

RAINTREE TECHNOLOGIES

# Company Profile & Catalogue

## 1. COMPANY OVERVIEW



**Company Name:** Raintree Technologies

**Business Type:** Hybrid Technology Venture Studio

**Core Focus:** UX/UI Design, Software Development, and Proprietary SaaS Product Development

**Location:** Bangkok, Thailand

**Contact:** [sohyun@raintree.tech](mailto:sohyun@raintree.tech) | +66 94-407-5365

**Established:** 2024

## 2. BUSINESS HISTORY

Raintree Technologies was founded in 2024 as a technology-first venture studio with a dual business model. Initially established as a UX design and software development service provider, the company quickly identified critical gaps in Thailand's startup ecosystem through direct engagement with local businesses and entrepreneurs.

Through firsthand experience attempting to digitize traditional family businesses in Thailand, the founders recognized a systemic problem: Thai entrepreneurs, particularly those outside Bangkok, faced isolation from critical resources including mentorship, capital networks, and structured support systems. While generic business advice was abundant, contextual, localized guidance tailored to the Thai market remained severely limited.

This insight catalyzed the development of Sapan.io, the company's flagship in-house product, designed to address Thailand's \$200 billion innovation gap by creating digital infrastructure that connects the three critical pillars of the startup ecosystem: Knowledge (Mentors), Capital (Investors), and Talent (Founders).

## 3. MISSION & VISION

### Mission

To democratize access to Thailand's startup ecosystem by building a data-driven platform that connects Thai entrepreneurs with the mentorship, capital, and talent required to scale, while providing world-class design and engineering services that meet the rigorous demands of proprietary financial infrastructure.

### Vision

To become the operating system for Thailand's innovation ecosystem, facilitating 10,000 successful mentor-founder matches and catalyzing 1 billion THB in funding connections by Year 5, while establishing Thailand as Southeast Asia's undisputed digital innovation hub.



# 4. PRODUCTS & SERVICES

**The Raintree Operating Principle:** We reject the traditional agency model. Our process is informed by rigorous engineering standards and performance-critical demands, ensuring every client project is built to the highest possible standard of scalability, stability, and reliability.

## Service Division: Technology Consulting & Development

### Core Service Offerings:

- 1** **UX / UI Design**  
User experience research and visual interface design that translates business objectives into intuitive, functional products. We conduct user interviews, journey mapping, and usability testing while creating design systems and responsive layouts optimized for cross-platform consistency. Our approach prioritizes measurable adoption, readability, accessibility, and performance over pure aesthetics.
- 2** **Business & Technical Analysis**  
Requirements gathering and system architecture planning that bridges stakeholder vision with technical feasibility. We analyze workflows, identify bottlenecks, and spec solutions including database schemas, APIs, and integration strategies.
- 3** **Full-Stack Application Development**  
Enterprise B2B platforms and complex web applications built with modern frameworks (Next.js, React, Django) and Rust. We specialize in systems requiring robust data processing and real-time operations.
- 4** **Backend & Infrastructure Engineering**  
High-performance backend systems using Rust and specialized databases. Built with financial technology rigor, our systems maintain stability under heavy load and handle mission-critical operations where downtime means loss.
- 5** **Enterprise Web Applications**  
Complex B2B applications: SaaS platforms, analytics dashboards, workflow automation, and internal systems. Production-grade software that scales, integrates with existing infrastructure, and provides enterprise reliability.

# 5. TECHNOLOGY & INNOVATION

## Technical Infrastructure:



### Serverless Cloud Architecture

AWS via Supabase ensures enterprise-grade security, PDPA data residency compliance, and auto-scalability without heavy DevOps overhead



### Frontend

Next.js framework for high-performance, SEO-optimized directory indexing



### Data Layer

PostgreSQL with Vector Embeddings for AI-powered semantic search

## Proprietary Innovation:

### Algorithmic Matching Engine:

Unlike LinkedIn which connects based on who you know, Sapan.io connects based on what you need. Utilizing tagging logic and compatibility scoring, the platform automates connections based on industry vertical, stage, and specific expertise requirements. For example, an 'AgriTech' founder at 'Seed Stage' is automatically recommended to mentors with 'IoT Smart Farming' experience and matched with investors whose thesis includes 'Agriculture' with appropriate ticket sizes.



# 6. KEY ACHIEVEMENTS

## Service Division Achievements

- Successfully delivered enterprise-grade UX/UI design and technical architecture for multiple client projects
- Developed proprietary cryptocurrency trading infrastructure using Rust, demonstrating technical capability in high-frequency, low-latency systems
- Established cross-cultural expertise bridging Thai and international business practices

## Product Division Achievements

### Sapan.io

- Developed comprehensive B2B SaaS platform architecture addressing Thailand's \$200B innovation gap
- Created trilingual (Thai/English/Chinese) platform serving three distinct user groups (Founders, Investors, Mentors)
- Built proprietary algorithmic matching engine utilizing NLP and vector embeddings
- Established strategic positioning to support Thailand 4.0 government initiative

