



FULL STACK AGILE ENGINEERING TEAMS FOR STARTUPS, SCALEUPS, AND TECH
ENABLED ENTERPRISES

hi@proudcloud.io

“THE BEST WAY TO PREDICT
THE FUTURE IS TO INVENT IT.”

- ALAN KAY

We believe that your project deserves to be built by a professional engineering team, guided by an inclusive & transparent work process, and committed to creating excellent products with your success in mind.

MOONSHOTS ARE OUR BUSINESS.

From day one, we've focused on supporting technology startups founders through their end-to-end product development process from ideation & engineering to validation & go-to-market.

Being pioneers of agile development best practices and having been startup founders ourselves, we've been able to guide ventures with Lean Startup principles while tapping the latest technology stacks available today.

Today, PROUDCLOUD serves clients in the United States, Canada, Australia, and the Philippines.

THE PROUDCLOUD WAY

ATTITUDE OVER APTITUDE

Our philosophy values character, personality, and culture fit over skills that can be developed over time.

We choose our team based on the hunger to learn, willingness to be taught, and the ability to work with other like-minded team members.

CAN DO MENTALITY

If you can dream it, you can build it.

We know that It's the super power that all developers posses, but few exploit.

We develop our team to insure that they recognize this, and believe in their ability to physically manifest what can be imagined.

This defines our culture of continuous learning, and is evident in the projects we build and deliver.

PRIDE IN WORK

Many of our projects are in production all over the world.

It is important for our team members to know that their work is in full display, appreciated by users, exponentially impacting lives, and disrupting old ways of doing things.

Every contribution they bring to a project will be their lasting legacy.

TEAM



JAY FAJARDO
CHIEF EXECUTIVE OFFICER



TONY ABELLO
CHIEF FINANCE OFFICER



JANIS CUDILLA-CO
CHIEF CULTURE OFFICER



NICO BANTATUA
CHIEF ARCHITECT & HEAD OF
DEVELOPER OPERATIONS



KATHLEEN LIMBAGA
SR. PROJECT MANAGER (SCRUM)



JAQUI LIM
PROJECT MANAGER



JAREN CUDILLA
HEAD OF QUALITY ASSURANCE



ONI JARONAS
HEAD OF DESIGN, UX/UI

CORE SERVICES



WEB & MOBILE DEVELOPMENT

For more than 15 years, Proudcloud has been using the latest web and mobile development stacks to deliver scalable and highest-quality products and platforms spanning, SAAS, ERP, E-commerce, API services, and Integration Layers.

IOT & EMBEDDED SYSTEMS

Our IOT lab serves the prototyping needs of hardware startups. We design and build systems that sense, respond to, and control the physical world through networked ecosystems and machine-to-machine interaction.

ARTIFICIAL INTELLIGENCE

The presence of intelligent applications in everyday life is becoming more and more apparent. We're equipped to deliver Machine Learning and AI-enabled platforms, ensuring that your product, service, or business remains relevant in the machine economy.

DEVOPS

Our devops team are experts in both on-premise and cloud based technologies with extensive experience in Linux and the AWS suite of infrastructure services.

We also work on other cloud platforms like Google Cloud, Azure, Heroku, and Render.

