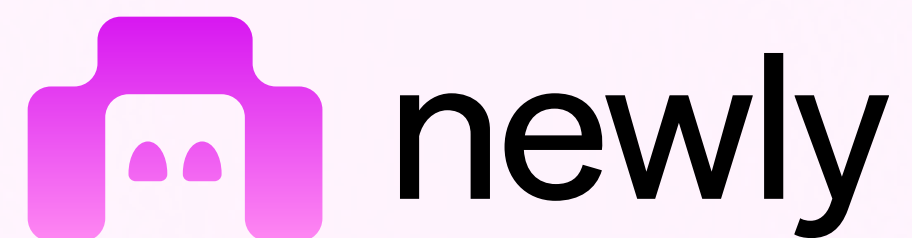


Aug 2026

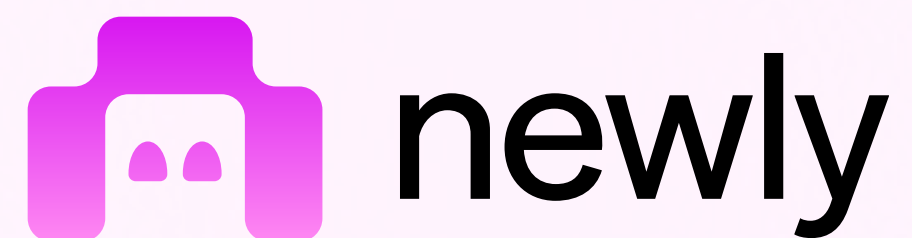
Newly: IKEA for mobile app businesses



Aug 2026

Newly: Autonomous mobile app businesses

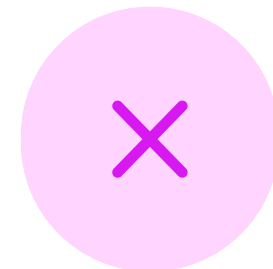
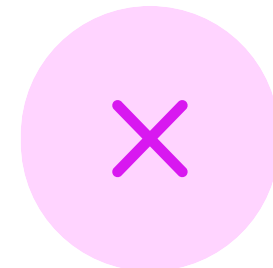
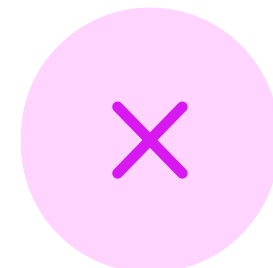
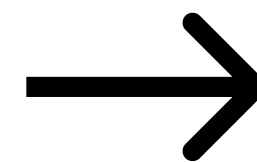
AI that designs, builds, publishes, markets, and optimizes apps



Millions of apps are being vibecoded straight into the bin

Idea → Vibe code

I want to build an app that tracks my runs



Reality

Nobody finds it

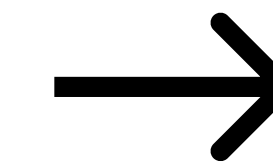
No distribution. No awareness

Nobody pays for it

No monetization. No business

It barely works

Bugs, crashes, poor quality



The outcome



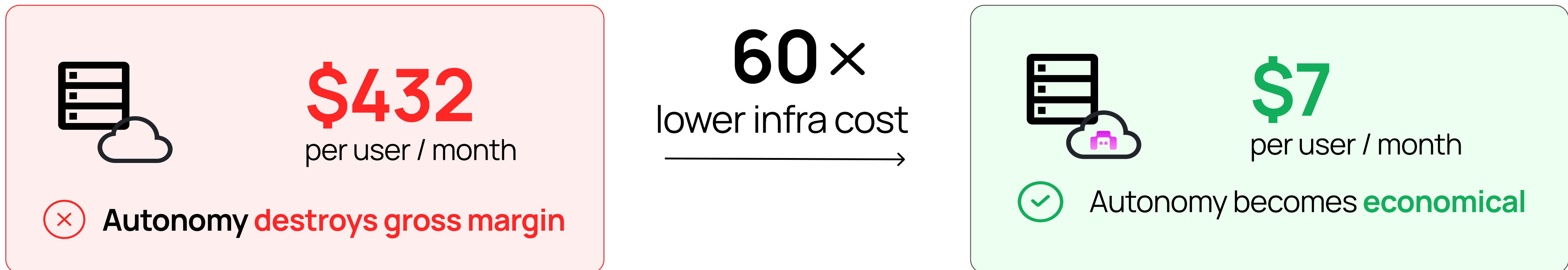
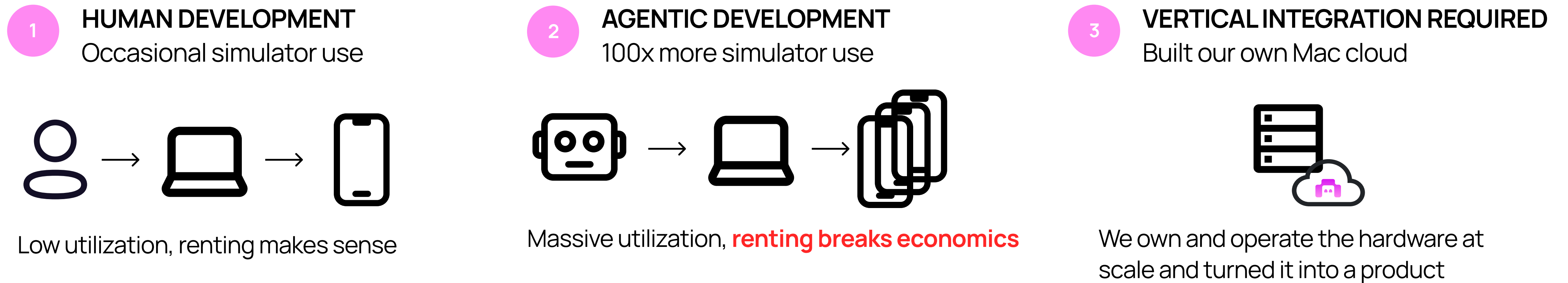
The solution



