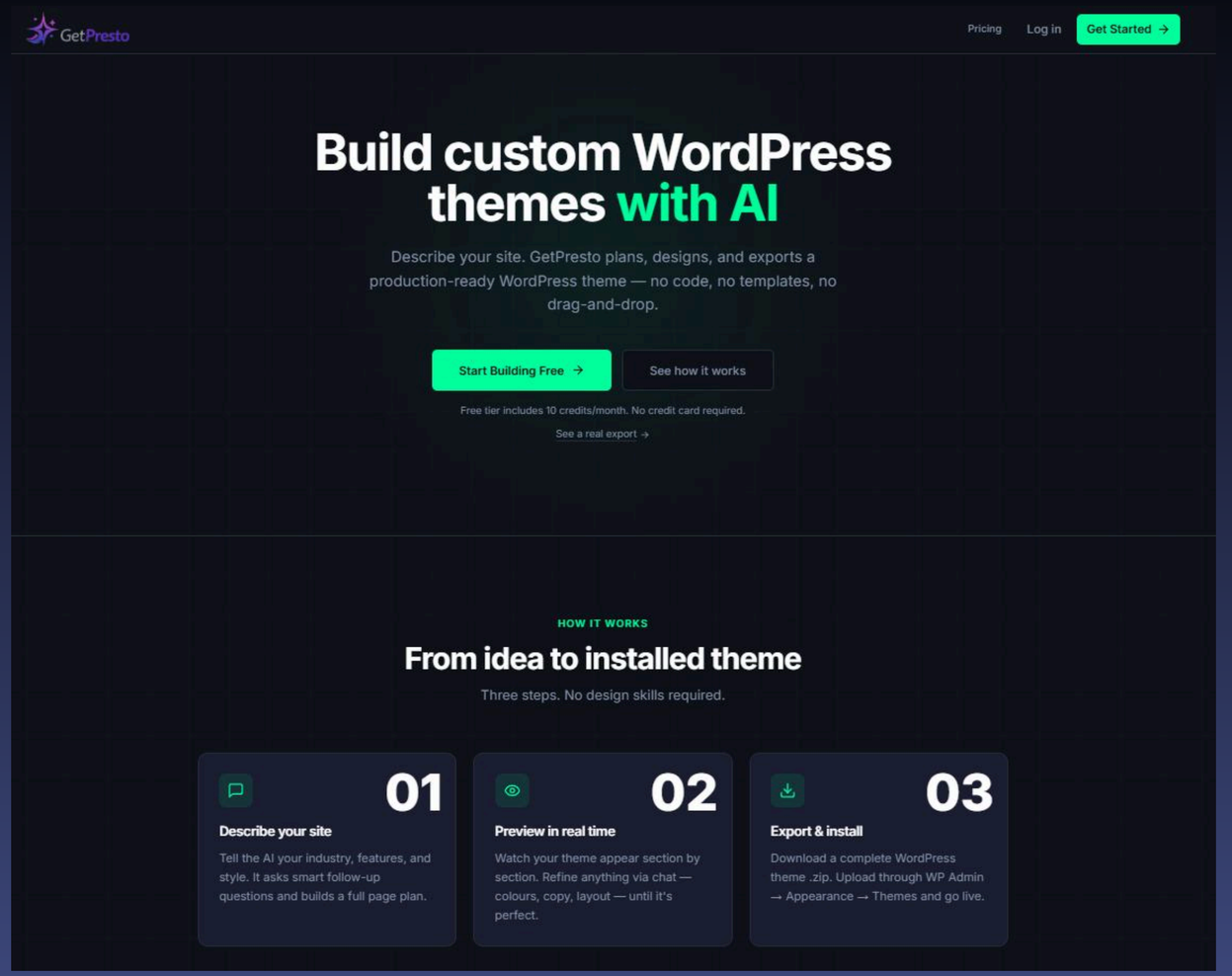
GetPresto

A complete WordPress site from one sentence, in 90 seconds

getpresto.dev

Damian Coleman & Jon Adams
October 2026



GetPresto

Executive Summary

MARKET SCALE

>40%

of the web runs on WordPress

PRODUCT

3x Sites / 90 secs

One brief = 3x distinct block themes

WEDGE CUSTOMER

Agencies

They are willing to pay for recurring tool fees

Traction & Economics

140+ signups - 1x paying customer
7 page site (28 credits) costs us ~$1.10
~85% margin on AI cost

Raise & Runway

€250k-€300k
Equity Round · €1.75m Pre-money
12 months ~$16.5k MRR - Seed trigger

GetPresto

The problem:

The biggest CMS on the web missed the AI moment

1

Days burned per site

10-40 hours of repetitive setup, not creative work

2

AI Builders abandon WordPress

Lovable/Framer/Replit force a full ecosystem exit; no WordPress export

3

WP-native tools stop at shells

Elementor/10Web/Shuffle make fragments; the agency still builds the site

Result:

Professionals building >40% of the web have no AI-native tool that outputs what they actually deliver

(W3Techs usage survey)

GetPresto

The solution:

~~The biggest CMS on the web missed the AI moment~~

1

~~Days burned per site~~

Complete site in 90 seconds

3x variants from one sentence

2

~~AI Builders abandon WordPress~~

Standard, exportable block themes

Installs on any host, zero lock-in, client owns the code

3

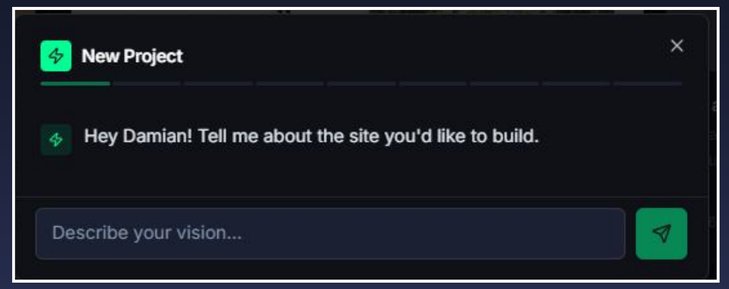
~~WP-native tools stop at shells~~

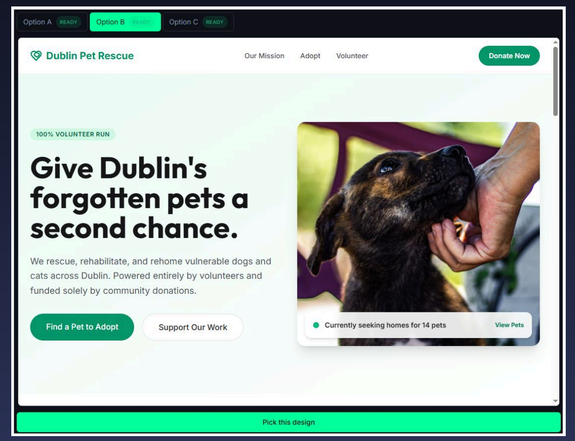
Complete sites

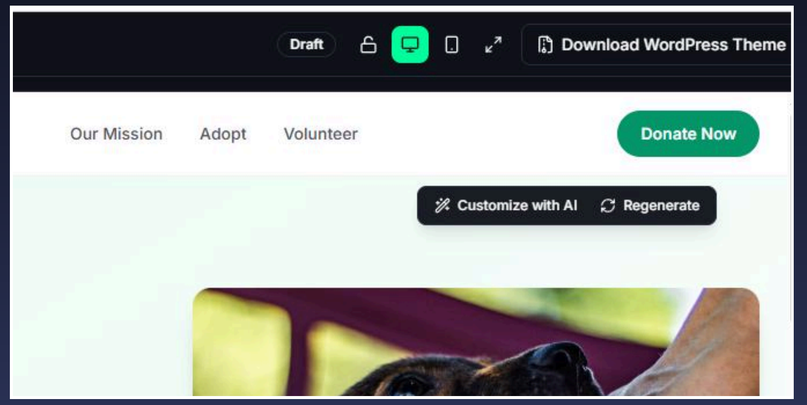
Navigation, pages, scaffolding; not fragments

GetPresto: AI that works for the people who build the WordPress web

One Sentence In - 3 Sites Out







Describe

One sentence about the business.

That’s the whole brief!

Choose from 3

~90 seconds later.

Choose from 3x variant homepages with real structure

Refine & Export

Refine each section, then export a standard WordPress theme or Elementor templates

Traction

Launched July 8 · billing live Aug 15 · first revenue Aug 20

GetPresto

Sign Ups

130+

Founder-led outreach

Activation

~69%

Sign up → build

AI cost margin

~85%

$1.10 cost / site

FIRST PAYING CUSTOMER - AUG 20

Full funnel proven in production

- Free credits used → hit the limit → paid → built again → exported

“Modern, polished, professionally put together”

-WordPress specialist agency, post demo email

Why now?

GetPresto

Maturity

Block themes matured, this product was impossible 3 years ago

Consistency

Models can now keep a whole site consistent and coherent

NOW
2026

Cost

Complete site now ~$1.10 & falling with every model release

Demand

Agencies already paying $24+pm for shells alone

Market Opportunity

GetPresto

~125,000
Est. professional WP agencies & freelancers

x

$49/mo
Realistic tool spend

x

12
Months

=

~$75m / yr
SAM, range $35m-$150m

26% of WordPress users build for clients (wordpress.org survey)
78% are solo/small teams (Cloudlinux / WebPros 2026)

THE BUYER ALREADY PAYS

$85m - $100m - Elementor alone, for layout tooling (est.)

