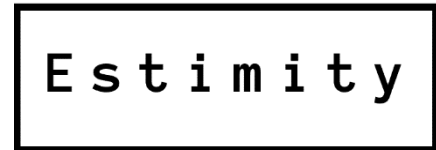


# Estimity

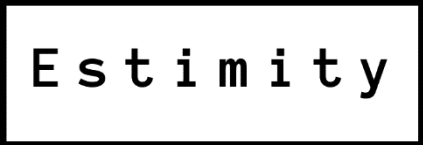
## Company Profile

The made by



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## Introduction and mission

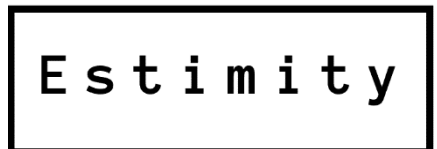
Estimity is a software house that helps startups succeed through custom software development. Our mission is to partner with startups at any stage of their journey and provide them with the tools and resources they need to grow and thrive.

We understand that startups face unique challenges as they try to bring their ideas to life and navigate the competitive landscape. That's why we're committed to providing agile, responsive development services that help startups move quickly and iterate on their products.

Whether you're just starting out and need help defining your MVP, or you're ready to scale and need a robust software solution, Estimity is here to help. Our team of experienced developers and designers are ready to work with you to bring your vision to life and build a product that meets the needs of your customers.

So if you're a startup looking to take your idea to the next level, we invite you to contact Estimity and see how we can help you succeed.

Estimity was designed in a way that it is easy to integrate its team into the startup. Estimity was designed to easily integrate its teams with the startup team. More on this is below.



## Services and Solutions

At Estimity, we specialize in helping startups build their products. We understand the unique challenges that startups face, and we have developed a special framework to work with them more efficiently. This framework allows us to understand the startup's vision, goals, and constraints and to deliver a solution that meets their needs. You can find more information about our framework in the "The way we work" chapter.

We provide all the necessary technology team members, including developers, DevOps, QAs, UX/UI and Product Owners. This allows us to deliver comprehensive solutions that meet the needs of startups in all areas of software development.

Our services include:

- **Web Application Development:** We help startups build web applications that are scalable, secure, and easy to use. Our web development services include front-end and back-end development, database design, and API development.
- **Mobile Application Development:** We help startups build mobile applications that are responsive, user-friendly, and available on multiple platforms. Our mobile development services include iOS and Android app development, cross-platform development, and mobile app testing.
- **AI Solutions:** We help startups leverage the power of AI to improve their products and services. Our AI services include natural language processing, machine learning, and computer vision.
- **IoT Solutions:** We help startups build IoT solutions that connect devices and enable automation. Our IoT services include device integration, cloud connectivity, and data analytics.

At Estimity, we are committed to delivering the best software development services to startups. We are dedicated to delivering solutions that meet their unique needs and help them to achieve their business goals.

## Technology and Tools

At Estimity, we have carefully narrowed our technology stack to achieve better specialization in our services. This allows us to deliver high-quality solutions that meet the unique needs of our clients.

Our web frontend technology is React.js, which is a popular and powerful JavaScript library for building user interfaces. It allows us to create responsive, dynamic, and interactive web applications that are easy to use.

For our backend technology, we use Node.js and Python. Node.js is a JavaScript runtime that allows us to build scalable and efficient web applications, while Python is a powerful and versatile programming language that is well-suited for a wide range of tasks, including data analysis and machine learning.

In the field of AI and IoT, we use Python, which is a powerful and versatile programming language that is well-suited for a wide range of tasks, including natural language processing, machine learning, and computer vision.

For mobile development, we use ReactNative, which is a popular and powerful framework for building mobile applications that are available on multiple platforms.

For cloud solutions, we mostly use the Google Cloud platform, as it provides a wide range of services and tools for building, deploying, and managing applications. Amazon Web Services is our second choice and OVH third.

