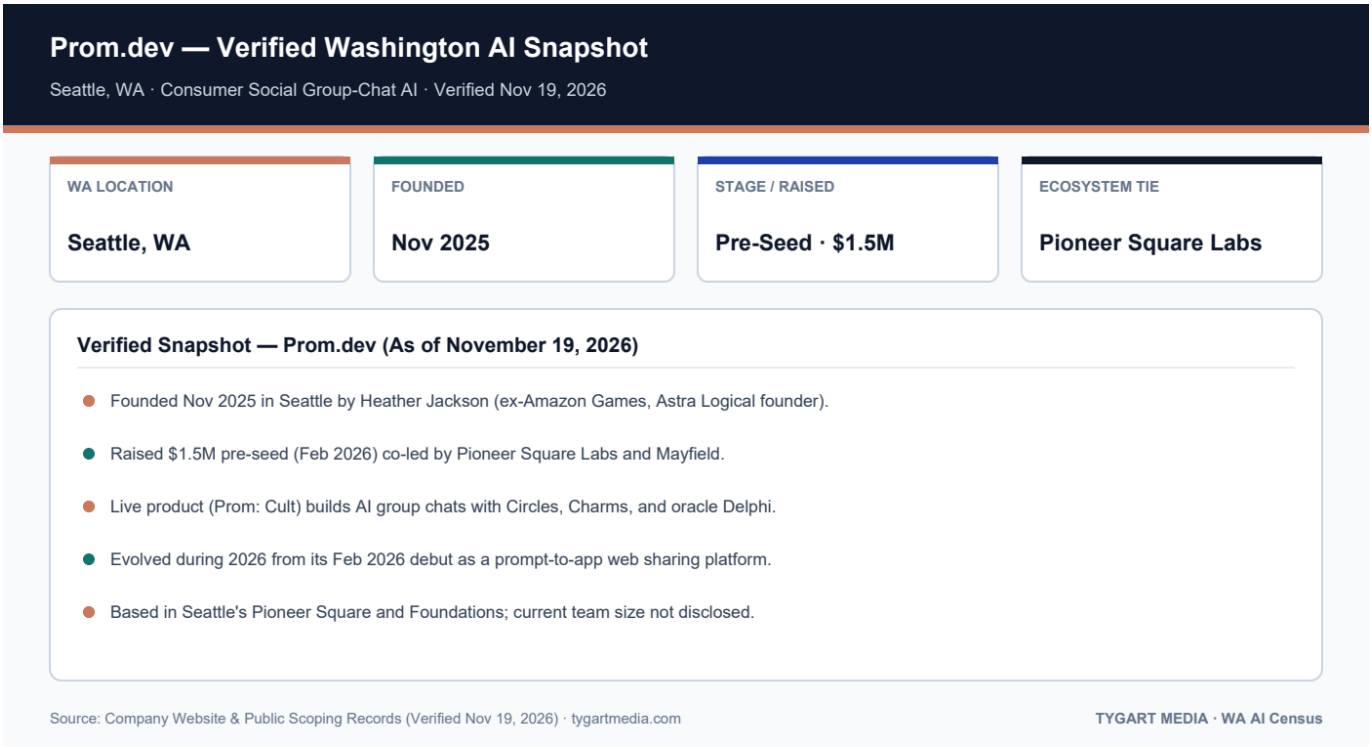
Prom.dev: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/prom-dev-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, Prom.dev (Prom.Dev Inc.) operates as an independent Seattle Pre-Seed startup building a consumer social group-chat application ('Prom: Cult') organized around Circles, AI-generated mini-apps called Charms, and an AI oracle named Delphi. Founded in November 2025 by Heather Jackson with $1.5M in pre-seed funding co-led by Pioneer Square Labs and Mayfield, the product evolved during 2026 from its February 2026 debut as a web platform for sharing and remixing AI prompts.



Field	Verified Record (As of Nov 19, 2026)
Company	Prom.dev (Prom.Dev Inc.; consumer mobile app Prom: Cult)
Official Website	https://www.prom.dev/
Washington HQ	Seattle, WA (240 2nd Ave S, Pioneer Square per mobile developer disclosures)
Other WA Footprint	Pioneer Square Labs & Seattle tech coworking hub Foundations (GeekWire, Feb 12, 2026)
Founded	November 2025 (GeekWire, Feb 12, 2026)
Founders / Leadership	Heather Jackson (Solo Founder & CEO)
Stage	Pre-Seed
Announced Funding	$1.5M Pre-Seed round (Feb 12, 2026; co-led by Pioneer Square Labs and Mayfield)
Team Size	Not publicly disclosed (operated as a solo founder at Feb 2026 launch per GeekWire)
Primary Ecosystem Ties	Pioneer Square Labs (co-lead investor, partner Alex Ray); Foundations Seattle; Amazon Games & Astra Logical founder background

