

Motus Pitch Deck V1

The Computer Was Built for Humans.

We're Building the AI That Operates It.

Tell it what you want done.

Motus figures out how to do it.

From intent → execution → verification.

1. The Computer Still needs a Human

Computers were supposed to make work easier.

Instead, modern work means constantly operating them:

Find → Click → Copy → Paste → Switch → Search → Type → Check → Repeat.

Files are everywhere.

Work is scattered across applications.

Information lives across browsers, documents, messages, terminals and spreadsheets.

AI made computers better at thinking.

But humans are still doing the operating.

2. The missing Layer

AI can write the email.

But it doesn't send it.

AI can find the answer.

But it doesn't put it where you need it.

AI can write the code.

But it doesn't always fix the project and verify the build.

AI can tell you what to do.

The computer still waits for you.

We believe the next breakthrough isn't another AI that talks to your computer.

It's AI that operates it.

3. Meet Motus

Motus is an autonomous computer-use agent.

You don't tell Motus which buttons to press.

You tell it what you want accomplished.

“Find the contract Sarah sent me last month, read it, summarize the termination terms, and save the summary in my Legal folder.”

Motus determines the path.

It searches.

Reads.

Navigates.

Acts.

Verifies.

Reports back.

You provide the intent. Motus handles the computer.

4. What Motus can actually do

Motus operates across the entire computer:

Applications

Slack · Mail · Notes · Calendar · Spotify · VS Code · Finder · and more.

Files

Search · read · create · modify · move · rename · organize.

Web

Research · navigate · extract · compare · complete tasks.

Development

Inspect code · modify files · run commands · test · debug.

System

Launch · switch · control · configure · automate.

Screen

Understand what is visible when native computer state isn't enough.

One agent. One computer. No workflow-building required.

5. This is what delegation looks like

"Motus, research my top five competitors and put their pricing, positioning and key differences into a spreadsheet on my Desktop."

Motus:

Researches the web.

Extracts the relevant information.

Creates the spreadsheet.

Structures the data.

Saves the file.

Verifies it exists and contains the expected information.

Then:

“Done. I created Competitor Analysis.xlsx with five competitors, pricing, positioning and key differences.”

The goal isn't automation.

The goal is delegation.

6. It doesn't get to say “done” without proof

Today's computer agents often execute an action and assume success.

Motus is built around a different rule:

An action is not success.

The verified outcome is success.

Every task follows:

Understand → Plan → Execute → Observe → Verify → Recover → Continue

If a button doesn't respond:

Retry.

If the expected state doesn't appear:

Reassess.

If multiple people match the request:

Ask.

If something genuinely fails:

Tell the user.

Motus should know the difference between “I tried” and “I succeeded.”

7. The real product is the operator

The breakthrough is giving a computer an outcome — and having an agent figure out the rest.

Opening Slack isn't impressive.

Searching a folder isn't impressive.

Creating a spreadsheet isn't impressive.

Doing all of them together, autonomously, from one sentence is.

Motus turns:

Intent

into

Planning

into

Computer actions

into

Verified work.

That is the product.

8. Why NOW

Three things have converged:

Reasoning

AI can understand increasingly complex objectives.

Perception

Models can understand screens, documents and interfaces.

Execution

Operating systems expose powerful native APIs, accessibility layers, scripting and local compute.

For the first time, the ingredients exist to build something fundamentally different.

The missing piece is the operator.

9. Business Model

Paid desktop AI with usage built in.

Suggested launch pricing:

Free: limited local actions and demos

Pro: \$20/month for personal productivity

Power: \$49/month for heavier execution and coding tasks

Team later: shared workflows, admin controls, team memory, approvals

BYOK can come later, but the first version should feel simple: install Motus, speak or type, get work done.

10. Current Status

We built the product. Now we're putting it in users' hands.

Product

- Working macOS desktop application
- Voice-first interaction with continuous conversation
- Native macOS computer control
- Screen perception + Accessibility-based UI understanding
- Cross-application execution
- Filesystem and Terminal control
- Web research and browser interaction
- Multi-step task execution

- Native capability bridge for more reliable execution
- Task verification and recovery architecture in development

Infrastructure

- Production backend and deployment infrastructure
- Dynamic model routing for different task types
- Native Swift execution layer alongside Electron
- Designed for fast, low-cost inference
- Usage/cost controls built around per-task economics

Launch

- Product is feature-complete enough for controlled beta
- Website and positioning are live
- Demo experience prepared
- Currently preparing initial user rollout

check it out at: <https://heymotus.com>

Our next milestone after raising.