TECHNOLOGY STACK

LANGUAGES & FRAMEWORKS

RUBY ON RAILS
NODE.JS
EXPRESS.JS
REACT
REACT NATIVE
NEXT.JS
ANGULAR.JS
VUE.JS
GRAPHQL

DATABASES

POSTGRES
MONGODB
MYSQL
DYNAMODB
AURORA
CASSANDRA

AI & MACHINE LEARNING

LLMs
TENSORFLOW
KERAS
OPENCV
GRAPHENE

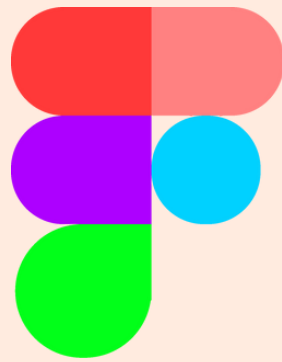
CLOUD DEVELOPMENT STACKS

AWS AMPLIFY
FIREBASE
SUPABASE

DEVOPS

AWS ECOSYSTEM
DOCKER/KUBERNETES
CIRCLE CI
GITHUB ACTIONS
APPSIGNAL/BUGSNAG
HOUND
GIT

WORKFLOW TOOLSET



FIGMA



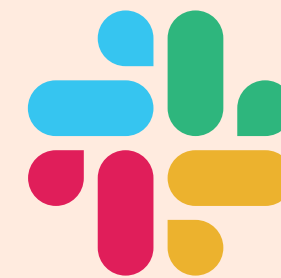
STORYBOOK



PIVOTAL TRACKER



GITHUB



SLACK

OUR PLAYBOOK

METHODS, PROCESSES, AND BEST PRACTICES DEVELOPED OVER 15 YEARS OF WORKING WITH STARTUPS & ENTERPRISE CLIENTS ACROSS INDUSTRIES THROUGHOUT THE GLOBE.

GETTING STARTED

1

THE KICKOFF

The first step is when we meet with you and other project stakeholders to scope out your goals and objectives. All parties buy-in, schedules the sprints, and discuss the initial project feature list used as the basis for the initial release.

2

THE BUILD

Following our strict code production workflow, we construct a development process uniquely attuned to our client's existing workflow while observing short cycles of iterations that rapidly ship product.

3

CONSTANT COLLABORATION

The key to a project's success relies on continued communication between us and the stakeholders. A flow of feedback assures that the development process can quickly adjust course to address challenges and exploit opportunities that may surface throughout the course of the project.

4

POST-PRODUCTION

We know that even after the final product ships, many of our clients require continuous engagement to transition to internal teams, or to provide longer term management and development support.

We make sure this is a smooth process.

TERMS OF ENGAGEMENT

WE DON'T DO FIXED BID PROJECTS.

We engage our clients on a monthly Time & Materials basis, and our clients understand that agile projects are dynamic and constantly changing.

It is with this understanding that, as project features, workload, priorities, and business rules change over time, so do team delivery estimates and work load.

TEAM STRUCTURE

PRODUCT OWNER

From the client side, a single point of contact is assigned to work with the our team to participate in sprint planning, feature prioritization, and user acceptance testing. Ideally, this is the Product Manager.

SOFTWARE ENGINEERS

Usually a front-end, back-end, or full-stack coding pair, they will systematically build, complete, and deliver the user stories agreed on in each sprint.

PROJECT MANAGER

A Project Manager (SCRUM) is in charge of balancing tasks, keeping communications flowing, while ensuring that resources are best managed for timely and successful outcomes. He/she also manages each sprint's scope with the other team members.

UI/UX ENGINEERS

Guided by the product owner and PM, he/she builds the initial wireframes, maps out the user flow, and conceptualizes the style/design direction ideal for the product.

SR. ARCHITECT & DEVOPS ENGINEER

The lead developer and architect is an expert in advanced code and infrastructure design. They provide direction, high level supervision, and engineering guidance, ensuring that software best practices are enforced.

QUALITY ASSURANCE ENGINEER

The Q/A engineer systematically tests delivered work throughout various stages in the development sprints, to detect any bugs and usability issues before the build is ready for production.

BEST PRACTICES

WE'RE GUIDED BY AGILE PHILOSOPHIES WHEN MAPPING OUT AND BUILDING A PRODUCT WITH YOU.

THIS APPROACH IS DRIVEN BY REALISTIC GOALS, CLOSE COLLABORATION, AND RAPID ITERATIONS TO INSURE QUICK AND SUCCESSFUL OUTCOMES.

PAIR PROGRAMMING

By programming in pairs, we have two sets of eyes and two minds looking at code during development. This allows our project teams to produce better quality code, reduce technical debt, and achieve efficient development cycles.

SCRUM

We practice SCRUM throughout all our projects. This provides all stakeholders with a clear collaborative path while maintaining quick iterative development cycles that help project owners reach early Minimum Viable Product (MVP) release.

