

AI-NATIVE AGILE ENGINEERING TEAMS FOR STARTUPS, SCALEUPS, AND TECH-ENABLED ENTERPRISES

hi@proudcloud.io

PROUDCLOUD

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

- ALAN KAY

We believe your product deserves to be built by a senior engineering team, guided by an inclusive and transparent process, and committed to excellent products built with your success in mind.

MOONSHOTS ARE OUR BUSINESS.

Since 2009, we've helped founders take products from idea and engineering to validation and go-to-market.

We pioneered agile development in the Philippines. Today we've rebuilt our delivery around agentic engineering: senior engineers direct AI coding agents, so every sprint ships more, with the same discipline.

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

THE PROUDCLOUD WAY

PROUDCLOUD

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.

It's the superpower all developers possess, but few exploit. AI agents have made it stronger than ever.

We develop our team to recognize this and to believe in their ability to turn what can be imagined into working software.

This defines our culture of continuous learning, and it shows 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

PROUDCLOUD



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

PROUDCLOUD

WEB & MOBILE DEVELOPMENT

For more than 17 years, Proudcloud has used the latest web and mobile stacks to deliver scalable, high-quality products 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.

AI & AGENTIC SYSTEMS

We build AI into your product and into how it is built. We deliver LLM-powered features, AI agents and machine learning models, and our own teams ship with AI coding agents on every engagement.

DEVOPS

Our DevOps team is expert in on-premise and cloud infrastructure, with deep experience in Linux and the AWS suite. We also work on Google Cloud, Azure, and Render.

TECHNOLOGY STACK

PROUDCLOUD

LANGUAGES & FRAMEWORKS

NODE.JS
RUBY ON RAILS
TYPESCRIPT
REACT/REACT NATIVE
NEXT.JS
NEST.JS
PYTHON
FAST API
GRAPHQL/REDUX

AI & MACHINE LEARNING

CLOUD and ON-PREMISE LLMs
AGENTIC HARNESSES
TENSORFLOW/KERAS
OPENCV
GRAPHENE

DEVOPS

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

DATABASES

POSTGRES
MONGODB
CLOUDDB
MYSQL
DYNAMODB
AURORA
CASSANDRA

AGENTIC ENGINEERING

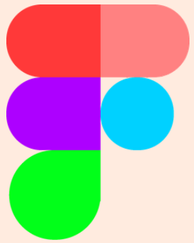
CLAUDE CODE
CURSOR
GITHUB COPILOT
OPENAI CODEX
MODEL CONTEXT PROTOCOL (MCP)

CLOUD DEVELOPMENT STACKS

AWS AMPLIFY
GOOGLE CLOUDRUN
FIREBASE
SUPABASE

WORKFLOW TOOLSET

PROUDCLOUD



FIGMA



STORYBOOK



CLAUDE CODE



GITHUB



SLACK

PROUDCLOUD

OUR PLAYBOOK

METHODS, PROCESSES, AND BEST PRACTICES DEVELOPED OVER 17 YEARS WITH STARTUPS AND ENTERPRISES ACROSS THE GLOBE — NOW REBUILT FOR AGENTIC ENGINEERING.

PROUDCLOUD

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 code production workflow, our engineers write clear specs, direct AI coding agents, and review every line before it ships. Short one-week cycles keep the product moving and the quality high.

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

PROUDCLOUD

WE DON’T DO FIXED BID PROJECTS.

We work on a Time & Materials basis, billed bi-weekly. Agile projects are dynamic, and as features, priorities, and business rules change, so do delivery estimates and workload.

Agentic engineering makes this model work harder for you: build time shrinks, so you can explore more scope each month and re-prioritize every sprint instead of renegotiating a contract.

AI tooling costs are included in our rates.

TEAM STRUCTURE

PROUDCLOUD

PRODUCT OWNER (CLIENT)

Your single point of contact, ideally your Product Manager. Prioritizes stories, answers spec questions quickly, and runs user acceptance testing.

DELIVERY LEAD (SCRUM MASTER)

Runs sprint planning, keeps stories spec-ready, manages scope and timelines, and keeps communication flowing.

TECH LEAD/ARCHITECT

Owns the architecture, sets up and governs the AI agents, and reviews every pull request before it merges.

AI-AUGMENTED ENGINEER

Turns stories into specs, runs coding agents in parallel, and refines, tests, and integrates their output.

UI/UX ENGINEERS

Owns the design system and key user flows, using AI-assisted prototyping to move faster on routine screens.