100 serious beta users

We will measure:

Task completion rate → Cost per task → Retention → Tasks/user → Time saved

We're not trying to prove that people can talk to Motus. We're proving that they'll trust it with real work.

11. Early Adopters

Motus starts with people who already spend their lives on computers.

Developers

"Find the failing test, fix the bug and verify the build."

Founders

"Research these companies and prepare the competitive analysis."

Operators

"Clean up these files and organize them into the right folders."

Researchers

"Find the latest research, compare the findings and create a report."

Power users

"Handle everything I need to get done this afternoon."

The profession doesn't matter.

The computer does.

12. Competition

Everyone is racing toward agents. Motus starts where the work actually happens.

ChatGPT / Claude: strong reasoning, weak native desktop execution

Browser agents: useful online, limited outside the browser

Zapier-style automation: powerful, but setup-heavy and integration-bound

Apple/Siri: native surface, shallow autonomous execution

RPA tools: enterprise-heavy, not personal and conversational

Motus combines natural language, native Mac control, screen context, and verified task completion.

13. Team

Two brothers building the computer operator they wanted for themselves.

Moyo Alabi — Co-Founder

20 · Mathematics, Final Year

Backend Engineer at Topship Africa, a YC-backed company.

Bolu Alabi — Co-Founder

18 · Mathematics

Software Engineer.

Together, we built Motus end-to-end:

Desktop application · Native macOS control layer · AI execution engine · Voice interface · Computer perception · Website

No outsourced engineering. No off-the-shelf automation product stitched together.

A young, deeply technical founding team obsessed with making computers work for people.

14. The Ask

THE COMPUTER WAS BUILT TO WORK FOR US.

WE'RE TEACHING IT HOW.

Motus

From human intent to completed work.

We're raising \$25K to launch Motus to our first serious users, prove reliable computer-use at scale, and establish the foundation for the AI operator of the computer.

\$25K PRE-SEED / ANGEL SAFE

\$10K — First close

\$5K — Minimum check

USE OF FUNDS

	\$10K First Close	\$25K Round
Product & Engineering	\$4,000	\$10,000
AI / API Infrastructure	\$1,500	\$4,000
U.S. Market & GTM	\$2,000	\$5,000
Cloud & Software	\$1,000	\$2,500
Legal & Company Setup	\$1,000	\$2,000
Contingency	\$500	\$1,500
TOTAL	\$10,000	\$25,000

THE MILESTONE

Launch → 100 serious users → measure task completion → prove retention & unit economics → raise the next round.

The goal isn't to build another AI assistant.

It's to build the layer that lets people stop operating their computers themselves.

15. The path to \$1m ARR

We don't need millions of users to build a meaningful business.

Motus is built around a simple model:

Users pay for autonomous computer work.

We optimize inference cost behind the scenes.

INITIAL REVENUE MODEL

~\$30 average monthly revenue per paying user

Paying Users	Monthly Revenue	Annualized Revenue
100	\$3K	\$36K

Paying Users	Monthly Revenue	Annualized Revenue
500	\$15K	\$180K
1,000	\$30K	\$360K
2,000	\$60K	\$720K
2,778	\$83K	~\$1M ARR

THE ECONOMIC ENGINE

Subscription revenue → Usage-based limits → Dynamic model routing → Native execution reduces unnecessary inference → Cost per completed task becomes the key optimization metric

WHAT WE NEED TO PROVE

100 users

→ Do people delegate real work?

500 users

→ Do they come back?

1,000+ users

→ Can we maintain strong margins as usage grows?

2,778 paying users

→ ~\$1M ARR

OUR FIRST OBJECTIVE

We're not forecasting that we'll magically reach \$1M.

We're raising \$25K to prove the first step of the equation.

100 users. Real tasks. Real usage. Real retention. Real unit economics.

All revenue figures are internal projections and will be validated during beta.