



BRUNELLY

INTRODUCTION

Brunelly is a full **Semi -Autonomous Engineering Pipeline** for building software.

Our Approach



Brunelly focuses on spec-first delivery, replacing “prompt to code and pray” approach.

Scalable



Turns ideas into well architected scalable systems, not disconnected code or fragile prototypes.

Predictable Output



Designed to help teams deliver consistently regardless of tech execution complexity.

THE PROBLEM

Software delivery breaks down long before code is written.

Weak Discovery

Most delays, rework, and quality failures come from unclear or incomplete requirements, not slow developers.

Resourcing Constraints

Senior product, architecture, and delivery expertise is scarce, creating dependency on a few overloaded individuals and making outcomes unpredictable.

Fragmented Operational Workflows

Different tools for different stages create fragile handoffs and integrations, leading to misalignment, rework, and slow delivery.

WHY CODE-FIRST AI FAILS

AND CREATES DELIVERY AND REPUTATIONAL RISK

Illusion of Progress

Code-first AI produces output that looks finished while requirements, constraints, and edge cases are still unresolved.

Higher rework, higher risk

Teams move faster into the wrong solution, increasing rework, delays, and delivery failures, eroding trust in AI-driven delivery.

Multi Agent Orchestration

The missing piece is **orchestration**: coordinating requirements, decisions, quality gates, and execution the way a real delivery team would.

OUR THESIS:

Requirements are the foundation of
successful software delivery

If you can systematise how great teams move from:

IDEA → SPECIFICATION → PLAN → IMPLEMENTATION

You can automate delivery safely and predictably.

 Product Owner / Business Analyst
Clarifies intent, scope, and requirements

 Technical Architect
Defines solution shape, constraints, and
trade-offs

 Developer + Reviewer Loop
Implements with continuous review and
quality gates

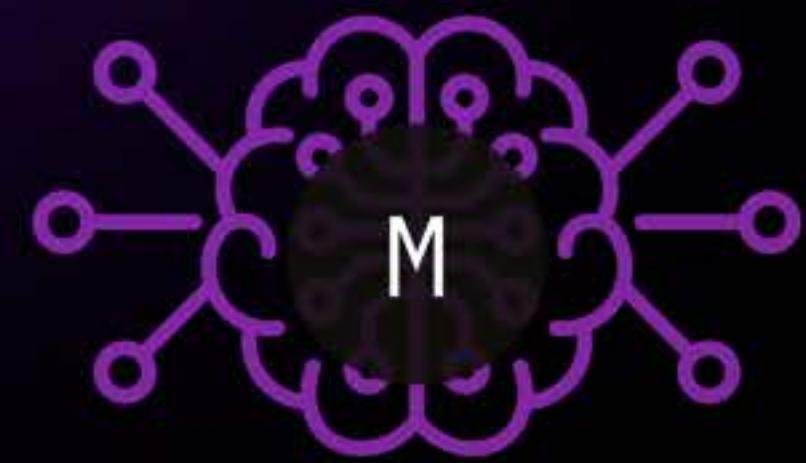
 Delivery Planning
Produces structured backlogs, stories,
and sequencing