DAILY STANDUP

The entire engineering crew participates in a weekly 20 minute general standup to discuss all the ongoing projects. This is the venue to discuss issues, roadblocks, solutions, and calls-for-help.

WORKFLOW

- 1 Our development sprints have a 1 week duration, and working days are Mondays to Fridays, following a strict 40-hour work week.
- 2 A person within the client's organization will act as Product Owner who will play a key role in defining and prioritizing project stories within sprints.
- 3 The Product Owner will have access to the project management dashboard and the Project Team on Pivotal Tracker (www.pivotaltracker.com) where progress status are available in real-time.
- 4 A weekly SCRUM at the start of the sprint is conducted with the Product Owner and the Project Team to review and track current sprints, project issues and backlogs.
- 5 A daily 10-15 minute standup 'chat' with the Product Owner will be done on Slack to discuss micro-issues on a day to day basis.
- 6 Story acceptance is based on real-time testing on the application available on a staging server at the end of each sprint.



For a quick introduction to SCRUM, a short but clear video can be found on <https://youtu.be/Q5k7a9YEOUI>

PROJECT MANAGEMENT METHODOLOGY

1

THE ICEBOX

Feature stories start out in the ICEBOX. The team, populates it with user stories (features), chores, at the start, and throughout the course of the project.

At the start of a sprint, the team collectively decides which stories will be worked on for the duration of the sprint. They are then moved to the BACKLOG for completion and delivery.

Many nice-to-have, but low-value-delivery stories will live in the Icebox until the team decides to include them into the product build roadmap.

2

POINT ESTIMATION & VELOCITY

SCRUM uses a points system to establish the initial estimation of user stories. At Proudcloud, we have adopted 1 point, 3 points, 5 points, and 8 points to represent a user story's difficulty level the time it will take to complete.

The total points of feature stories in the backlog establish the working Project Velocity. Over time, the computed velocity and projected timelines becomes more accurate.

3

THE BACKLOG

As user stories are completed in the BACKLOG, the Product Owner reviews and accept them. It's important to diligently complete this in a timely manner to ensure accurate calculation of project velocity.

This completion, review, and acceptance cycle continues throughout the project, while Pivotal Tracker tracks and reports the progress of work over time.

Stories that don't pass UAT can be rejected, indicating the reason. The engineering team then revisits the story, completes necessary fixes, and delivers it for another round of review and acceptance.

ENABLING STARTUPS

Many of our clients are startups that come to us with their ideas which we help distill into actual products or services.

Aside from technical expertise, our experience helps provide a significant level of strategic insight to help ensure that outcomes provide real value to all stakeholders.



AUGMENTING ENTERPRISE

Some of our other clients are large companies that are migrating business models and legacy practices to better serve today's digital native.

This can be through platforms deployed within the enterprise, enabling the company's market facing digital strategy, or both.