What Prom.dev Builds

Prom.dev (**Prom.Dev Inc.**) builds a consumer social group-chat application—distributed on mobile as **Prom: Cult** and described on prom.dev as "the group chat that can do things." Rather than building an algorithmic public feed, Prom organizes small friend groups into **Circles**, where an embedded AI guide called **Delphi** ("Prom's oracle") helps members turn plain-language requests into interactive in-chat mini-apps called **Charms**—such as shared virtual creatures, small-group strategy games, photo-based birthday rituals, and custom utilities (Prom Manifesto, Oct 2026).

This consumer social direction reflects a transparent 2026 evolution from Prom.dev's initial stealth launch. When GeekWire covered Prom.dev on February 12, 2026, founder Heather Jackson debuted a web platform turning AI prompts into shareable, remixable lightweight apps ("if GitHub and Pinterest had a baby"), starting with developers and examples such as daily stock trackers and startup pitch critiques. By October 2026, Jackson's published manifesto shifted explicitly away from developer and B2B SaaS tooling toward consumer group software where non-coders build small, personal interactive experiences together inside private chats.

Washington Footprint and Leadership

Prom.dev is based in Seattle, Washington, with mobile developer disclosures listing `240 2nd Ave S, Seattle, WA` in Pioneer Square and GeekWire reporting that founder Heather Jackson works out of Seattle startup coworking hub **Foundations** and local tech spaces. Seattle venture studio **Pioneer Square Labs** (PSL) co-led the company's pre-seed financing, with PSL partner Alex Ray describing prompt-driven software as a shift beyond static versioned apps.

Founded in November 2025, Prom.dev is led by solo founder and CEO **Heather Jackson**. Originally from a small town in Kentucky, Jackson graduated from Vanderbilt University, worked in operations and technology at Restaurant Brands International (Burger King and Tim Hortons), earned an MBA from Harvard Business School, and moved to Seattle to work in product at **Amazon Games** on social gaming and network effects. She later founded Seattle strategy game publisher **Astra Logical**, which shipped more than a dozen titles reaching over 2 million players before being acquired in October 2025 (GeekWire, Feb 12, 2026).

Products, Users, and Public Traction

As of November 19, 2026, Prom targets friend groups and tight-knit social communities wanting custom interactive mini-apps inside group messaging, leaning into an intentionally playful "AI cult" brand voice ("Hi, this is an AI cult. Come in.") on prom.dev and its October 2026 manifesto. Its live site and mobile app listings (**Prom: Cult**) emphasize participation-first Circles with no public feed, positioning the experience alongside mainstream group chat and consumer AI builders.

Active user counts, Circle totals, mobile download figures, and commercial revenue are not publicly disclosed. At its February 2026 launch, Jackson told GeekWire that Prom was free while prioritizing early adoption before adding paid tiers (then comparing potential monetization to GitHub's free-public / paid-private model); current pricing or subscription details for the consumer Circles and Charms app are not published on prom.dev. Team size beyond Jackson is also not publicly disclosed.

Funding, Stage, and Place in Washington's AI Landscape

Prom.dev is a Pre-Seed company that emerged from stealth on February 12, 2026 with **$1.5M in pre-seed funding** co-led by Seattle-based **Pioneer Square Labs** and Silicon Valley venture firm **Mayfield** (GeekWire). PSL and Mayfield had previously formed a 2024 partnership to fund early-stage AI startups. No subsequent financing round or acquisition has been publicly announced through November 2026.

In a Greater Seattle AI ecosystem dominated by cloud infrastructure, enterprise workflows, security, and life sciences, Prom.dev stands out as an explicitly consumer-social AI bet shaped by Seattle's gaming and community-product talent. Its rapid 2026 pivot from a developer prompt-sharing site to consumer group-chat mini-apps also reflects the pace at which early-stage AI teams are testing distribution formats.

Verified Primary Sources & Official References

• Prom.dev Official Website: https://www.prom.dev/

• The Prom Manifesto (Heather Jackson, Oct 2026): https://www.prom.dev/manifesto

• GeekWire — Prom.dev $1.5M Pre-Seed Launch (Feb 12, 2026): https://www.geekwire.com/2026/this-seattle-startup-wants-to-turn-ai-prompts-into-shareable-software/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/prom-dev-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/prom-dev-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.