RUBICON

01

Who
We Are

We are a Technology Services firm

We provide provide a full range of technology solutions to companies around the world.

We have **a decade** of success, hiring the best engineering talent in LATAM, who are client-facing and communicate fluently in English.

Our team members are well trained, and ready to collaborate **on a global scale.**

RUBICON

About Us

10
Years

10 years of experience in international markets and a wide range of industries

+40
Professionals

Team of **+40 professionals** with a vast experience in the tech space

+250
Projects

+250 successful projects executed

+100
Clients

+100 clients world-wide

Focused on **quality** as the main driver of everything we do

Devoted to **customer service** and committed to **achieve our goals.**

We provide creative and **simple solutions** to complex problems.

Our
Locations

USA
New York

● Offices
● Team presence

ARGENTINA
Buenos Aires

A team of **global scale**

Who
Trusts Us

Global footprint

Cross-industry experience

Blockchain & Crypto & DLTs

SuperRare

Z OpenZeppelin

PARAGON

rise

MEMBRANE

GALAXY DIGITAL

E-Commerce

SITIX
By SPORTS ILLUSTRATED™

GATHR FILMS

GATHR TALENT

Business Services

Microsoft

QUADRANT TECHNOLOGIES

DEAZY

Sports

Sports Illustrated

THE POST

Finance

AXA

CIIG
CAPITAL PARTNERS

Global footprint
Cross-industry experience

FinTechs

EFECTON — waynimóvil — BAF CAPITAL — CIH — SeguroSelect

Digital Signage

ims

Insurance

Allianz — PRUDENCIA Seguros

Healthcare

osde

Digital Marketing & Agency

Nro.3 — teamDigital — aper.

Global footprint
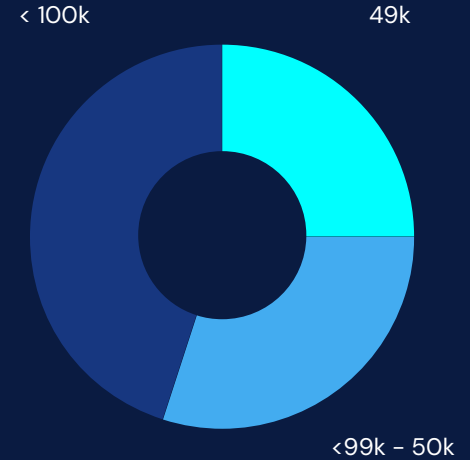# Cross-industry experience

CLIENTS PER COUNTRY

USA

LATAM

Others

TOP INDUSTRIES

Blockchain | Crypto | Web3

Business Services

FinTechs

E-Commerce

Others

PROJECT SIZE

< 100k

49k

<99k – 50k
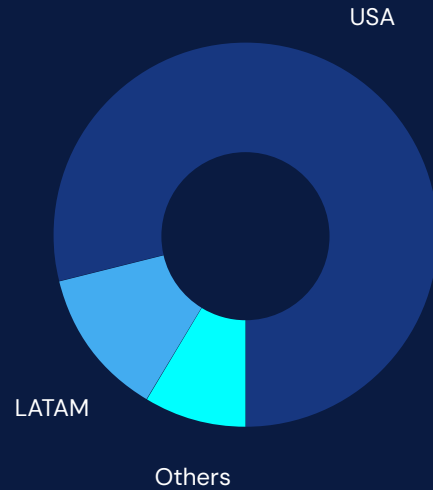
What We Do

Areas of **Expertise**

Custom Software Development	MVP Development	Cybersecurity
Software Testing & QA	Applications & Architecture Update	ERP & CRM
Mobile & Web Development	Agile Development	Design Thinking
Maintenance & Support	Progressive Web Applications	Business Intelligence
Blockchain Consulting	Nearshore Software Development	Digital Wallets
Data Engineering & Data Science	eCommerce	Cryptocurrency
UI/UX Design	Process Automation	Digital Acceleration

What **Team Roles** Can we Source? **Any**

Business Analyst
Implements advanced strategies for gathering, reviewing, analyzing and defining requirements.

Software Engineer
Develops software, reviews code and creates unit tests. Builds high quality programming components.

Software Architect
Responsible for the tasks, the planning, the product backlog, communications with the client and first level escalation.

Project Manager
Responsible for the tasks, the planning, the product backlog, communications with the client and first level escalation.

Automation Engineer
Identifies the most cost-effective test cases to automate, implements and maintains them as the product evolves.

QA Engineer
Responsible to plan (along with the PM), design and execute the test phases.

Data Engineer
Work in a variety of settings to build systems that collect, manage, and convert raw data into usable information for data scientists and business analysts to interpret.

UX/UI Designer
Works with client business leaders and users to ensure the product interface has a design that guarantees user adoption and ease of use.

DevOps Engineer
Builds and maintains of the CI/CD pipeline and configuration of tools and environments to streamline the software delivery process.

AND MORE...

How We
Work

Staff
Augmentation

What it means

- We provide staff to expand your team's capacity

- You can manage team work and delivery directly with our engineers

- We bill monthly for the work performed (hourly or monthly rate)

When to use it

- The workstream is continuous

- You have a tech team that will lead the work on your end to make the most out of our engineers

- You have an established process and delivery framework in place

Employer
Of Record

What it means

- We become the full legal employer of your workforce

- We assume all employer–related legal liabilities on behalf of your company

- You only pay a +20% of administration fees on top of the engineer's pocket money

- You have full control of the team operation

- This is the most cost efficient way for hiring engineers in LATAM

When to use it

- You are looking to establish a long–term engineering team in LATAM

- Establish a team of +10 engineers

- Helps to avoid payroll management work and hire effectively avoiding any legal liabilities of your team

- You want cut your cost overnight keeping the current team and delivery bandwidth