 Documentation
Generates delivery documentation automatically

Brunelly operates
as a high
performing
delivery team

BRUNELLY CORE IP

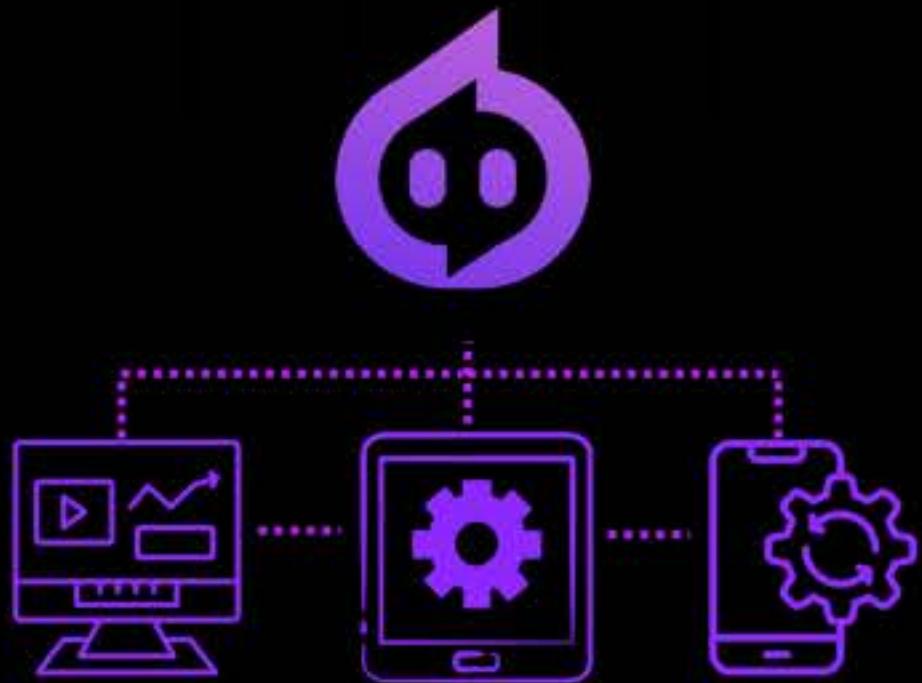
THE SYSTEM THAT MAKES AI-BUILT SOFTWARE RELIABLE



AI Orchestration

Maitento is our in-house AI orchestration platform. It contains advanced, proprietary techniques to **orchestrate multiple AI agents**.

It's the AI core of Brunelly, reducing development time and Maitento can also be leveraged as its own platform.



Giving AI Eyes

Brunelly can describe running user interfaces to AI agents to enable them to see what's running, whether it is a web, mobile or desktop app.

We are currently using this to power our automated test framework, but that's just the start.



