

Startup Aid Kit

March 2024



Valletta Software Development

Helping Startups Relieve Their Tech Pains

Since 2009



www.vallettasoftware.com

sales@vallettasoftware.com

Startup
Accelerator
Godfather

35k followers



"Managing a startup is like surfing."

It's impossible to predict the wave you'll catch. All you can do is aim for the best and take action"



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What's Happening?

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1. Lack of funding

Securing adequate funding to support development and operational costs is a major concern for startups. **The fear of running out of money before reaching profitability or even before MVP can be crippling.**

2. Doubts About Market Fit

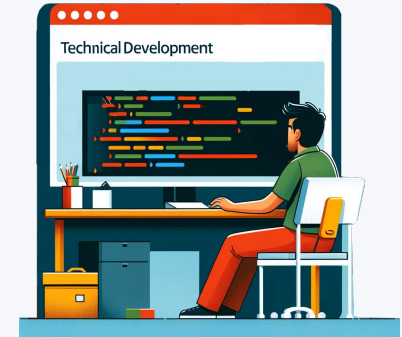
Finding the right product-market fit is crucial. Startups often worry about whether their product or solution will resonate with customers and whether they have identified the right target audience.

4. Predatory Competitors

The business space is highly competitive, and startups fear being outperformed by larger, more established companies or being copied by competitors.

3. High Technical Complexity

IT development startups may fear technical roadblocks, such as bugs, scalability issues, or technology stack changes that could derail their projects.





5. Tough Talent Acquisition

Recruiting and retaining top-notch **technical\sales\marketing\finance** talent is challenging, especially for startups with limited budgets. The fear of not having the right team in place can hinder progress.

6. Data Security Concerns

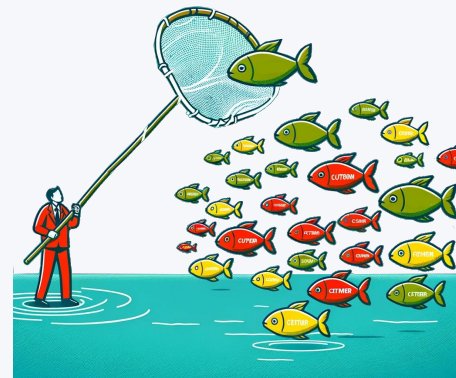
Startups often handle sensitive user data, and the fear of data breaches or security vulnerabilities can be a constant worry, especially with the increasing emphasis on data protection and privacy.

7. Regulatory Compliance

Navigating the complex landscape of regulations and compliance standards (e.g., GDPR, HIPAA) can be daunting. Violating these regulations can lead to severe consequences. And it might impact IT infrastructure

8. Customer Acquisition

Acquiring and retaining customers can be a significant concern. Startups may fear that their customer acquisition strategies aren't effective or that they won't be able to scale their user base.



And That's Not All...

9. Reputation Management

Negative publicity or online backlash can damage a startup's reputation quickly. Maintaining a positive image and managing online presence is a constant worry.



10. Technological Volatility

Shifts in technology trends can impact tech startups. They fear being too dependent on a specific technology that becomes obsolete.



So, there were
just common
startup problems.

What About *IT*
Pain Points?



1. Bugs and Issues

Various technical glitches can disrupt the user experience, impact product reliability, and harm the startup's reputation.

2. Scalability Challenges

As a user base grows, the system must handle increased traffic and data. Ensuring that the software can scale efficiently without performance bottlenecks is a constant worry.

Sudden surges in user activity, known as "scaling disease" can be particularly challenging to manage without proper skills.

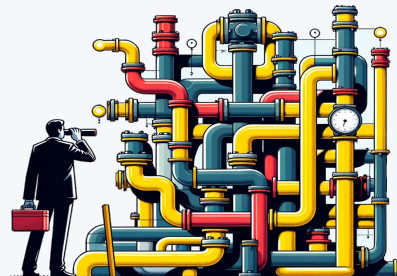
3. Tech Stack Selection

Deciding on the right technology stack for the project is crucial. Startups must choose programming languages, frameworks, databases, and infrastructure that align with their goals and allow for future scalability. Making the wrong choice can lead to costly rework.



5. Complex Integrations

All projects involve integrating with third-party APIs, services, or hardware. Ensuring smooth and reliable integrations can be challenging, especially when dealing with a "ZOO" of multiple technologies and vendors.



4. Security Concerns

Cybersecurity threats are ever-present, and startups must be vigilant about protecting user data and system integrity. The fear of security breaches, data leaks, or unauthorized access can keep founders awake at night.