We also have our own base implementation of a SaaS platform (user management, pricing plans, email integration, etc.) that is fully customizable to speed up the development of new products. This allows us to deliver solutions quickly and efficiently, without having to start from scratch each time.

In conclusion, at Estimity, we use the latest technologies and tools to deliver high-quality software development services to our clients. Our technology stack is carefully selected to achieve better specialization and efficiency in our work.

## Case Studies and Portfolio

At Estimity, we are proud of the software development solutions we have delivered to our clients. Our portfolio showcases the diverse range of projects we have undertaken and demonstrates our capabilities in delivering innovative and high-quality software. In this chapter, we will present a selection of case studies that highlight some of our most notable and recent projects. These case studies provide detailed information on the project scope, the technologies used, and the results achieved. We hope that these case studies will give you an insight into our approach to software development and the value we can bring to your organization.

### Flux medical experience

One of our most recent and notable projects is a project for our client, focused on easing the Computed Tomography (CT) test experience. The client's idea was to add a screen to the CT room and show relaxing videos, with music that is adjusted to the video, and many LED stripes that are hidden in walls reflecting the dominant colors from the video and illuminate with the sound from that video. The person getting the CT can pick one of the themes before entering the room, for example, beach, forest, rain or cartoon (for children) and many more. The decision is made on a mobile screen outside of the room. The project was a mix of web development (license portal), mobile development (mobile screen), IoT (leds, screen, managing unit) and AI (simulate the led dynamic base on sound and video).



To deliver this solution, we used a combination of web development, mobile development, IoT and AI technologies. We developed a web-based license portal for managing and distributing the videos, a mobile app for selecting the theme before entering the CT room, and an IoT-enabled system for managing the LEDs and screen. Additionally, we used AI algorithms to simulate the LED dynamic based on sound and video, providing a truly immersive and personalized experience for the patients.

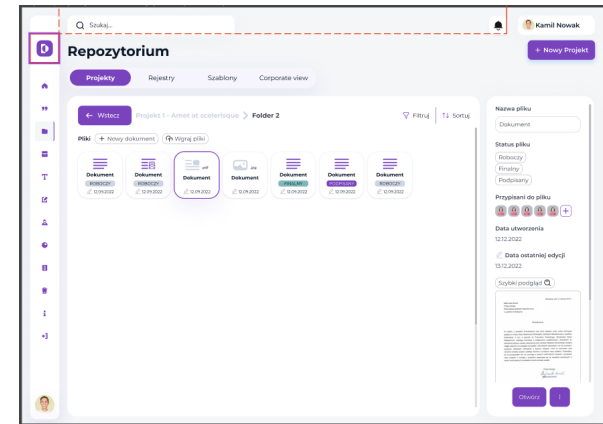
The results of this project were outstanding, the patients had a more relaxed experience, and the client reported a significant reduction in patient anxiety levels. This project is a great example of how Estimity can deliver innovative solutions that combine multiple technologies to solve complex challenges. We continue to work with the client to improve and update the project to enhance the patients' experience.

## Legalspot

Another notable project from Estimity is the development of a web application called Legalspot, designed to support and manage the work of law departments in large organizations. The application was designed to provide a comprehensive solution for managing legal tasks, documents, and analysis.

The Legalspot system contains several modules, including a task management system, document management system, document analysis module, and SaaS module. The task management system provides functionality for creating and managing tasks between lawyers within a single organization. It allows users to create different tasks, projects, assignments, deadlines, and tags, and has a reporting system for management.

The document management system allows users to store and edit legal documents online. It also includes an online editor that is integrated with the task management system, allowing users to create tickets directly to



particular lines in agreements and synchronizing the commenting system of the document with the commenting system of a single task. Additionally, the system allows for Word import and export.

The document analysis module, which is an AI NLP module, can be executed on any document and provides feedback regarding the document itself, suggesting changes if there are any missing paragraphs or if some are not needed.