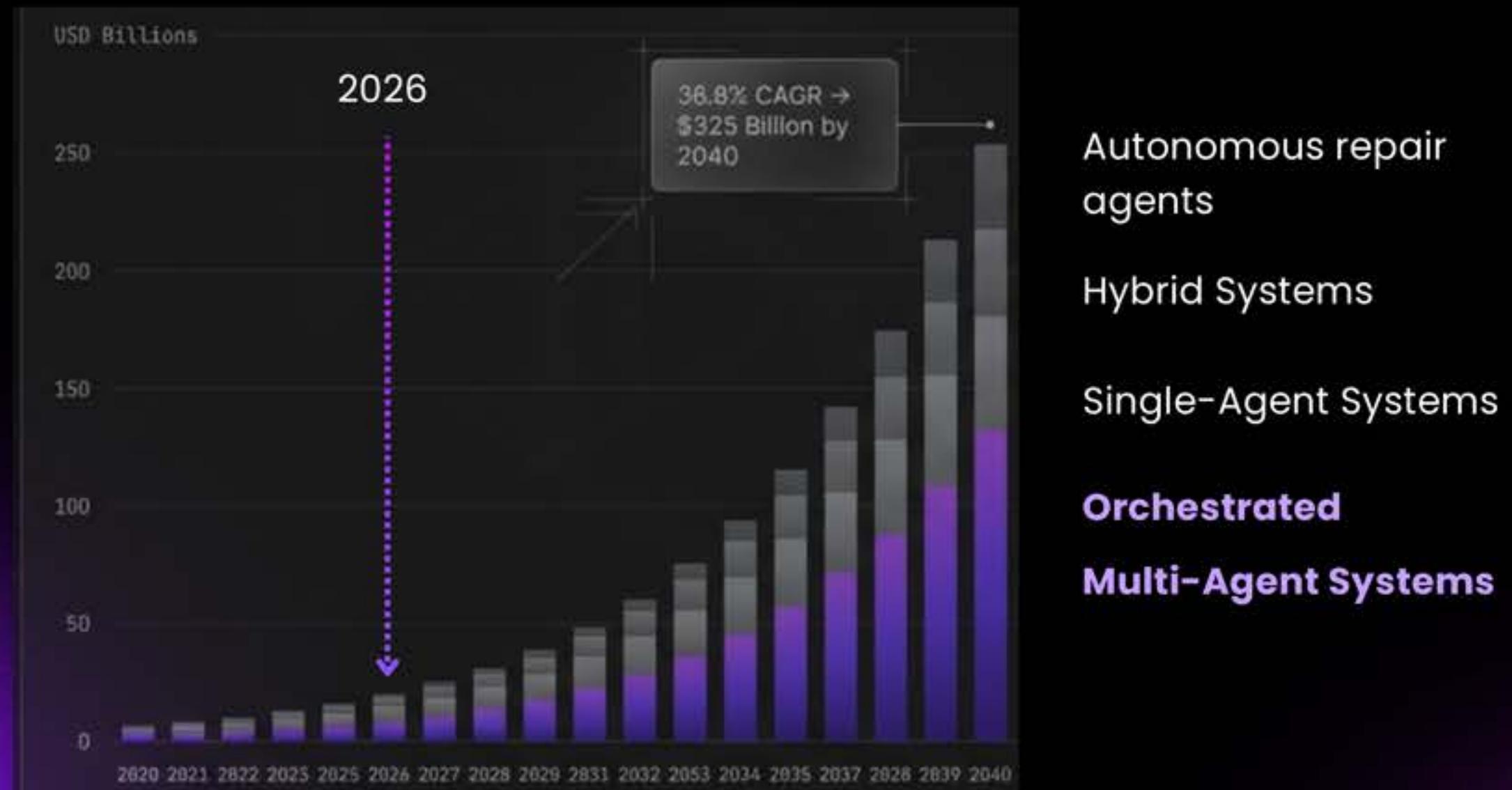
Intelligent Design Schema

A unified design and specification schema that detects issues early and ensures consistent AI-generated interfaces.

Changes to specs or designs will be flagged before development. Resulting in continuous UI development from AI agents.

BRUNELLY CAN LEAD THE INDUSTRY SHIFT

The industry is undergoing a shift. It is evolving from isolated single agent tools (Copilots) to complex, orchestrated systems that function as the foundational infrastructure for business operations.

