



BITRISE SOLUTIONS

Company Profile



1. Company Overview

Bitrise Solutions is a dynamic, youth-led digital agency based in Kenya, legally registered and founded by a diverse team of creatives, developers and strategists. We specialize in crafting custom, innovative and efficient digital solutions, including websites, mobile applications, branding and digital marketing campaigns.

2. Legal Status

Company Name : Bitrise Solutions
Legal Form : Limited Company
Registration no : BN-93SQ83KQ
Location : Kenya
Website : www.bitrisesolutions.co.ke
Email : info@bitrisesolutions.co.ke
Phone Contacts : 0748 700 546 / 0112 054 071

3. Vision, Mission & Values

✓ Vision

To be Kenya's go-to team for digital transformation; trusted, creative, and always a step ahead.

✓ Mission

To deliver innovative, secure, and efficient software solutions that drive operational excellence and sustainable growth for our clients.

✓ Core Values

- Innovation - We embrace cutting-edge ideas and technology.
- Integrity - Transparency, honesty, and ethical delivery.
- Client-Centricity - Our clients' satisfaction is our top priority.
- Excellence Collaboration - We work as one unit; every project is a team effort.

- Continuous Learning - Always growing, always evolving.

4. Our Services

Web Design & Development

We create responsive, high-performance websites that deliver exceptional user experiences and drive business growth.

- ❖ Frontend Development
- ❖ Backend development
- ❖ CMS development (WordPress, Joomla, Drupal)
- ❖ E-commerce development (Shopify, Woo commerce, Magento)
- ❖ Web app development (Dashboards, Portals)
- ❖ Hosting setup & Domain Registration
- ❖ Website maintenance & Support

Graphics Design

We craft visually stunning designs that communicate your brand identity and captivate your target audience.

- ❖ Logo designs
- ❖ Brand identity Design (business cards, letterheads...)
- ❖ Social media Graphics
- ❖ Posters, Flyers & Banners
- ❖ Infographics
- ❖ UI elements (icons & buttons)
- ❖ Brochures & Company profiles
- ❖ Product packaging designs
- ❖ Motion graphics

Mobile App Development

We build intuitive, feature-rich mobile applications that engage users and solve real business challenges.

- ❖ Native App development
- ❖ Cross-platform App development
- ❖ UI/UX design for mobile apps
- ❖ App prototyping & MVP development

- ❖ API integrations into mobile apps
- ❖ App store development
- ❖ App testing
- ❖ App maintenance & Update

Digital Marketing

We develop data-driven marketing strategies that amplify your online presence and generate measurable results.

- ❖ Social media marketing (SMM)
- ❖ Search Engine Marketing (SEM) ads
- ❖ Content marketing (blogs, newsletters, articles)
- ❖ Email Marketing
- ❖ Influencer marketing
- ❖ Video marketing (reels, YouTube, TikTok)
- ❖ Online Reputation Management (ORM)
- ❖ Analytics & Reporting

SEO (Search Engine Optimization) Services

We optimize your digital assets to improve search rankings, drive organic traffic, and increase conversions.

- ❖ On-Page SEO (keyword optimization, meta tags, headings, image alt texts)
- ❖ Off-page SEO (backlink building, guest posting)
- ❖ Technical SEO (site speed, mobile-friendliness, sitemap)
- ❖ Local SEO (Google business profile optimization)
- ❖ Keyword search
- ❖ Competitor analysis
- ❖ SEO audits & reports
- ❖ SEO content writing

API Integration

We seamlessly connect systems and applications to streamline operations and enhance functionality.

- ❖ Payment gateway integration (M-pesa, PayPal, stripe)
- ❖ SMS gateway integration

- ❖ Social media API integration
- ❖ Third party software integration
- ❖ Mobile app backend integration
- ❖ Custom API development
- ❖ Data synchronization
- ❖ API documentation & testing
- ❖ Security implementation

5. Team Structure



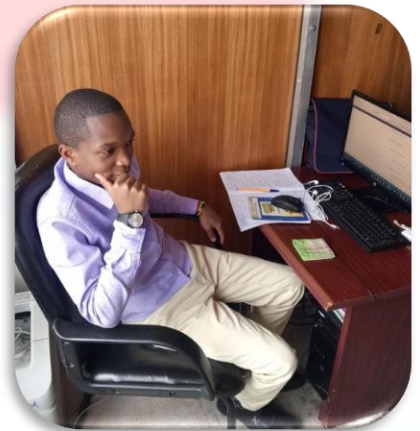
Eugene Onuong'a

Head of Communication & Client Experience



Joel Mwangi

Website and Android Developer



M. Josphat Karanja

Frontend Developer & Database Designer



Festus Langat

PostgreSQL Database Architect



Stallone Joseph

Full Stack Software Engineer

6. Our Process

At Bitrise Solutions, we follow a clear, client-centered process to ensure quality delivery, transparency, and satisfaction at every stage of a project.

