



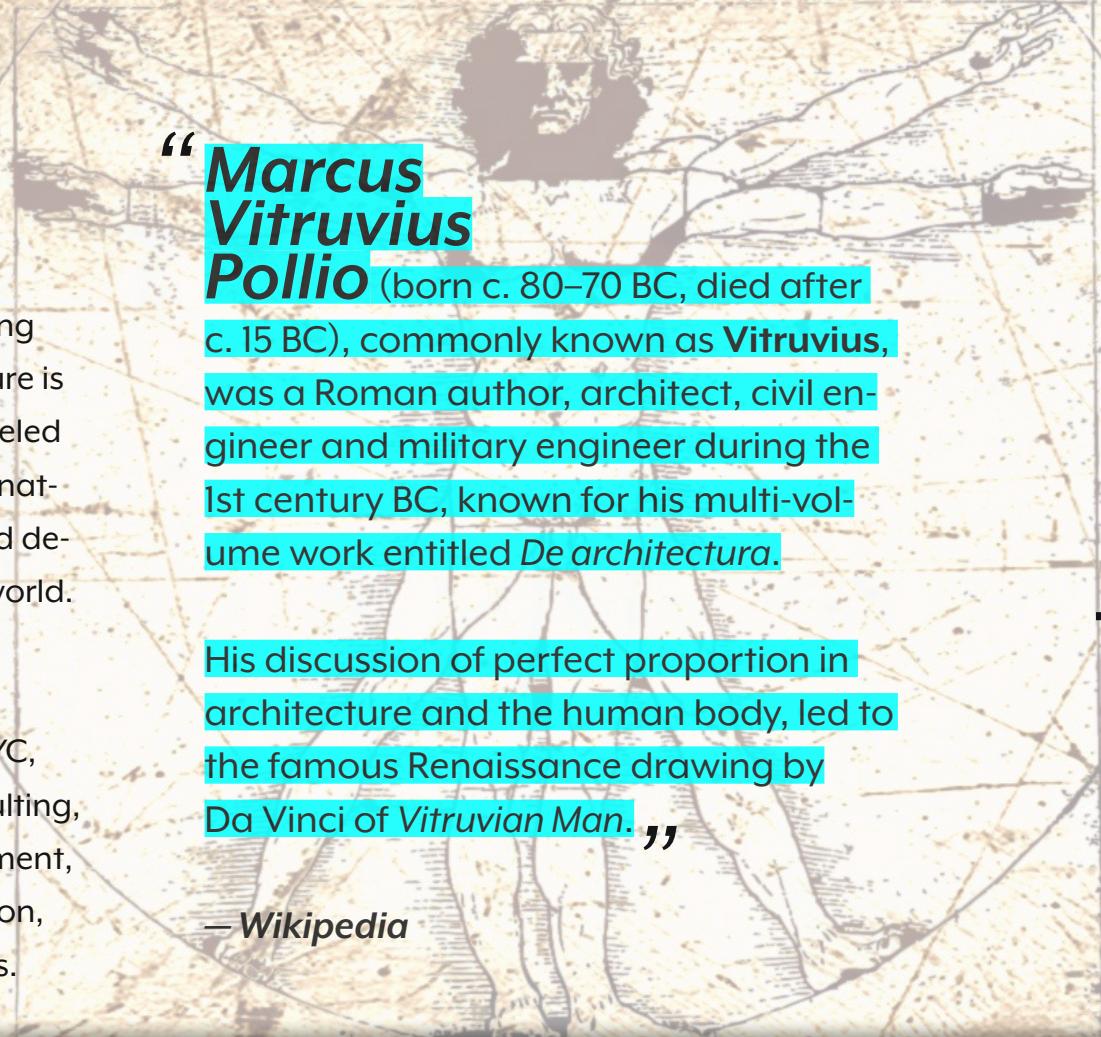
# SOFTWARE & MARKETING MISSION / SERVICES / PRODUCTS

# ROMAN INSPIRED SOFTWARE DESIGNERS

Drawing inspiration from innovative engineering throughout Roman history, our work and culture is founded on our “Vitruvian Virtues”, and is modeled after military organizations and fundamental natural elements, adapted to software design and development for growing businesses in today’s world.

We are the **Digital Special Forces** for custom software and marketing solutions. Based in NYC, Vitruvian Technology, Corp. specializes in Consulting, Project Management, Web/Software Development, Marketing, Design, QA, IT/System Administration, Content Production, and Data Science services.