QA/VERIFICATION ENGINEER

Agents write the routine tests. QA owns exploratory, end-to-end, and edge-case testing, and checks that the tests actually prove the acceptance criteria.

LEAN TEAM, MORE OUTPUT

PROUDCLOUD

A standard Proudcloud team is five people plus your Product Owner. More senior judgment, fewer hands on keyboards.

ROLE	HOURS PER WEEK
TECH LEAD/ARCHITECT	20
AI-AUGMENTED ENGINEER	40
QA / VERIFICATION ENGINEER	20
DELIVERY LEAD	20
UI/UX ENGINEER	10

WORKFLOW

PROUDCLOUD

1 Development sprints run one week, Monday to Friday.

2 A person in the client's organization acts as Product Owner, defining and prioritizing stories and confirming acceptance criteria before each sprint.

3 The Product Owner sees the project board on GitHub Projects and every change as a GitHub pull request, in real time.

4 Each Monday, a sprint review demos last week's work on staging, then plans the week ahead.

5 A daily 10–15 minute standup with the Product Owner runs on Slack.

6 Stories are accepted through hands-on testing 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

PROUDCLOUD

1

THE ICEBOX

Stories, chores and ideas start in the Icebox. At each sprint, the team moves the highest-priority items to the Backlog. A story moves only when it is spec-ready: clear acceptance criteria, edge cases, and designs.

2

POINT ESTIMATION & VELOCITY

We estimate with 1, 3, 5, and 8 points, measuring complexity and review effort rather than typing time. Velocity, cycle time, and first-pass acceptance rate make forecasts sharper every sprint.

3

THE BACKLOG

The Product Owner reviews and accepts completed stories. Prompt acceptance keeps velocity accurate. Stories that fail UAT are rejected with a reason, fixed, and resubmitted.

PROUDCLOUD

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.





















PROUDCLOUD

SUPPORTING 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.

logitech

Leo Burnett

arc

CNN go

Bookmans

wonderlic.

Globe

KICKSTART

PROUDCLOUD

PAWNEC

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.