✓ Consultation & Discovery

This is where the journey begins.

We engage with the client to deeply understand their business goals, audience, challenges, and expectations. During this phase, we:

- ❖ Hold one-on-one or team consultation meetings (in-person or virtual)
- ❖ Gather project requirements, references, and inspirations
- ❖ Analyze the client's industry and competitors
- ❖ Define the scope, target users, and core functionality

Outcome: A well-documented brief and project outline

✓ Proposal & Quotation

After understanding the needs, we create a custom solution.

- ❖ We draft a professional proposal including features, timelines, pricing, and milestones
- ❖ Provide a detailed quotation based on complexity, timelines, and resource input
- ❖ Discuss terms of service, payment plans, and project timelines
- ❖ Once agreed, a service contract or agreement is signed

Outcome: Formal agreement with clear expectations.

✓ Design & Development

Turning ideas into visual and functional reality.

- ❖ UI/UX design starts with wireframes and mock-ups
- ❖ Feedback is collected and revisions done collaboratively
- ❖ Frontend and backend development begins using best coding practices
- ❖ SEO and performance considerations are integrated early on

Outcome: Functional prototype or beta product.

✓ Testing & Feedback

We test the solution to eliminate bugs and polish user experience.

- ❖ Internal quality assurance (QA) and functional testing
- ❖ User Acceptance Testing (UAT) with the client
- ❖ Ensure compatibility across devices and browsers
- ❖ Fix bugs and optimize for speed, accessibility, and responsiveness

Outcome: A refined and stable final product.

✓ Launch & Deployment

Your solution goes live.

- ❖ Final product is uploaded to live servers (or app stores for mobile apps)
- ❖ DNS, hosting, and security configurations are handled
- ❖ Training may be offered to staff or end users
- ❖ We ensure a smooth transition with minimal downtime

Outcome: Publicly accessible website, app, or platform.

✓ Post-Launch Support

We don't just launch. We walk with you afterward.

- ❖ Monitor performance for an agreed duration
- ❖ Offer maintenance packages (bug fixes, backups, updates)
- ❖ Provide training or documentation where necessary
- ❖ Gather user feedback for future improvements

Outcome: Continued support and client confidence.

7. Target Clients

At Bitrise Solutions, we serve a diverse range of clients across industries. Whether you're a small business starting out or a large institution seeking digital transformation, our tailored solutions meet you where you are and scale with your growth.

Startups

We understand the energy, vision, and urgency that define startups. Our services are designed to:

- Build MVPs and proof-of-concept apps/websites quickly and affordably

- Create strong brand identity (logos, pitch decks, marketing materials)
- Provide scalable platforms that can grow with your venture
- Offer consultation on tech stack, digital strategies, and user acquisition

Small and Medium Enterprises (SMEs)

SMEs are the backbone of our economy. We help them thrive by:

- Modernizing outdated systems (ERP, inventory, sales dashboards)
- Enhancing digital presence with optimized websites and apps
- Automating operations and improving customer experience
- Providing ongoing technical support and digital marketing services

Non-Governmental Organizations (NGOs)

We partner with mission-driven organizations to amplify their impact through tech. For NGOs, we:

- Develop donor-friendly websites and impact dashboards
- Create tools for data collection, reporting, and field operations
- Offer branding and communication solutions for fundraising campaigns
- Ensure accessibility, multilingual support, and compliance

Government Agencies & Public Institutions

We help public institutions move toward digital service delivery. Our experience includes:

- Designing citizen-facing platforms (portals, information centres)
- Enhancing transparency with dashboards and reporting tools
- Providing security-focused database systems
- Supporting youth programs and innovation initiatives

Educational Institutions

From schools to universities, we digitize education systems. For educators and institutions, we:

- Build e-learning platforms, student portals, and school websites
- Develop branding and digital content to enhance outreach
- Integrate payment systems for fees and applications
- Provide solutions for online exams, grading, and alumni relations

Influencers & Creatives

Personal brands matter more than ever. We help public figures, content creators, and artists to:

- Build custom personal websites and portfolios
- Design cohesive brand kits and social media graphics
- Develop fan engagement tools like newsletters, booking systems, etc.
- Run digital campaigns to grow and manage their online presence

8. Competitive Edge

we pride ourselves not just on the services we offer but on how we deliver them. Our unique strengths set us apart in a competitive digital landscape:

❖ Young, Creative and Dynamic Team

We are a team of passionate, youthful professionals with a hunger for innovation.