An autonomous platform for building, testing, publishing and marketing apps

DEMO

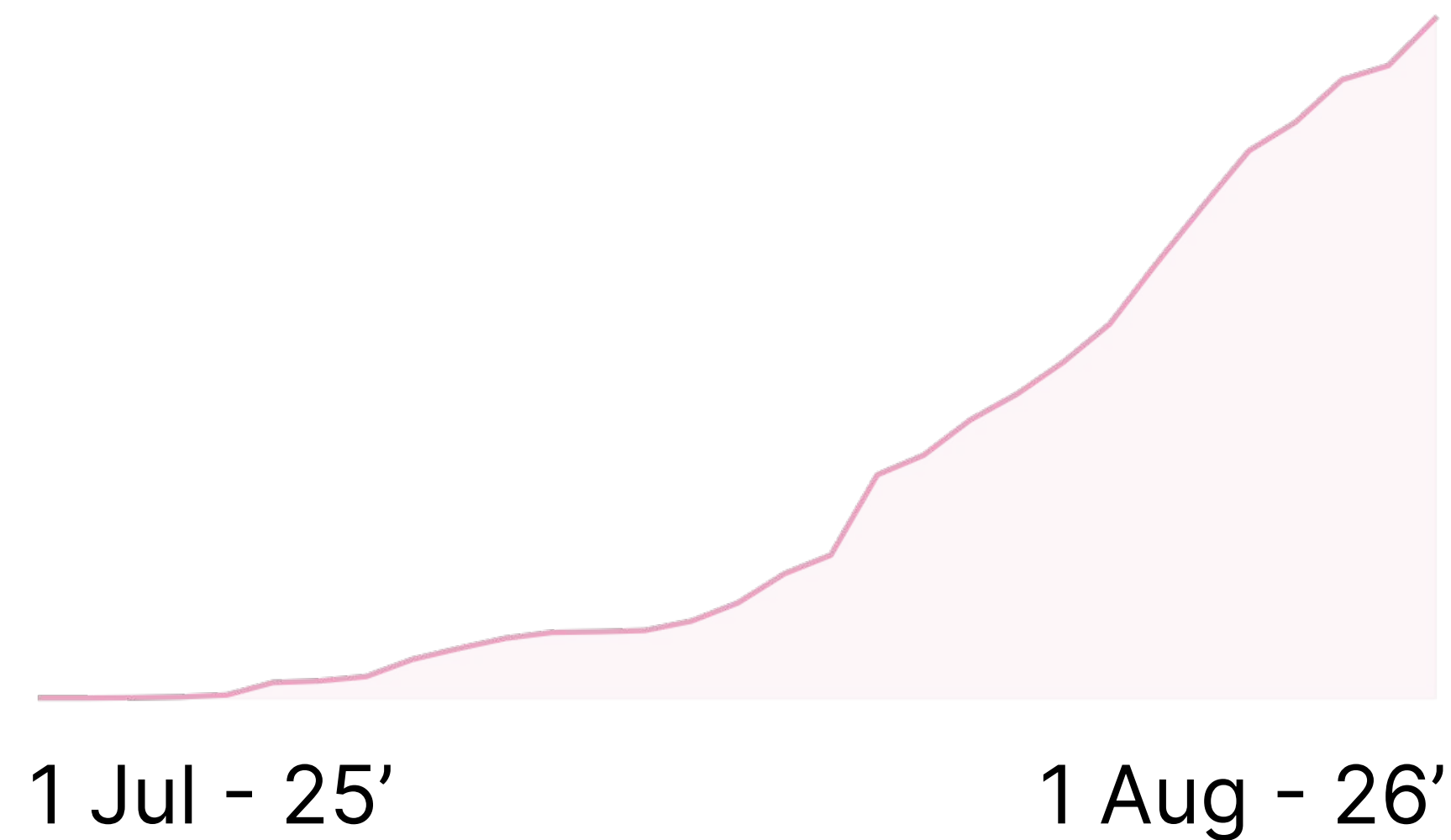
Autonomous mobile development was too expensive. Until now.



