



"No bird can sing the song that you can sing."
— Ruler of the Night Mystic

Tech shop for non-tech entrepreneurs

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AMOROTECH

Classify yourself:

Planning to transform?



If you can relate to most items below, ... :

- **possess product vision**
- **passionate about transforming lives of target audience**
- **innovative to find opportunities for disruption**
- **resilient for setbacks and failures**
- **adaptable to changes in the market conditions**
- **collaborative enough to create a team around the product**
- **growth oriented**
- **recognize the importance of ongoing learning**
- **willing to take calculated risks**
- **effective communicator**



... then we fully embrace your ... :

- **limited vision on what technologies to use**
- **lack of product development and design thinking**
- **non-acquaintance with the recent tech instruments and advancements**
- **inability to foresee challenges in the technical implementation**
- **inability to predict the cost of tech team**
- **lack of clarity on the volume and nature of work required**
- **limited ability to interpret data**



If you accept our foundation, ... :

Amorotech = (amor) o (tech)

Dream:

World where tech projects are run by non-tech people

Vision:

A world where every non-tech entrepreneur has access to the tech skills they need to build social projects with a positive impact on the world

Mission:

To empower non-tech entrepreneurs with the tech skills and expertise they need to build successful projects that scale and thrive

Purpose:

To apply the most recent advancements in technology to deliver a new generation of projects that satisfy emerging demands



... then you could benefit from recent tech advancements:

#	The availability of ... :	... enables ... :
1	... cloud compute resources everyone across all countries to have access to technology resources to run projects
2	... horizontal and vertical scalability developers to focus on delivering new features rather than investing time in optimizing their code base and infrastructure
3	... almost unlimited storage capacity at low cost the storage of big data
4	... specific database systems managed by cloud providers cost reduction, specifically regarding developers' time
5	... global content delivery networks effective distribution of data to users
6	... new analytics services efficient data analysis and extraction of valuable insights
7	... a pay-as-you-go approach for pricing cloud services elimination of major upfront costs
8	... easy to apply programming frameworks developers to avoid starting from scratch in project development
9	... smartphones as computers us to focus on applying a range of features that are not found in traditional personal computers or laptops
10	... machine learning technologies shift of paradigm for a new generation of start-ups

If you start fresh, then reap the benefits of ... :

- **reduced bureaucracy**
- **ability to make quick decisions and pivot quickly**
- **reduced risk of legacy code**
- **ability to respond quickly to changing customer needs**
- **ability to identify and capitalize on emerging opportunities**
- **ability to simplify technology stacks and reduce complexity**
- **improved maintainability, scalability, and performance**



When you start, ensure 3 scalability aspects:

#	Scalability aspects:	5 How-To's to be asked:
1	Infrastructure Scalability	<ul style="list-style-type: none"> - How to set-up compute resources to achieve scalability? - How to effectively set-up storages to store files? - How to ensure network capacity and bandwidth? - How to ensure data availability and recoverability? - How to achieve cost efficiency of the infrastructure?
2	Application Scalability	<ul style="list-style-type: none"> - How to structure code base for further expansion? - How to facilitate agile development of the code base? - How to make sure that code base evolves as business changes? - How to make sure that the code base behaves as expected? - How to develop functional code base at low cost?
3	Team Scalability	<ul style="list-style-type: none"> - How to determine the number of developers needed? - How to organize productive work of developers? - How to effectively manage developers? - How to motivate developers? - How to achieve the low cost of development?

