Neonto Studio

Better app prototyping with "CAD for Software"

Neonto

Today, a typical mobile app costs **over $100k** to make.

As platforms get more diverse and apps get more complex, the cost of making software only **keeps increasing**.

Even though programming is expensive, the #1 bottleneck in app development actually is **not** the final programming work…

The really hard part is getting from the static design stage to a user-validated prototype.

Prototyping and design iteration for mobile apps is **slow and difficult**
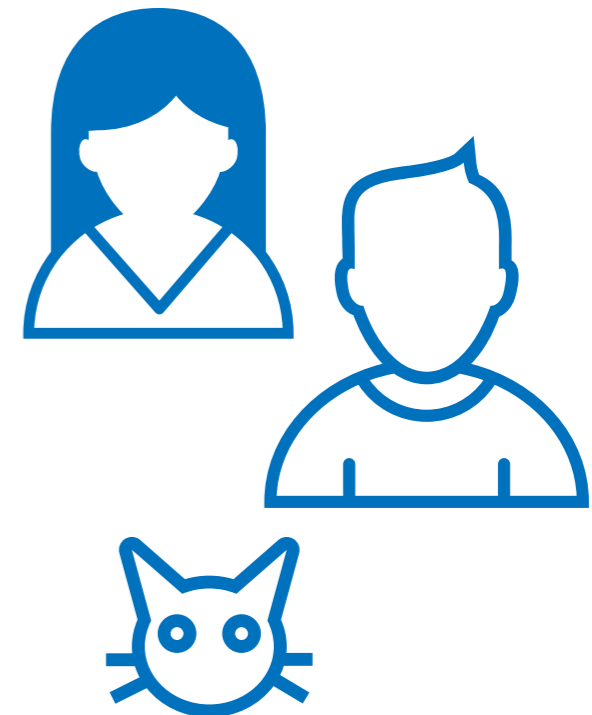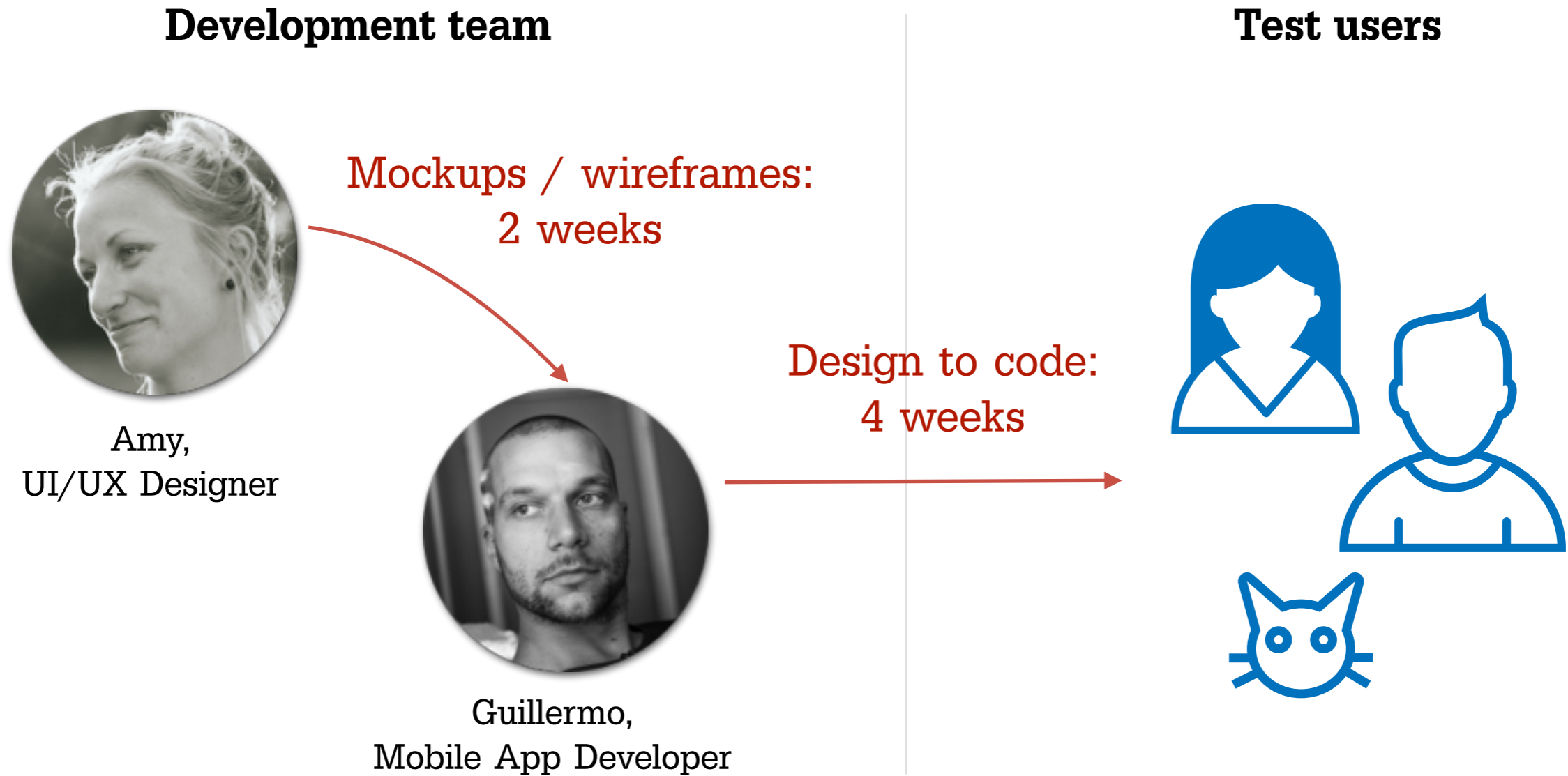
Development team