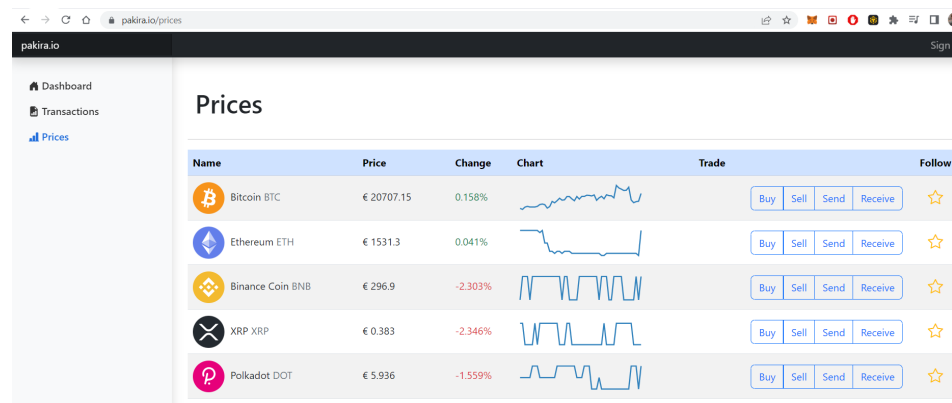
Finally, the SaaS module allows for managing organizations, licenses, and users.

The development of this application was a complex project that required a wide range of skills, including web development, AI, and NLP. The end result was a comprehensive solution that greatly improved the efficiency and productivity of the client's legal department, and has been widely adopted within the organization.

## Crypto platform

Another example of our ability to deliver innovative solutions is the Crypto Platform project we developed for a financial advisor. The client needed a platform to expose her customers to the cryptocurrency market, with the goal of providing better investment diversity. It was important that the platform be accessible only to her clients and not to the public, and that it be easy to use for users with no trading or cryptocurrency experience.

To achieve these goals, we developed a web application that allows users to acquire cryptocurrency with just a





few clicks. The platform has a user-friendly interface and offers a variety of features such as real-time cryptocurrency prices, market trends, and investment strategies. It also provides educational resources for users who are new to cryptocurrency trading.

The platform was built using the latest web development technologies and security standards to ensure that all transactions are safe and secure. We also integrated it with various cryptocurrency exchanges to ensure that our client's customers have access to a wide range of investment options.

The end result was a platform that exceeded our client's expectations and has been well received by her customers. It has helped her to attract new clients and retain existing ones. It's a great example of how Estimity can help financial advisors to expose their clients to the cryptocurrency market and provide them with better investment diversity.

## Pricing and Engagement Model

At Estimity, we understand the importance of transparent and competitive pricing for our clients. That's why we are pleased to offer competitive hourly rates starting from \$30 per hour for a regular developer. Our rates are designed to be accessible, especially for new clients who are just starting to work with us.

What is the cost? Our rates are transparent. We tailor our proposals based on the client's requirements and offer full-time or part-time talent arrangements. The following table shows our starting rates for proposals.

Position name	Rate per hour
Junior developer (frontend/backend/fullstack)	25 usd / h
Regular developer (frontend/backend/fullstack)	40 usd / h
Seniot developer (frontend/backend/fullstack)	50 usd / h
QA (manual)	20 usd / h
Product Owner	30 usd / h

We can support you with different profiles like DevOps, mobile developers, edge developers if needed as well.

Our preferred engagement model is Time and Material. This model is best suited for startups and other clients who need flexibility and quick scope changes. With Time and Material, clients pay for the time and resources used on their project, rather than a fixed price. This allows for more flexibility and adaptability as the project progresses, and it also allows us to respond quickly to changes in scope or requirements.

We believe that this engagement model is the best fit for startups and other clients who need flexibility in their software development projects. It allows for more efficient use of resources and a more collaborative approach between our team and the client, resulting in a better end product.