- ✓ Our youth gives us adaptability, fresh ideas, and mastery of modern design trends
- ✓ We are tech-savvy, driven by purpose, and fluent in the latest tools and technologies
- ✓ Our creative approach ensures every solution is tailor-made, visually striking, and user-friendly
- ✓ Our solutions reflect the modern digital world; relevant, bold and future-ready.

❖ Affordable & Flexible Pricing

We understand the financial constraints faced by startups, SMEs, and non-profits.

- ✓ Our pricing models are transparent and designed to offer maximum value
- ✓ We work with your budget whether it's a big campaign or a basic website
- ✓ We offer phased billing, instalment options, and flexible project scopes
- ✓ You get premium services without breaking the bank. Affordability with no compromise on quality.

❖ Fast Turnaround Times

Speed matters and we deliver fast without cutting corners.

- ✓ Our agile methodology allows us to move quickly from concept to delivery
- ✓ We maintain constant communication with clients for quick feedback loops
- ✓ We respect deadlines and ensure that every milestone is met on time
- ✓ You get your product when you need it, optimized and ready for launch.

❖ Multidisciplinary Skill Set

We don't just code; we **design, write, market and innovate.**

- ✓ Our team includes UI/UX designers, full-stack developers, brand strategists, content creators, and database architects
- ✓ We offer end-to-end solutions, from logos to enterprise-level apps
- ✓ Clients enjoy the convenience of getting everything under one roof
- ✓ You don't need to juggle multiple agencies. Bitrise handles it all with excellence.

❖ Client-Centric Approach

We treat each client as a partner. Your success is our mission.

- ✓ Every project starts with listening, research, and goal alignment
- ✓ We keep you informed at every stage and welcome your input
- ✓ We go beyond delivery. We aim to build long-term relationships
- ✓ You're not just a client; you're part of the team.

❖ Uncompromised Quality Assurance

We don't just finish projects, we perfect them.

- ✓ Every website, app or design goes through thorough testing and review
- ✓ We guarantee performance, usability and aesthetics
- ✓ Our support doesn't end at delivery, we walk with you post-launch
- ✓ Peace of mind knowing your solution is reliable, secure and polished.

9. Portfolio

View our recent projects at www.bitriseresolutions.co.ke/portfolio.php

10. Partnerships & Collaborations

We welcome partnerships with agencies, NGOs, institutions, and fintech firms.

At **Bitrise Solutions**, we believe that growth is best achieved through meaningful partnerships. We are open to collaborations that expand impact, foster innovation, and deliver value across sectors.

Whether you're an agency looking to outsource, an NGO seeking tech support or a fintech startup needing infrastructure, we're eager to co-create lasting digital solutions.

11. Pricing Structure

At **Bitrise Solutions**, we understand that every project is unique and so is every client. Our pricing is **flexible, transparent and guided by value**, not just numbers.

We strive to provide the best solution within your budget, ensuring you never have to sacrifice quality for affordability.

Factors That Influence Our Pricing

We don't believe in one-size-fits-all packages. Instead, our quotes are tailored based on:

- **Project Complexity**
Is it a basic portfolio website, a dynamic e-commerce site, or a large-scale custom system? The depth of design, integration and development involved affects the cost.
- **Client Type & Industry**
We consider who the client is, whether you're a startup, NGO, influencer, or corporate firm and align pricing to your capacity and goals.
- **Technology Stack Used**
Certain technologies (e.g., custom CMS, payment integrations, databases, or advanced frameworks) require specialized skill and time.
- **Scope & Features**
More pages, complex animations, dashboards, SEO, admin panels or third-party APIs will increase the effort and cost.
- **Urgency & Delivery Timeline**
Projects requiring shorter turnaround times may attract a rush fee, while more flexible timelines offer more cost control.

- **Support & Maintenance**

Post-launch services such as updates, backups, bug fixes or performance optimization can be charged as one-time or monthly retainers.