Amy,
UI/UX Designer

Guillermo,
Mobile App Developer

Test users

At every iteration, **costs pile up** and schedules explode...

Development team

Test users

Mockups / wireframes:
2 weeks

Amy,
UI/UX Designer

Design to code:
4 weeks

Guillermo,
Mobile App Developer

6 weeks to get feedback on a prototype.
How many times can you afford this cycle?

Neonto Studio Pro   File   Edit   Format   Project   Block   Plugins   Cloud   View   Window   Help

Wed 15:51

AppleWatch demo 1

Create: Visual Block...   Data Block...   Satellite App...

Import Image   Import Movie   Import Vector Graphics   Import Button   Add Keyline   Plugin Store   Open in iOS Simulator   Open in Xcode   Open in Android Studio   Export

Project Map   Zoom:

Select / Move   ☑ Select on click   ☑ Auto-create device overrides   Press Alt to align to keylines on snap.

Keyline 1

⚡ 12:12 AM

Where would you like to go?

Nighthawks-circle

Surprise me

Watch

First launch: start screen

Screen   Nighthawks
Double-click to edit
☐ Has nav bar

82%   Center   Apple Watch 42mm, 42mm, 312 × 390

Show: Grid Guides Triggered El.   Snap to: Grid Guides   Detach

Elements in "Watch start screen"   Prev   Next

Track tool:

☰   ▽ Scroll Flow Element Group
👁   text block   Where would you like to go?
👁   The-Great-Wave-circle
👁   Nighthawks-circle
👁   surprise me   Surprise me
▽ Background Element Group
👁   neonto colors bg dark grad

Device Preview

Show: Phones   Big phones   Tablets

Apple Watch
3D perspective view

Apple Watch

Element Types   Drag from list to create

Show: All Visual Non-visual Plugins

Button   Bordered button - A button with a thin border. You can edit the background and border styles.

T   Expanding text block - A block of text that expands to fit its content. (You can also use the Text tool for this.)

T   Fixed text block - A fixed-size block of text. (You can also use the Text tool for this.)

Landscape image - An image. The default content is a

Apple Watch only supports a limited number of user interface elements.

Apple Watch   Element   Layout   Interaction

Edit contents

Click here to modify the contents of this element (or just double-click the element directly).