SMART PET COLLARS & TAGS

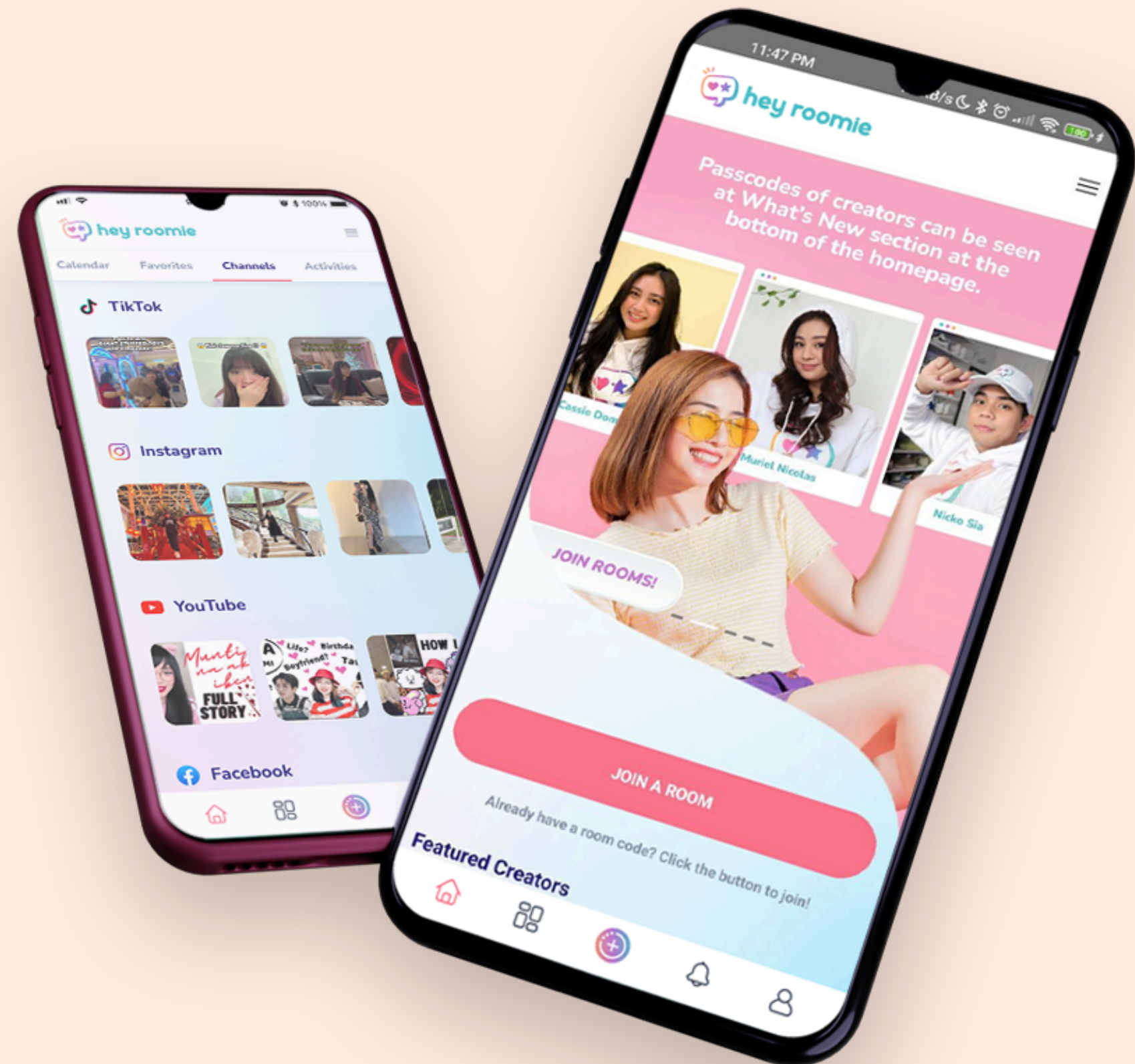
By utilizing a comprehensive tagging system on a high-quality yet affordable form factor, PAWNEC allows pet owners to maintain profiles of their pets providing vital information to vets, pet hotels, sitters, and rescuers on a secure and private digital platform. Lost pets can also be identified and returned to their owners through the amber alert feature and historical tracker system.