6. Tech Progress

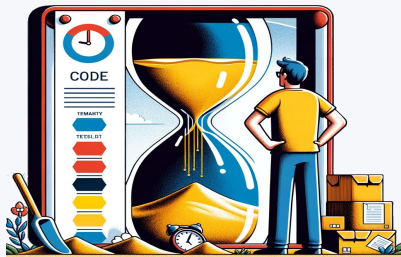
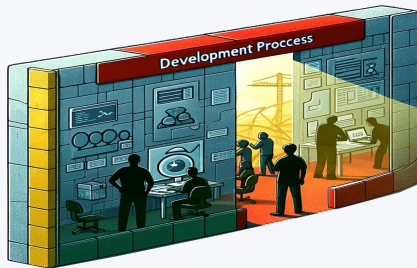
The fast pace of technological advancement means startups must constantly update their knowledge and adapt to new tools and practices. The fear of falling behind or failing to leverage new technologies can be a source of stress.

7. Tech Talent Shortage and Retention

Finding and retaining skilled software engineers and developers is a common challenge. Competing for top talent with larger companies that can offer higher salaries and benefits can be daunting for startups with limited resources.

8. Process Transparency

It is difficult to be hands-on with day by day challenges and finally find out that hundreds of working hours been spent with close to zero result



9. Long Development Cycles

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10. All These Problems Explode Simultaneously

You deal not with “waterfall” of tasks but with real avalanche.





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Early Adoption of Technologies

Development Transparency

Competitors

HR

Long Cycles

Security

Architecture

Market Research

IT HR

PR

Integrations

Reporting

Cybersecurity

Customer Acquisition

Proper Stack

Legal

Scalability

Funding

Bugs



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You Must Be Expert in...

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Don't Worry!
We've Got Your Back

We take care
And cover IT pains



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Reliable IT Partner

Why Professional Outsourced Team is Better Than Inhouse Development or Freelancers

Experience

- 700 projects
- You will not be a playground for novices. Trust professionals
- Tech expertise — we know what programming languages work better with each other
- Being a solid team of different specialists we can evaluate and understand the complexity of the project as a holistic idea, rather than as a set of disparate tasks, and suggest the most effective approach to achieve your goals

Your on-demand team

- We smoothly increase staff from 6 FTE to 10 FTE in just one week for your development cycle just for 5 months.
- Or decrease from 10 FTE to 4 FTE — if you wait for fundraising.
- Fast onboarding on the project — thanks to our know-how in knowledge data management.

HR Expertise in IT

- You pay for working hours only — not for vacations and sick days
- We interview +100 developers/month and have a black belt in that process
- Up to 90% staff turnover reduce



Why Professional Outsource Team is Better Than Inhouse Development or Freelancers

Agile approach

- Weekly or biweekly sprints with clear deliverables
- Proper resource allocation — professional task sequence management (i.e. design->layout->development etc.)

DevOps Expertise

- Up to \$20k/month we have saved to our customer on cloud services
- SOC 2 compliance
- Any Cloud infrastructure

Discovery Phase

- You have a tech.team with proof that you have not only an idea but a real project
- Tech solution and cost estimation
- Architecture, team decomposition, timeline, sprints, etc.

PM Governance

- Project managers with versatile experience, who control the results, how we proceed from stage to stage



We Can Solve Any Problem

Even that hard



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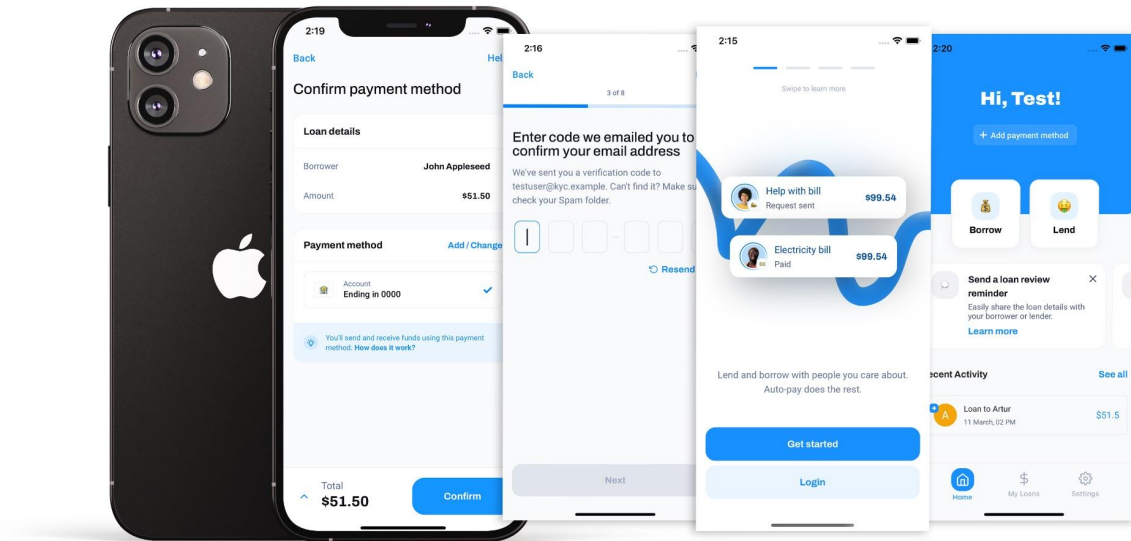


Fintech P2P startup, **CEO of which is a Board Member of TOP-100 USA banks**, came to us with the "we need a bug fixing" after 9 (!) months of poor development.