Duration: pages
This value is only applicable within a multi-page screen.

Dynamic update: Off Data slot

Allow crop: Left/Right   Top/Bottom

Element Effects

Shadow
Shadows are a great way to create an illusion of depth.
None Soft Sharp Bevel Custom
Size: pts
Color:
Distance: X   Y

Visual Effect
☐ Gaussian blur   ◀ 20,0 ▶ %

Live Image Effects
- No image effect

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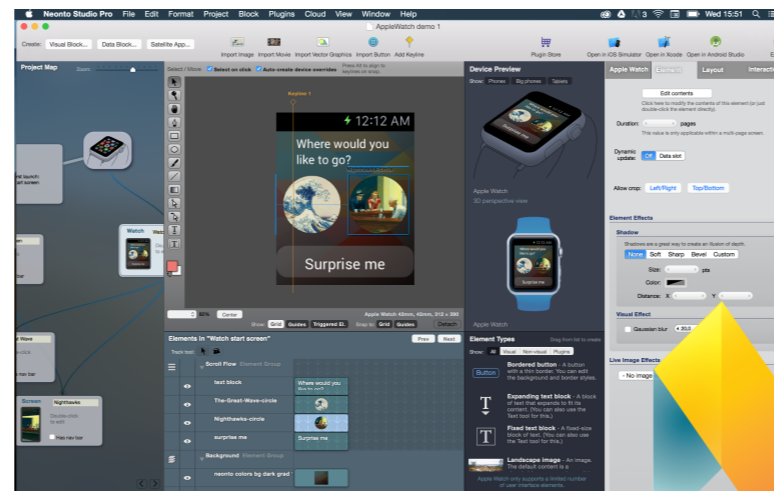# Neonto Studio is **the missing link** in prototyping

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Test users

Amy,
UI/UX Designer
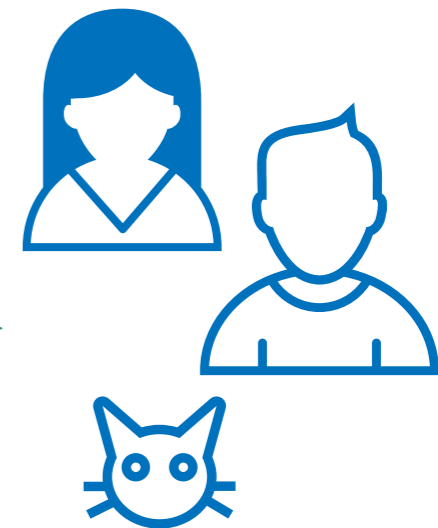
Guillermo,
Mobile App Developer

