



We help early-stage startups develop their first working prototype or Minimum Viable Product (MVP).

*“Maly are a great team to work with, they know what they are doing and we trust them with the development and maintenance of our software tool.”*

**Lesley Kumar & Palvinder Gil,  
Partners & Co-Founders, Insight  
Regulatory**

- Do you need a working prototype or MVP of your product or service concept?
- Do you need something reliable, scalable, secure whilst still being flexible enough for rapid iteration and potential pivots?
- You’ve struggled to find experienced, reliable, friendly and local development resource that won’t over promise & under deliver?
- You’re operating on a tight budget and need someone who won’t take you for a ride and who can flex their cost-effective model as needed?
- You need a solution that is architected for the future, allowing you to gather, store and analyse data whilst integrating with other systems and applications (such as payments or fulfilment) if or when needed?
- You don’t have the bandwidth, skills or resource to do this in house or learn to use a complex self build no code tools?

Our simple 5 step local service ensures you get a high-quality MVP in a reasonable timeframe and at a sensible price:



**1.** We start by understanding the product or service concept, your vision for the business and the desired customer or user experience.

**2.** We architect & build the ideal solution that is reliable, scalable, secure and future proof whilst remaining flexible enough for rapid iteration & easy experimentation

**3.** We deploy your new solution either locally or in the cloud (depending on the vision and concept) and ensure it is both secure and backed up.

**4.** We create any custom integrations or data analytics required to help you launch, test and learn from your prototype or MVP.

**5.** We provide ongoing remote access support to maintain the MVP and also develop any iterations and new features and functions needed over time.

We have many years of broad experience providing exciting and dynamic solutions that are also reliable and scalable to organizations of all sizes.

### Our capabilities

- Prototypes and MVP's that free you to focus on building the business rather than being an engineer.
- Solutions that can be tested with real customers / users and can be scaled in the future.
- Seamless connection with required systems and applications such as payments, analytics, CRM etc
- Solutions that are flexible and easy to modify enabling rapid iteration and experimentation.
- Secure solutions that are reliable and resilient with proactive and helpful support whenever it's needed.

*“From the first day to now this has been an outstanding experience. I could not recommend them highly enough.”*

**Andrew Rooney – Product Lifecycle System Coordinator at Allergan**

### Why work with us?



We're local, easy to contact, pleased to meet face to face and offer support when you need it.



We've worked in highly regulated sectors such as the pharmaceutical industry and financial services, so we understand the importance of security and compliance.



We understand processes - not just software. We can help you design an excellent user experience and find easier ways of doing things.



We are very cost effective – you won't suffer from “Cloud Shock” or get ripped off by off-shore developers.

### Meet our team

We are a friendly team who pride ourselves on being flexible and easy to work with. Working as strategic partners to help you succeed, we'll take the time to capture your business vision, understand your product or service concept and enable your entrepreneurial journey.