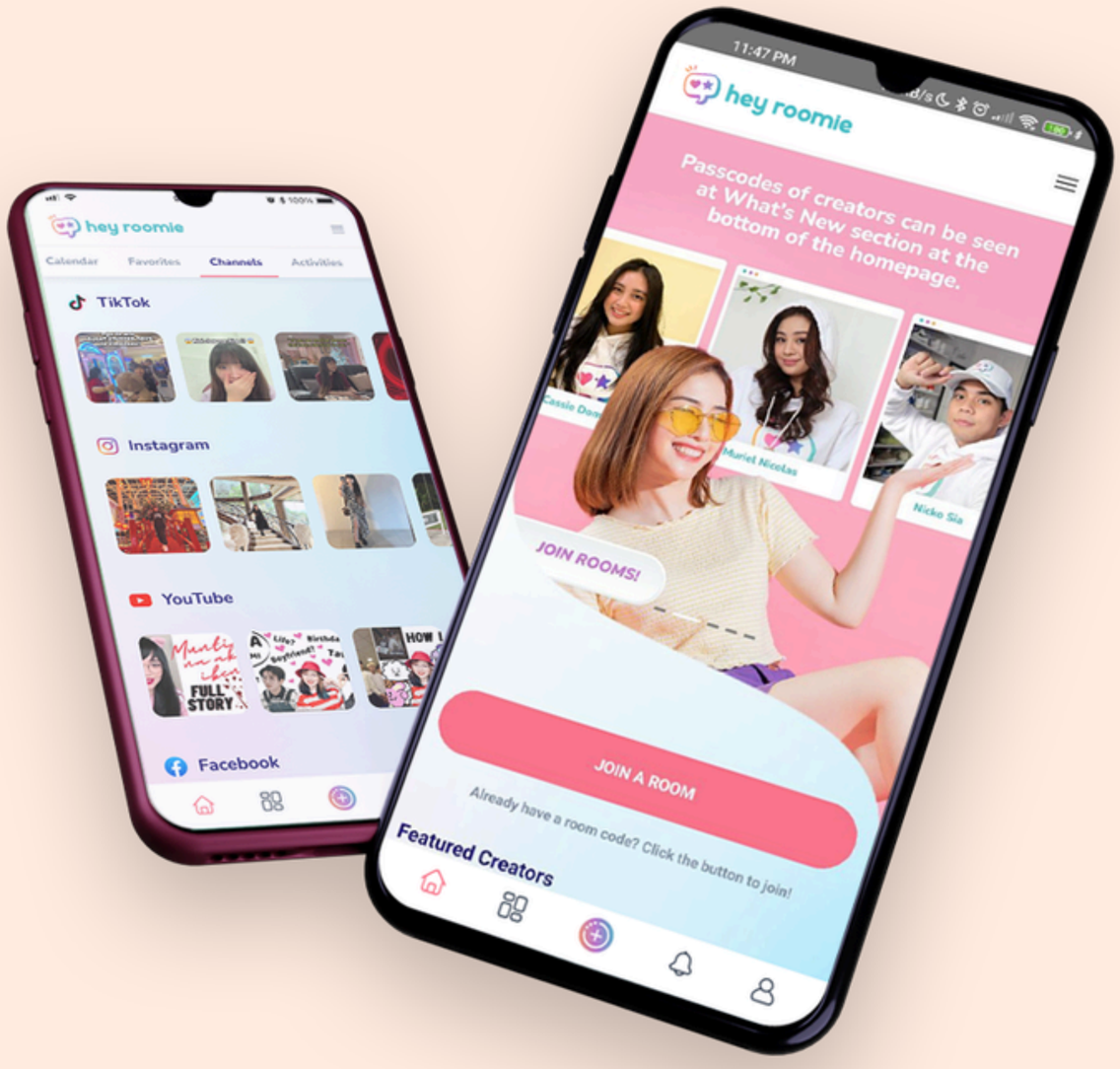


PROUDCLOUD

hey roomie

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.

