



# Company Presentation and Business Proposal

Prepared for: To whom it may concern

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THIS PAPER CONTAINS DESCRIPTION OF A COMPANY AND PROVIDED SERVICES OF “**A5 MOBILE DEVELOPMENT**”, SOFTWARE VENDOR FOR MOBILE PLATFORM APPLICATIONS AND SOFTWARE SOLUTIONS.

**Objective**

Before we present us, let's present our clients. And if you could see yourself mount them - then it's time for us to come into the light beams :)

**Our clients**

Our recent clients, who benefit the whole-circle software development process we provide, are small and medium size local businesses (window production and installation company from Russia, wedding photography and events organizer company from Egypt, children stories writer from England, casual games enthusiast from Australia) , leading market players (military-grade encrypted VOiP system from Israel, major real estates agency from USA, fin-tech company from Luxembourg, in-door positioning and way-finding company from USA), our engineers also enforce teams of some big wails in the software development ocean (document flow system developers from Germany, software for aircraft industry developers from Germany/USA) etc. etc.

**Challenges they face**

Beside their everyday business needs and goals, our clients face challenges what are out of their professional experience, such as need in mobile application for market presence or software system for simplifying their work processes, or human resource lack problem etc.

**And how challenges affect our clients' business**

These problems, what aren't lay in a field of client's experience, directly or indirectly influence their business via losing part of a profit, or slowing down business growth, or complicating communication with their counteragents etc. etc.

**What customers need to improve their business**

To be good and best in their business, our clients need to dedicate their whole time, energy and focus to the shining goal of providing best services in their business fields, so sometimes they don't even realize something outside of their focus might become an obstacle to this goal. For nailing down (and sometimes realizing first) these problems, our customers need either hire team of specialists to become a part of their company, or delegate it to the software development and consulting company like we are. Second approach is way cheaper and provides way more flexibility for our customers: we all know you don't have to buy a cow to drink a glass of milk :)

**What exactly problems of our customers do we solve?**

We provide full-circle software solution services: we help our clients to indicate how they can improve their business with digital technologies, design the solution and building development roadmap showing how this solution will gain flash and blood. We provide technical documentation and budgeting for the solution. Our mobile development team, consisting of two branches for major platforms Android and iOS, builds the mobile solution and our backend development team builds server side and web components for the system. Doing this with all our experience and passion, we let our clients concentrate on what are their passion and experience, improve their business and practice in skills are core for their business. Meaning company, producing and installing windows, don't need to learn how to build mobile application for collecting measurements and maintaining orders - they delegate it to us and concentrate on improving quality of the product they do, on building selling agents network etc. etc. Children story writer from England dedicate his time to coming up with intriguing and educative stories for kids while we build a nice iOS book with his stories aloud. Aircraft company designs and builds safer and more comfortable planes, photography and events agency makes your wedding unforgettable. They do it while we support their software needs, so their business goes smooth, without gaps, delays and wires it might have if they switch from their direct activities to sidetracks like mobile application development. One motor can move forward only one car at the time - let it be your business you dedicate all your time to.

There are might be a room for improvement, an opportunity window for business owners to make a breakthrough and rip off competitors which business owners and operation managers might even don't know about, being swallowed by everyday tasks and routine. We see our clients situation and businesses from outside and under the other vision angle, we also might already solved similar problems for other industries players. Let us use our experience to filling you with new ideas and bring these ideas into life faster and easier.

Solving part of a challenges our customers face we become part of their success, a stage in their way from the good to great.

**How to recognize you as our potential client?**

You can join the family of our happy clients if you are

- Business or individual in need of solving problem with your existing software or developing new;
- You are using services of a freelancer or small teams and see there are some problems with this or an opportunity for improvement;
- Big "hub"-type software services provider in need of external man-hours or in search for experts with specific, niche skills (see list of our 5 niche below)

If you recognize yourself in these roles above - you might be one call/email/Skype message away from covering your needs. Let us help you!