- There is a constant workstream of work

Full
Delivery

What it means

☐ We provide all required roles to execute the project end to end

☐ We collaborate to define specs, goals, roadmap, timeframes and costs

☐ We bill on a Fixed Price or T&M against delivery milestones

When to use it

☐ Scope is clear and bounded

☐ Budget is more constrained

☐ Your focus is on deliverables at product level and prefer to delegate the technical decisions on our team of experts
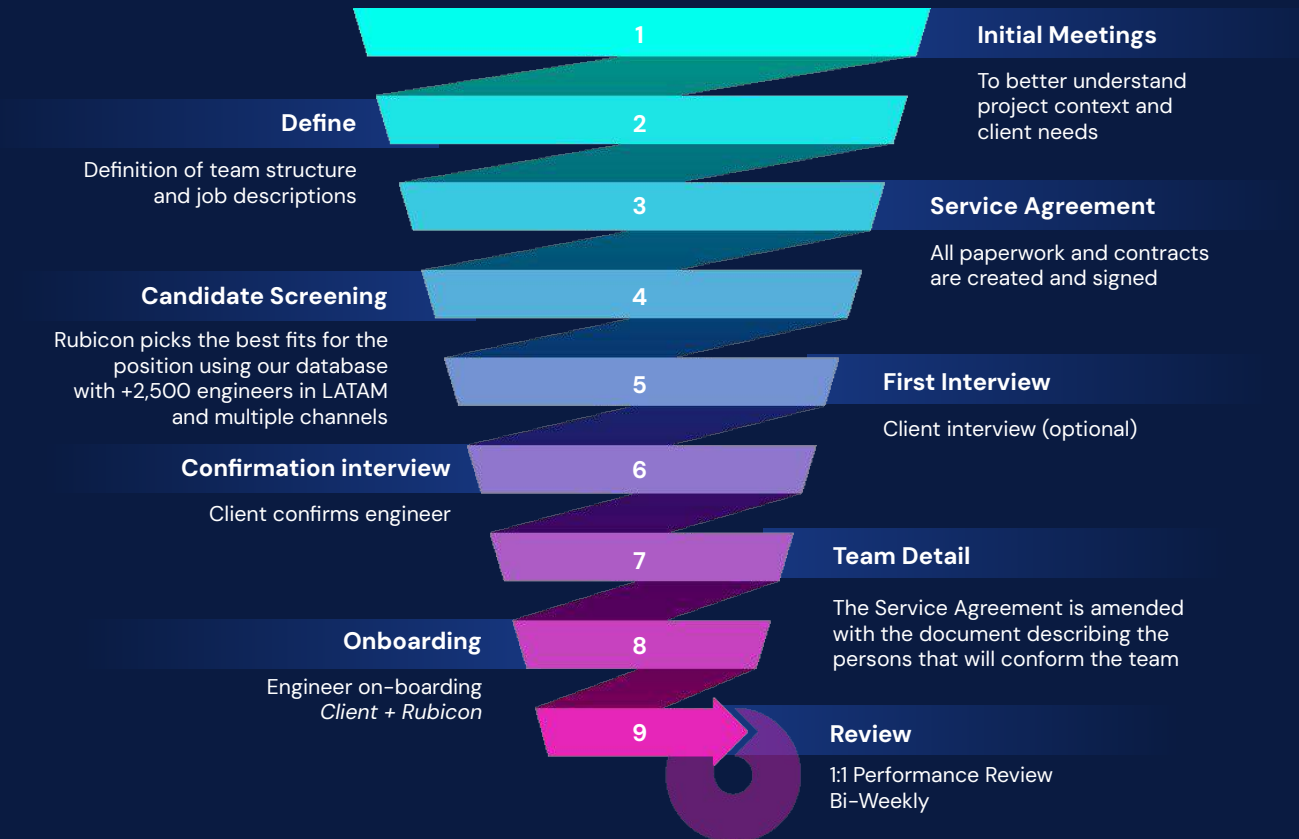
MODEL COMPARISON

	STAFF AUGMENTATION	EMPLOYER OF RECORD	FULL DELIVERY
WHAT IT MEANS	We provide tech staff to expand your team capacity. You manage the team work and delivery and we bill monthly (hourly or monthly rate)	We set up your tech team bringing LATAM talent and take care of all the administrative burden of the payroll as well as employee liabilities	We take the end to end build with our team of experts. You define specs, goals, roadmap and timeframe and we provide a fixed price for getting the job done
BEST SUITABLE WHEN	The workstream is continuous, you have a tech team that will lead the work of our engineers and there is a established process and delivery framework	You are looking to establish a long-term engineering team or you need to significantly reduce (~40%) your engineering costs overnight while keeping the team size	Scope is clear and bounded with a tighter budget. Your focus is on deliverables and want leave all the tech side of things to us
BENEFITS	You assume no payroll liabilities while, at the same time, expand your delivery bandwidth at inexpensive rates leveraging the best talent in LATAM	You only pay +20% of administration fee over the engineers pocket money, this is no doubt the less expensive manner to hire engineers in LATAM	Better from a budget control perspective. Ideal to outsource a technology project without the need of a tech team in-house

Staff Augmentation
Getting Started

1 — Initial Meetings
To better understand project context and client needs

Define — **2**
Definition of team structure and job descriptions

3 — Service Agreement
All paperwork and contracts are created and signed

Candidate Screening — **4**
Rubicon picks the best fits for the position using our database with +2,500 engineers in LATAM and multiple channels

5 — First Interview
Client interview (optional)

Confirmation interview — **6**
Client confirms engineer

7 — Team Detail
The Service Agreement is amended with the document describing the persons that will conform the team

Onboarding — **8**
Engineer on-boarding
Client + Rubicon

9 — Review
1:1 Performance Review
Bi-Weekly

Employer Of Record
Getting Started

1 Initial Meetings to understand project context and needs

2 Define team structure and job descriptions

3 Staffing Agreement Contract

4 We help you pick the right candidates who fits the position using our database with +2,500 engineers in LATAM and multiple channels

5 Client confirms engineer

6 Rubicon signs employee documentation

7 Continuous operation of administrative matters
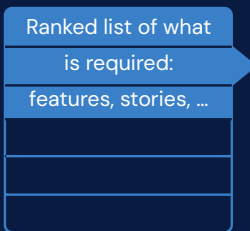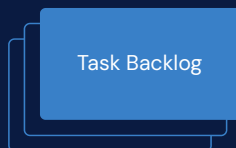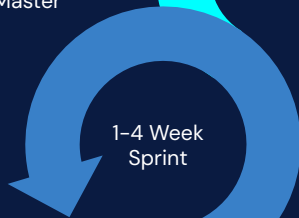
PODs As A Service

What are the **PODs**?

