DARK FACTORY

Trusted, governed AI-native delivery for production software systems

From scoped intent to evidence-backed change across one repo, then many.

Trusted delivery control plane

Pre-seed pitch deck

THE PROBLEM

AI made generation cheap. Trust is now the bottleneck.

Code is easier to produce than ever. The hard part is shipping changes teams can explain, validate, and govern.

- More AI output means more review congestion at PR level
- Low visibility into why a change happened and what constraints shaped it
- Context disappears across prompts, runs, and artefacts
- Governance weakens as repos, teams, and surfaces multiply
- Model, token, time, and cost trade-offs remain largely invisible

Delivery breaks at the last mile.

WHY NOW

The bottleneck has shifted from generation to governed delivery.

As AI output rises, teams feel new pressure in review, repeatability, context, and coordination.

Review

Repeatability

Context

Governance

Teams no longer need just AI that writes code. They need a controlled system that ships safely into production.

MARKET PULL

AI-assisted delivery is scaling faster than trust.

Adoption is real. Trust is lagging. Budgets are forming around the control layer.

Adoption is already here

GitHub Copilot
20M+ users
90% Fortune 100

Trust is lagging

Developers who trust
AI output
29%

Budgets are forming

AI code tools
$4.86B in 2023

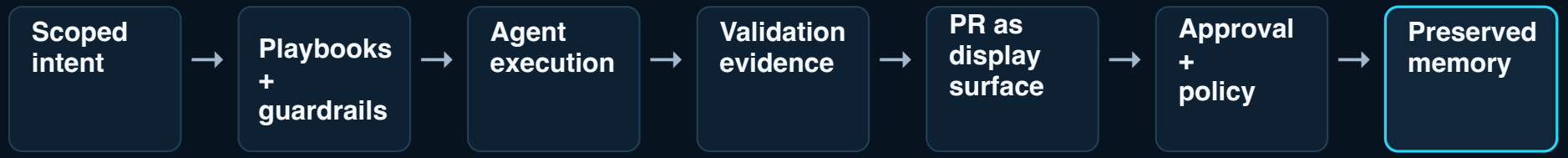
AI governance
>$1B by 2030

Dark Factory sits where these trends meet: the execution, evidence, and governance layer for AI-assisted change.

CORE INSIGHT

Move trust creation left of the pull request.

Dark Factory gives each change a governed path from scoped intent to validated outcome.



The PR stops being where trust is invented. It becomes where trust is displayed.

PRODUCT

Dark Factory is the execution, evidence, and governance layer for AI-assisted delivery

One system to scope work, run agents, prove outcomes, and retain delivery memory.

Control surface
CLI, prompts, acceptance criteria, playbooks, factory lanes

Execution layer
agent runs, repo changes, tests, remote execution

Trust layer
evidence, approvals, telemetry, audit trail, policy

First wedge: governed delivery in one repo or one factory lane.

WHY THIS COMPOUNDS

The product and production system improve together.

Each real delivery captures evidence, patterns, and feedback that improve the system itself.

- Evidence from each run
- Reusable delivery patterns
- Operational feedback loops
- Validated decisions retained
- Future work shaped by memory

Faster future delivery
Less rediscovery. More repeatability.

Lower delivery risk
Evidence, constraints, and prior decisions stay attached.

Optimisation through use
Telemetry and outcomes become reusable operating knowledge.

Each shipped slice strengthens the system behind the product.

PROOF

Live delivery proof exists today

Key parts of the model are already operating in practice.

Engineering factory workflow
real delivery in use

Prompt / run / evidence trail
traceable by change

PR-level reporting
human-readable proof

Model, reasoning, token, time, and cost
telemetry built in

Early remote repo proof
beyond local coding

Cross-functional handoff proof
early workflow extension

CLI-first operator flow
real control surface

This is not just theory. The operating model has already been pressure-tested.

PROOF SURFACE

Explore shows the model working in public

Explore makes the operating model inspectable, not just pitchable.