Our Flexible Pricing Options

We offer:

- Hourly Rates for consultation, troubleshooting or freelance-style work
- Milestone-Based Billing for long-term or large-scale projects
- Tiered Packages (Starter, Business and Premium) for websites and branding services
- Custom Quotes tailored to your exact needs

Special Discounts & Offers

We are especially supportive of:

- i. **Startups & Youth-Owned Businesses** – Discounted launch packages
- ii. **NGOs & Community Projects** – Value pricing and pro bono opportunities
- iii. **Referrals & Long-Term Clients** – Loyalty discounts and benefits

Transparency & Agreements

Before any project begins:

- We send a detailed proposal and quotation
- We sign a service-level agreement (SLA) outlining timelines, deliverables, and terms
- No hidden charges. What we quote is what you pay

12. Code of Conduct & Governance

At **Bitrise Solutions**, we hold ourselves to the highest standards of professionalism, ethics and teamwork. As a legally guided, youth-led tech company, our operations are grounded in integrity, mutual respect and the laws of Kenya.

We believe that trust is earned through consistency, transparency, and reliability, and this begins with how we treat each other and our clients.

Internal Code of Conduct

Our team abides by a detailed Code of Conduct that fosters a culture of excellence, collaboration and accountability. Key principles include:

- ❖ **Professionalism** – We commit to quality, timeliness and delivering what we promise.
- ❖ **Teamwork** – Every project is a team effort. Members are expected to share knowledge, support others and avoid working in silos.
- ❖ **Transparency** – Open communication on timelines, payments and responsibilities is a must.
- ❖ **Integrity** – We avoid plagiarism, data misuse or unethical practices in our work.
- ❖ **Client Respect** – We treat clients with dignity, regardless of project size or budget.
- ❖ **Intellectual Property Ethics** – Designs, code and concepts are protected and respected internally and externally.

Governance & Constitution

Bitrise Solutions is governed by an internal constitution developed in alignment with the **Kenyan Constitution (2010)** and business ethics. The constitution outlines:

- **Member Roles & Responsibilities**
Each member has clearly defined duties based on their expertise (e.g., frontend development, marketing, mobile app design, communication).
- **Decision-Making & Voting Rights**
Major decisions such as partnerships, pricing changes or major expenditures require majority consent from core team members.
- **Client Contracts & SLAs**
All client engagements are bound by signed agreements, including NDAs, timelines, payment plans, and revision policies.
- **Conflict Resolution Mechanisms**
Disputes are resolved through dialogue, with escalation to a legal advisor where needed. We value fairness and maturity.
- **Code Violations & Disciplinary Action**
Breaches such as client poaching, work neglect, unethical freelancing or internal dishonesty may lead to warnings, suspension or expulsion, depending on severity.

Legal Support

We are supported by a **licensed legal advisor**, who ensures that all our agreements, operations and dispute resolution processes comply with Kenyan law and protect both our clients and our team.

We believe in running a business that's not only creative and youthful but also law-abiding, resilient and sustainable.

Bitrise Solutions is more than a tech agency. We are a ***team with a shared vision***. Our constitution ensures that we grow together, support each other and maintain a culture of excellence that clients can trust.

13. Contact Us

Bitrise Solutions operates as a **flexible, remote-first digital agency** headquartered in **Kenya**. While we are yet to establish a central office, our structure allows us to work efficiently from various locations and serve clients across the country and beyond.

We understand that some projects require personal engagement and we are fully **open to arranging onsite meetings** with clients where necessary, depending on the project scope and location.

Our team is mobile, responsive and adaptable to your needs. Whether it's a virtual consultation or an in-person strategy session, we are committed to ensuring clear communication, convenience and professional service delivery.

Call/WhatsApp: 0748 700 546 / 0112 054 071

Email: info@bitrisesolutions.co.ke

Website: www.bitrisesolutions.co.ke

14. Closing Statement

At **Bitrise Solutions**, we are not just building websites, applications and digital tools, we are building **dreams, brands and lasting relationships**.

Our team of passionate young professionals brings together creativity, innovation and technical expertise to solve real-world problems through design and technology. Backed by a strong internal structure, guided by ethical values and grounded in the Kenyan Constitution, we operate with integrity, professionalism and a client-first approach.

We understand that every client has a unique story and we are here to help you tell it with clarity, creativity and impact.

Whether you're a startup with a bold idea, an institution in need of reliable systems or an organization seeking a trusted digital partner, **Bitrise Solutions** is ready to walk the journey with you.