- It's how we call **a team** working with our clients

- The way we ensure a **service of excellence**

- It's composed by our engineers plus **1 Ops Manager** (OM) and **1 Head of AI** (HAI)

- There is **NO COST** associated with this, it's fully absorbed on our side

Head of AI

Ops Manager
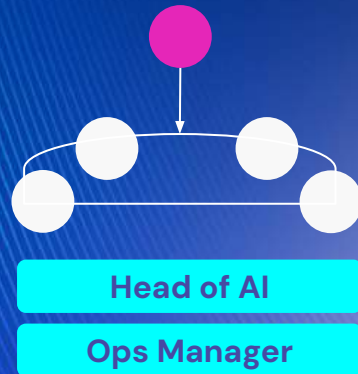
● **Your Team**

● **Our Engineers**

● **Our PODs leads (OM + HAI)**

What do the **OM** and **HAI** do?

- They lead the team and work closely with your Leads to ensure the proper delivery

- Responsibles for a seamless and easy onboarding of new team members

- They participate in the daily operations assisting to SCRUM meetings, business meetings, etc

- Address any potential performance issues with team members implementing immediate improvements actions as soon as there is a performance problem

- Work as main Point of Contact for your team on every aspect of our service (performance, administrative tasks, planning team structure and growth, consultation, etc)

AI FIRST at NO COST

No matter how you engage with us, the size of the team or the complexity of the project, we will **ALWAYS** allocate our **Head of AI** responsibilities for ensuring the most efficient use of AI tools to your specific case, and an **Operations Manager** to monitor our team's delivery. This service is on us, you **DO NOT PAY FOR IT**.

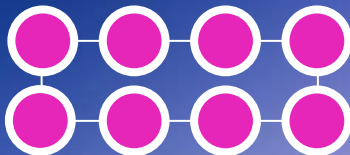## HOW DOES THIS WORK ON EACH SCENARIO

STAFF AUGMENTATION
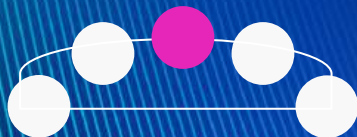
Head of AI
Ops Manager

⚪ Rubicon Engineers
🔴 Client Team

EMPLOYER OF RECORD

Head of AI
Ops Manager

🔴 Client Team
In Rubicon's Payroll

FULL DELIVERY
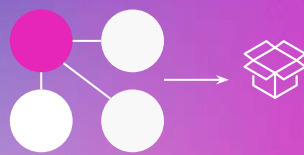
Head of AI
Ops Manager

⚪ Rubicon Engineers
🔴 Rubicon Leads

Tech
Talent

Our **Talent**

OUR TEAM

Full Time Employees
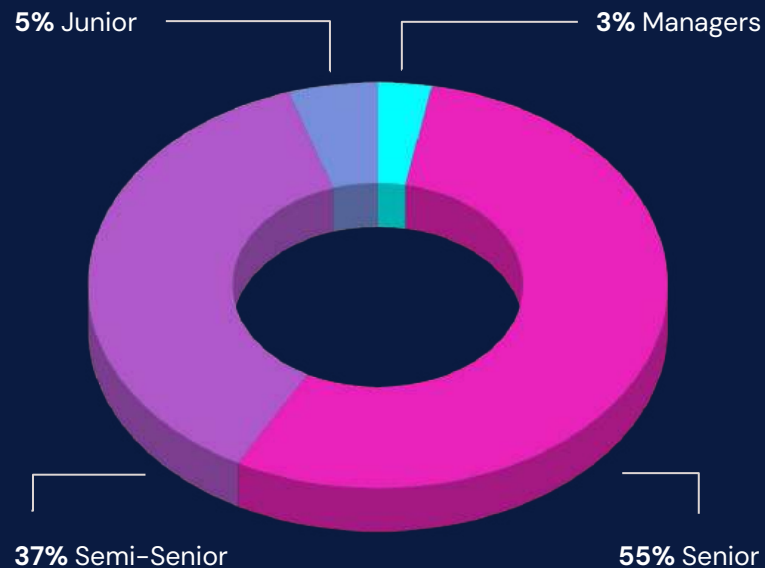**40+** Full time Employees

English Speakers
All of our employees are **fluent English speakers**

Experts in retaining talent
96% of staff retention in the last **5 years**

TEAM EXPERIENCE

5% Junior

3% Managers

37% Semi-Senior

55% Senior

We are **experts** at hiring **Tech Talent**
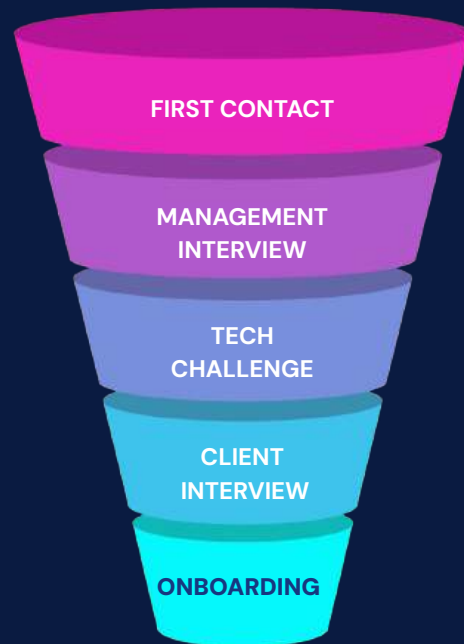
7–10
Days

Average time for getting new hires

+2.400
Engineers

Engineers in our proprietary hiring database

+85%

Of candidates interviewed by our clients are accepted

FIRST CONTACT

MANAGEMENT INTERVIEW

TECH CHALLENGE

CLIENT INTERVIEW

ONBOARDING

We are **experts** at hiring **Tech Talent**

ACCESS +2,400 ENGINEERS THANKS TO OUR PROPRIETARY DATABASE

- ☐ This is the CORE of our Recruiting capacity
- ☐ It has the BEST TECH TALENT from LATAM
- ☐ It includes ALL SKILL SETS

ALL PROFILES

Front-End	Business Analysts
Back-End	Product Analysts
Full-Stack	UX/UI
Mobile Devs	QA Analysts
Blockchain	QA Automation
Software Architects	DevOps
Project Managers	Data Engineers
Business Analysts	Business Intelligence

AND MORE...