FAN ENGAGEMENT PLATFORM

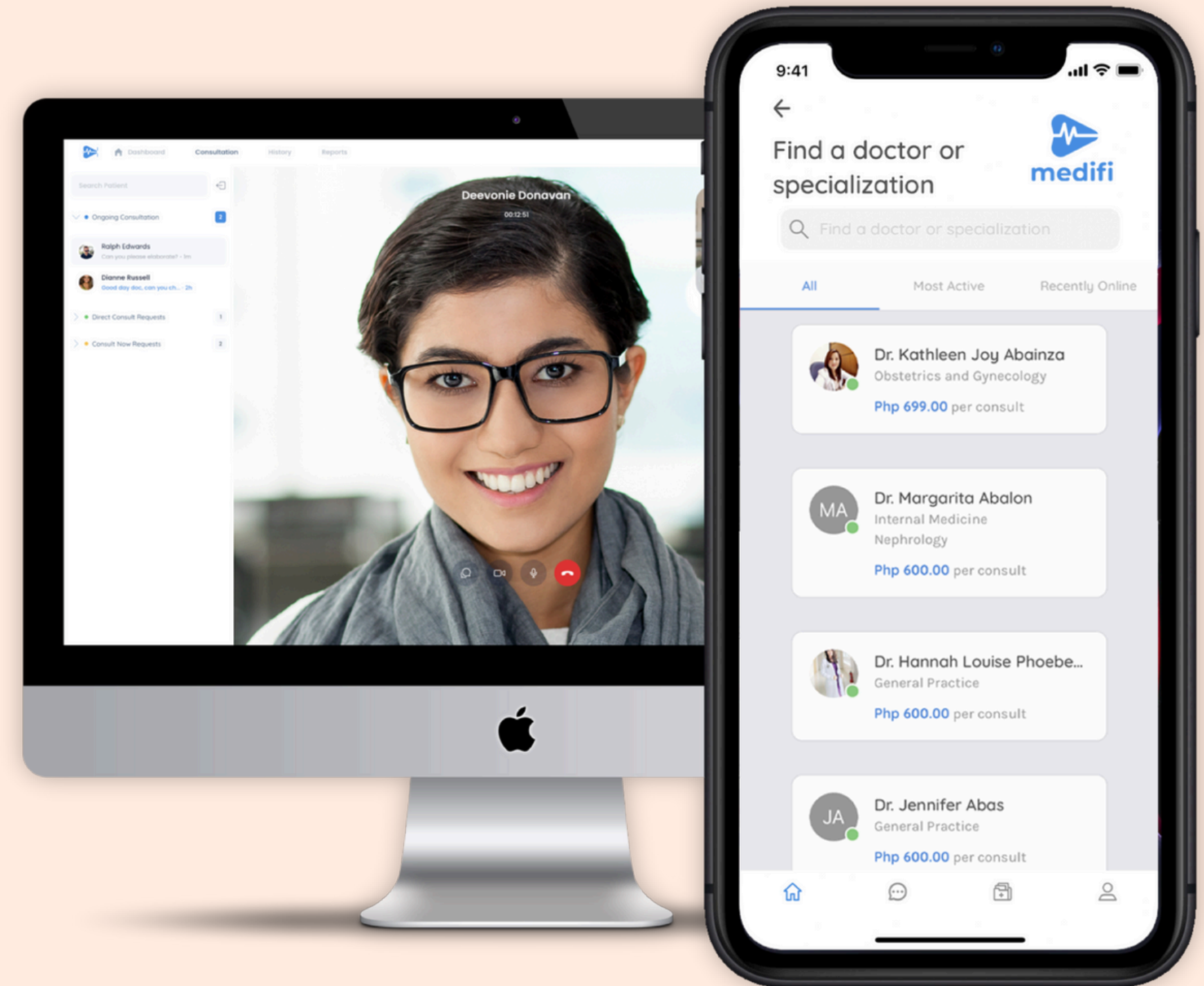
Hey Roomie Is an exclusive fan engagement platform and virtual HQ. It equips online communities with the venue and tools to empower and supercharge the growth of their online tribes.