Your journey will pass through the phases - Part 1:

#	Phase	Duration	Actions to be taken:
1	Idea generation and validation	0-3 months	<ul style="list-style-type: none"> - identify a problem that can be solved with tech - gather data - conduct surveys - validate assumptions - determine the tech viability of the idea - estimate the resources required
2	Team building and pre-launch	3-6 months	<ul style="list-style-type: none"> - founding team members are recruited - core product or service is developed (MVP) - a business plan is created
3	Launch and customer acquisition	6-12 months	<ul style="list-style-type: none"> - the start-up launches its product or service to the public (MVP) - the team focuses on acquiring early customers - a sales strategy is developed
4	Scaling and growth	1-2 years	<ul style="list-style-type: none"> - scale its operations - hire additional staff - expand its product offerings - increase revenue through new channels - increase visibility - build brand awareness - attract new customers - differentiate the product or service from competitors

Your journey will pass through the phases - Part 2:

#	Phase	Duration	Actions to be taken:
5	Consolidation and refining	2-3 years	<ul style="list-style-type: none"> - consolidate its operations - streamline processes - reduce costs to improve efficiency - refine the product or service - incorporate feedback from customers - iterate on existing features - explore new markets and partners - expand its reach
6	Maturity and expansion	3+ years	<ul style="list-style-type: none"> - reach a state of maturity - initiate new projects and expansions - enter new markets - develop adjacent products - acquire other companies - invest in research and development - explore new technologies and innovations to stay ahead
7	Exit or continued growth	∞	<ul style="list-style-type: none"> - consider various exit options (acquisition, IPO, or continued growth) - continue to grow and expand its operations - seek new opportunities for innovation and success

How to facilitate the prosperity of start-ups:

#	Points to address:	Our contributions:
1	- lack of market need	- build a minimum viable product (MVP) and iterate
2	- insufficient funding	- hire talent at affordable rates
3	- poor team management	good people are found, but not trained
4	- technical debt	- liberate from the legacy code
5	- inadequate market research	- help to make data-driven decisions
6	- competition from established players	- create a unique value proposition
7	- lack of clear product vision	- use data-driven insights to make product decisions
8	- inability to scale effectively	- take care of infrastructure, application, and team scalability aspects
9	- poor decision-making	- choose affordable tech stack and set-up scalable infrastructure and scalable application code base
10	- inadequate exit strategy	- form a strong long-lived tech foundation for a project

You'll have to deal with tech roles - Part 1:

#	Core tech role	Key responsibilities:	Typical hard skills:
1	Back-end developer required almost always	<ul style="list-style-type: none"> - create RESTful APIs - design, implement, and maintain databases - write server-side code to handle business logic, validation, and error handling - implement security measures - optimize the backend infrastructure 	<ul style="list-style-type: none"> - one of languages: PHP, Java, Python, Ruby, etc. - Laravel, Spring, Django, Rails, etc. - relational/non-relational databases - cloud: AWS, Azure
2	iOS/Android developer required for mobile	<ul style="list-style-type: none"> - design, develop, and test mobile applications for iOS or Android - collaborate with designers to create visually appealing and user-friendly interfaces - write unit tests, integration tests, and user interface tests - identify and resolve crashes, bugs, and other issues - participate in code reviews - ensure smooth deployment of apps 	<ul style="list-style-type: none"> - Swift/Objective-C, Kotlin/Java - SwiftUI, Android SDK - Xcode, Android Studio - XCTest, Espresso
3	Front-end developer required for web	<ul style="list-style-type: none"> - define the structure and content of a web page - write code to control the layout, styling, and visual effects - create interactive web pages, animate elements, and respond to user input - ensure that a website looks and functions well on different devices and screen sizes - collaborate with designers and stakeholders to understand the needs and goals - write unit tests and integration tests 	<ul style="list-style-type: none"> - HTML, CSS, Bootstrap, JavaScript - frameworks: React, Angular, Vue - optimization: Webpack, Rollup, Gzip - Chrome Developer Tools - UI/UX principles and best practices - experience with testing and debugging tools



You'll have to deal with tech roles - Part 2:

#	Core tech role	Key responsibilities:	Typical hard skills:
4	DevOps specialist required at later stage	<ul style="list-style-type: none">- manage infrastructure resources- implement continuous integration and continuous delivery pipelines- set up monitoring tools- automate repetitive tasks- collect and analyze metrics from various sources	<ul style="list-style-type: none">- Terraform, CloudFormation, Ansible- Prometheus, Grafana, New Relic- ELK Stack, Splunk- Kubernetes- Docker- Jenkins
5	Tech Program Manager required almost always	<ul style="list-style-type: none">- gather and define the technical requirements- develop and maintain a comprehensive project plan- lead a cross-functional team- identify and mitigate technical risks- ensure that all technical requirements are properly documented, tracked, and met- oversee the development of the overall architecture- work closely with stakeholders- ensure that the project has the necessary resources	<ul style="list-style-type: none">- Jira, Asana, Trello- Microsoft Project, Planview- Slack, Microsoft Teams, or Google Workspace- MS Visio, Lucidchart- Confluence, SharePoint, Notion
6	Test specialist required at later stage	<ul style="list-style-type: none">- develop test plans, scripts, and strategies- identify and report defects, bugs, or errors- execute tests according to the plan- create automated tests- manage test data- work closely with developers to reproduce defects- generate test reports, summaries, and dashboards	<ul style="list-style-type: none">- basic knowledge of languages: PHP, Java, Python, Ruby, etc.- Playwright- Selenium- Appium- Jira- TestRail

People's demand in tech projects: Revenues of 30 projects:

#	Project	Revenue	Year
1	Slack	~902M	2020
2	GitHub	~200-300M	2018
3	Gitlab	~424M	2023
4	Craigslist	~694M	2023
5	Discord	~428M	2022
6	HubSpot	~2.17B	2023
7	Notion	~119M	2023
8	Webflow	~100M	2022
9	Wix	~1.56B	2023
10	SquareSpace	~1.01B	2023
11	BigCommerce	~300M	2023
12	Qualtrics	~1.4B	2022
13	MailChimp	~800M	2020
14	SurveyMonkey	~481M	2022
15	Databricks	~1.6B	2023

#	Project	Revenue	Year
16	Yelp	~1.34B	2023
17	TeamViewer	~565M	2022
18	Coursera	~636M	2023
19	Semrush	~254M	2022
20	Udemy	~516M	2021
21	Shutterstock	~875M	2023
22	ZipRecruiter	~418M	2020
23	Trustpilot Group	~176M	2023
24	Similarweb	~218M	2023
25	Figma	~600M	2023
26	Amplitude	~276M	2023
27	Evernote	~100M	2019
28	Flo	~100M	2022
29	Grammarly	~90M	2022
30	Lucidchart	~100M	2020

Before we meet, self-revelation questions to be asked:

#	Questions	Write down your answers
1	What kind of person will you become when your project succeeds?	
2	What is the foundation of your project: dream, vision, mission, and purpose?	
3	Who would be true fans of the project?	
4	What kind of values would the project provide to the true fans?	
5	What would the true fans achieve by means of your project?	
6	Why do you personally care about project's true fans?	
7	How would you apply your strongest abilities during the project's development?	
8	What potential risks should you beware?	
9	How would you share project's success with the wider community?	
10	How prepared are you for your personal transformation?	

If you feel that we vibrate on the same frequencies, then ... :

... book a call at amorotech.com ...

... to discuss mutual benefits of our cooperation

... to be exposed to the recent opportunities in tech

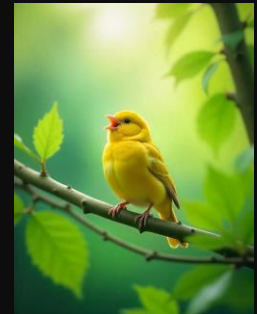
... to design a first visual draft of your project

... to elaborate the target audience

... to discuss potential distribution channels

... to add new features to the project

... to create a system design diagram



"Let's sing together"



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Disclaimer:

Limited capacity:

Our capacity is limited, projects are served based talents to be attracted basis.

Ineligible projects:

Projects in gambling, adult, blockchain, crypto, game, lottery, pyramids, or any projects which are unfair, deceptive, or predatory towards consumers are not accepted.

Cultural differences:

We recognize that multicultural differences can impact how we interact. Please be sensitive to these differences when communicating with us.

"At will" cooperation:

We can choose to take on or decline a project at our discretion.