49

128

174

52

1,274

TOP 5 LOCATIONS

ARGENTINA: **1,274**
BRASIL: **174**
COLOMBIA: **128**
CHILE: **52**
MEXICO: **49**

Success
Stories

Staff Augmentation

Microsoft
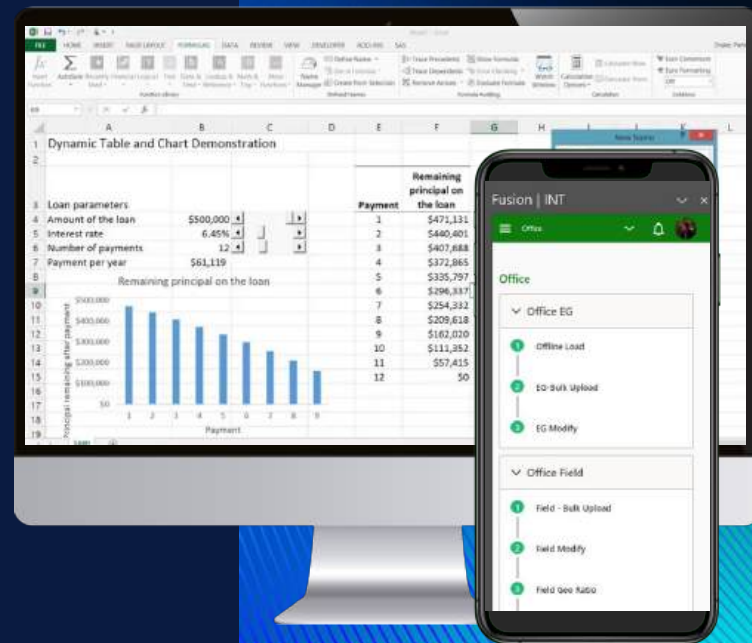
Financial Planning and Forecasting Platform

This project developed an agile, scalable platform for financial planning and forecasting, unifying Target, Forecast, and Budget processes. It features an Excel add-in as the main interface for streamlined data access and real-time adaptability.

KEY ACHIEVEMENTS

- **Rapid Data Access:** Enhanced data attribution, minimizing reporting delays.

- **Seamless User Experience:** A unified interface reduces training needs and complexity.

- **Scalability & Adaptability:** Configurable to evolve with business requirements for real-time financial planning.

STAFF AUGMENTATION

databricks

Microsoft SQL Server

Azure Synapse Analytics

Azure Data Lake

AZURE ANALYTICS SERVICES

MEMBRANE

Digital Assets Lending and Clearing Platform

Membrane is a clearing and netting DeFi network that enables seamless users to lend, borrow and trade tokens. As a multi-blockchain and over-the-counter (OTC) platform, Membrane, is positioned as a trustful trading environment both for institutional investors and peer-to-peer.

KEY ACHIEVEMENTS

- Develop the whole blockchain process of the platform, building listeners in all the integrated blockchains to update balances as fast as possible.

- Take the frontend of the platform to the next level, using state-of-the-art libraries that makes it more attractive and with a better performance.

- Redefined the project management entirely, creating a workflow in subteams and a process of calls and documentation that keeps the entire team informed.
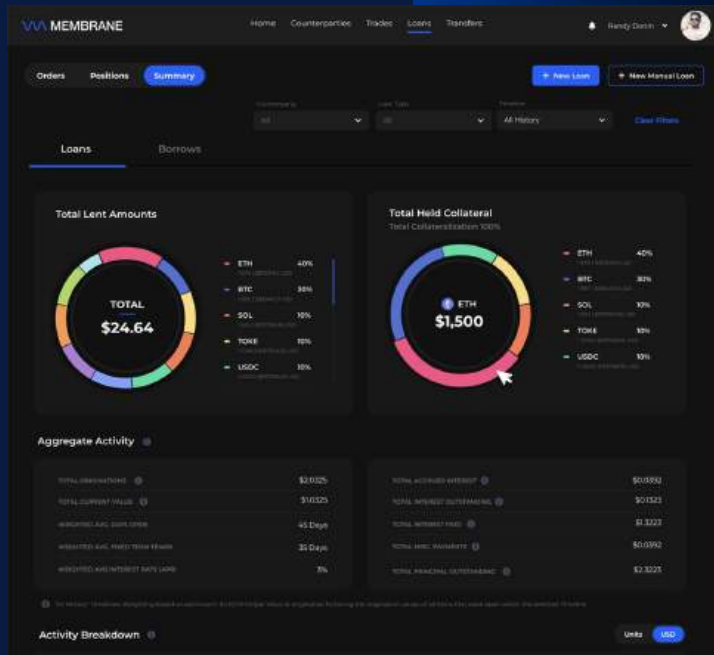
STAFF AUGMENTATION

Financial Operations Platform
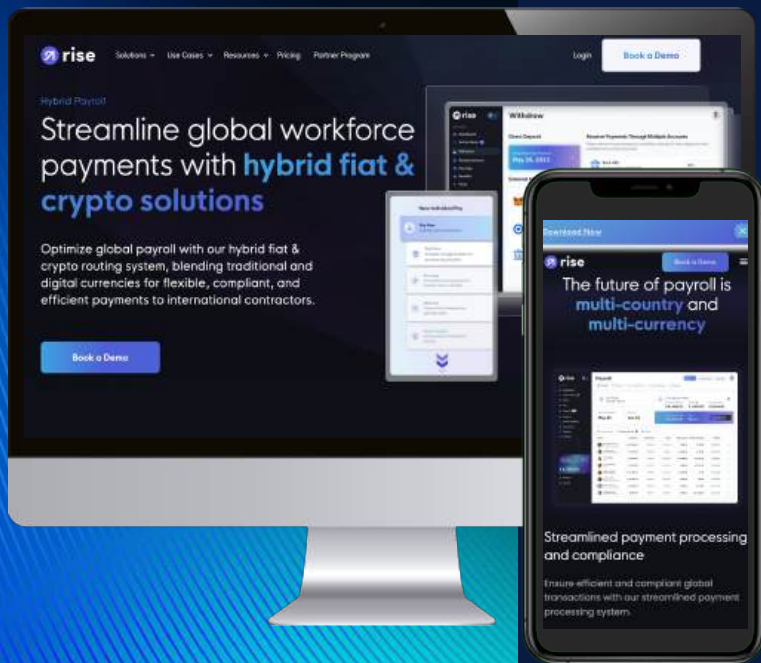
Rise is a financial platform designed to streamline payments, contracts, and financial operations for freelancers, small businesses, and enterprises. Through advanced technology and intuitive design, it simplifies complex processes.

