



## **From Design Review to AutoReview**

Three lessons learned along the way



2017

“This can’t be the way we design products”



Adam Keating  
CEO



Jeremy Andrews  
CTO

reflexion  STATOIL

ExxonMobil

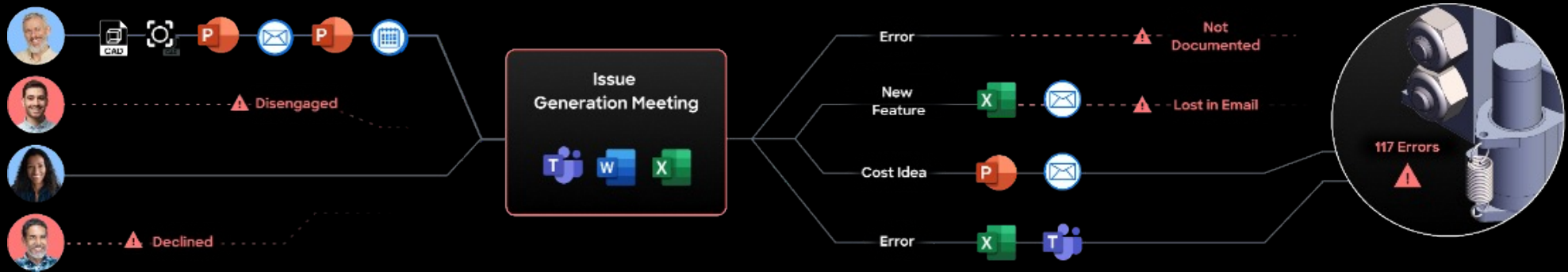


GENERAL  
DYNAMICS

ExxonMobil

STATUS QUO

# Reviews are slow and error prone – leading to missed deadlines or cutting corners



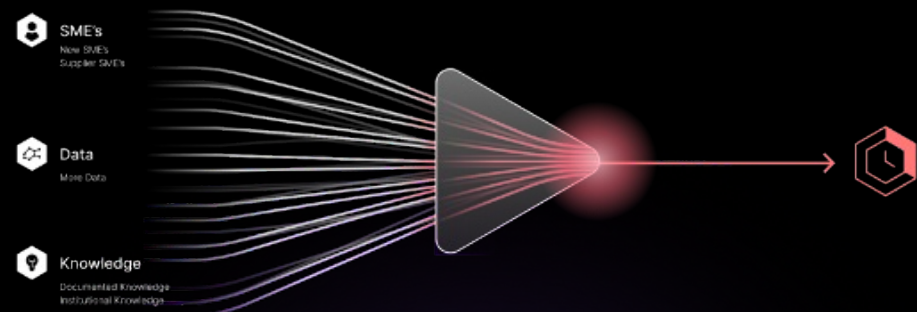
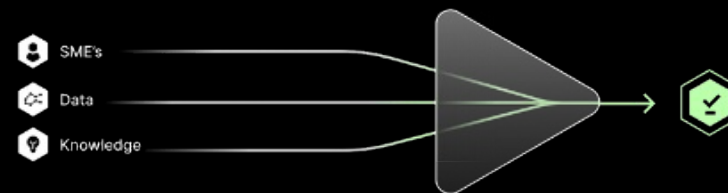
"Our most experienced people can't be in every review"

"We talked about it... but now I can't find it."

"We've seen this mistake before. We just didn't catch it this time."

Products and supply chains have gotten **more complex.**

Decision-making is now a bottleneck, forcing engineering teams to **slow down or cut corners.**



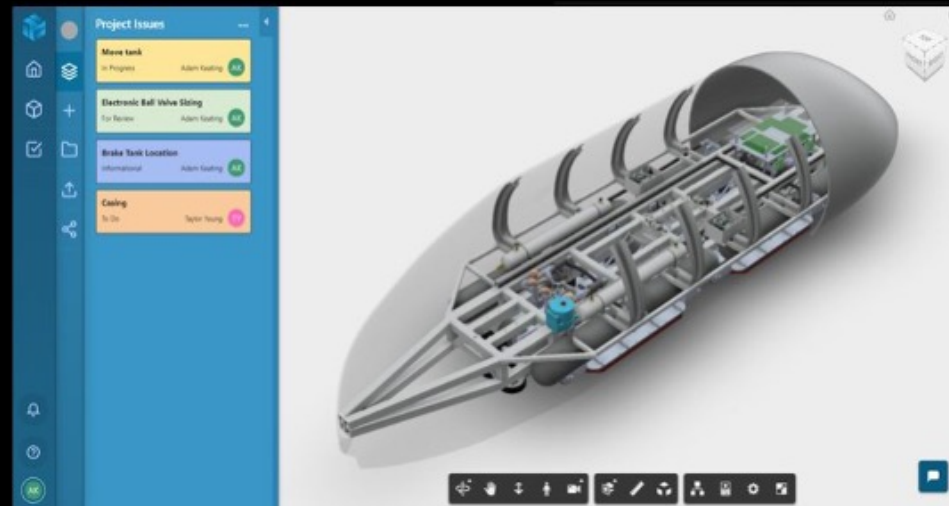
**#1. You need a problem worth solving**