### Multiplier Markets

- Launched Multiplier Markets (multiplier.markets) - a proprietary cryptocurrency trading platform leveraging Raintree's quant-grade technology infrastructure, demonstrating real-world application of our Rust-based, low-latency systems in production financial markets

# 7. MARKET OPPORTUNITY & IMPACT

## Thailand's Innovation Ecosystem:

SMEs and startups contribute 43% of Thailand's GDP (>\$200B), yet 70% fail within 3 years due to lack of access to mentorship, capital networks, and structured support. The ecosystem suffers from:

### Geographic Fragmentation

90% of startup resources concentrated in Bangkok, disconnecting regional talent from opportunities

### Broken Deal Flow

Investors spend 40+ hours/week on manual sourcing via LINE groups and Excel, slowing capital deployment by 6-9 months

### Failed Foreign Investment

International VCs recognize Thailand's opportunity but lack trusted local intelligence and deal screening infrastructure

## Raintree's Strategic Impact:



### Ecosystem Acceleration

Reducing friction in finding knowledge, networks, and capital increases Thai startup survival rates



### FDI Attraction

Transparent deal flow engine makes it easier for foreign investors to understand and enter the Thai market, increasing foreign capital inflow



### Knowledge Transfer

Connecting experienced business owners with young tech founders preserves local business wisdom while digitizing traditional industries



### Thailand 4.0 Alignment

Direct support for government's transition to value-based economy, positioning Thailand as Southeast Asia's digital innovation hub



## 8. TEAM STRUCTURE

### Core Team:

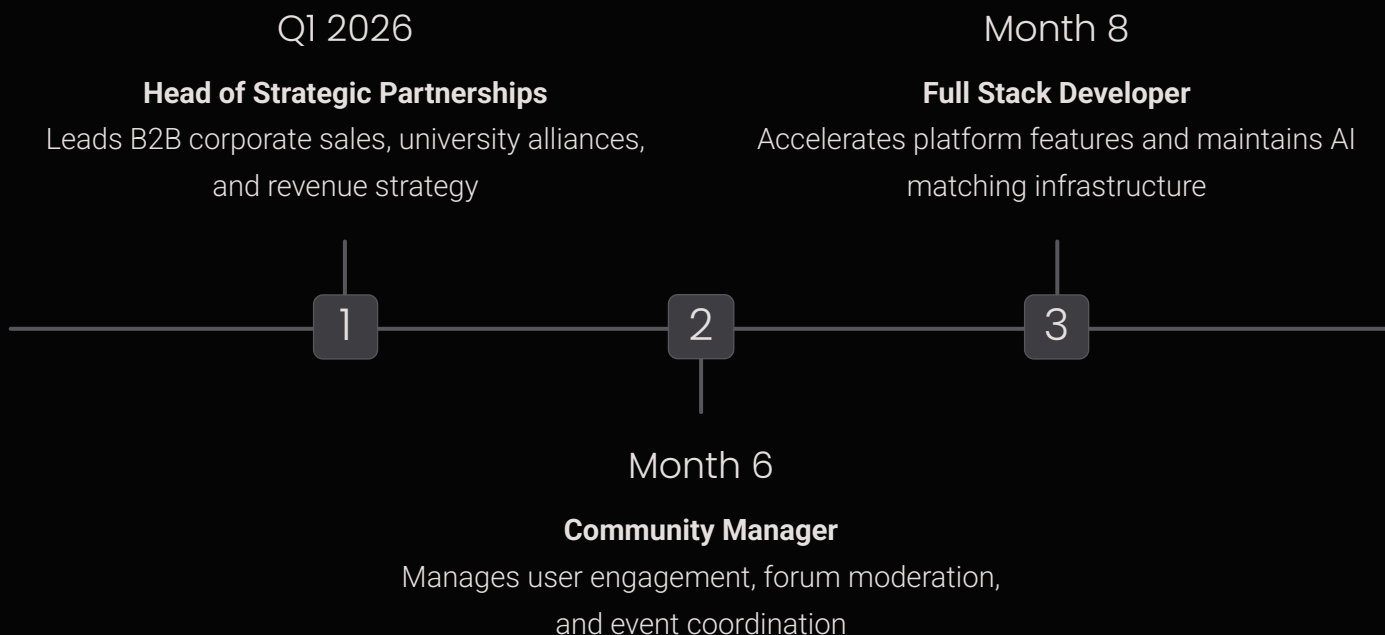
#### So Hyun Choi – Founder & CEO

- **Focus:** UX/UI Design, Business Analysis, Cross-Cultural Strategy
- **Value:** Guarantees top-standard communication and design strategy, translating project needs into precise technical requirements

#### Chotiwat Kaewyanurak – CTO / Technical Lead

- **Focus:** Full-Stack/Backend Systems, Low-Latency Architecture
- **Value:** Builds performance and scalability into every platform, evidenced by proficiency in Rust and time-series data management

### Planned Team Expansion (Sapan.io):



## 9. CONTACT INFORMATION

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**Location:** Bangkok, Thailand | Phuket, Thailand