KEY ACHIEVEMENTS

- **Rise Documents:** Developed a blockchain–powered document management system for secure, cryptographically–signed contracts. It supports customizable templates and Web3 wallet integration for seamless contract signing.

- **Credit Card Program:** Launched a credit card solution offering both virtual and physical cards, allowing instant access to funds, rewards, and secure transactions, integrated with Apple Pay and Google Pay.

GALAXY DIGITAL

STAFF AUGMENTATION

Blockchain Integration for Online Lending
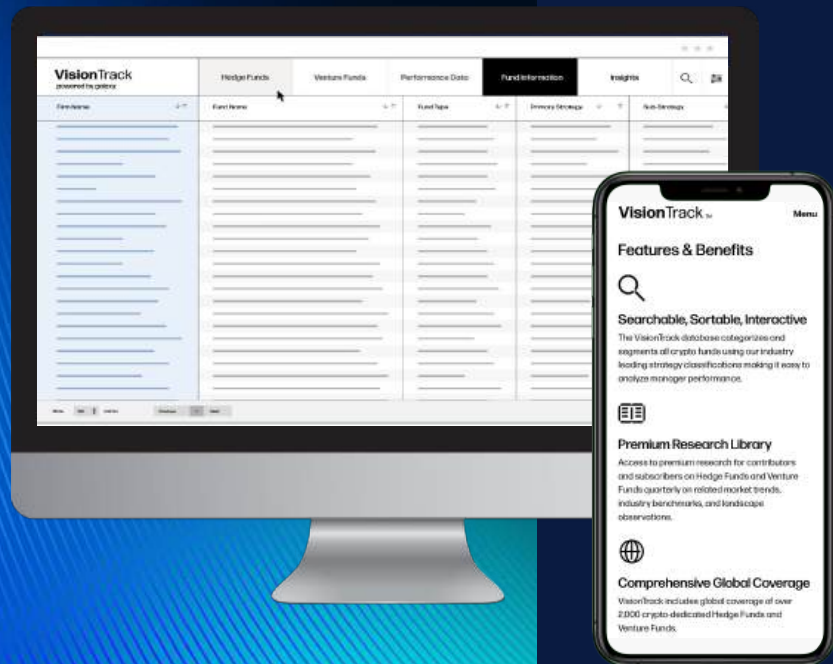
VisionTrack is a comprehensive data platform designed to provide in-depth insights and analytics on crypto hedge funds and venture funds. Powered by Galaxy Digital, it offers sophisticated investors, allocators, and fund managers reliable data for making informed, data-driven investment decisions.

Key Features:

- Crypto Fund Performance Tracking: Detailed analysis of over 2,000 crypto hedge and venture funds with historical data since 2014.

- Searchable & Interactive Database: Segments funds by strategy for easy performance analysis.

- Premium Research Library: Quarterly reports on market trends and benchmarks.

- Global Coverage & In-Depth Insights: Provides transparent fund details like fees and performance history.

- Trusted Data Source: Authenticated, daily-updated data for credible insights.

node.js   React   JS   GraphQL

SuperRare

NFT Marketplace for Digital Art

SuperRare is a marketplace that's revolutionizing the digital art universe through tokenization and the use of Non-Fungible Tokens.

The company was featured in the Blockchain report of the World Economic Forum in 2021 as one of the most promising projects in the space.

KEY ACHIEVEMENTS

☐ We collaborate with SuperRare providing top notch engineering staff with Blockchain, Tokenization and dApps skills to enlarge the development bandwidth.

☐ We turned into a trusted tech partner to SuperRare's C-Level who counts on Rubicon's support for growing the platform and continue to accomplish the product Roadmap.

solidity

React

ethereum

PostgreSQL

GraphQL
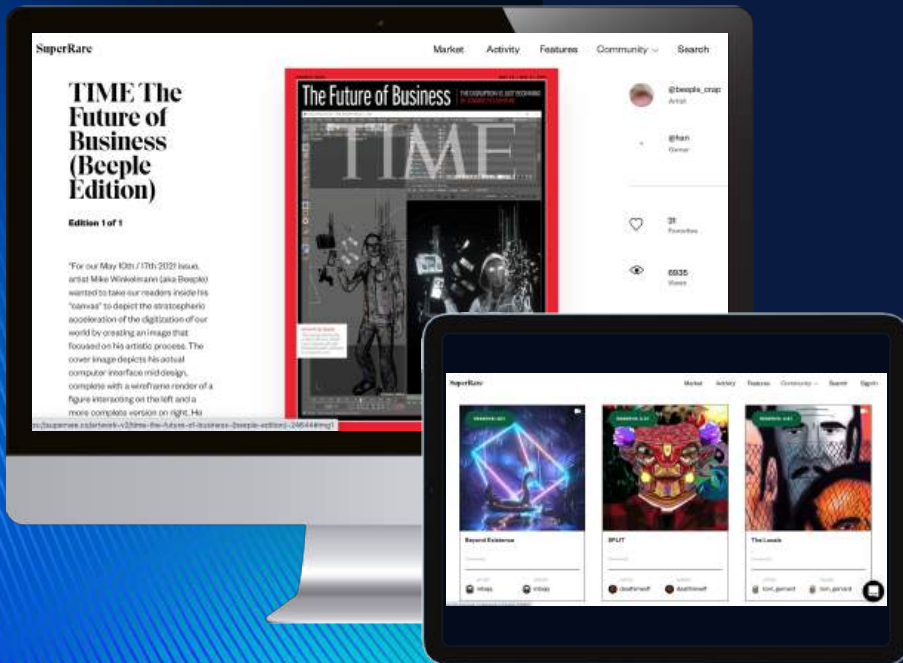
Employer
Of Record

PARAGON

The NFT Experience Platform

Paragon offers a one-stop solution for renting, buy-now-pay-later, and rent-to-buy NFTs, supported by a proprietary filtering system that streamlines financing options across the NFT ecosystem.

