

Madrid, Spain

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Co-founder of Hellomatik. Before it, of Kodalogic. This is how I got here, with the dates.



31 December 2022

\$7

My first sale: one analytics dashboard for a client in the United States. I did the job as if it were worth a thousand.

Two hundred dashboards, sold while I studied

- Clients in the United States, half of Europe, South America and South Korea
- More than two hundred delivered, some days five meetings
- 107 client reviews, every one of them five stars

The question

Why can only the people who talk to me have this?

Two hundred clients had asked for
the same thing: the same questions
to their data, the same blank canvas
to start from.

September 2024

Kodalogic, with my brother Daniel

Four hundred client jobs distilled into three dashboard templates. Daniel builds, I sell and run the business.



The next idea

A voice, a brain, and then hands

It started as a system that answered restaurant phone calls. A dashboard gives a company its data, so why not talk to that data?

28 July 2025 · Madrid · at twenty-two

Hellomatik

We write down how a company decides: its data, its rules, its actions and who may approve what. Then AI agents answer, watch and execute on top of it, inside limits the company approves in advance.

Two months before a single line of
code

**One month deciding
what it was. One
turning it into a design,
screen by screen.**

Months later, with the tool running
and in use, almost nothing had
moved from that design.

What selling it taught me

You do not lead with the technology

What works is naming the client's own problem. A product is aimed at one specific person, or it is aimed at no one.

September 2026

We published the method with a DOI instead of a whitepaper

“How we build a company’s
ontology” •

doi.org/10.5281/zenodo.22647735

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