



Source-owned visual authoring for **premium product teams.**

Creative infrastructure for builders shipping premium web products: real runtimes, visual labs, and source-respecting tools; built on bleeding edge browser tech

Pre-revenue. Not pre-product.

Make the web ownable again.

Modern builders should not have to choose between visual ambition, source ownership, and production truth.

A source-owning authoring platform for the new browser runtime era.

```
BUTTON.UDO.JSON
{
  "component": "Button",
  "category": "actions",
  "variants": ["solid", "outline", "ghost", "link"],
  "sizes": ["xs", "sm", "md", "lg", "xl"],
  "props": {
    "label": { "type": "string", "required": true },
    "icon": { "type": "LucideIcon" },
    "loading": { "type": "boolean", "default": false },
    "disabled": { "type": "boolean", "default": false }
  },
  "slots": ["default", "icon-left", "icon-right"],
  "a11y": {
    "role": "button",
    "focusable": true,
    "ariaLabel": "auto"
  }
}

UDO - v1

THEME.CSS
/* Tailwind v4 native export */
@theme {
  --color-primary: #6366f1;
  --radius-md: 0.75rem;
  --shadow-umbra: 0 1px 2px ...;
  --spring-bounce: cubic-bezier(...);
}

EXPORT - NATIVE @THEME
```

The problem

Web product teams lose too much time translating visual ambition into production ready code.

-
- 01 Custom motion, shader, and UI effects are rebuilt by hand across projects & stacks.

 - 02 A single premium launch surface can consume 20-80+ senior frontend hours before it becomes reusable.

 - 03 Visual builders move fast, then trap source, runtime behavior, and deployment paths.

 - 04 AI increases code volume and ideation, but not inspection, portability, taste, or creative system memory.

What Varial builds

Real runtimes. Real files. Real output.

A browser-native creative infrastructure system that turns high-end web craft into reusable product infrastructure.

Existing visual builders are vertically integrated and closed. **Varial** owns the runtime so the labs can stay portable, inspectable, and source-respecting.

- 01 Visual labs atop real runtime behavior.
- 02 Canonical contracts for motion, shaders, spatial scenes, UI primitives.
- 03 Source-respecting workflows instead of dead exports.
- 04 Lean, browser-native infrastructure with no heavy external dependency model.



Competitive frame

Varial combines *visual speed* and *source-owned* runtime infrastructure.

Figma owns intent. Webflow and Framer own publishing. Code and AI tools own output speed. Varial owns the runtime layer + visual authoring, while the user owns their production truth.

Design tools



Excellent intent layer. Stops before runtime behavior and production ownership.

Visual builders



Fast publishing, but vertically integrated with limited portability and runtime ownership.

Code / AI tools



Powerful output, weak visual inspection, reuse, governance, and creative system memory.

**Runtime-owned visual labs**


Visual authoring over real browser primitives, portable runtime contracts, & source-respecting output. Designers & Devs speaking the same language.

Product proof

One Architecture. Multiple Labs.

We didn't build 8 products. We built one incredibly powerful infrastructure engine. But instead of forcing a user to adopt a massive system all at once, we unbundled the runtimes into specific 'Labs'. If a user needs motion, they use Moto. If they just need shaders, they use Shader.

It allows us to integrate our way into their stack and workflow based on their immediate, specific needs.

<p>Design system</p> <p>UI</p> <p>Primitives, tokens, previews, and public component surfaces.</p> <p>Launch ready*</p>	<p>Marketing play</p> <p>Alchemy</p> <p>Holographic, foil, lenticular, and premium material effects.</p> <p>Free/Launch Ready</p>	<p>Physical UI</p> <p>Hyper</p> <p>Hyper-real DOM controls, worlds, materials, and primitive kits.</p> <p>Expansion</p>
<p>GPU surfaces</p> <p>Shader Lab</p> <p>WebGPU shader and material authoring for deployable web output.</p> <p>Launch ready*</p>	 <p>Native DOM & Web API Runtime Brand</p>	<p>Spatial web</p> <p>Spatial</p> <p>Browser-native scenes, rails, anchors, and hybrid DOM surfaces.</p> <p>Experimental</p>
<p>Screen comms</p> <p>Clip</p> <p>Browser-native capture, editing, and product-demo workflows.</p> <p>Launch ready*</p>	<p>Motion</p> <p>Moto</p> <p>Motion lab and runtime contracts for production web surfaces.</p> <p>Launch ready*</p>	<p>Visual IDE</p> <p>IDE</p> <p>Source-aware authoring over real projects and files on localhost. Varial ecosystem in 1 product (High Value Target Product)</p> <p>Expansion/Endgoal Product</p>