In reality system was burdened by legacy code, leading us into a continuous cycle of bug fixing and performance improvements and scalability issues

Typical Case

Fintech P2P Startup



What we proposed and executed:

- proactive approach and rewrote key sections of the application code in **4 month**
- **result:** well-functioning application that not only resolved existing issues but also left the clients satisfied and investors delighted
- owner secured a new round of investments and the application **gained significant publicity**



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Some Info About Us

14 Years of Excellence



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What's Happening?

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Areas of Expertise

Technologies We Use



Frontend

Typescript, Javascript, React, Angular, GraphQL, HTML, CSS, jQuery



Backend

.NET, C#, Node.js, PHP, Laravel, Symfony



Databases

SQL Server, MySQL, MariaDB, SQLite, PostgreSQL, DynamoDB, Firebase, MongoDB, Redis, ElasticSearch



DevOps

CI/CD, Infrastructure-as-a-Code, Container Orchestration, Migration on Premises to Cloud

Mobile & Desktop

React Native for Both Android and iOS, Windows, MacOS



AI

Python, Pandas, NumPy, Tensorflow, PyTorch, NLTK, SciKit-Learn, Keras, OpenAI API



UI/UX

Figma, Photoshop, Prototyping, Animation



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Areas of Expertise

Our Unique Approach

What Makes Us Special for You

Experienced team

unlike freelancers — we are always with you

700+

projects finished successfully overall

upwork™

100%

job success rate on Upwork

15%

bench approach for flexible scalability

We are praised by quality

Mandatory code review

100%

transparency in terms of workload and payments



Full software development life cycle

Implementation of projects from the scratch. Just share your ideas

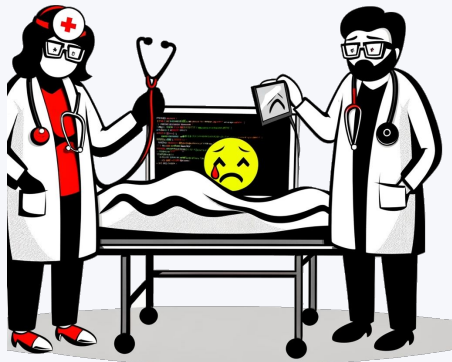


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Approach

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Our Services to Address Your IT-Related Pain Points

Discovery phase

Deliverables:

backlog+documentation, 1-2 sprints
100% described, UI/UX designs,
clickable prototypes

Addresses: Tech Stack Selection,
Tech Progress

Flexible Developers Access

Access a pool of skilled developers
on-demand, avoiding recruitment and HR
hassles.

Addresses: Tech Talent Shortage, Long
Development Cycles, Complex Integrations

Cloud Management

Operate scalable cloud systems
designed for growth, keeping budgets
in check.

Addresses: Scalability Challenges

HR Manager Relief

Outsource HR tasks like vacations, sick
leave, and training, ensuring a focus on
development without the administrative
overhead.

Addresses: Tech Talent Shortage and
Retention

100% Code Review and Testing

Guarantee the integrity of your code through 100% code reviews and rigorous testing
protocols. We proactively address bugs to maintain seamless user experiences.

Addresses: Bugs and Software Issues

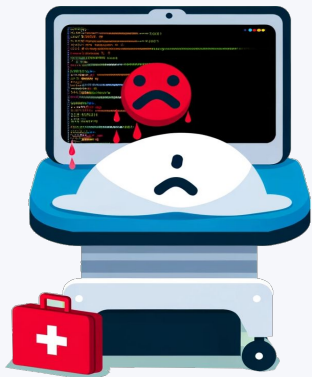


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Services for Startups

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Our Services to Address Your IT-Related Pain Points

Vulnerability Audits

Protect your startup from cybersecurity threats with our thorough vulnerability audits following OWASP protocols, maintaining user trust and data integrity.

Addresses: Security Concerns

Cost Management

Save up to 60% on IT services, preventing budget overruns and ensuring efficient use of resources for MVP development.

In the US, outsourcing IT services reduces costs by as much as 60%, according to a recent [McKinsey Global Institute study](#)

Transparent Communication

Stay informed with regular updates through JIRA, ensuring you have full visibility and control over the development process.

Addresses: Process Transparency, Complex Integrations

Dedicated Project Manager

Every startup receives a dedicated project manager, streamlining development cycles and navigating the complex IT development landscape efficiently.

Addresses: Long Development Cycles



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Services for Startups

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Management Team

We are first and foremost,
a reliable business partner in EU

vallettasoftware
we do care



Oleg

Chief Executive Officer
15+ years of experience as CFO. MBA (Chicago Booth), Master degrees in Mathematics and Management.



Max

Member of Advisory Board in charge of technology and software development
20+ years of experience in software development and management. Master degree in Comp. science.



Stas

Strategy Advisor
Master of Science in applied physics. 20+ years in digital transformation (retail, customer care, ecom) product management.



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Management Team