## VITRUVIAN VIRTUES



“**Marcus Vitruvius Pollio** (born c. 80–70 BC, died after c. 15 BC), commonly known as **Vitruvius**, was a Roman author, architect, civil engineer and military engineer during the 1st century BC, known for his multi-volume work entitled *De architectura*.

His discussion of perfect proportion in architecture and the human body, led to the famous Renaissance drawing by Da Vinci of Vitruvian Man.”

— Wikipedia

INTELLIGENCE  
COMMUNICATION  
BALANCE  
ELEGANCE  
TRUSTWORTHINESS  
READINESS



## OUR WORK

### THE MISSION

Birthed from agency backgrounds and “front-end” (UI/UX) skill-sets, VitruvianTech puts an emphasis on design and the bottom line - which includes security and performance around everything we touch.

Built from our *Roman*-based principles, we believe design in any product must be minimal, absolutely functional, unconditionally flawless, and beautiful.

As the *Digital Special Forces*, we are the first line of defense in affecting your product’s digital presence.

**FORTUNE 15-500  
START-UP**

### REMOTE / CONTROL

Using state-of-the-art communication tools (*Slack*, *Skype*, *G Suite*, etc.), conferencing services, and optimized project management tools (*JIRA*), our consultants and developers are all remote-based autonomous experts.

We have a proven track record of excellent project performance and price cuts by eliminating overhead with well-written requirements, constant communication from our staff, and flexible developer shifts, yielding a balanced work/life culture, and highly motivated team members.

*Communication is key, and we focus on deliverables and customer service, backed by our founding virtues.*

### THE PROCESS

*Foxtrot<sup>(sm)</sup>* is our project management solution, based on Agile process methodologies.

**Three unique tracking systems** (*Foxtrot One*, *Two*, and *Three*) lets you choose the process that best suits your projects’ needs - from quick ad-hoc projects, to large-scale product life-cycles.

*Any of our three Foxtrot<sup>(sm)</sup> systems is included - free of charge - with our **Managed Subscription** plan!*

**GROWING (MID-SIZED)  
SMALL BUSINESS**



# OUR WORK

## FEATURED MISSIONS

**VERIZON**

**THE DAILY BEAST**

**ONERX**

**SAKS 5TH AVENUE**

**HALLIBURTON**

**THE NEW YORKER**

**REFINERY29**

**VIACOM**

**URBANDADDY**

**HUGE**

**GOLF DIGEST**

**WALL STREET JOURNAL**

**CONDE NAST**

**REALTYMX**

**ARCHITECTURAL DIGEST**

**GQ MAGAZINE**

**LAST LOOK**

**BON APPETIT**

**CONDE NAST TRAVELER**

**MARVEL COMICS**

**WIRED MAGAZINE**

Discrete Web, eCommerce, and Mobile portfolios available upon request.

Connect with us at [services@vitruvian.tech](mailto:services@vitruvian.tech), or +1 (646) 204-1732, for more information!



## CONSULTING

Strategic Development / Training / Analysis

## PROJECT MANAGEMENT

Planning / Process / Sourcing

## SOFTWARE DEVELOPMENT

Web / Mobile / Server / Data Science

## MARKETING

SEO / Social Media / Print / Advertising

## WHAT WE DO

### DESIGN

Software / UI / UX / Graphic / Print / Product

### QUALITY ASSURANCE

Performance Testing / Automation / Manual

### IT/SYSTEM ADMIN.

Database / Network / Cloud / Infrastructure

### STUDIO PRODUCTION

Photo / Video / Audio / Costume / Culinary

## PUBLISHING ECOMMERCE

## MEDIA / ADVERTISING FASHION / RETAIL

## INDUSTRIAL

## TELECOMMUNICATIONS PHARMACEUTICAL

## NYC, BORN AND RAISED...

VitruvianTech was founded in Long Island City, New York by native New Yorker Peter C. Romano.

Inheriting from the melting-pot and booming technology culture (affectionately known as “Silicon Alley”), our roots are planted in the soils of innovation and hard, deliberate work, backed by generations of open-minded and patient ancestry.

Operating in this city, you have to have the wits, the guts, and a competitive drive, along with rock solid planning, to be able to survive.

Everything we do is made with love by New York standards, and we’re proud of that.

## WHO WE ARE

## ...DIVERSITY, EMBRACED.

“**You just gotta show up,** and be consistent.