KEY ACHIEVEMENTS

☐ Utilized the Owned Team service to establish a team of 20 engineers in LATAM, optimizing development processes efficiently and cost-effectively.

☐ Developed unique Ethereum Smart Contracts compliant with ERC-721 and ERC-1155 standards, audited by a reputable firm in the industry.

☐ Implemented the ERC-4337 Account Abstraction standard on Ethereum smart contracts, showcasing early adoption and innovation.

☐ Created a dedicated crypto wallet mobile app with a user-friendly UX/UI, enhancing the overall Paragon experience.

☐ Introduced a custom-built marketplace, simplifying access to NFTs and providing tools for owners to monetize their assets effectively.
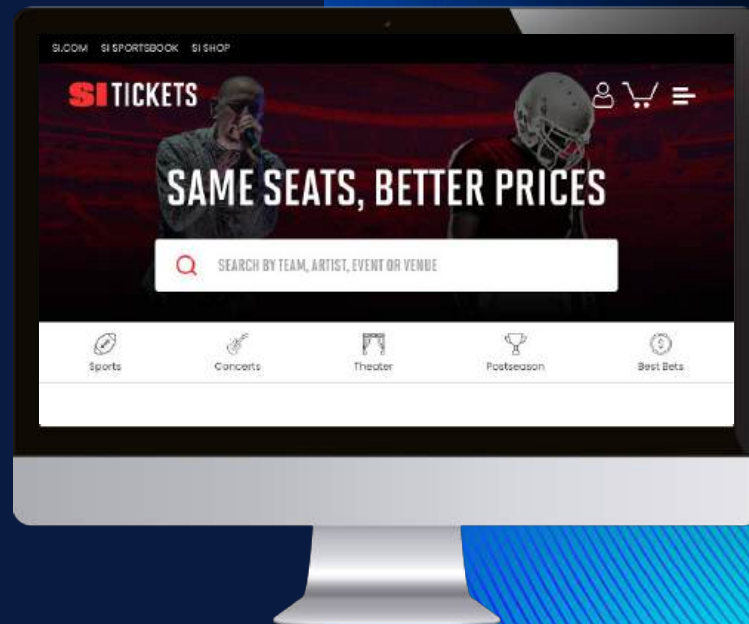
SI TIX
By SPORTS ILLUSTRATED™
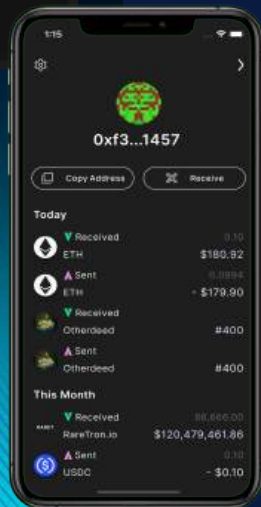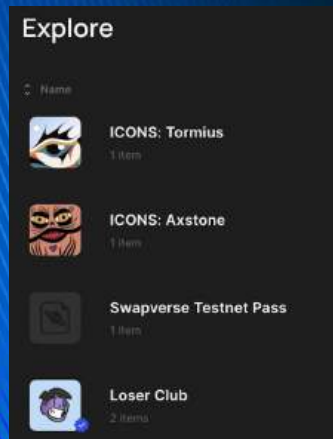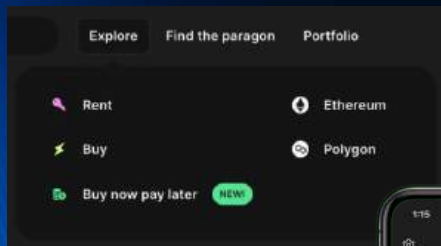
SI Tickets is a fan-first ticketing marketplace by SPORTS ILLUSTRATED, one of the most iconic and trusted names in sports. The platform offers millions of tickets to more than 175,000 concerts, theater and sporting events across the globe.

KEY ACHIEVEMENTS

- We set up a multidisciplinary dedicated tech team of Developers, BAs, PMs, Testers, DevOps and Data Engineers for the development, maintenance and operation of the SI Tickets platform.

- The solution includes a fully fleshed website and both iOS and Android apps developed in ReactNative to support both platforms with the same code base.

- With more than 3 years of continuous collaboration, we have become a trusted technology partner of the SI Tickets team.

SI.COM   SI SPORTSBOOK   SI SHOP

SI TICKETS

SAME SEATS, BETTER PRICES

SEARCH BY TEAM, ARTIST, EVENT OR VENUE

Sports   Concerts   Theater   Postseason   Best Bets

React   php   PostgreSQL   android   iOS

DEAZY

Tech Talent Provision Through Employer Of Record

DEAZY is a UK based service company bringing world wide Tech Talent to its well known clients. As a leader company in LATAM, **RUBICON** partnered with **DEAZY** to be one of their **preferred vendors** and collaborated together in multiple projects for the last 4 years.

KEY ACHIEVEMENTS

☐ Quick turnaround when asked to provide candidates to fill open positions. Every time we received a request, we sent at least 1 candidate within the same day.

☐ Served big names as GSK and FLIPSIDE GROUP in challenging projects.