Design to code:
1 hour!
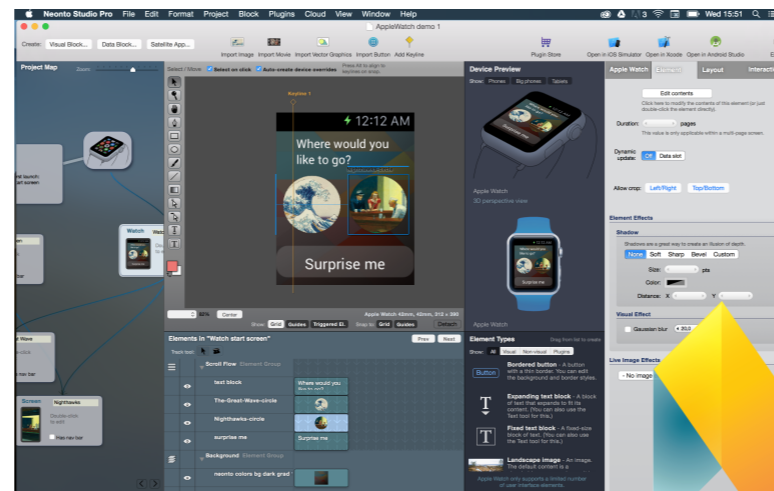
Neonto Studio is **the missing link**
in prototyping
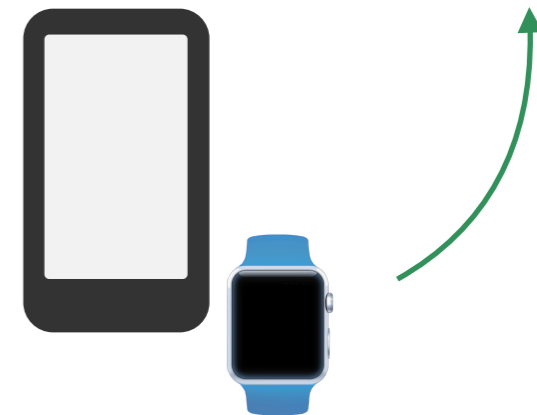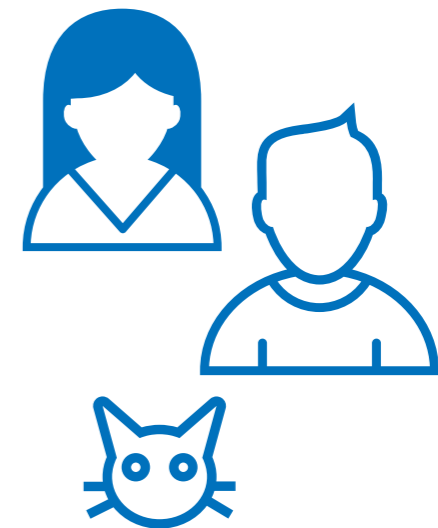
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Design to code:
1 hour!

Prototype is a
real **native app**
(iOS + Android)

Thousands of people have downloaded the Neonto Studio public beta

KANSALLISTEATTERI

"We had long wanted to make apps, but it's always been too expensive. With Neonto, our in-house graphics artists were able to do a great job."
    – Petri Tarkiainen, Finnish National Theater

ID EO

"But I'm really blown away — I can't wait to get some people here at IDEO using Neonto to make clickthroughs and prototypes."
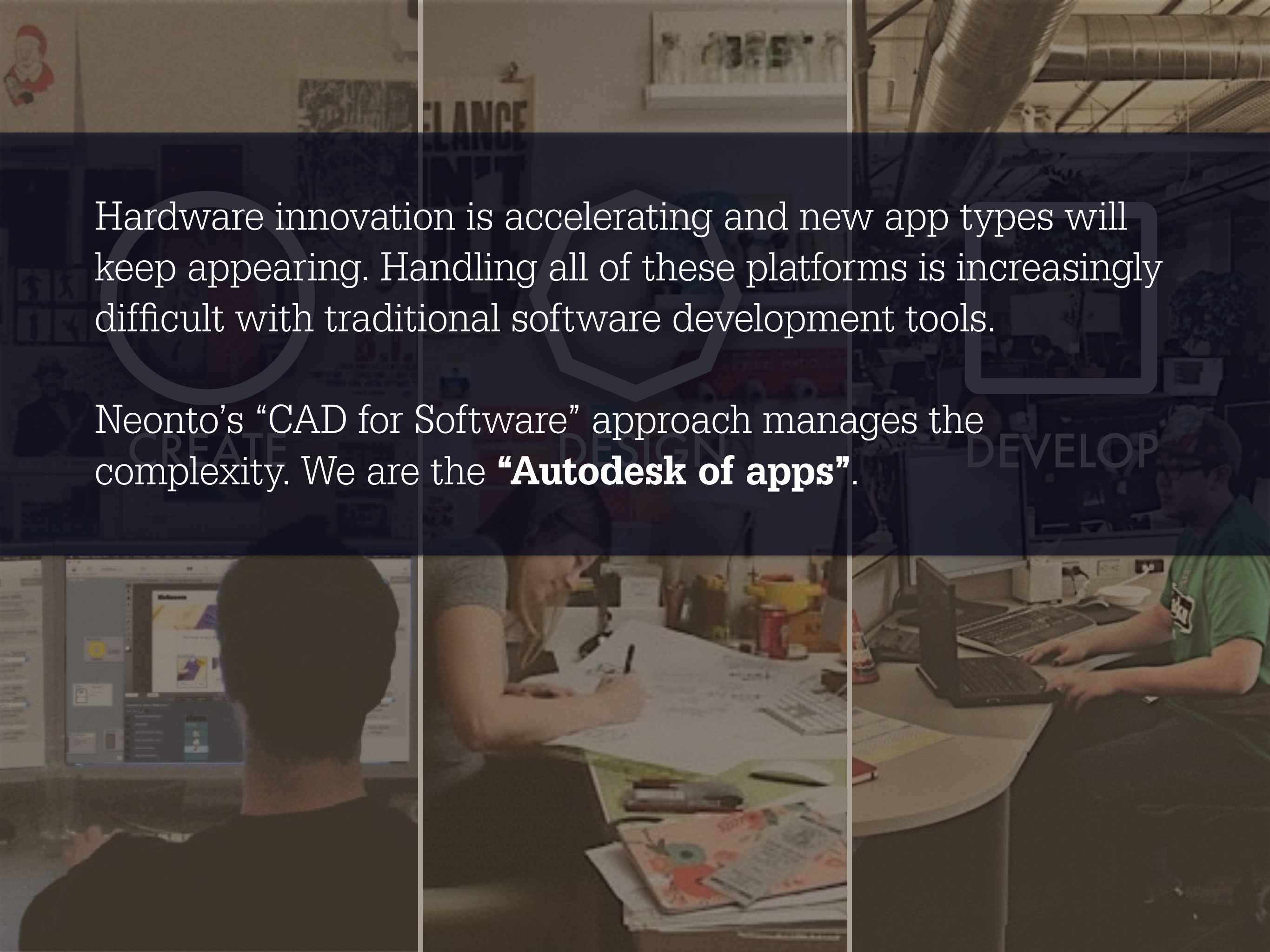   **– Ben Syverson, IDEO**