TELEMEDICINE ON-DEMAND

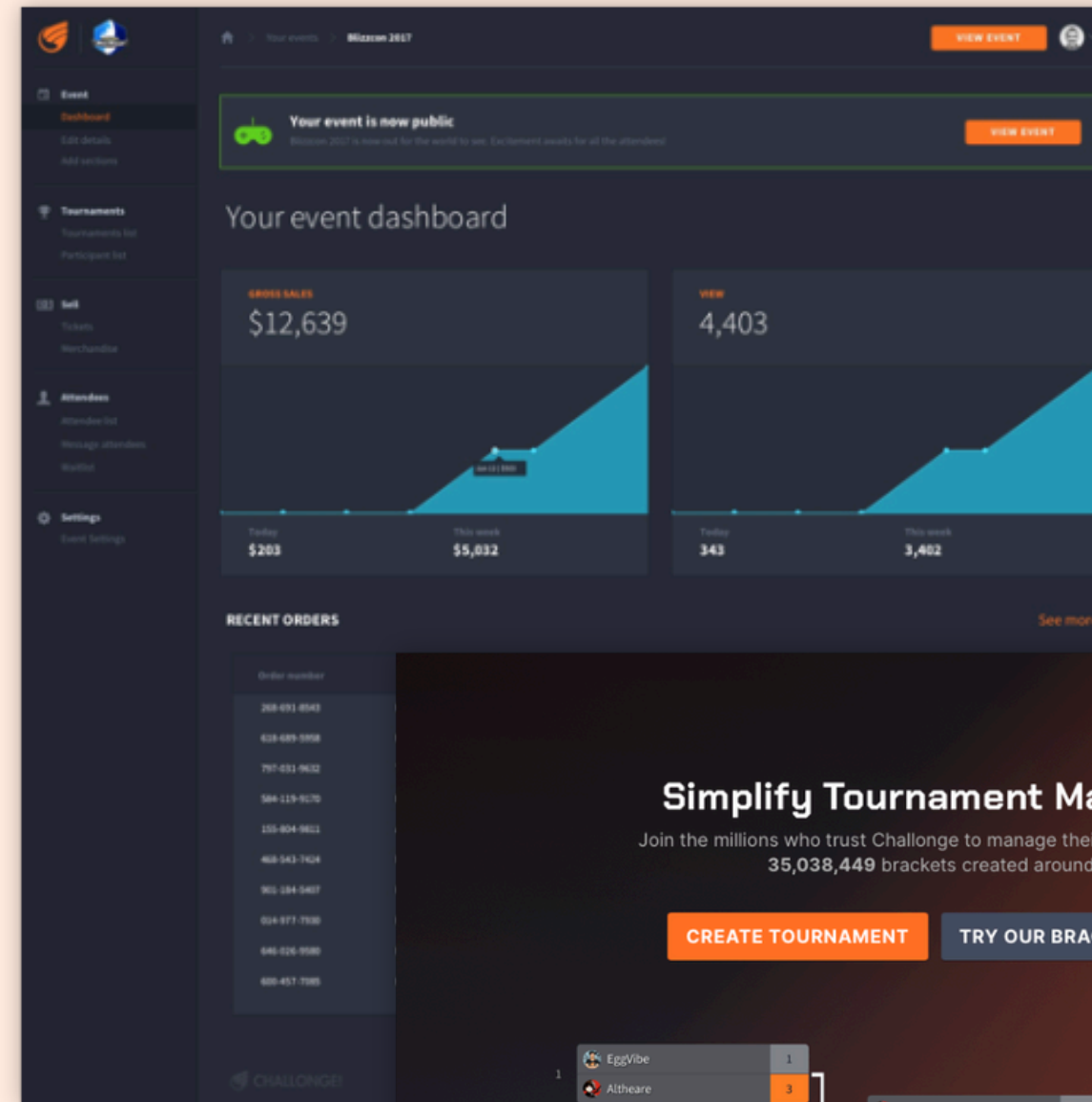
MEDIFI delivers remote healthcare solutions by providing a cloud based platform that connects patients to medical professionals regardless of location. Patients have access to video consultations, messaging, medical imaging, and a personal health profile that allows location independent medical consultations from the convenience of their own homes or offices.





