

AI-driven production you can understand.

SOFTWARE · ADVERTISING · ARCHITECTURE

How Wivvies combines 20 years of human workflows with AI agents, and why standards, manifests and our own generators make the difference between a black box and a result you can maintain.



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20 years of moving with opportunity

Wivvies is a company that evolves. We have delivered internet video, architectural 3D and drawing work, and business software, each time moving to where the opportunity was.



INDONESIA

Video for the internet

Video content for the web, before YouTube was invented.



INDONESIA

3D and drawing services

Outsourced 3D models and drawings for the architectural sector in Denmark.



GERMANY

Software company

Back in Europe, building database applications for business.



BULGARIA · LAST 5 YEARS

AI-driven development

All three trades, now produced with AI agents.

What changed: AI grew up

When GPT-3 appeared in 2020, and ChatGPT in November 2022, we saw possibilities but not a serious part of our business. Six years later "the teenager" has grown into "a young ambitious man". AI now delivers serious results in every field we have worked in: programming, sales material and video, drawing and rendering, and translation across the language barriers between our employees and customers.

2023: the best AI model solved 1.96% of real GitHub issues (SWE-bench).

2025: leading AI agents solve about 80% of a verified set of such issues.

Since 2019: the length of tasks AI completes on its own has doubled about every 7 months, and faster since 2024 (METR).

Google, 2024: "more than a quarter of all new code at Google is generated by AI, then reviewed and accepted by engineers".

Our vision

A company with very few, well-trained employees who all have a stake in the company.

- Humans define standards, rules and project descriptions.
- AI agents do the rest.
- Every output follows structures we understand and can maintain.

Small teams are the new normal

Lovable passed USD 100M in yearly revenue with 45 employees. Shopify now asks teams to show why AI cannot do a job before they hire. Employee-owned firms lay off fewer people and close less often.

Why Varna, Bulgaria

EU + €

EU member since 2007, Schengen since 2024 and part of the euro area since 1 January 2026.

EUROPEAN UNION · ECB

60,000+

people work in Bulgaria's software sector; 87% of its revenue is exported.

BASSCOM VIA BTA, 2025

10%

flat corporate and personal income tax, keeping our costs and prices low.

PWC TAX SUMMARIES, 2026

Sources: GPT-3 paper (arXiv, 28 May 2020); SWE-bench (arXiv, 2023); "Coding Agents Have Converged" (arXiv, 2026); METR (2025, 2026); Alphabet Q3 2024 earnings remarks; TechCrunch (23 Jul 2025); Fortune (8 Apr 2025); NCEO / Rutgers, key studies on employee ownership; European Union, Bulgaria country profile; ECB (1 Jan 2026); BTA (9 Dec 2025); PwC Tax Summaries, Bulgaria.

AI only works when it is instructed correctly

Even the best human worker will not achieve great results without a well-defined target and a set of standards to work within. The same is true for an AI agent.

1 • Instructions

Short, precise instructions written by people. Rules that must always hold are enforced by generators, tests and checks, not left to a prompt.

Anthropic: "Think of Claude as a brilliant but new employee who lacks context on your norms and workflows."

41-87% failure rates in seven multi-agent systems; disobeying the task specification is a top cause (UC Berkeley, 2025).

2 • Structures

AI agents produce files very fast. Without standards for names and locations, the result is chaos and nothing gets reused.

The construction industry solved this with **ISO 19650**: every file gets a unique name built from agreed fields.

2021-SYM-22-03-DR-S-0001

18% of marketing assets are never used, mostly because they are hard to find (Frontify / Statista).

3 • Predictable output

Free-form AI output is produced faster than anyone reviews it, and the same request can give a different answer each time.

Copy-pasted code rose from **8.3% to 12.3%**; refactoring fell from 25% to under 10% (GitClear, 2020-2024).

About **half** of AI code changes that pass automated tests would be rejected by maintainers (METR, 2026).

95%

of organisations got zero return from generative AI pilots. Failures came from brittle workflows, not model quality.

MIT NANDA, 2025

3x

AI high performers are almost three times as likely to redesign their workflows.

MCKINSEY, STATE OF AI 2025

40%+

of agentic AI projects are expected to be cancelled by the end of 2027.

GARTNER, 2025

"AI doesn't fix a team; it amplifies what's already there."

Google DORA report, 2025

This is why Wivvies is pleased that we have already worked in several industries, taken "the beatings" and written standard procedures and rules based on human workflows. They are now the instructions our AI agents work within. We also make sure agents never work only within their own output: every result has to fit the whole project.

From description to running system

We have already created a standard for defining software projects. You work in a web interface that feels like any other business application, and the AI takes over from there.