mPortal
enabling connected experiences™

"I really think it is a great tool to empower design."
    – James Griggs, mPortal

Hardware innovation is accelerating and new app types will keep appearing. Handling all of these platforms is increasingly difficult with traditional software development tools.

Neonto's "CAD for Software" approach manages the complexity. We are the **"Autodesk of apps"**.

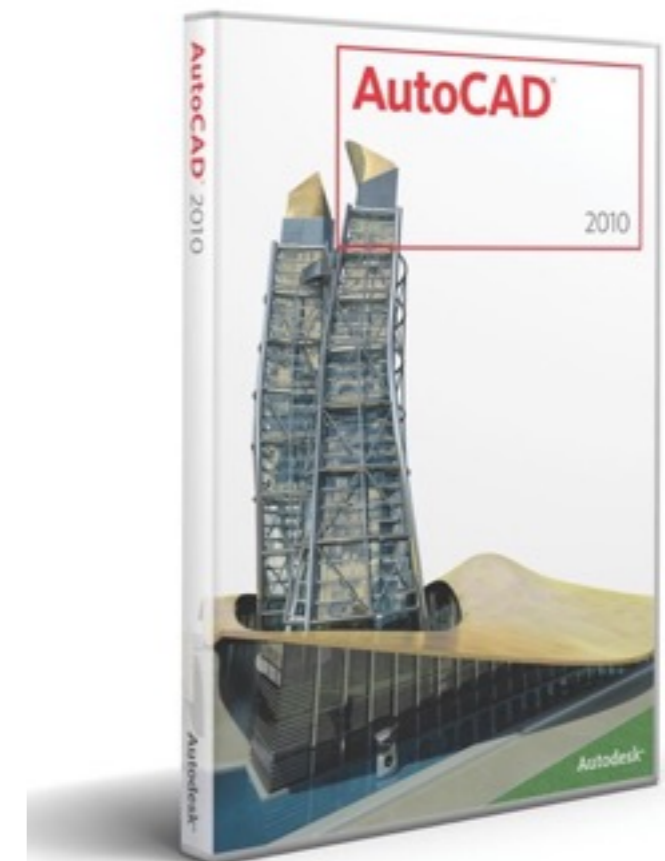# How CAD conquered the world of physical things

30 years ago, the world of physical design was revolutionized by Computer-Aided Design (CAD).