What Explore makes visible

- **Scoped prompts**
  intent + boundaries
- **Run logs**
  what the agents did
- **Validation proof**
  tests, checks, status
- **Operator workflows**
  CLI and agent-facing paths
- **Supporting docs**
  pitch deck + one-pagers

Dark Factory is the company. Explore is the proof surface.

INITIAL WEDGE

Start with one factory lane where unsafe change is expensive

Dark Factory lands where teams already use AI tools but still need trust, traceability, and faster review.

Startup engineering teams
new builds, fast cycles, multiple repos

Platform / product teams
one bounded lane such as API, dashboard, or internal ops

Consultancies / delivery partners
governed change across client environments

- Reduce PR congestion by building trust earlier
- Preserve delivery context instead of losing it after merge
- Prove outcomes with evidence, not reconstruction

Early buyer: engineering leaders responsible for delivery quality.

ROUTES TO MARKET

Services-led entry, productised lane, software expansion

Dark Factory can enter in three ways, with one underlying operating model.

Greenfield teams

Build Dark Factory-native from day one

- new products
- faster feedback loops
- governance embedded from the start

Factory lanes inside existing estates

Inject one governed lane and expand as adjacent work changes

- API
- customer dashboard
- internal ops

Modernisation path

Rebuild a cleaner engine and validate against live legacy behaviour

- greenfield in the middle
- parity at the edges

Start with one lane. Expand into shared governance, memory, and orchestration.

SCALE THESIS

Shared governance. Local playbooks. Federated expansion.

Value compounds as Dark Factory moves from one repo to many systems.

Web app

local playbooks
local validation

Mobile app

local playbooks
local validation

API / services

local playbooks
local validation

Monolith / legacy

local playbooks
local validation

Shared governance

policy, telemetry, retained delivery memory, orchestration

Each lane adds reusable evidence, patterns, and operating knowledge to the system.

MARKET LANDSCAPE

The market is starting to attack the symptoms. Dark Factory targets the operating layer underneath.

Most players focus on one slice: generation, review, or governance.

Generation tools

GitHub Copilot
Cursor
Augment

Focus
code generation
local acceleration

Review / governance tools

Qodo
Greptile
Softcat

Focus
review, controls, governance

Dark Factory

Execution + validation evidence + policy delivery memory

Focus
the operating layer

PR bottlenecks, drift, and governance friction are symptoms. Dark Factory tackles the system underneath them.

BUSINESS MODEL

Productised delivery system with services-led adoption

First money comes from high-trust delivery lanes. Software revenue expands as usage and governance deepen.

Design partner / services engagements
stand up the first Dark Factory lane

Managed factory lane subscription
repeatable operating model with reporting and governance

Software + usage + governance tiers
CLI, orchestration, telemetry, policy, memory

Land with one lane. Expand with telemetry, policy, memory, and orchestration.

FOUNDER FIT

Johnny Butler

Technical founder with direct delivery proof, strong operator empathy, and a clear product thesis.

- Deep experience in startup and scale-up systems
- Built real commercial and operational platforms
- Developed Dark Factory through live delivery work
- Built Explore as the public proof surface
- Hundreds of hours of live factory practice informing the model
- Strong point of view on trust, memory, and agent-facing systems

Built inside the environment it is designed to govern.

ROADMAP

From working operating model to repeatable product and revenue

Today

- Engineering factory in real use
- Prompt / run / evidence trail
- Model / time / token telemetry
- Explore proof environment
- Early remote repo proof

Next 6 months

- Productise playbooks and factory lanes
- Stronger remote orchestration
- Telemetry-informed optimisation
- First design partners

Next 12 months

- Multi-repo and federated workflows
- Approval / governance controls
- First paid customers
- Adjacent cross-functional workflows

Live proof now. Commercial wedge next. Platform expansion after.

THE ASK

Raising £300k to £500k to prove the first repeatable commercial wedge

Use of funds: productise the control plane, land design partners, and turn live delivery proof into a repeatable product.

- Productise the remote control plane and CLI workflow
- Build playbooks, governance, memory, and telemetry layers
- Land and learn from early design partners
- Prove one repeatable lane, then expand across the estate

Dark Factory turns AI-assisted change into trusted, governed software delivery.