- 1 Description**
 You describe the software in plain language through user entry forms.
- 2 Questioning**
 The AI asks multiple-choice or text questions back, only where the description is unclear, until it has enough to build a reasonable project.
- 3 Manifests**
 An AI agent generates manifests: tables, indexes, relations, forms, reports and security setup. You review and change them. They are the demand specification.
- 4 Software generation**
 The manifests run through code generators that Wivvies has predefined. The code is predictable, not created inside an AI model nobody can control.
- 5 Unit tests**
 Standard unit tests run after development as an insurance policy, including after handwritten adjustments.
- 6 Documentation and manuals**
 System documentation comes from the manifests. AI-controlled user roles walk through the interface, take screenshots and write the user manuals.
- 7 Deployment**
 Web servers, databases, backups, test data, source code and startup services are all set up automatically.
- 8 Maintenance**
 Your administrator, not a programmer, maintains tables, queries, lists, forms and automations.

ILLUSTRATIVE MANIFEST EXCERPT

```
table: customer
  fields:
    name      text      required
    email     email     unique
    country   code      iso_3166
  indexes: [email]
relation: customer 1-n order
form: customer_edit
  roles: [admin, sales]
automation: on_save order
  # send confirmation email
```

Why we can debug at 3 AM

When "all hell breaks loose" in production, we can find the error ourselves, because we know the structure. That is the weakness of end-to-end AI-created software: the output becomes "black box magic", and when it breaks in production it is too late.

Fixing a problem after delivery is often **up to 100 times** more expensive than in requirements and design (Boehm & Basili).

Asking clarifying questions only where a request is unclear **significantly improves** AI accuracy (CLAM, ICML 2023).

Meta's AI-generated unit tests: **73%** of recommendations accepted for production.

What you receive

Database application

Tables, indexes, relations and security from the manifests.

API and MCP

A full API, plus an MCP interface so AI assistants can work with your data.

Web and mobile

Front ends to control the information in the application.

Docs and videos

System documentation and user manuals as PDF, and how-to videos.

The industry is moving our way

Free-form "vibe coding" is fast, but hard to trust. The largest players now promote the same principle Wivvies builds on: define the intent first, then generate.

GitHub Spec Kit, 2025

"We're moving from 'code is the source of truth' to 'intent is the source of truth'." Specify, plan, break into tasks, then implement.

AWS Kiro, 2025

Requirements, a design with database schemas and API endpoints, and ordered tasks, all before any code. "What assumptions did the model make?"

Model-driven engineering

Code generators "encode architectural rules, constraints, and patterns", which "puts more control into the hands of architects" (IEEE Software).

45%

of coding tasks where AI chose the insecure option. Generated code follows patterns we have secured once.

VERACODE, 2025

-7.2%

delivery stability as AI adoption grows, unless strong testing and control systems are in place.

GOOGLE DORA, 2024

100%

schema adherence when AI output is forced to follow a JSON schema, against under 40% before.

OPENAI, 2024

One stack, fully automated

Every project runs on the same stack, so we can automate everything from server setup to backups. Each part leads, or is the fastest riser in, its category.

PostgreSQL

55.6%

The most used database among developers (Stack Overflow 2025).

Python FastAPI

38%

The most used Python web framework (JetBrains 2024), up from 21% in 2021.

HTML + HTMX

#1

Rising front-end framework in JavaScript Rising Stars 2024.

Ubuntu Linux

#1

The leading identified Linux distribution for websites (W3Techs 2026).



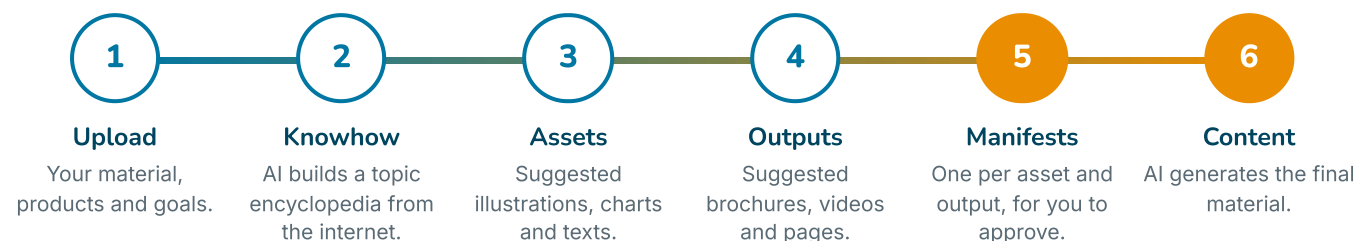
Empowering your administrator

Table definitions, queries, list setups, forms and automations triggered by buttons, saves or deletes are defined by your administrator, on purpose. It avoids expensive programmer intervention. Gartner expected 70% of new enterprise applications to use low-code or no-code technologies by 2025.