**Focus on our company!**

Now, when you know who are our clients, what problems and goals they have and how we help them doing it more radiant, let us introduce ourselves:

We called **"A5 Mobile Development"** and we develop software solutions since 2012. At the end of this document please find links to our website, our profiles on PlayMarket and AppStore. Our name history reflects our specialization: ones mobile devices of a tablet formats appeared on a market, they were seen by users as "half of a printer-page" sized screens, paper sheet format named "A5". We position ourselves as "10-to-20 employees" mobile software vendor from Ukraine. Development office currently based in Kharkiv, beautiful, modern and vivid city on the north-east of a country, so-called "student's capital" and the second biggest city in Ukraine.

We have strong historical relations with Germany, and the second most-used language in our documentation flow is German. First one is English, of course. Our development team boasts several Ph.D.-s and Ph. D.-students, we historically tend to hire people with bright minds and scientific background. Internal trainings, problems-solving coffee breaks and courses keeping our developers constantly practicing and improving themselves as good algorithmists and developers. As an example worse mentioning the improved Dijkstra's Algorithm we developed for our dear client making best in-door positioning and way finding solution on a recent market.

But enough of a general words. We have shown that we can do the same as all similar software vendors of a similar format can do. But why we, who shall prefer us amount other teams, what are our niches? Without false modesty, we are best in:

1. In-door positioning and way finding technology and application development;
2. Algorithms developing and improvement;
3. VoiP and encryption;
4. Fin-tech components development;
5. RETS protocol using and developing solutions for real estates market of USA.

These 5 niches makes us different from majority of "human orchestra" small software development businesses. We love to practice and improve our skills in these especial fields. But we wouldn't reject you as our customers if you need help in other fields, of course!

**How we work**

We are very flexible and would love to use the most convenient for you way of collaboration. Your success as a business and your happiness as an our client is our business goal, so our management team will review your request and suggest the best way of collaboration in each particular case. Even if you only need man-hours and plan to use our minds to enforce your development team, it's absolutely OK to "borrow" them for the hourly rate of business-day model. If you need system design and tech writing- our management and R'n'D team will gladly help you. Please do not hesitate to contact us, we always here to take some load out of you and free your hands for what's ready important for your business.

## SOME OF A COMPANY STATISTICS AND DETAILS

**Team**

On a moment of this paper creation our core teams are of a size: management and CM team - 3 members, development team - 9 members, QA team - 2 members and marketing team - 1 member. We have long lasting business relations with UI/UX design agency and delegate UI creation works to them.

Please find information about average hourly and monthly rate for type of services we provide. Please keep in mind numbers may vary depending on a team load and contract condition. Everything is negotiable, we are working for you!

Activity	Team Size	Av. H/R	Av. M/R
Project Management, Requirements Formalization, Tech writing	3	\$ 25	\$ 2,500
R'n'D	2	\$ 30	\$ 3,500
Serverside Development with Java, Java FX Development	2	\$ 30	\$ 3,500
Android Development with Java/Kotlin	3	\$ 20	\$ 2,500
iOS Development with Swift/Objective C	3	\$ 20	\$ 2,500
QA	2	\$ 15	\$ 1,500

## Projects

Since 2012 we've developed more than 100 applications of a different size, worked for more than 10 000 hours and had more than 20 success stories. Visit our website for more details and testimonials from our clients.

Currently we're working on 3 mid-size projects for customers and develop 2 in-house products, preparing for Angel List pitching process. Due to NDA signed with clients and security policy of our own company, we are not allowed to mention names of our clients or deep project details in this paper but our managers would love to give you more details and references during call and further negotiations.

## Links

- Our **official website**: <http://a5.ua> ;
- Our **Android Portfolio** on Google Play Market: <https://play.google.com/store/apps/developer?id=a5.ua> ;
- Our **iOS Profile** on Apple App Store: <https://itunes.apple.com/us/developer/a5/id511823394?mt=8> ;
- Our **Terms and Conditions**: <http://a5.ua/terms-and-conditions> ;
- Lightweight **Company Presentation**: [http://a5.ua/sites/default/files/a5\\_presentation\\_short.pdf](http://a5.ua/sites/default/files/a5_presentation_short.pdf) ;

## Contacts

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