In addition to our competitive hourly rates and preferred engagement model, we also offer a detailed cost breakdown for each project, including development, testing, deployment, and ongoing maintenance costs. This allows our clients to have a clear understanding of the costs associated with their project and make informed decisions about their budget.

At Estimity, our team is dedicated to providing our clients with the best software development services at an affordable price. Contact us to discuss your project and receive a cost estimate tailored to your specific needs.

## The team

Our team at Estimity is a highly skilled group of communication professionals who are adept at quickly picking up new tasks and working efficiently. With a wealth of experience in the field, our team members are well-equipped to handle the challenges that can arise during a project.

One of the key strengths of our team is our ability to anticipate potential issues and take proactive steps to address them. By staying ahead of the curve and thinking creatively, our team members are able to provide valuable solutions and insights that can help keep a project on track.

In addition to their technical skills, our team members are also strong communicators. They are able to clearly and effectively convey information and ideas, and work well with clients and team members alike.

Effective communication is also key for startups, as they may be working with a wide range of stakeholders, including investors, customers, and partners. A team that is able to clearly and effectively convey information and ideas can help ensure that the startup's message is heard and understood and that everyone is on the same page.

Overall, having a team of skilled communication professionals can be a valuable asset for startups as they navigate the challenges of building and growing their business.

## The way we work

### Estimity implementation process

#### Discovery Phase

In the first step, Estimity's expert team meets with the client. This team consists of people with business and technical experience in the area of building startups. The purpose of the first meeting is to initially assess the startup's current situation in several key areas:

- progress of work
- market familiarity
- knowledge of customers
- level of development plan definition
- range of available competencies
- budget, and method of accounting.

Based on the first meeting, the Estimity expert team will analyze the client's case. In subsequent steps, further meetings may be possible to provide more detailed information, or this may be done via email. In the end, the client will receive a proposal for cooperation including

- the scope of the cooperation
- list of resources provided by Estimity
- list of stakeholders to confirm
- set of client requirements

- suggested methodology for cooperation
- basic plan proposition(different for different methodologies)
- reporting, and measurement template for the implemented project
- billing method.

The entire process should take three working days, taking into account that Estimity knows that time is one of the key resources of any startup.

### Planning phase

During the Planning phase, Estimity's team works with the startup to create a detailed project plan that outlines the steps needed to achieve the startup's goals. This plan includes a timeline, budget, and resource allocation.

The timeline outlines the key milestones and deliverables for the project, including when each task will be completed and when the final product will be delivered. The budget outlines the costs associated with the project, including the cost of labor, materials, and any external resources that may be needed. The resource allocation plan outlines the roles and responsibilities of the team members and any external partners involved in the project.

The Planning phase also includes risk assessment and contingency planning. The team works with the startup to identify potential risks and develop contingency plans to mitigate them. This helps to ensure that the project stays on track and any issues that arise can be quickly addressed.

Finally, the Planning phase includes creating a communication plan to ensure that all stakeholders are kept informed about the project's progress and any changes that may occur. The team works with the startup to determine the best methods for communication (e.g. email, weekly status meetings, etc.) and establishes clear lines of communication.

Overall, the goal of the Planning phase is to create a clear, actionable plan that will guide the project from start to finish and ensure that the startup's needs are met.

## Design phase

During the Design phase, Estimity's team creates wireframes and prototypes of the startup's product. These designs are used to visualize the user experience and layout of the product, and to test and iterate on different design options.

If the startup already has designs, Estimity's team will review and assess them to ensure that they meet the startup's needs and are feasible to implement. The team may also make recommendations for improvements or adjustments based on their experience and expertise.

If the startup does not have designs, Estimity's team will work with the startup to create them from scratch. This may involve conducting user research to understand the needs and preferences of the target audience, as well as creating sketches and mockups to explore different design options.