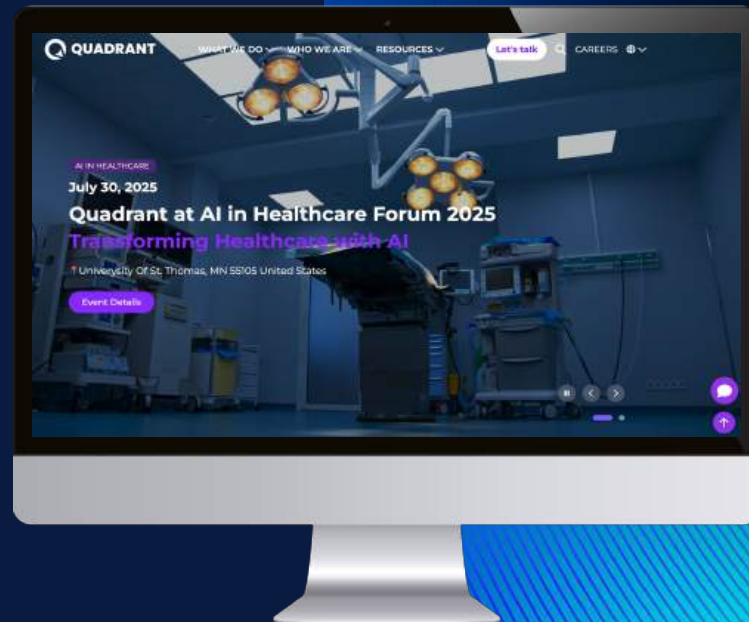☐ Multiple technologies were used in the different projects, even some that are really hard to find like Umbraco.

EMPLOYER OF RECORD

DEAZY

About us   Impact stories   Resources   Log in

Accelerated software and AI development

Go faster with adaptive, scalable, high-performing development teams managed end-to-end by Deazy specialists. No compromises!

See our work   Start your free consultation

4.7 ★★★★★

Join innovative tech leaders experiencing Delivery Acceleration

IPG   octopus   POPEYES   WORK.LIFE   RAC

QUADRANT

Tech Talent Provision Through Employer Of Record

QUADRANT is a service company with presence in the US and INDIA. As part of their growth strategy they wanted to open operations in LATAM via partners who could provide the high quality services **QUADRANT** and its well known clients expect.

We became QUADRANT'S go-to tech company in the region sourcing 10+ engineers and ensuring a solid delivery.

KEY ACHIEVEMENTS

☐ Quick turnaround when asked to provide candidates to fill open positions. Every time we received a request, we sent at least 1 candidate within the same day.

☐ Served big names as MICROSOFT and KIMBERLY CLARK.

☐ Focus on Microsoft based data engineering technology.

EMPLOYER OF RECORD

databricks

Microsoft SQL Server

Azure Synapse Analytics

Azure Data Lake

AZURE ANALYTICS SERVICES

Full
Delivery

EBO – NFT Platform

EBO is an innovative platform for digital collectibles, offering dynamic and interactive Digital Objects embedded with live media. Built on the Ethereum blockchain, EBO ensures complete user control through self-custody, allowing collectors to fully own their assets.

KEY FEATURES

- **Dynamic Collectibles:** EBOs are living digital experiences that display real-time media, such as live sports scores or music, making each object unique and evolving.
- **Self-Custody Platform:** Users maintain full control and security of their digital assets.
- **Marketplace & Creation:** EBO offers a vibrant marketplace where users can collect or create digital objects. Creators can mint EBOs and set royalties for secondary sales, earning from their creations.

FULL DELIVERY

Backend Website and Mobile App

FULL DELIVERY
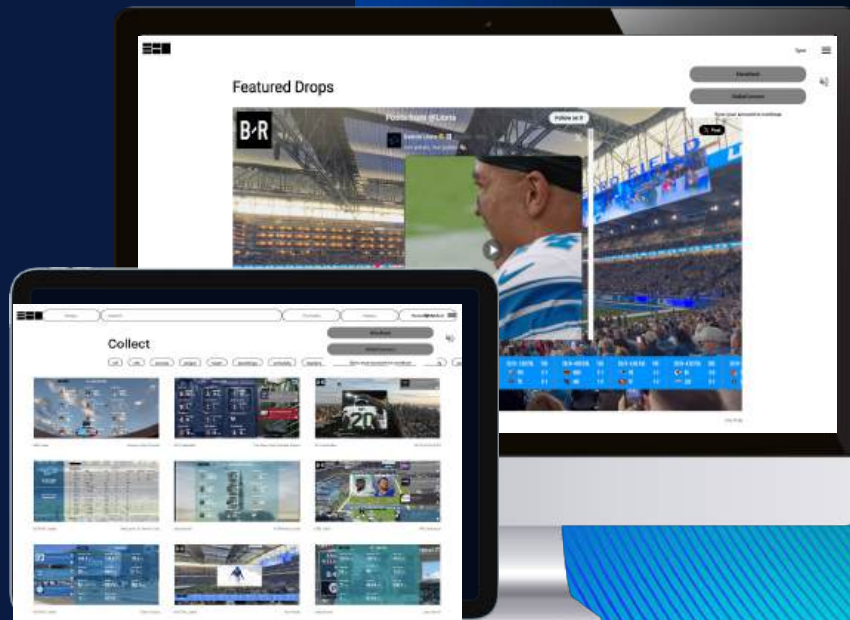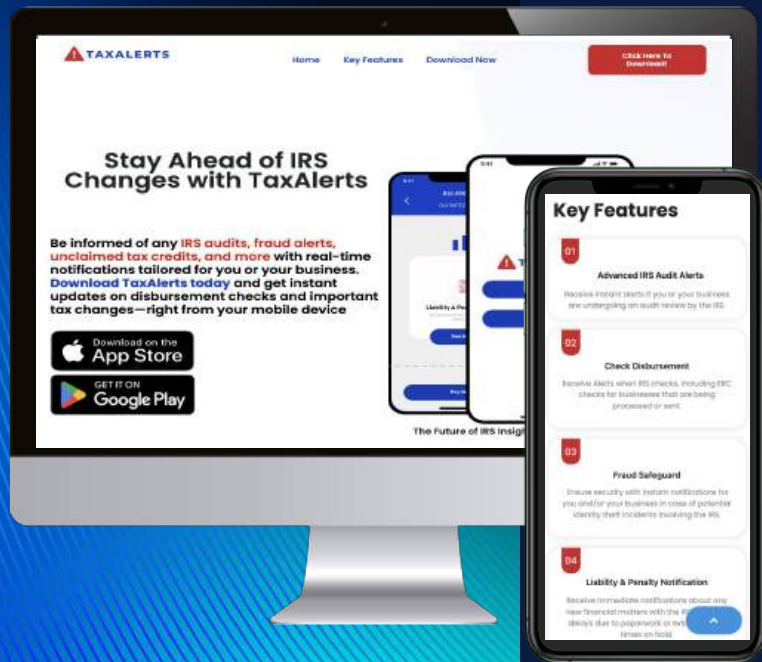
This project involved the development of a secure backend website and mobile app designed to manage and deliver IRS tax alert notifications, user registration, and affiliate management.