In this revolution, fast-moving new companies like Autodesk beat old industrial giants.

AutoCAD started as a drafter's tool for making drawings.

Today Autodesk products are used to model and manage entire buildings, factories and cities — in addition to designing everything from electronics to movies.

Digital design conquered the physical world.

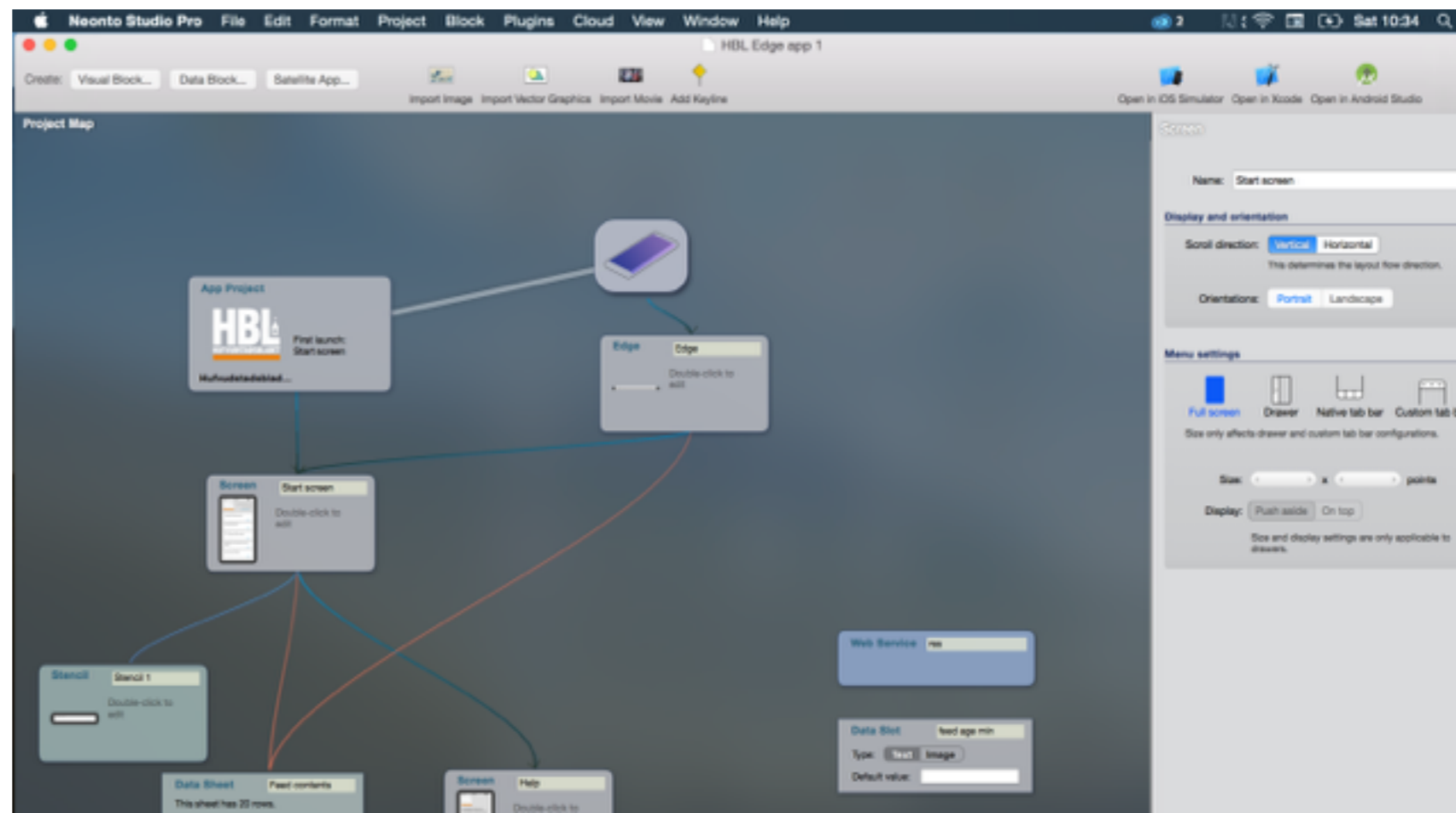# Mobile app development is ripe for a **CAD-style disruption**

The same will also happen in software. The key is to **empower the designer**.