Traction



\$0 → \$70k MRR in 12 months



Organic revenue origin

100%

Paid Monthly Active Users

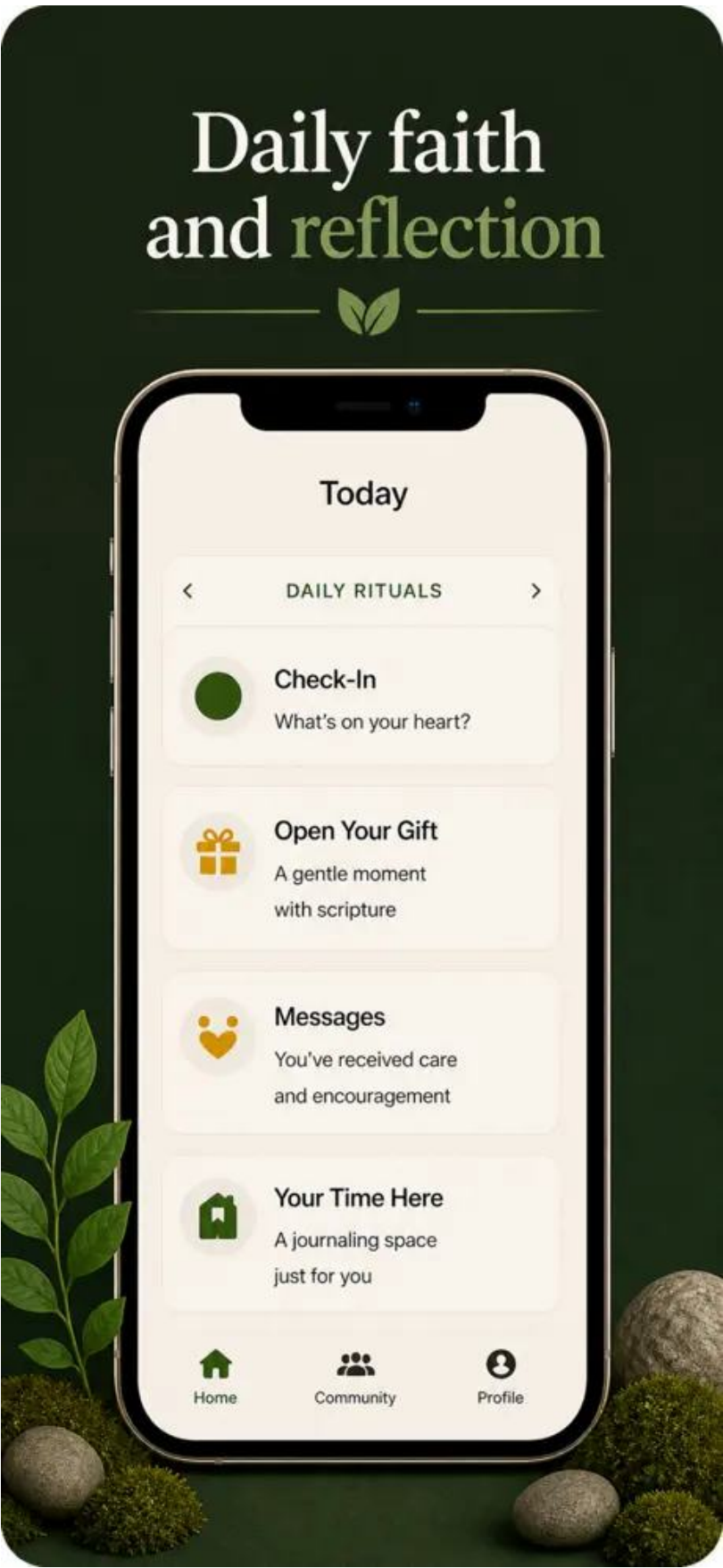
3k

Apps Created

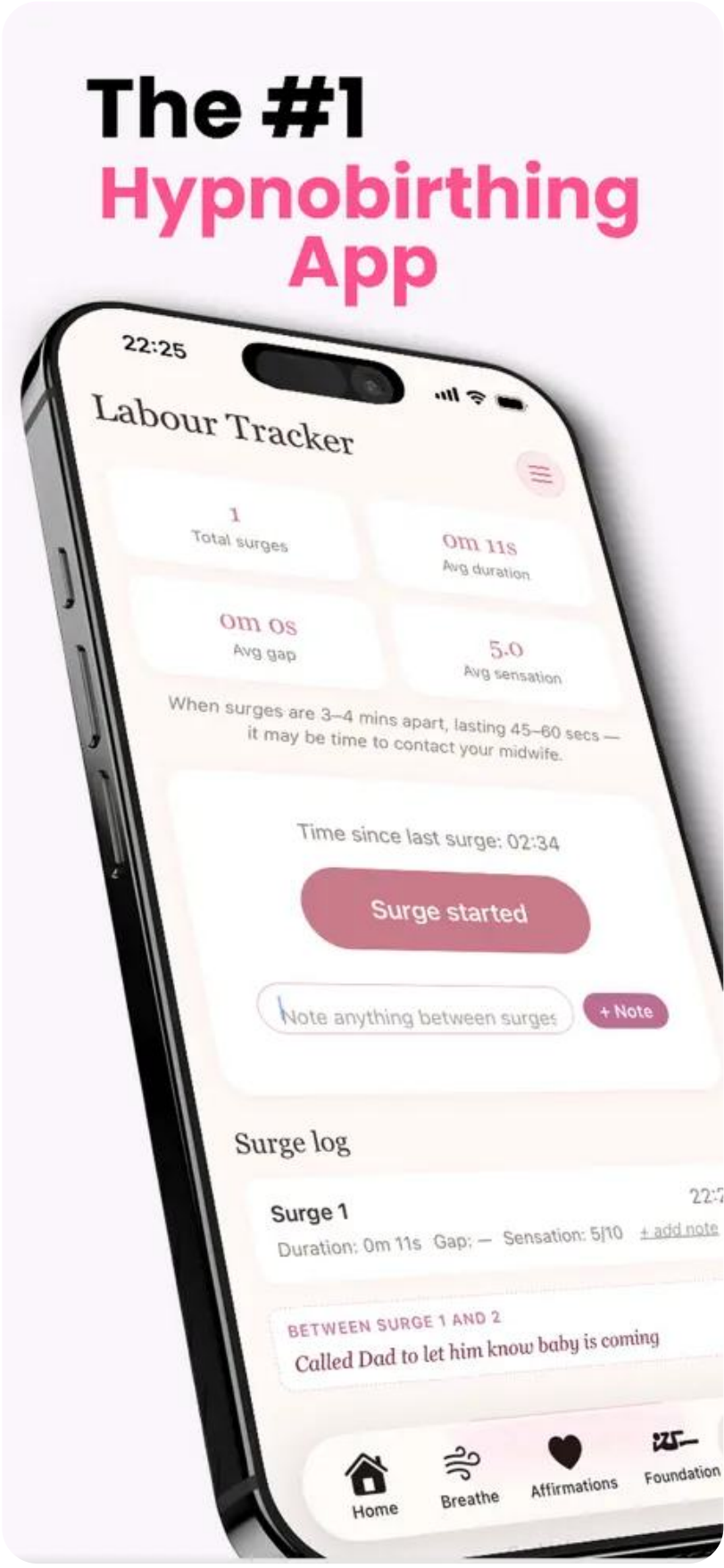