Est 2-3m+ paying Pro sites (Growjo/Zoominfo estimates, 2026)

Where this market is going:

$6.4B → $9.3B by 2030
Website-builder software, ~10% CAGR
AI powered design named a top growth driver (The Business Research Company, 2026)

Competitive Landscape

GetPresto

	LOCKED IN	WORDPRESS NATIVE
COMPLETE	Lovable · Framer Complete, fast, but leaves WP forever	**GetPresto** Native Elementor & block themes Field editor for safe client edits Also here: PressMeGPT. Elementor export is raw HTML
HALF BUILT	(nothing) A locked in fragment has no buyer	Elementor · 10Web · Shuffle · Oxygen WP native but stop at the layout The agency still builds the site

Business Model & Unit Economics

Credit based subscriptions at ~85% margin on AI cost

STARTER
$29 / mo

100 credits
~4 sites
For freelancers

Pro
$79 / mo

300 credits
~10 sites
Small agencies

AGENCY
$149 / mo

700 credits
~25 sites
High volume

~$1.10

Our cost to build a site

→

~$7

Our sale price in credits

→

~85%

Margin on AI cost (invoice verified)

Financial Projections

The 3 year trajectory in one line

	2027	2028	2029
Paying accounts	300	1,500	4,500
x blended ARPU/mo	$55	$55	$55
MRR (year end)	~$16.5k	~$82.5k	~$247.5k
ARR run rate	~$198k	~$990k	~$3m

Paying accounts × $55 blended monthly ARPU (60% Starter / 30% Pro / 10% Agency, from tier pricing on prior slide). Year-end run-rate

Roadmap

Launched July 2026 - First paying customer in August

Q3 ‘26

Product

- Billing live ✓
- Plugin hardening ✓

Team

- Founders part-time

Growth

- First paid subscribers

Q4 ‘26

Product

- Site-type expansion

Team

- Ltd formed
- Angel round closes

Growth

- Cold calling starts
- Agency pilots
- Studio content

Q1 ‘27

Product

- Site/content import

Team

- Both founders full time

Growth

- 10 customers
- Case studies

Q2 ‘27

Product

- AI conversation refine

Team

- Still just 2 FT founders

Growth

- 100 customers
- Paid channel tests

Q3 & Q4 ‘27

Product

- Hosting beta

Team

- Seed round
- First engineer

Growth

- ~$16.5k MRR ≈ 300 accounts

Go To Market

WHO?
Solo operators and teams under 10, running dozens to hundreds of client sites

NOW

140+ signups via this motion

RAISE

Today - Founder led

90 sec cold video demos in the agency's own niche
DMs and WP community group posts

Post raise - scaled

Both founders FT on agency calls
Batch studio content
WordCamp & WP media
Paid channels with CAC thresholds and kill dates

Team



Damian Coleman

Product eng · Operations · UX

7yr B2B SaaS Customer Success · Former Apple

WooCommerce agency experience



Jon Adams

GTM · Sales

Career sales operator across multiple industries · Digital marketing · Social media

Full time post raise

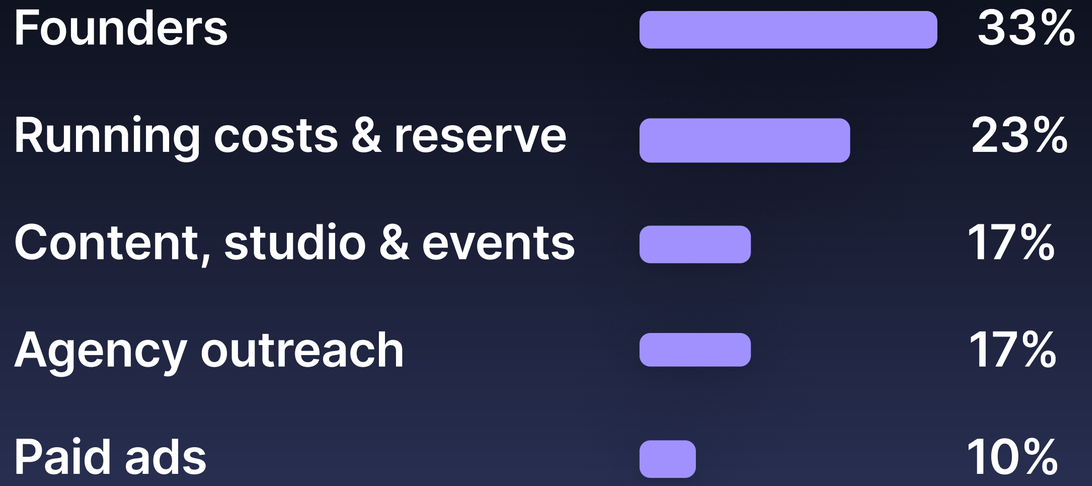
GetPresto

The ask

€250k to €300k

Equity round · €1.75m pre-money

Use of funds



What it buys

10 Agencies
First customers

→

100 Accounts
Channels proven

→

~$16.5k MRR
300 accounts

→

Seed round
First engineer hire

GetPresto

Try the output yourself

Download a live export and install it on any WordPress site in two minutes

Or ask us to build one live!

getpresto.dev · info@getpresto.dev