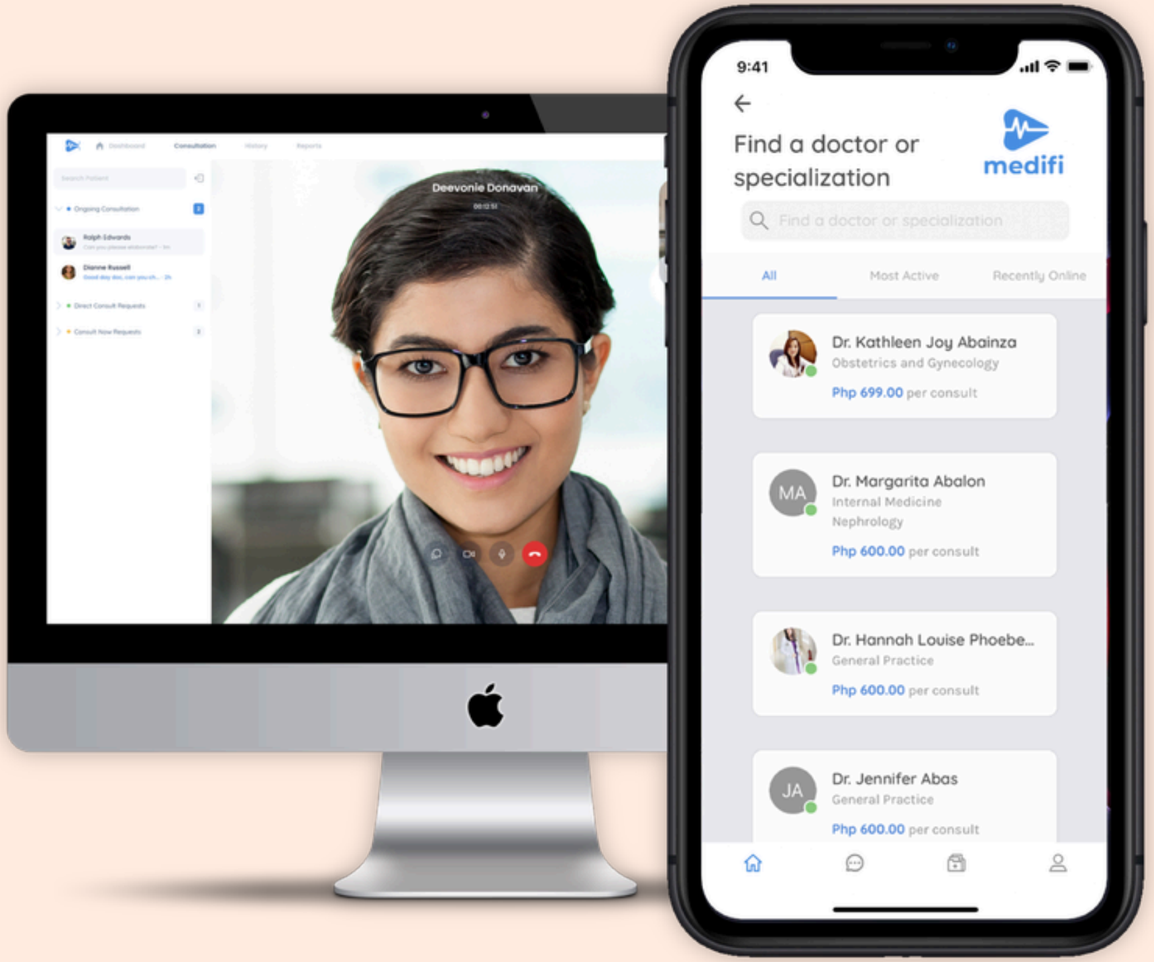


PROUDCLOUD

medifi

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.

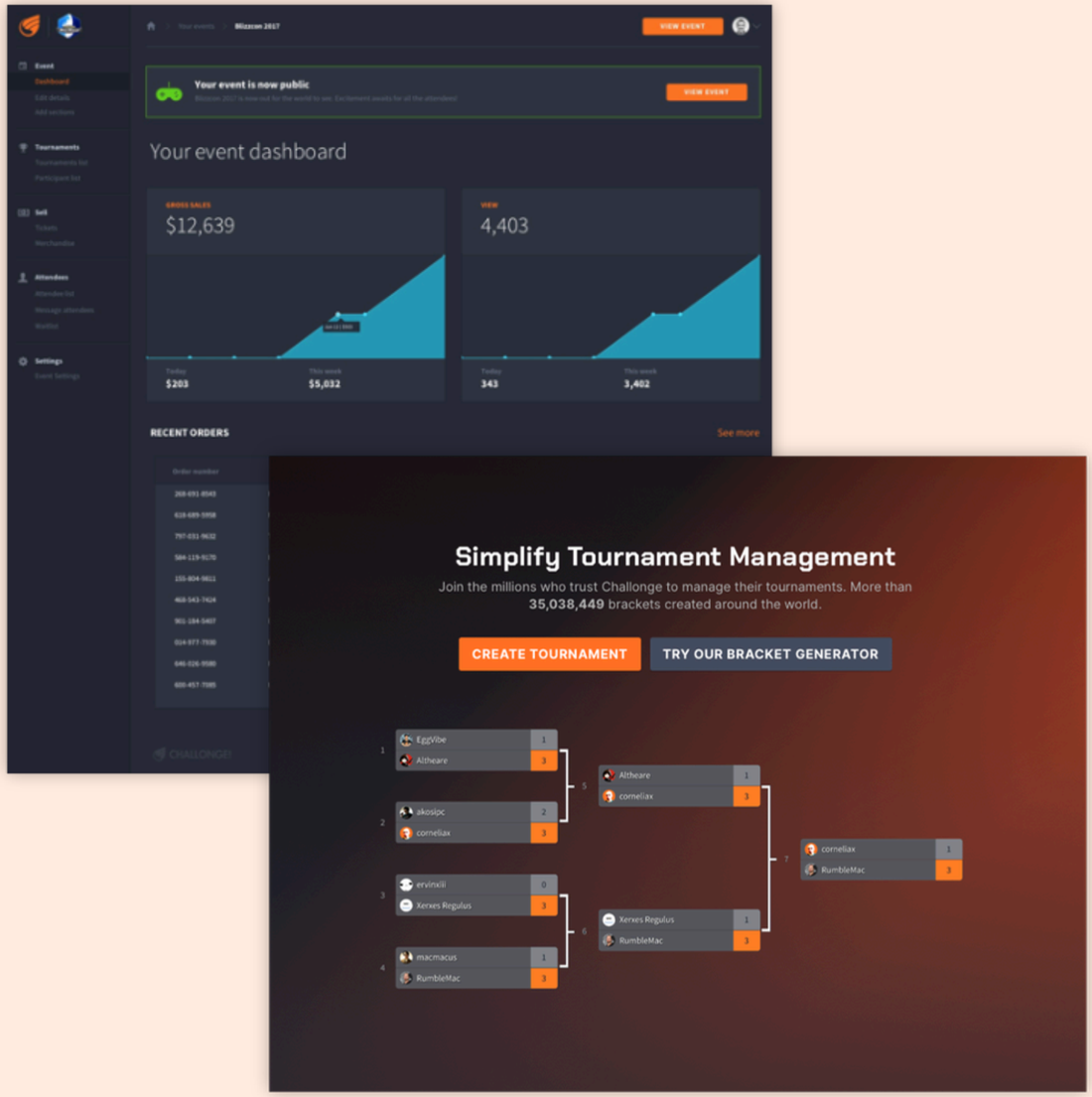


PROUDCLOUD

CHALLONGE!