Varial's product surface is broad because the underlying system is shared. Methodically.

Market

Premium web labor is becoming software infrastructure.

TAM	Global web development services market, 2025.	\$80.6B <small>Source: Mordor Intelligence, Web Development Market</small>
SAM	North America web-app development spend. $\$80.6B \text{ (TAM)} \times 39.40\% \text{ (N.A. share)} \times 57.35\% \text{ (Web App share)} =$	\$18.2B <small>Source: Mordor Intelligence, Web Development Market</small>
SOM	Year-three target from teams/studios & individual subscriptions + enterprise contracts	\$8-12M

SOM model: a small share of premium studios and professional builders, not mass-market capture.

Category proof

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- 01 **Figma: \$749M revenue, 2024.**
[Source: Figma SEC S-1 Filing](#)
 - 02 **Bitloops, ion design, Subframe show design-to-code investor appetite.**
 - 03 **Spline, Webflow, GSAP, LottieFiles validate premium visual tooling as infrastructure.**
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Wedge & buyers

Start with premium studios, then expand through the **runtime.**

Founder-led outbound to 50 premium studios & technical creative teams

Target: 20 discovery calls, 10 LOIs, 5 paid early-access commitments

Early motion: designer partners, annual prepay, and studio onboarding before broad self serve.

Pricing proof before scale; CAC/LTV measured after repeatable activation exists.

First buyers

01 Creative engineers

02 Technical designers

03 Founder-builders

04 Agencies & studios

05 Product frontend teams

Traction / validation

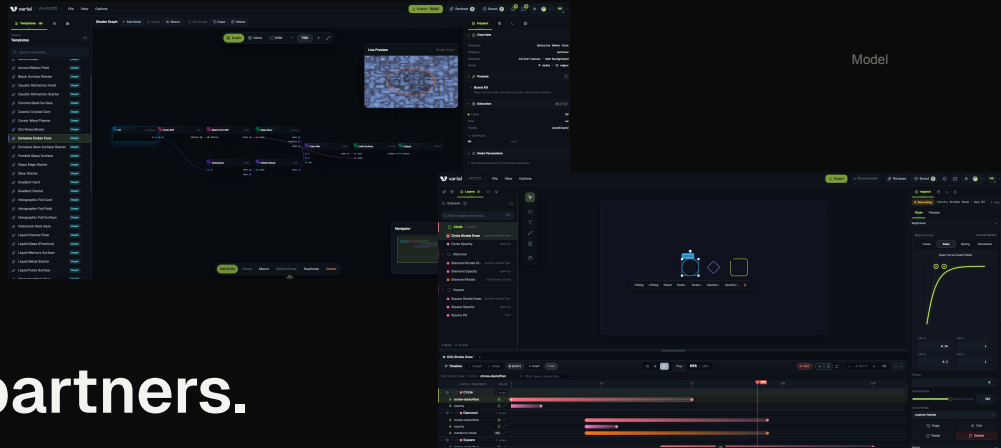
The system is built. The round funds market proof.

<p>Current proof</p> <p>We are here</p> <h2>Product system built</h2> <p>Shared runtime, labs, primitives, public site, waitlist surface, and launch materials are in place.</p>	<p>First ICP</p> <h2>Premium web studios</h2> <p>Technical designers and creative engineers already spending time or money on custom motion, shader, UI, and launch-surface work.</p>	<p>Funded milestone</p> <h2>10 design partners</h2> <p>Convert warm agency relationships into LOIs, paid early access, onboarding loops, and case-study proof.</p>
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Immediate Goals

- 01 20 agency conversations
- 02 10 LOIs
- 03 5 paid early-access commitments
- 04 First repeatable SaaS package

Software-first revenue, **validated** through design partners.