>100k

\$72k MRR

Published Apps Built with Newly



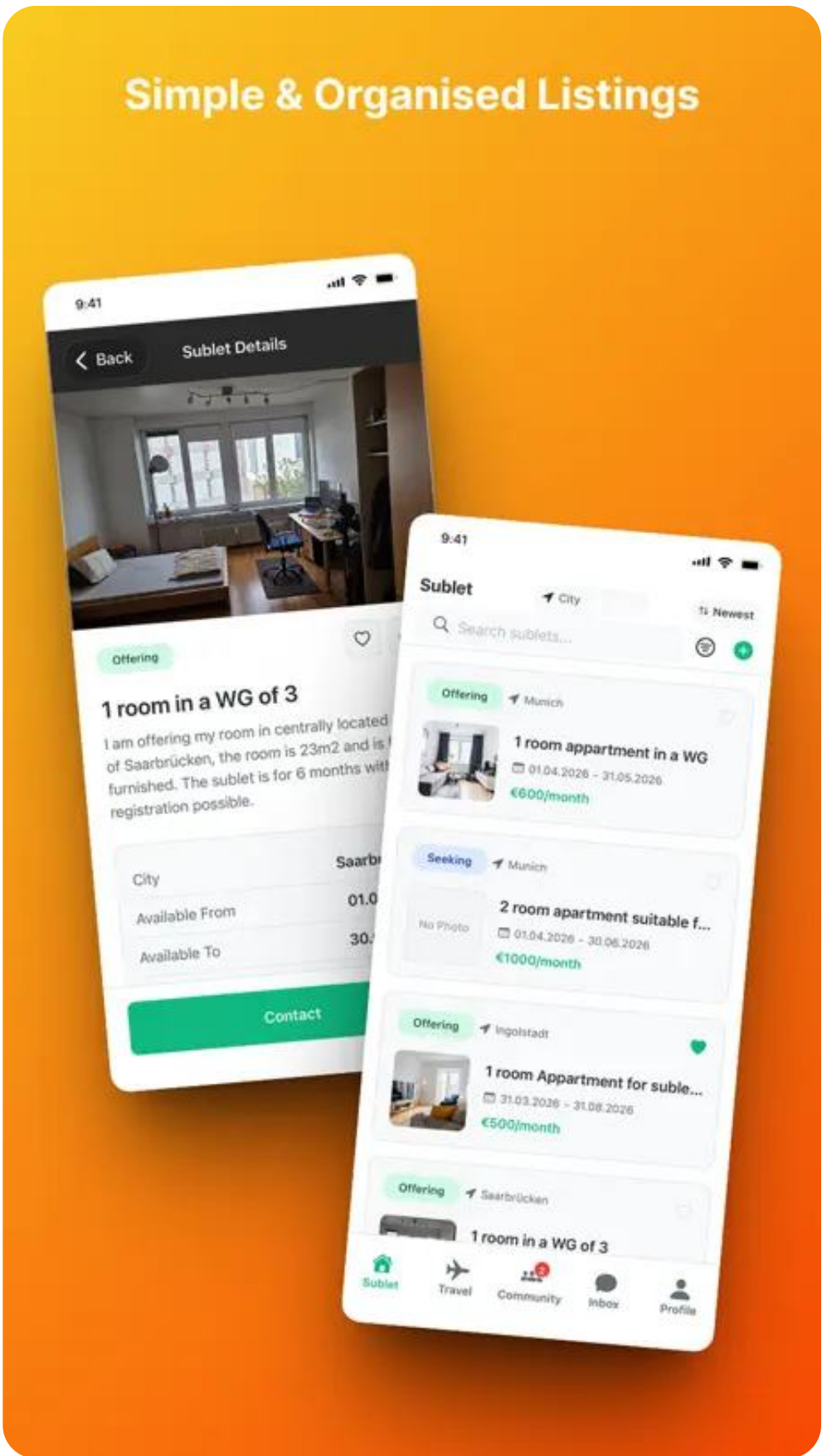
1k downloads



10k downloads

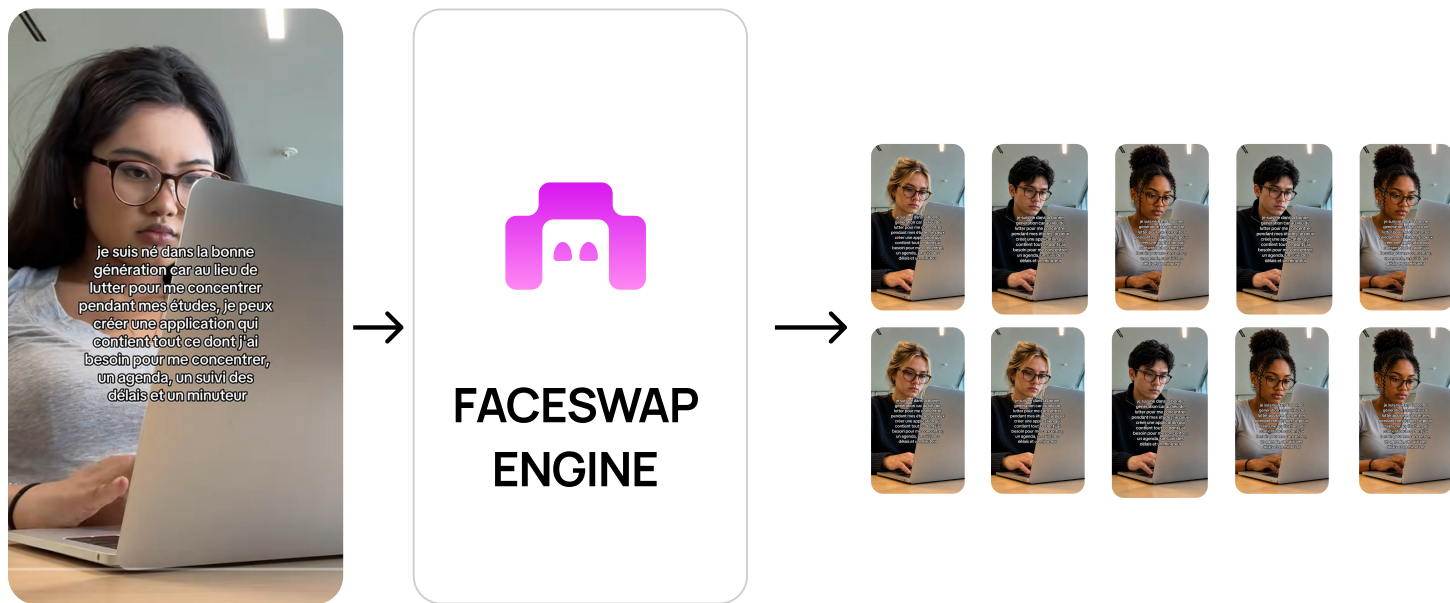
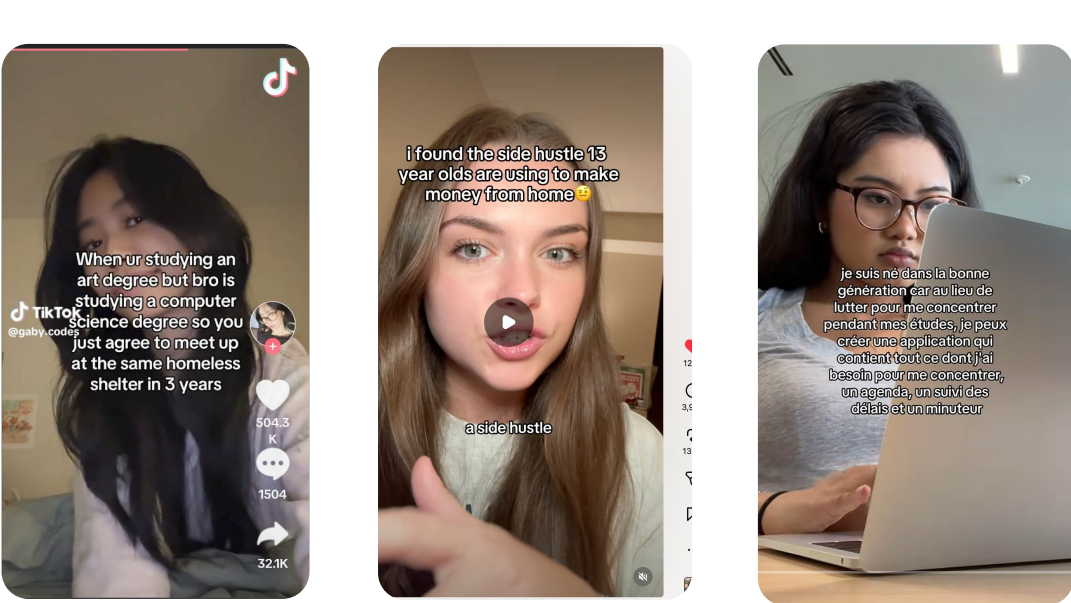


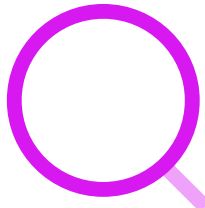
30k downloads



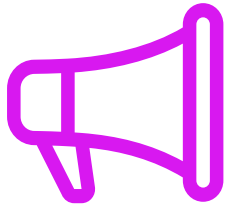
10k downloads

35M+ views was the manual version. Now we're industrializing it.