The Design phase also includes user testing, where prototypes of the product are shown to a group of representative users to gather feedback and identify areas for improvement. This feedback is then used to refine the designs and ensure that the final product meets the needs of the target audience.

Overall, the goal of the Design phase is to create a user-friendly, visually appealing product that meets the needs of the startup's customers and achieves the startup's business goals.

## Development phase

During the Development phase, Estimity's team builds the startup's product according to the agreed-upon plan and designs. This may involve building out individual features or modules, testing, and debugging.

Estimity's team includes not only developers, but also Product Owners, Quality Assurance, and other profiles as needed. Having a dedicated, cross-functional team allows for better collaboration and ensures that all aspects of the product are being considered. It can also help to save money and reduce the risk of errors, as team members can share knowledge and expertise and take on multiple roles as needed.

It's important for startups to be able to adjust the scope of their project as market conditions or client requirements change. Estimity's team is flexible and responsive and can work with the startup to make changes to the project as needed. The team uses agile methodologies, which allow for frequent iteration and the ability to respond to changing requirements.

Overall, the goal of the Development phase is to build a high-quality product that meets the needs of the startup's customers and achieves the startup's business goals. Estimity's team works closely with the startup to ensure that their needs are being met and the project is on track.

### Deployment phase

Once the product is complete, Estimity helps the startup deploy it to their chosen platform (e.g. web, mobile app stores). The team has experience working with top-tier clouds like GCP and AWS, as well as other platforms like Digital Ocean and OVH.

During the Deployment phase, Estimity's team works with the startup to determine the most appropriate platform for their product, taking into consideration factors like cost, scalability, and security. The team handles the technical aspects of the deployment, including setting up servers, configuring databases, and deploying the code.

The team also provides support and guidance to ensure a smooth rollout. This may involve creating documentation, providing training, and handling any issues that arise during the deployment process.

Overall, the goal of the Deployment phase is to ensure that the startup's product is live and available to users as smoothly and efficiently as possible. Estimity's team has a wealth of experience in deployment and is well-equipped to handle the technical details and support the startup through this process.

### Support Phase

Once the major development of the platform is complete, Estimity offers a support phase to ensure that the solution stays up and running smoothly. This phase involves designing a support team to handle tasks such as resolving errors and making basic changes as needed.

During this phase, Estimity's support team works closely with the startup to ensure that any issues are promptly addressed and resolved. The team uses agile methodologies to iterate quickly and respond to changing requirements.

In addition to resolving errors and making basic changes, the support phase may also include ongoing maintenance and updates to the platform. The team works with the startup to determine their needs and schedule these updates as needed.

Overall, the goal of the support phase is to keep the startup's solution up and running smoothly, ensuring that it meets the needs of the users and achieves the startup's business goals. If the major development of the platform still needs to be completed, the development and deployment phases will be reiterated until the platform is fully functional.



## Feature prioritization and the MVP

At Estimity, we understand that startups often face the challenge of trying to balance the need to build a complete product with the need to get to market quickly and gather feedback from users. That's why we help startups prioritize features and focus on building an MVP (Minimum Viable Product) to test their idea and gather feedback.

An MVP is a version of a product that includes only the core features needed to test the product's viability and gather feedback. By focusing on building an MVP, startups can get their product in front of users more quickly and gather valuable data and insights that can inform future development.

To help startups prioritize features and build an MVP, we work closely with them to understand their business goals and target market. We use this information to identify the most important features to include in the MVP and help the startup determine the best way to test their product.

We also provide ongoing support and guidance throughout the MVP development process, helping the startup iterate and refine their product based on user feedback. By working with Estimity, startups can build an MVP that helps them test their idea and gather valuable insights, setting them up for success as they continue to grow and develop their product.

## Contact

We are located in: **Wrocław** - Poland

E-mail: [contact@estimity.com](mailto:contact@estimity.com)

Website: [www.estimity.com](http://www.estimity.com)

Phone number: +48 602 899 326