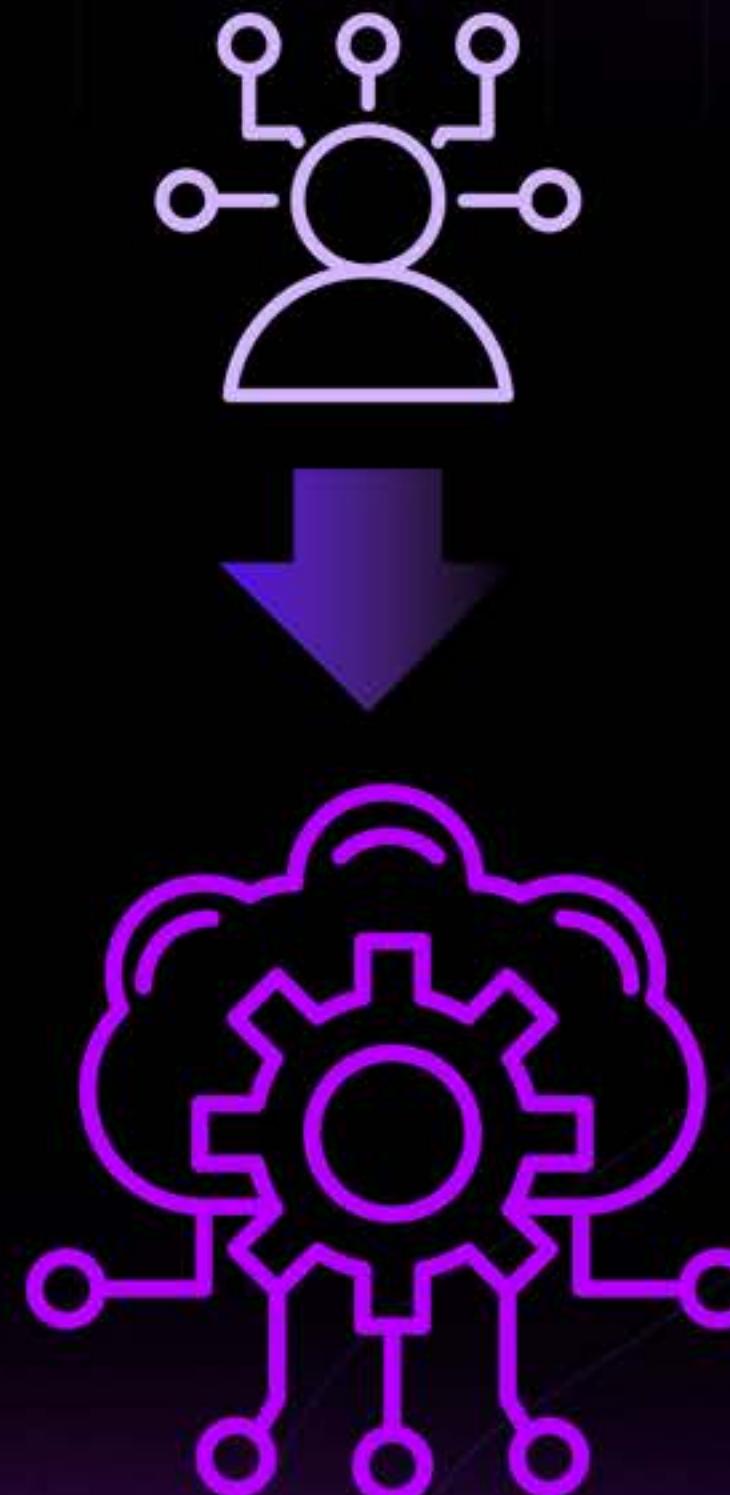


Autonomous repair agents

Hybrid Systems

Single-Agent Systems

Orchestrated
Multi-Agent Systems



OUR PROOF:REAL DELIVERY

RESULTS OBSERVED IN LIVE CLIENT DELIVERY WITHIN OUR CONSULTANCY.



Faster Discovery

~50% reduction in requirements discovery and planning time



Clear Specifications

Near zero rewrites. Developers accept stories without sending them back for rework, enabling smoother implementation.



Increased Quality

~30-40% fewer downstream quality issues. Non-functional requirements coverage reduces defects during testing and review.

FOUNDING TEAM



Dhilushi Perusinghe

Founder & CEO

Scaled global delivery teams and commercialised software businesses



Guy Powell

Founder & Chief Architect

Architected and shipped complex systems; built Brunelly's orchestration engine



Trishna Dhand

Founder & CFO

Led financial governance, funding strategy, and scale-ready operations

Scaling Experience

Worked together for 6 years, building and scaling a 20+ person software consultancy.

Product & Delivery Maturity

Deep delivery expertise across product, architecture, and execution.