ESPORTS TOURNAMENT MANAGEMENT

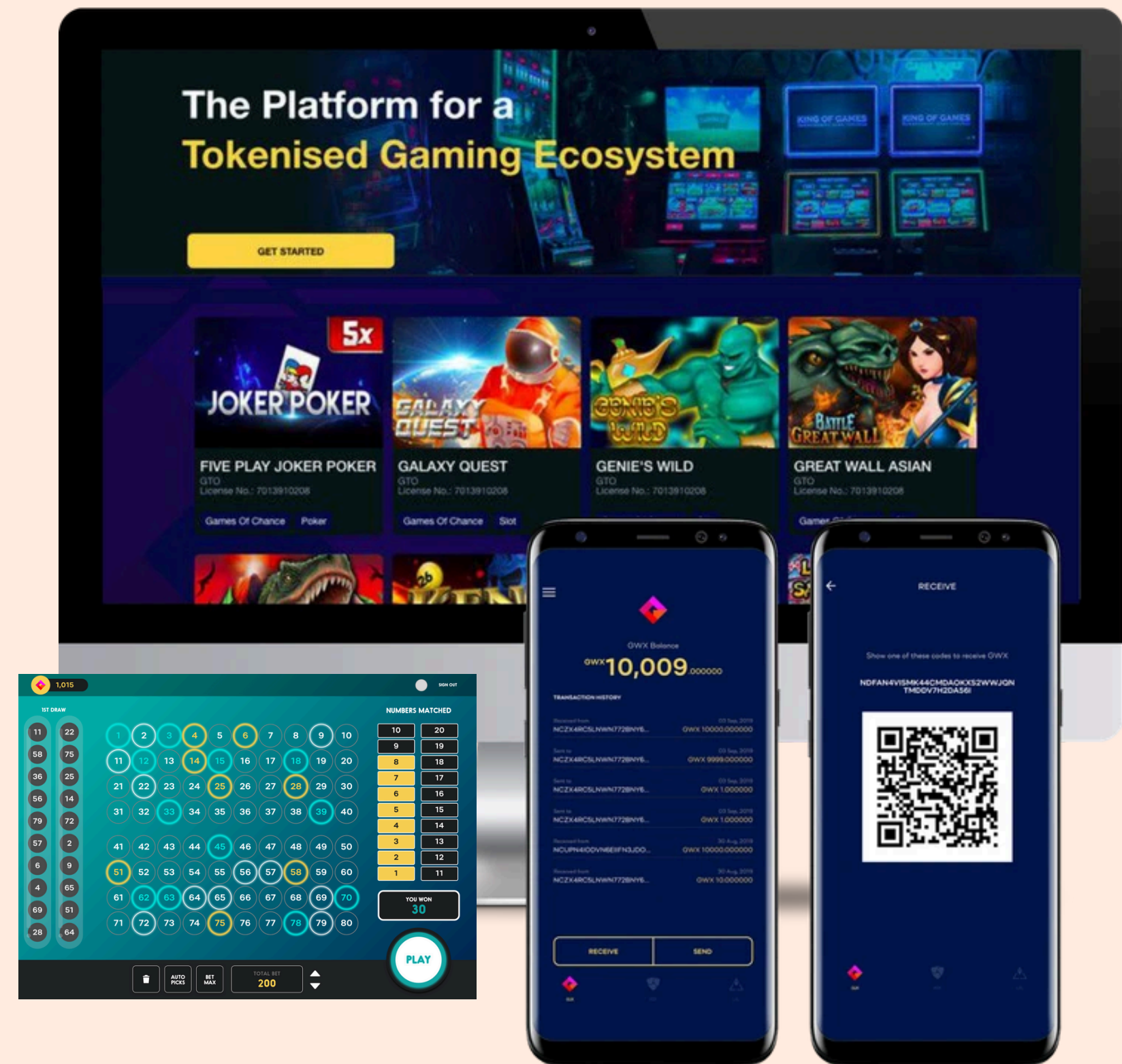
Challenge is an online platform that provides tournament and bracket management services. It allows users to create, organize, and manage various types of tournaments, ranging from small local events to large-scale Esports competitions. Challenge provides features such as customizable brackets, automated match scheduling, and result tracking.





GAMING ECOSYSTEM ON THE BLOCKCHAIN

GAMEWORKS is tokenised gaming ecosystem that make use of the GWX token to fuel the economics between the publishers, games, merchants, and players. It's designed to be a marketplace where games can be published, promoted, and played through an easy and secure API. The wallet allows players to receive, store, and send GWX to the games, other players, and Gameworks merchants.