ESPORTS TOURNAMENT MANAGEMENT

Challonge 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. Challonge provides features such as customizable brackets, automated match scheduling, and result tracking.

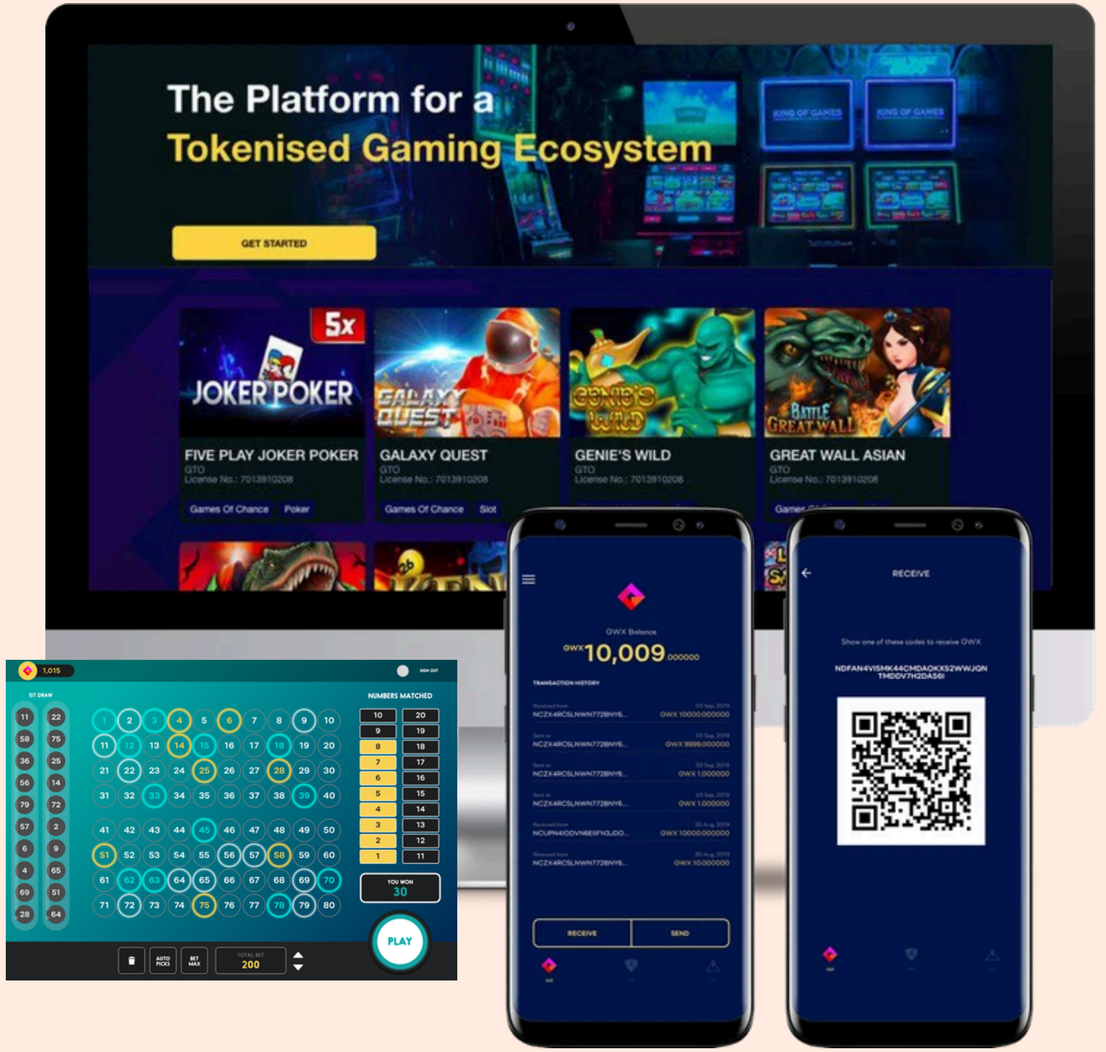


PROUDCLOUD

GAMEWORKS

GAMING ECOSYSTEM ON THE BLOCKCHAIN

GAMEWORKS is a tokenised gaming ecosystem that uses 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.