‘Perfection’ is merely the pursuit of perfection, with quality engineered over time by a well-planned, incremental process.

After all, great management leads to quality, and our objective is to secure quality for all. ”

—Peter C. Romano, Founder

We work with and employ folks of all ethnicities, gender, and religion. We’re also animal lovers.

Working at VitruvianTech, we evaluate skillsets based on more than just output and career background. Each team member has an opportunity at any time to be promoted, and as self-motivators, encourage and enable workers to pursue their personal and career goals.

If people are willing to learn and grow, then we are willing to give every resource at our disposal.

We do not entertain corporate politics, and operate based on “family” values.

# WHO WE ARE



## PETER C. ROMANO

*Founder / CEO*

Throughout his 10+ years in Web development, Pete has lead teams and worked for well-known brands and various start-up, mid-sized, and Fortune 500 companies like Verizon, Viacom, Halliburton, HUGE, The Daily Beast, Saks 5th Avenue, Refinery29, and more.



## REZA KHAN

*Infrastructure Advisor*

Reza has led many DevOps and SysAdmin teams throughout his 20 years of experience in software, hardware, and hosting, and has been a key figure for DoubleClick and Marvel Entertainment's infrastructure, as well as many start-ups.



## VALERIA KALAIJDJIAN

*Executive Administrator*

An academic business major, Val's experience has been in pharmaceutical and hospitality management, with a concentration in customer relations and marketing.

Her superhuman connection to people is a driving force in achieving our objectives.



## PAMELA SISSION

*Design Advisor*

Versatile and exuberant, Pam embodies the essence of design, from UI/UX digital productions, to print, book covers, CD covers, and metal work, her punchy and vibrant designs overlayed with business marketing initiatives coalesce into high-level works of art, across all forms of media.



# PLANS AND PRODUCTS

## MANAGED SUBSCRIPTION

\$3k/mo. / \$8k/3 mo.

- **20 hours/mo.** applied to any/all available services.
- **Foxtrot<sup>(sm)</sup>** target tracking and project management system.
- **20% discount** applied to any/all simultaneous subscriptions.
- 30-day **money-back guarantee**.

## FREELANCE TIME & MATERIALS

+25%/hourly rate

- **Independently managed** (per contract negotiations.)
- Typical for most hourly-based **ad-hoc projects**.

## MACHETE THEME PLATFORM

\$2,999.99/license

- Universal mobile/desktop app UI PaaS for marketers.
- CMS bundle integrations (i.e., *Shopify*, *WordPress*.)
- **Hundreds of thousands** of available libraries and plugins.
- Perfect for custom e-comm and **publishing** solutions!

## FULL-TIME ACCELERATOR

\$50k/3 mo.

- **1 dedicated developer** (8 Managed Team subscriptions.)
- **1 Machete Theme Platform** license.
- **24/7 support** and customer service.

RECURRING  
AD-HOC  
LICENSED  
INCUBATED

...

YOU NAME IT.  
WE SHIP IT.

# MACHETE THEME PLATFORM

## PRODUCT OVERVIEW

*Machete* is a user interface theming **Platform as a Service** for mobile and desktop app development and marketing.

Designed for developers, by developers, our product is overlaid with consumer-facing marketing features, juxtaposed by leading platform product features, bringing maximum flexibility to marketers and project managers, which lets **developers build**, and **marketers chill**.

The paramount issues among competitors are that products lack scalability, are either too consumer-driven or too developer-driven, adopt unfair or expensive pricing schemes, do not do enough, or try to do too much - there is no "middle ground".

*Machete* is the **universal mobile/desktop app UI solution**.

## COMING SOON IN 2018!



## MACHETE

## FEATURES

- Based on **Facebook's** leading *React* UI tech.
- Quick learning curve - nothing proprietary to the end-user. Built on universal standards and libraries.
- Out-of-the-box SEO and social media management.
- Purely CSS-based (SASS) theming, inheritable across bundles, and admin-based theme switching.
- "Mix-and-match" theme styles and layouts via bundles.
- Bundle-based system: packaged Node.js modules containing API (back-end), component (front-end), migration (data), and theme (CSS) code (and static files.)
- Built on top of the *Node.js Package Manager*.
- Rigid (but flexible) application UI structure.
- Web-based system admin and development API server.
- Develop independent of tooling, IDE, or code hosting.
- Zero-config RDBMS data modeling, and more!