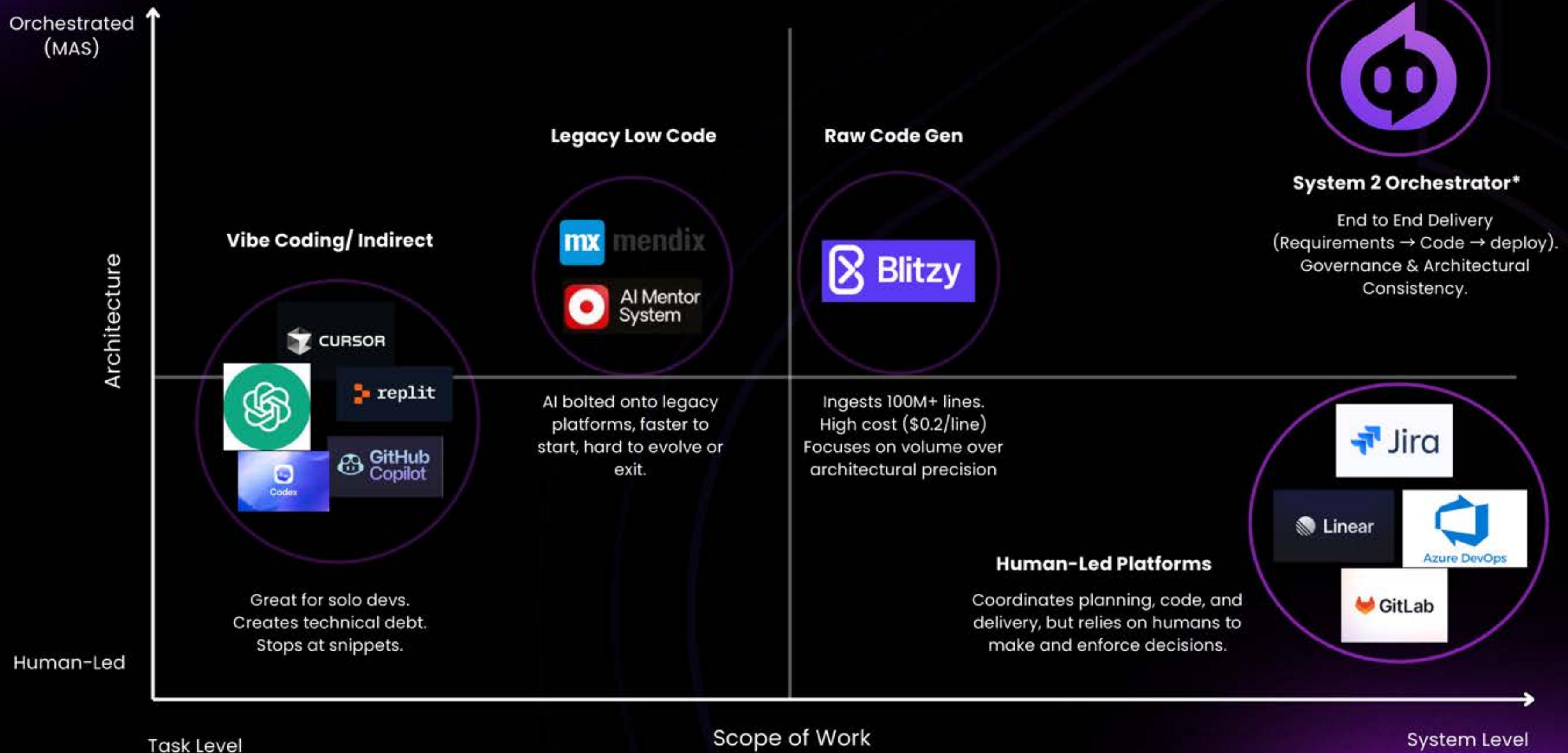
Core Technical Capability

Proprietary orchestration platform (Maitento) built in-house.

Proven Execution

Track record shipping production software under real delivery constraints

THE COMPETITIVE LANDSCAPE



*A System 2 orchestrator is the layer that forces thinking before doing.

DIRECT COMPETITOR DEEP DIVE

Capability	Blitzy	AI Mentor System	Semi-Autonomous System
End-to-end SDLC (Req → Code → Delivery)	⚠	⚠	✓
Spec-driven development	⚠	⚠	✓
Encodes delivery judgment (not just codegen)	✗	✗	✓
Generates standard, portable code	⚠	✗	✓
Multi-agent orchestration with guardrails	⚠	✗	✓
Cost aligned to value (not output volume)	✗	⚠	✓
Low onboarding friction	✗	✗	✓
Enterprise governance & auditability	✓	✓	✓

\$ 2M Seed (Jan 25)

Raised \$800M (since 2021)

INITIAL TARGET CUSTOMERS

Small to mid-sized digital agencies delivering startup MVPs and greenfield builds.

WHY AGENCIES FIRST?



Acute delivery pain

Thin margins, fixed-price pressure, and compressed timelines punish weak specifications.



Leverage constraint

A small number of senior architects and POs must run multiple projects in parallel.



Fast Adoption Cycle

A small number of senior architects and POs must run multiple projects in parallel.

CORE VALUE PROPOSITIONS



Cut tender and delivery prep costs by up to ~75%



Improved margin protection



Scales delivery capacity without hiring

UAE

WHY BRUNELLY MATTERS HERE

Delivery Reality

Ambitious digital programmes, but a scarcity of senior delivery talent.

Brunelly's Role

Standardises and automates the requirements → build-ready pipeline.

Initial Local Focus

Partner with UAE-based digital agencies on tenders and MVP delivery.

Deployment & Trust

UK-hosted today.

MENA hosting and customer VPC options planned for enterprise and government aligned engagements.

MARKET ENTRY OBJECTIVES

OUR PRIMARY ASK

Introductions to UAE-based digital agencies
delivering:

- Startup MVPs
- Greenfield products
- Fixed-price or tender-led builds

Access to innovation ecosystem connectors
(accelerators, hubs, applied AI programmes)

90 Day Targets

5 agency pilots launched,
2 completed on real client work

Co-branded case studies demonstrating:

- Faster time to spec
- Reduced rework
- Predictable delivery

Position Brunelly as a delivery accelerator

Local Value Created

Help agencies win work faster

Enable teams to deliver more projects without adding senior
headcount

Produce a delivery playbook for AI-assisted software execution

BUSINESS MODEL & EARLY ECONOMICS



How We Monetise

- SaaS subscriptions for teams & agencies
- Usage-based credits for AI execution
- Enterprise options: VPC / self-host + platform licence



What Early Pilots Prove

- Willingness to pay for spec-first delivery
- Clear agency ROI (time saved, margin protection)
- Repeat usage across multiple projects



What We Measure (First 90 days)

- Retention & usage per team
- Gross margin per execution run
- CAC signal via agency-led distribution





We're passionate about our business and invite interested investors to get in touch to discuss further partnerships.

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A full business plan is available on request.