SEO + GEO
Capture high-intent & AI discovery



PAID SOCIAL
Turn proven creatives into Meta / Google Ads



AFFILIATES
Creators earn for distribution

35M+ Views



100K+
Views

|



2.2K
Followers

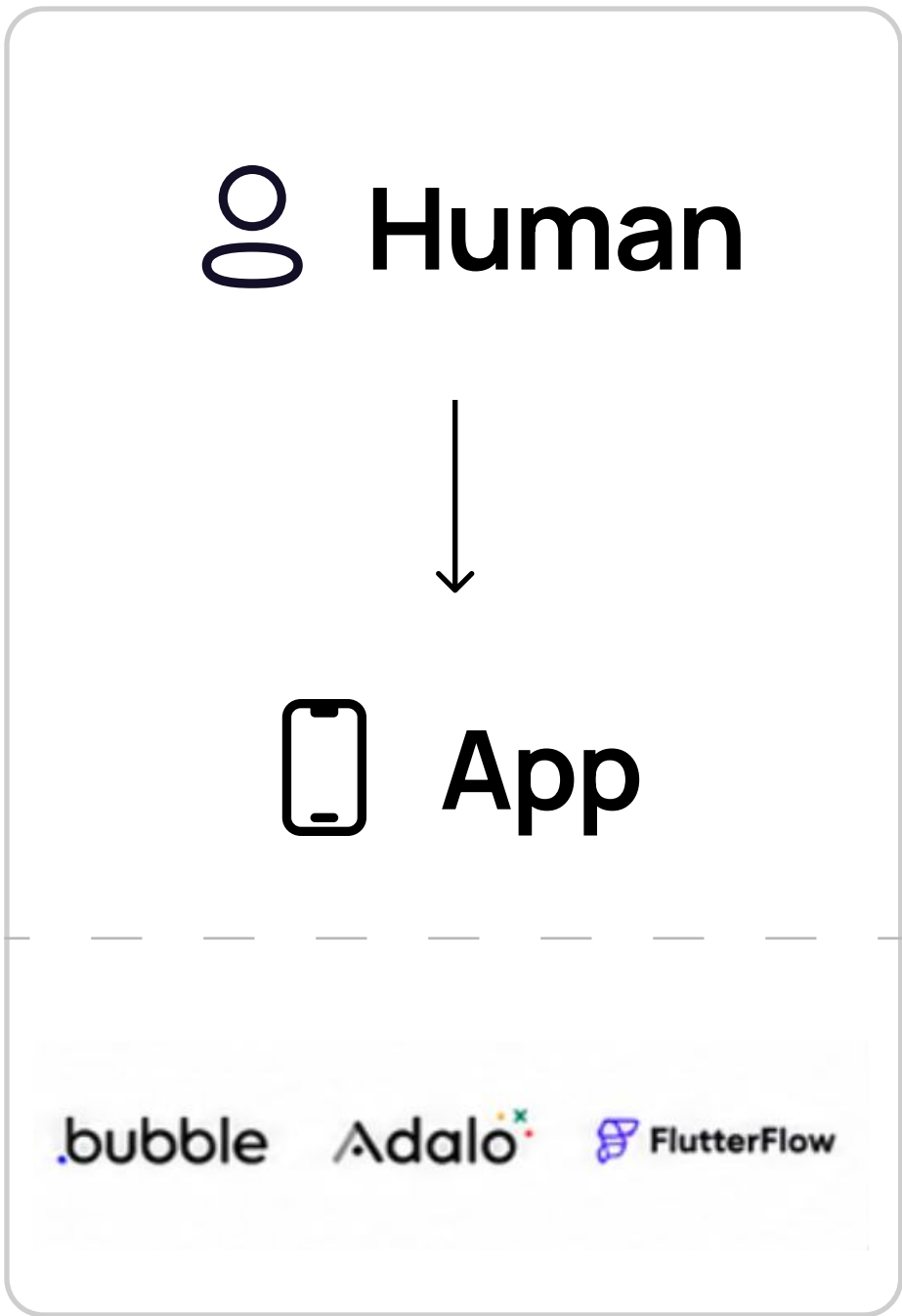
in 2 weeks
1 account - 10 videos

Everyone else helps you build the app. Newly runs the loop for the business

2015

NO CODE

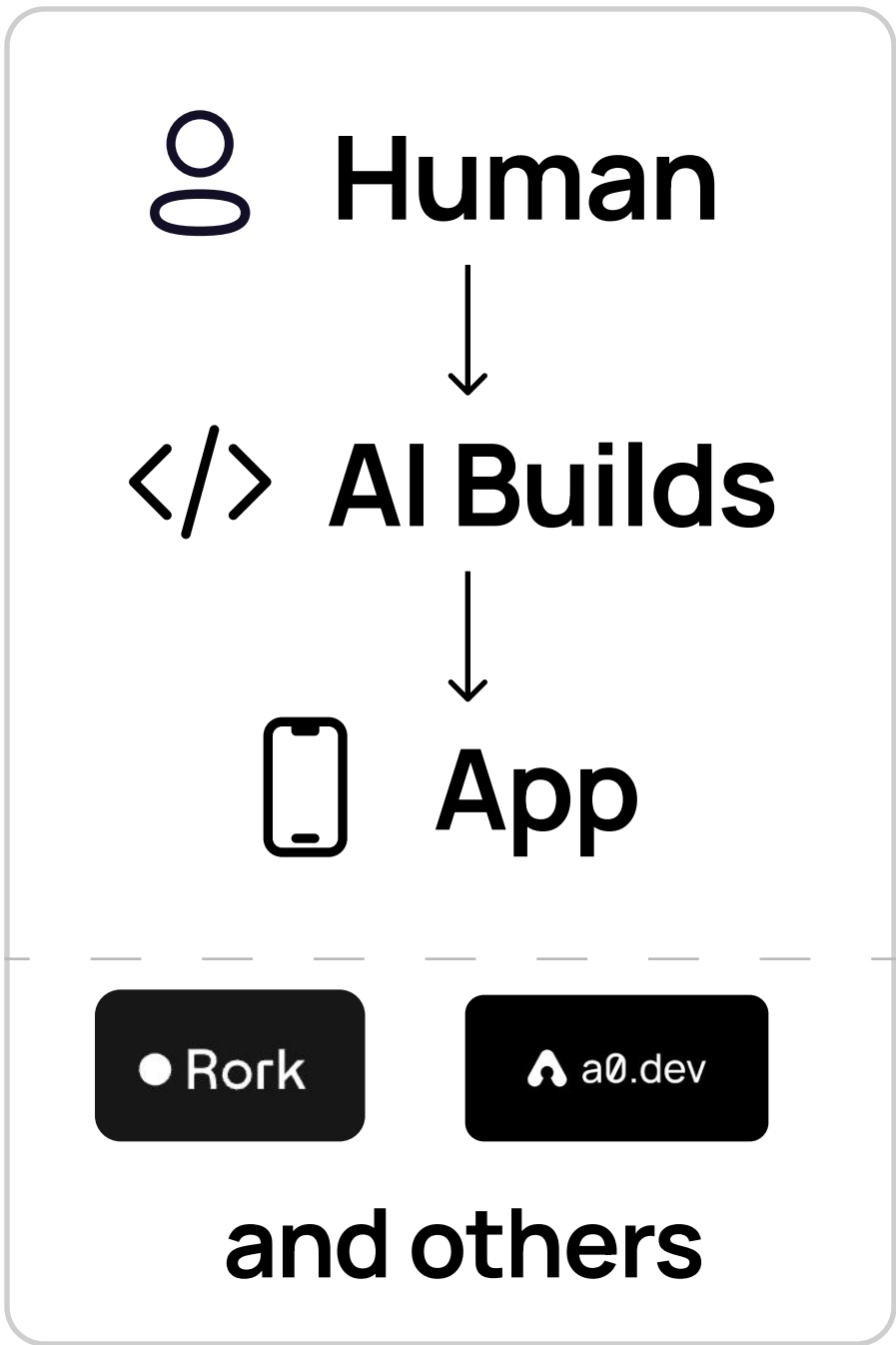
Humans build the app



2025

VIBE CODING

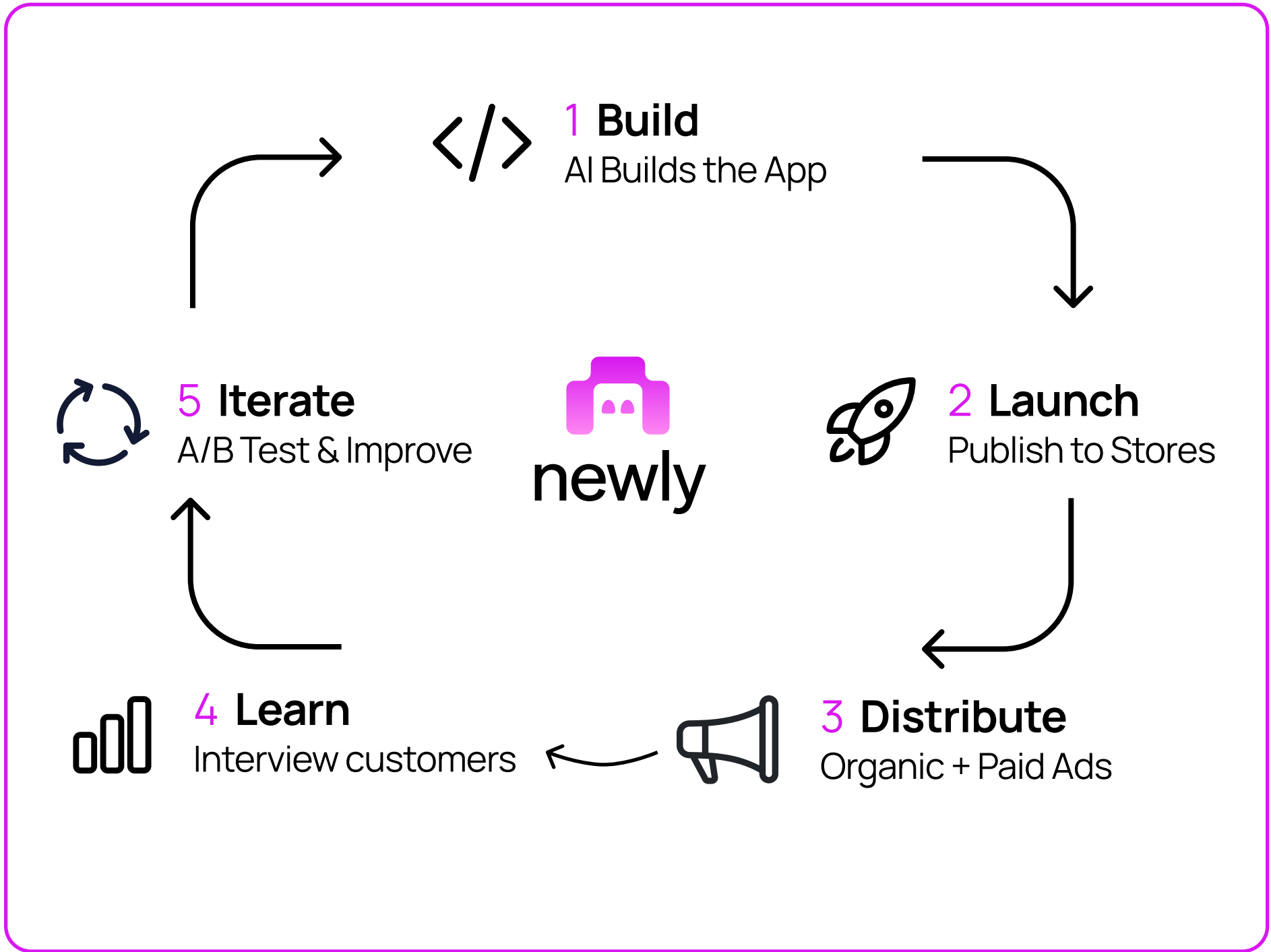
AI builds the app



2026 and beyond

AUTONOMOUS APP BUSINESSES

AI builds + operates the business



Team



Timothy Lindblom
Founder & CEO

Applied Math + CS at KTH
Data Science at Northvolt

Led 12 person Research team at
KTH AI Society
Bitcoin mining at 14
Top 0.1% League of Legends in 2017



Jahid Sakhi