## CONNECT WITH US

### FOLLOW US

GITHUB: @vitruvian-tech

TWITTER: @VitruvianTechHQ

FACEBOOK: @VitruvianTechHQ

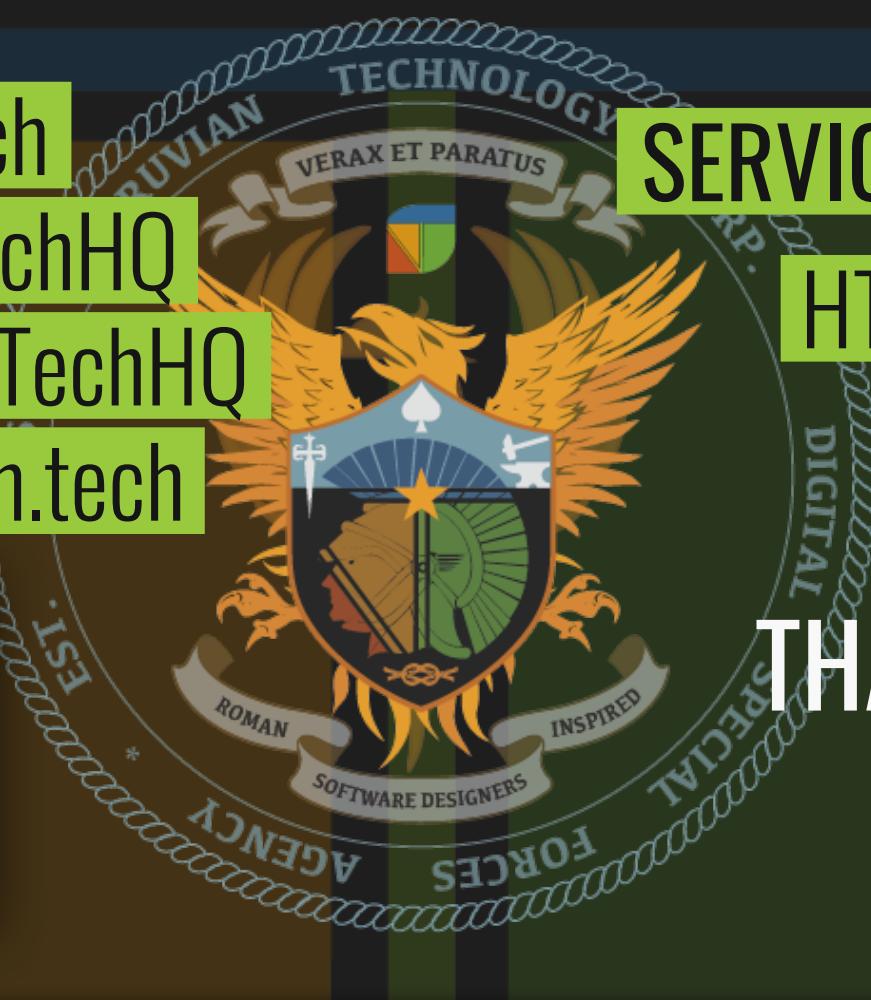
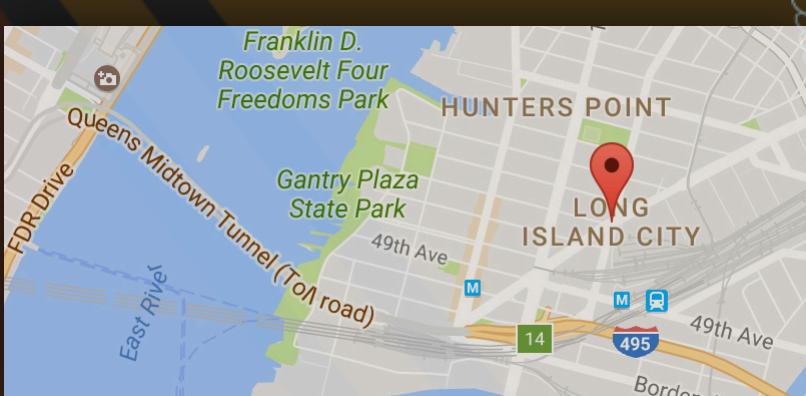
INSTAGRAM: @vitruvian.tech

### CONTACT US

SERVICES@VITRUVIAN.TECH

HTTP://VITRUVIAN.TECH

+1 (646) 204-1732



THANKS FOR VIEWING  
“VERAX ET PARATUS!”