

Starko



Podgorica, Montenegro

We are building an autonomous product operations platform that enables products to learn from its customers and improve itself.



Stefan Vukmanović
CEO



stefan@starko.one



www.starko.one



linkedin.com/company/starko-one/

THE ASK

€300K

SAFE
€1.5M pre-money valuation



Approximately 18 months of runway.
Sales and distribution; autonomous agent factory and product infrastructure; selective engineering and commercial team expansion.
Goal: ~€600K ARR, repeatable growth and expansion beyond the initial market.

MARKET OPPORTUNITY

MARKET BASE

442,817

Software firms in 168 countries. A conservative floor, excluding other industries.

ANNUAL SAM

~€2.7B

At a working annual customer value of ~€6,000, before other industries building their own products.

NEAR-TERM SOM

~€600K

ARR from the first ~100 customers: about 0.02% of the conservative global base.

THE PROBLEM



Customer feedback gets stuck.

Products do not learn from customers on their own. People still interpret feedback, prioritize requests and turn it into working software.



Faster code is not enough.

Coding agents need to be told what to build and why. Valuable feedback stays between support, product and development while bugs and requests pile up.



Software creation is accelerating.

Starko's deck cites +107% monthly GitHub commits in four months and ~100% more new App Store apps, with only 2% more downloads.

THE SOLUTION



Customer context to product action.

The autonomous product operations platform continuously takes in customer and product context, then determines what action is needed.



A factory around the coding agents.

Starko provides context, orchestration and decision-making, then delegates implementation to specialized AI agents such as Claude Code or Codex.



Verified work, ready to merge.

Context, autonomous execution and verification form one continuous system. Concrete product improvements are ready for engineering teams to review and merge.

BUSINESS MODEL



Usage-based fees

Customers pay for each successfully merged pull request. Starko earns when its work is accepted and merged.



B2B software

B2B SaaS, ERP and other established providers with active customers and engineering teams.



Developer-led growth

Founder-led sales, partnerships and Starko Circles: developer meetups, events and community engagement.

NOTEWORTHY MILESTONES

- Traction** ~\$10K MRR in four months; 162 active workspaces, 388 active users; 233,000 end users served.
- Partners** Deutsche Telekom ICT partner pool for reselling; PANTHEON / Datalab partnership in Montenegro.
- Loyal VC** €10K investment for 0.67%.
- Grants** €30K Innovation Fund + €5K City of Podgorica; additional €200K innovation grant applied for.
- Product** Live customer environments: issues resolved and improvements generated for engineering review.
- Programs** Selected for BoostMeUp and Founder Games.

KEY PERFORMANCE INDICATORS

KPIs	Year 1	Year 2	Year 3
Revenue	€140,000	€500,000	€2,000,000
# of Customers	30	100	1,000
# of Employees	4	7	15
Merged PRs	65%	85%	95%

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.