## Y Combinator

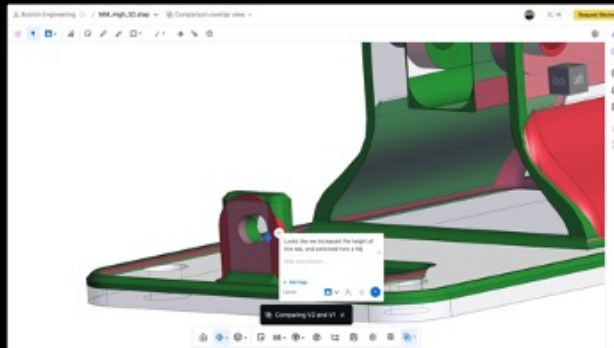
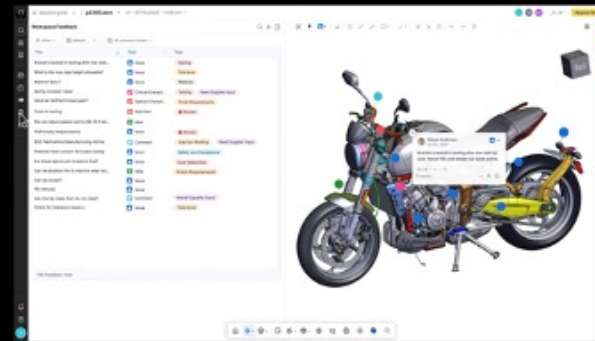
- ① Create Reviews
- ② Share Instantly With Team
- ③ Tag & Resolve Issues

2019

# CoLab's Design Engagement System Then



# CoLab's Design Engagement System Today



## CoLab Today

—  **200+**

Team members in R&D,  
Security, GTM, and Ops

—  **\$110M USD**

Raised from Insight, Intrepid, Y  
Combinator and other VCs

—  **1730%**

Growth in last 3 years

—  **#1 DES**

Global DES Leader

## Trusted by the world's largest engineering teams



## #2. It takes dedicated product focus

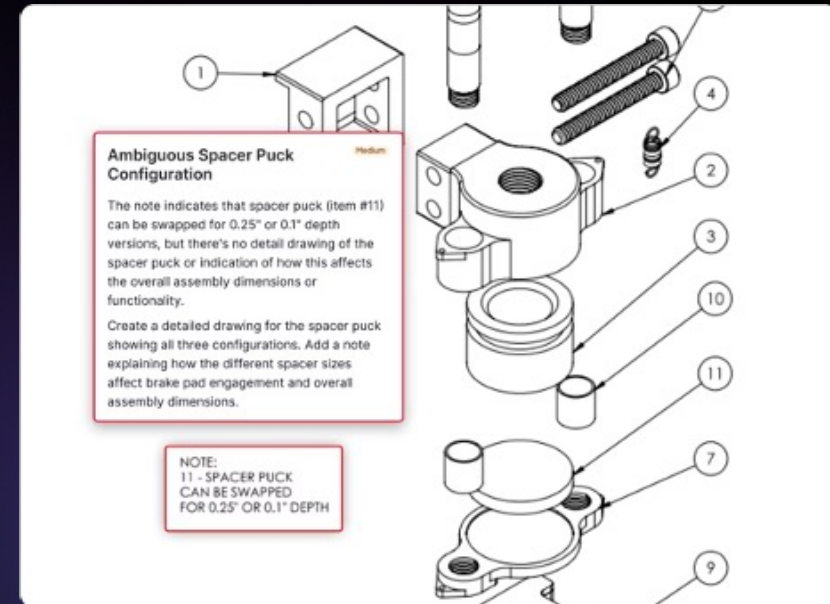
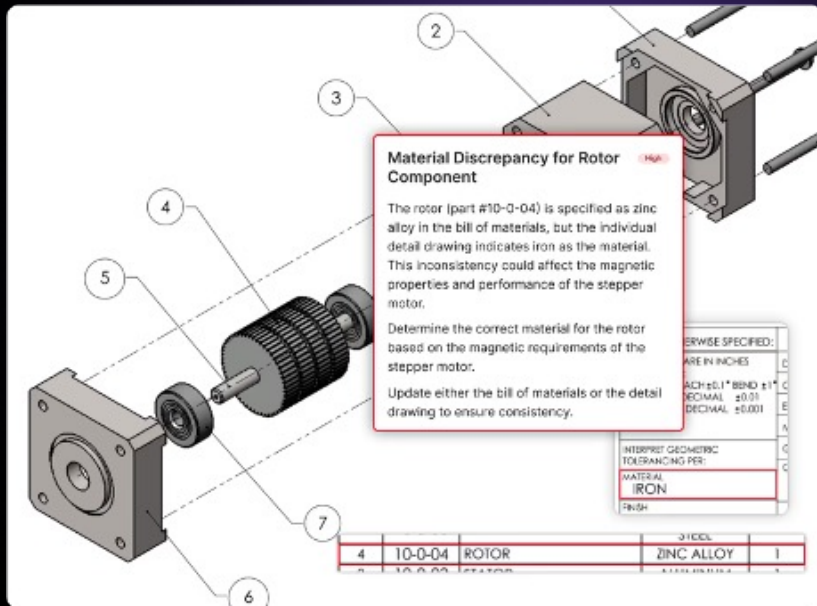