Founding Growth
Founded SSE Business Labs Riga
Ex-VC



Adam Przywarty
Engineering
1-27M USD ARR at Maze
Lead 3 teams as manager



Rasmus Nyblom Berg
Engineering
Hacked Discord at 14 yo
Skipped university



Winston Zhao
Design
Campus Leader @ Figma
UWaterloo Dropout

Earliest Investors

Sebastian Knutsson
King / Candy Crush

Alfred Wahlforss
CEO @ ListenLabs

Wilhelm Bohlin
CPO @ Legora

Mattias Miksche
Stardoll

Peter Carlsson
Northvolt

Fredrik Björk
The Real Real

PSV Tech
First investor in Trustpilot

Inception Fund
Early Lovable, Legora

Let's build the future together

We're raising:
Starting \$3.5M @ \$25M

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timothy@newly.app

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[+46708624457](https://wa.me/46708624457)



newly.app

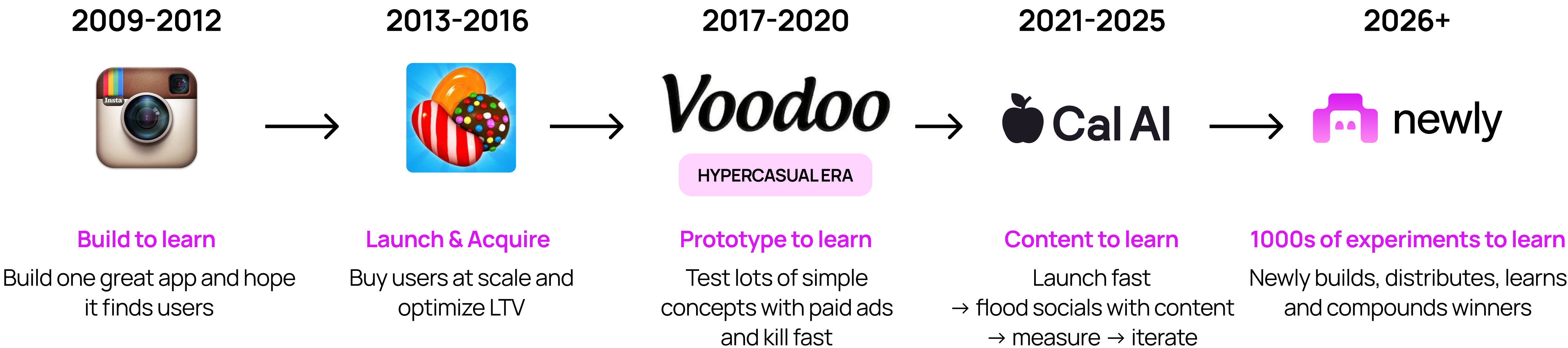


Appendix

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timothy@newly.app

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[did you know? only 3% of devs are mobile app devs]



Why mobile apps?

Closest to the end user, your mom and dad thinks of mobile apps as the majority of software

Why they matter

Key platforms for voice, vision, AR
The “e-commerce” of software
businesses - marketing + consumer heavy



Mobile vs. Web Apps

- Mobile: Installed, works offline, smoother UI, full device access
- Web: Browser-based, limited hardware access

The future

Rapid growth in wearables, AR, and AI
User expectations for seamless experiences

ARPU

\$23

Churn

20%

LTV

\$120

X

X

Top 10 Customers Revenue

3.61%

Further Revenue Metrics