Backend Website
- Admin Dashboard: Restricted access for managing IRS alerts, products, and user data.
- Product & Affiliate Management: Create products, set commission rates, and manage affiliate branding and pre-registration.
- User Status & Notifications: Track user registration progress and automate email/push alerts.
- Sales Tracking & Reporting: Log product interactions and export data to integrate with HubSpot.

Mobile App
- User Registration & KYC: Simplified registration, including identity verification.
- IRS Alert Notifications: Push notifications for IRS alerts and product offers.
- Payment Integration: Apple Pay and Google Pay support for in-app payments.

waynimóvil
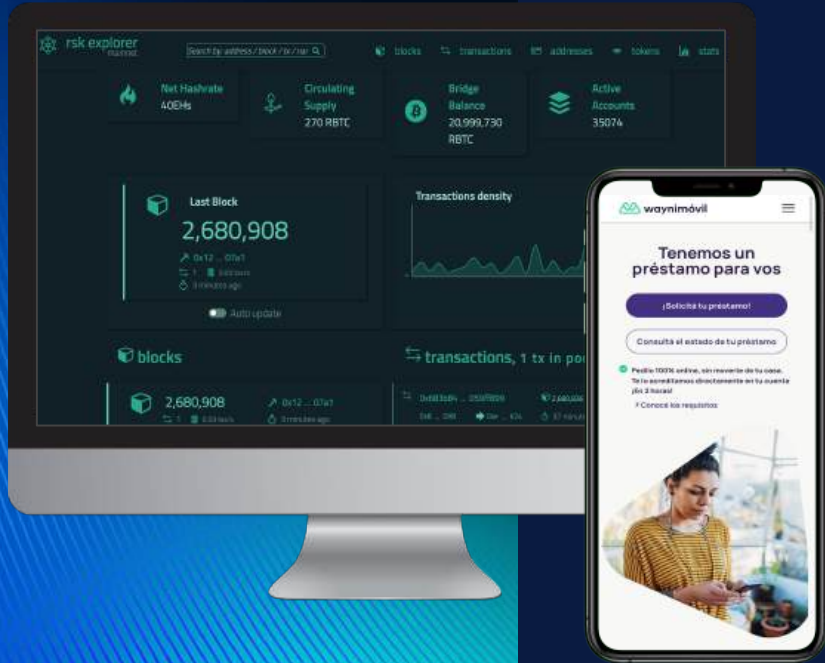
Blockchain Integration for Online Lending

Wayni is a digital platform for lending money online that allows users to upload their personal information, runs verification process in the backend for risk assessment using multiple sources through APIs and determines the amount available to lend based on an algorithm combining all these inputs.

Once the loan is determined, the user proceeds to confirm the desired amount and generate the transaction.

Wayni wanted to leverage the blockchain technology to keep a record of all the loans granted in an open, transparent and immutable manner. To achieve this, we develop an integration with the RSK blockchain that generates a wallet for each user and persist the transaction in the blockchain using encryption to protect sensible data from being exposed.
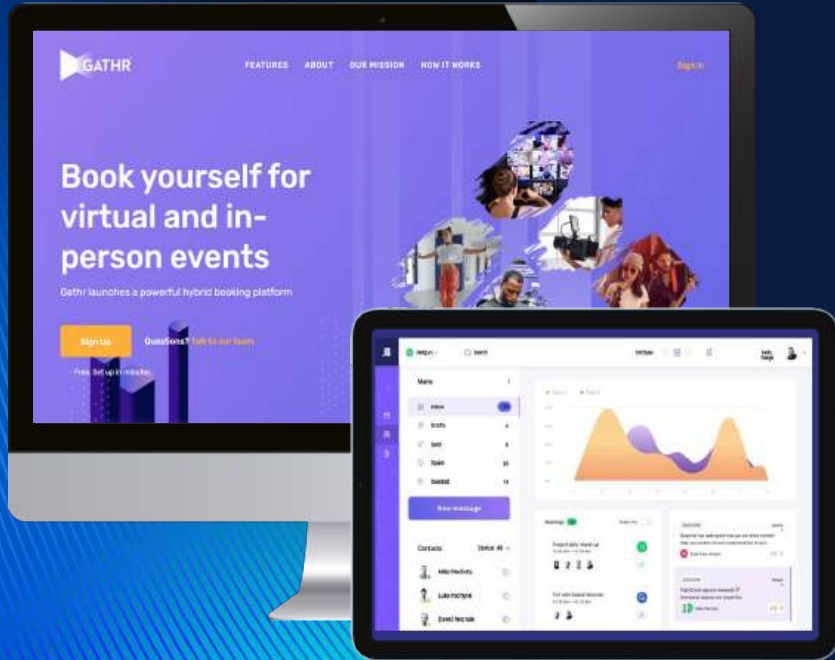
Booking Platform, CRM and Ticketing

An online marketplace where any person can create events to share their Talent.

Different roles such as Hosts, Promoters and Venues, you can perform different tasks such as reserving a physical space, create virtual spaces and promote offers or add spaces for events.

Through Gather Talent's platform, anyone can share their Talent with the world getting benefits like:

KEY ACHIEVEMENTS

☐ Grow outreach beyond local limitations

☐ Have events online to also reach a global audience

☐ Prepare for long-term success

☐ Stand out from the crowd

Big Data Processing Algorithms

We develop a series of programs that pull information from big data sources like the US Global Agricultural Trade System (GATS), parses it, normalizes it and loads it into a structured MySQL Database from where the CIH's team generates multiple reports for decision makers.

KEY ACHIEVEMENTS

- Processing of millions of records with multithreading algorithms to achieve a high performance rate.

- Dealing with multiple sources of information: CSV files, JSON files, info pulled from the web and crawled organically.

Let's Work Together!

CONTACT US

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