**56,000+ engineers**  
on the waitlist for AutoReview

# AutoReview ensures every drawing meets your standards

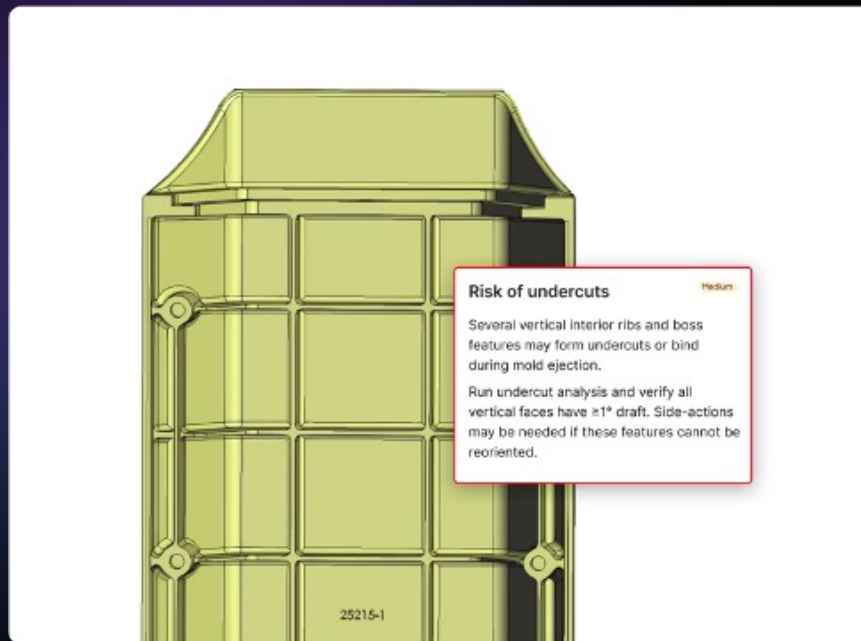
Find inconsistencies in technical data

Flag ambiguous or incomplete notes

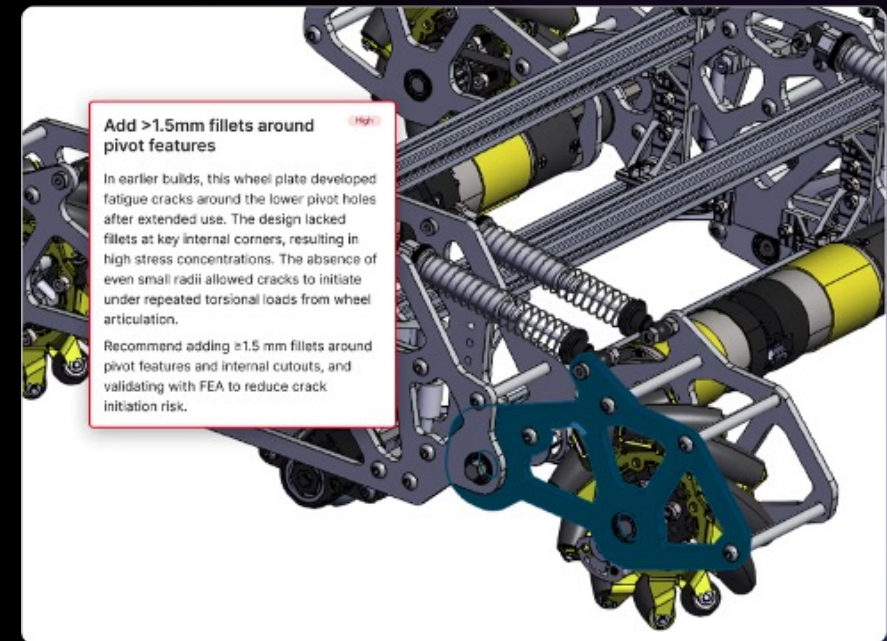


# AutoReview automatically finds DFM optimizations

Identify drivers of tooling complexity



Flag features that increase tool wear



# Another wave of transformation is coming.



**Today's workforce:**  
95-100% humans



**In 12-24 months:**  
2x+ capacity with  
humans + agents

# 47%

of engineering leaders say they have a 1-2 year window to adopt AI

**before AI-enabled competitors put them out of business.**

# #3. AI is about to change the whole game