Recurring software

Free	Acquisition and education.	\$0
Pro	Individual builders.	Subscription
All Access	Founders Edition for early believers and runway.	Founders
Studio	Agencies and product teams.	Seat-based
Enterprise	Later platform expansion.	Contract

Demand proof before scale

Agency LOIs	Studios committing to evaluate Varial for client work.	LOI
Design Partners	Product feedback from agencies, founders, technical designers.	Beta
Paid Early Access	Annual commitments before self-serve launch.	Prepaid
Founder-led Onboarding	Activation loops shaping packaging, docs, retention.	SaaS

LOIs and paid early access prove SaaS demand without turning Varial into an agency.

Why now?

There are **paradigm shifts** happening in silence. **Varial is going all in on them.**

GPU acceleration is moving into the browser.

WebGPU, native animation APIs, and hybrid DOM/canvas surfaces make high-end web craft more portable, inspectable, and reusable.

Closed visual builders created demand, but not ownership.

Teams want speed without losing source, runtime behavior, deployment paths, or production truth.

AI increases output volume, making taste and governance more valuable.

Varial is human-first and AI-compatible: source-owned workflows for teams that care about craft, inspection, portability, and long-term creative systems.

“It’s simple. 1. Creativity should be respected. 2. I want to usher in the tools of the new age of the internet, and finally build something bigger than myself.”

- Rob Slate Jr. Founder - Varial

Founder advantage

Built over years by someone who has already lived every layer **Varial** serves.



Robert Slate Jr.

Founder · **Varial**

Self-employed since 14. Now 30. A lifetime of making, selling, shipping, rebuilding, risks and **refusing to wait for permission**. I have a pattern of entering & executing in emergent categories. I've been building products since before AI, and websites since 2008.

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Operating proof

Sixteen years of self-directed 0-1 entrepreneurship through creative services, action sports, e-comm, mobile apps, and web agencies.

Customer

10,000+ e-comm customers across 60+ countries, spent last 7 years building a solo creative web agency for SMB-Mid-Market & Freelance/contractor positions.

Craft

Action sports, media, design, print, manufacturing, marketing and everything in between. I obsess over every channel from the bottom-up.

Technical

Self-taught full-stack builder. Product Designer/Design Engineer. A breadth of experience of cybersecurity, servers, business, design, systems & human psychology.

Resilience

Failures became product principles around ownership and source truth. You don't end up here without hundreds of failures.

Brand forward

Betting on running a software company like a cultural brand. Craft is king, and creatives know when they're being misled.

The ask

Raising

\$750k

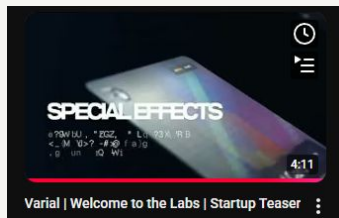
Product proof was self-funded; this round converts built system into market proof.

Instrument	Post-money SAFE
Cap	\$12M
Expandable	\$1M / \$15M
Ownership	6.25%
Pre-Seed Benchmark	\$10-15M caps
Terms	No board · No discount

Capital efficient by default. The systems were built with operating costs in mind via client-first code approach & utilizing native browser tech.

Use of funds

Founder Execution runway	Modest founder payroll, payroll taxes, health/living buffer, & full-time execution capacity through market proof. Capped through proof phase & revisited after paid traction or next financing. (Sr Product Designer Parity)	\$160k
Product readiness + infra	Runtime hardening, QA, docs, demos, onboarding, systems integrations, hosting, storage.	\$100k
Design partners & GTM Proof	LOI outreach, paid early access, onboarding loops. Founder-led sales, research, conversion loops, launch content, education, case-study proof.	\$350k
Ops + reserve	Legal, finance, contractors, tooling, contingency	\$140k



Varial Startup Teaser

<https://www.youtube.com/watch?v=Cv7tqcasmhs>

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