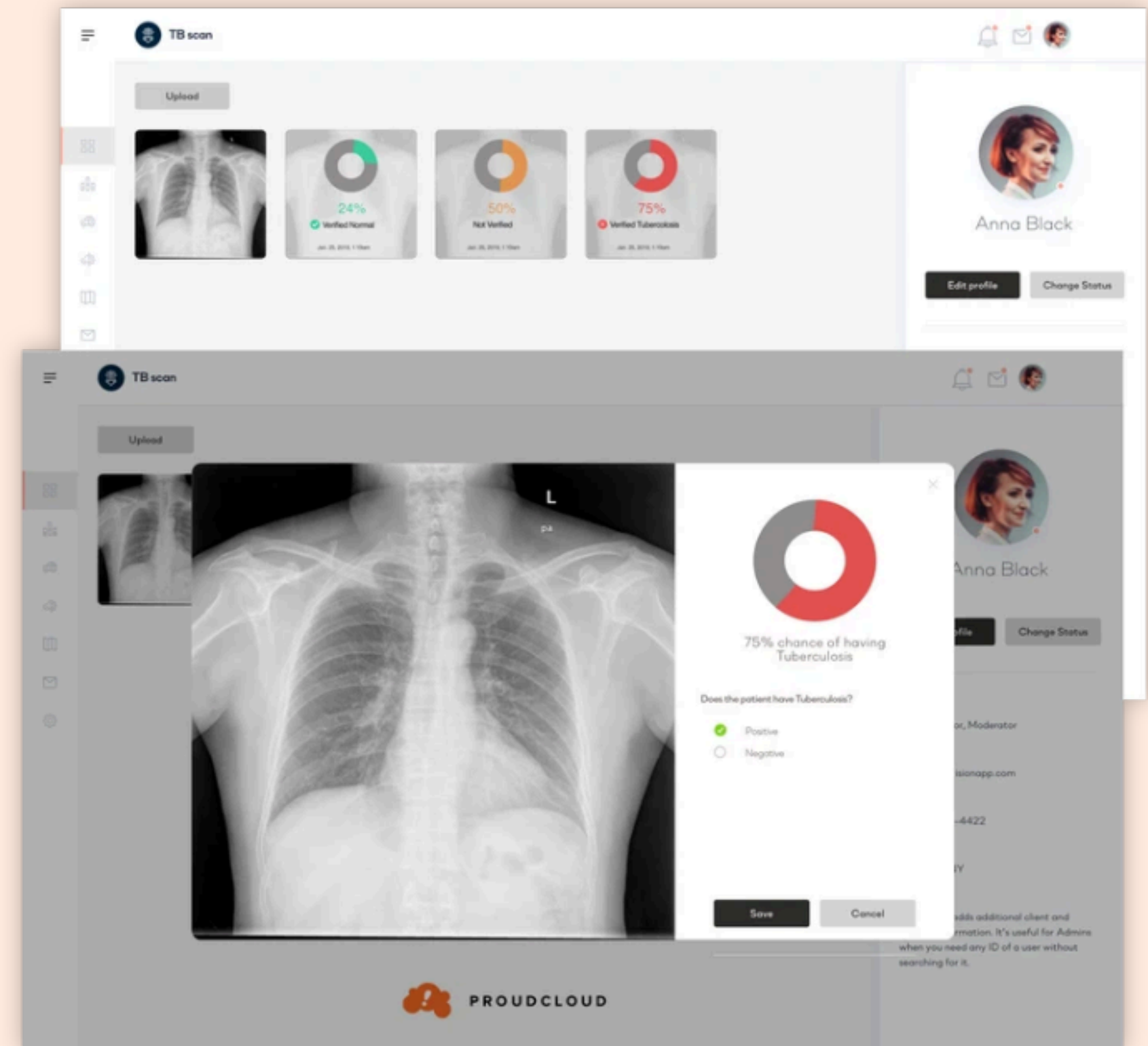




A.I. ASSISTED TUBERCULOSIS DIAGNOSIS

TB-SCAN uses a large x-ray image database to train a machine learning model that determines the probability of positive tuberculosis.

As new images are added to the TB.Scan database, expert physicians review them and contributes their own findings and diagnosis. this continuous cycle strengthens the machine-learning model over time.



LET'S GET TO WORK!



Reach out to us through email or follow us on our social media channels for updates.



hi@proudcloud.io



@proudcloud



<https://linkedin/in/proudcloud>