average subscription	₩32,500

Help us turn the next generation of software creation into dependable business infrastructure

How much capital gets us to the next milestone?

Pre-seed

₩320M

Runway **18** months

What becomes possible after 18 months

A seed round to register as our own payment company, which needs ₩300M in capital.

Use of funds



Product and algorithms	41%
Security engineering and compliance	4%
Customer acquisition and marketing	37%
Operations and key hires	18%

In 18 months

- Paying customers
  611
- Live apps
  About 9,600
- Monthly recurring revenue
  ₩19.9M
- Gross margin
  86%
- Key technical and compliance milestones
  Payments legal review done



AI can build your software. DontCode makes it something you can trust your business to run on.

dontcode.co