Sources: GitHub blog, spec-driven development (2 Sep 2025); Kiro, "Introducing Kiro" (14 Jul 2025); Whittle et al., "The State of Practice in Model-Driven Engineering", IEEE Software (2014); Veracode (2025); Google Cloud, 2024 DORA report; OpenAI Structured Outputs via PureAI (7 Aug 2024); Stack Overflow Developer Survey 2025; JetBrains Python Developers Survey 2024; JavaScript Rising Stars 2024; W3Techs (Oct 2026); Gartner via ServiceNow (2021).

A small advertising company, powered by AI

We use our own software platform to run media projects the same way as software: in a web interface where you upload existing material and describe what you want to achieve.



What we deliver



Each asset is made once and reused across every output it belongs to, in Danish, German, French and English.

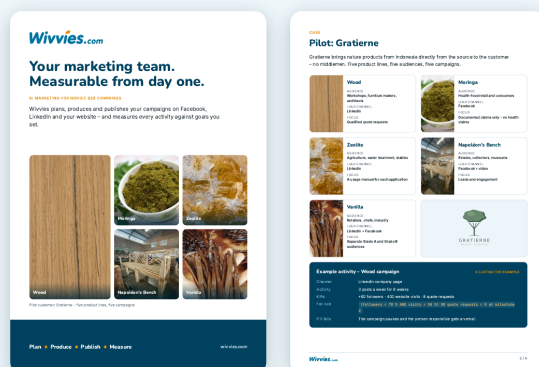
Kalshi, 2025: a 30-second TV ad made with Google Veo 3 by one creator in two days, for under USD 2,000 in AI costs.

75% of marketing organisations use AI; only **4%** of marketers let AI write entire pieces (Salesforce; HubSpot).

In the 2025 WMT translation benchmark, the best AI systems matched or beat human translations in most language pairs.

Example: Gratiernie pilot

A 4-page brochure for five product lines, produced with AI in Danish, English and German, with product cards and an example campaign activity with fail rules.



Responsible by design

- AI-made images, video and sound are marked as the EU AI Act (Article 50) requires from 2 August 2026.
- Manifests describe what to produce, not which model, so we switch provider when models are retired.
- Claims are checked against your facts and a "never say" list.

Back to our roots in 3D and drawing

For years we delivered 3D and drawing services to Danish architects. Now we bring that experience to AI, with the same flow as advertising and reusable 3D building blocks.

What we deliver

Interior renders

Exterior renders

Photomatching into real photos

Floorplans

Facade and elevation drawings

Detail drawings

Site plans for new sites

Reusable 3D components

Checked by a licensed professional

CAD drawings used for building are always checked by a licensed professional before they are issued. AI can produce them, but it cannot guarantee they comply with building codes, and the liability for AI-made drawings is not yet settled.



Illustration: a floorplan as a structured output, with named rooms, areas and dimensions that can be reused in renders and facades.

59%

of UK architecture practices use AI, up from 41% a year earlier.

RIBA AI REPORT, 2025

81%

of AEC professionals use AI at least monthly; accuracy is the top concern (45%).

UPCODES, 2026

2,000+

manufacturers share reusable BIM objects on BIMobject, used by the world's top 100 architecture firms.

BIMOBJECT

AI "will radically develop and augment the architect's role but not replace it."

RIBA AI Report 2025

Render tools such as Veras and D5 Render work from the architect's model, and image models with reference images make photomatching possible. Our structured approach ties it together: every room, component and material is named and reusable.

Why choose Wivvies



20 years, three industries

Video, architecture and software, delivered across languages and continents.



Standards from real workflows

Procedures and rules written after we "took the beatings" with human teams.



Predictable and maintainable

Manifests, our own generators and standard tests, not black box magic.



One shared interface

You and your customers follow every project in the same web interface.

How to get started



Tell us your project

Software, advertising or architecture: what you have and what you want to achieve.

Define it together

Description, AI questions and manifests that you review and approve.

Receive the results

AI agents produce, we check against our standards, and you stay in control.

Let's define your next project.

Company	Wivvies EEOD
Address	Varna City Park South, Vladislav Varnechic 267, Buhzur B, 8th Floor, Unit 35, 9009 Varna, Bulgaria
Phone	+359 876 44 1888
WhatsApp	+45 53 89 62 42
Email	michael@wivvies.com
Web	wivvies.com
Tax number	BG206690154



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Wivvies.com

"In essence, Wivvies is a company that evolves and moves with opportunity."

From our vision

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