That is how the CAD revolution happened, and that's what Neonto is doing for apps.

Initially, Neonto's product is aimed at prototyping... But as users see the benefits of our visual tools that produce native multi-platform code, our approach can take over increasingly larger parts of the development chain.

Remember how AutoCAD started out as a drafting tool, and now is used to design entire cities?

Such bottom-up invention is classic disruption theory. We are doing the same for software.
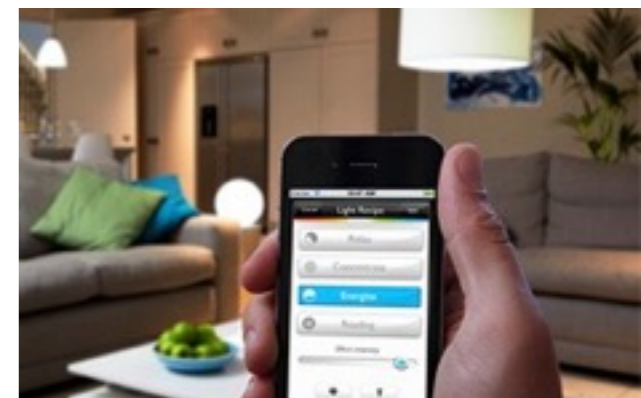
Mobile apps are the user's window into the **Internet of Things**

Mobile devices are the centerpiece of people's digital lives. From the user's point of view, the "Internet of Things" simply doesn't exist until it has a great user interface.

Open platforms like Android will replace traditional embedded software solutions. That will open up huge possibilities for UIs.

Our technology produces **native code for Android and iOS** platforms directly from visual designs. There is no framework (or other runtime layer dependency).

This delivers the **best possible user experience**. Applications launch fast and feel native — very important for IoT, where the usage patterns often require immediate feedback.
(HTML-based user interfaces can't compete here!)

Now

We have a product in user's hands.

We've done monetization experiments with a **Plugin Store** integrated in the Neonto Studio app.

We're launching **version 1.0** in October 2015 at $49 / month. There's also a free Personal Edition for non-commercial use.

Next

We want to get **every iOS/Android app team** using Neonto Studio for prototyping.

Then

We have a great upsell opportunity with Plugin Store + cloud services. Teams will find Neonto Studio increasingly useful in their workflows — it's **app development disruption**.

The Neonto team

Pauli Olavi Ojala, CEO & CTO

Entrepreneur with background in arts, film and content creation software. Sold his first company to Vidpresso Inc. Early engineer at TinkerCad (acquired by Autodesk).

Antti Sihlman, CMO

Background in software development and photo finishing industry. Antti has also been a professional photographer.
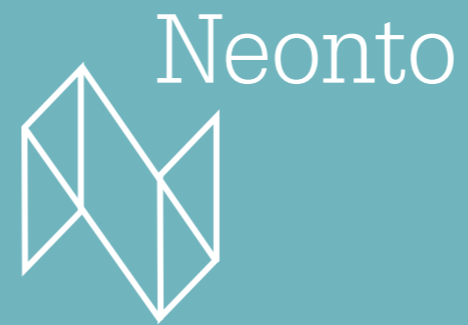
Yi-Ta Hsieh, Head of Design

Degrees in both industrial design and engineering, HCI researcher at Aalto University (Helsinki).

Juha Pellinen, Lead Developer

Mobile application developer with background in game industry: Rovio, Prank, Universomo.

Neonto

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