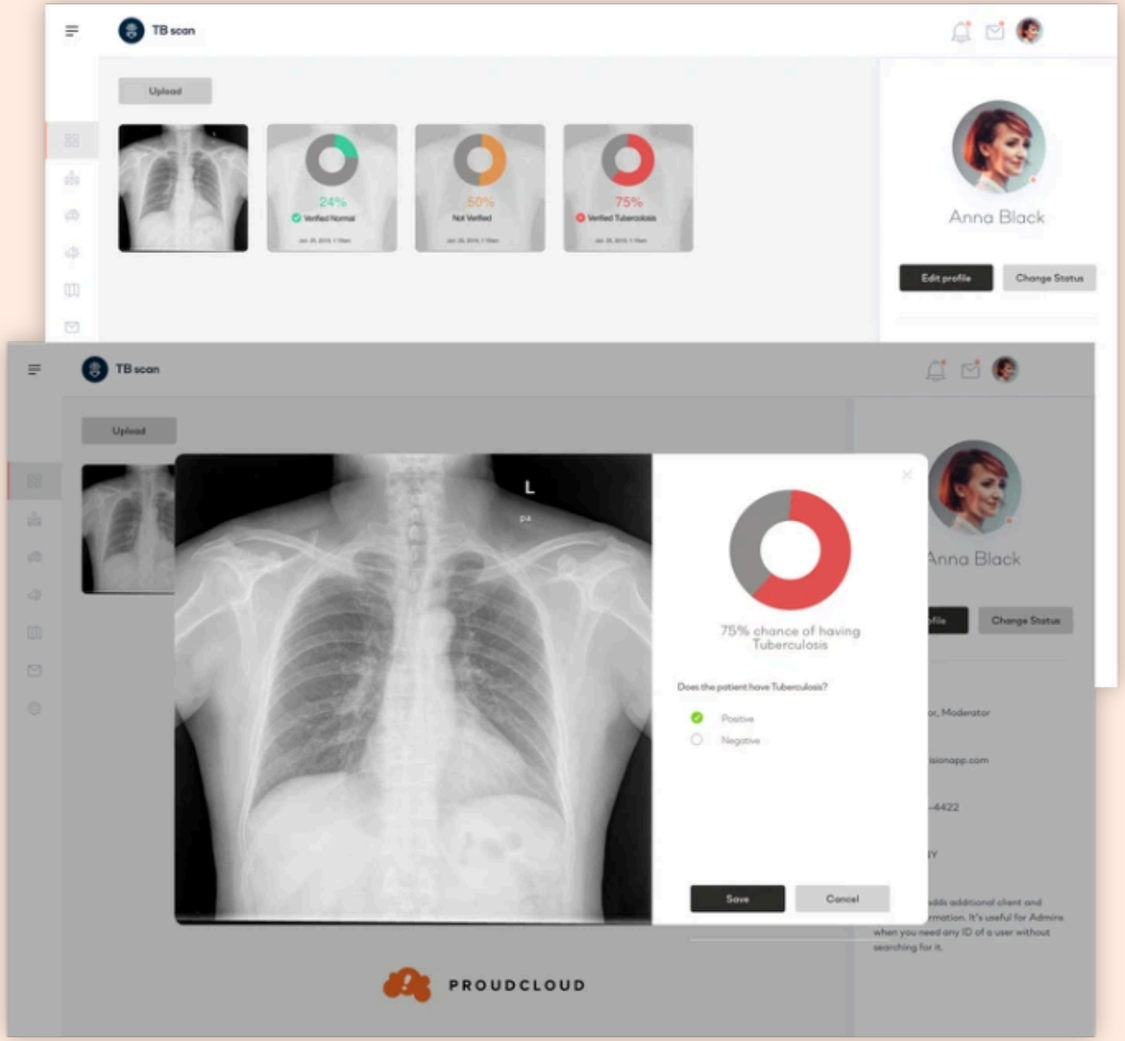
PROUDCLOUD

TB.Scan

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 contribute... This continuous cycle strengthens the machine-learning model over time.



LET’S GET TO WORK!

PROUDCLOUD

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

 hi@proudcloud.io

 @proudcloud

 https://linkedin/in/proudcloud