

CRAFTING

DIGITAL SOLUTIONS

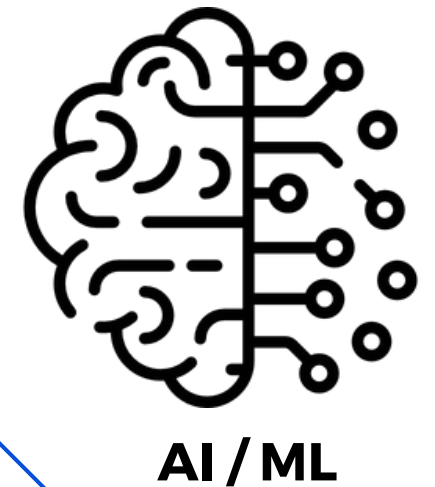
UNLEASHING

ENDLESS POSSIBILITIES



ENTERPRISE | WEB | MOBILE | IOT | DIGITAL EVERYTHING

**GIVE YOUR BUSINESS
THE DIGITAL EDGE
THROUGH OUR VALUE
FOCUSED SOLUTIONS**



THE JOURNEY

2020 FOUNDING TEAM

WE FOCUSED ON BUILDING A TEAM THAT REFLECTS OUR VISION, VALUES AND ASPIRATIONS FOR THIS INDUSTRY.

We delivered our First Projects.

- **A TEL MAILER** - Bulk mailer campaigner
- **VKICL INVENTORY** - Warehouse management
- **AMAZON F&O FLOOR DASHBOARDS** - FIFO control dashboards for warehouses
- **KIDSBUDDY** - Geofenced fleet management for schools
- **FARMSYS** - IoT based Agri solutions

2022 GROWING OUR PRESENCE

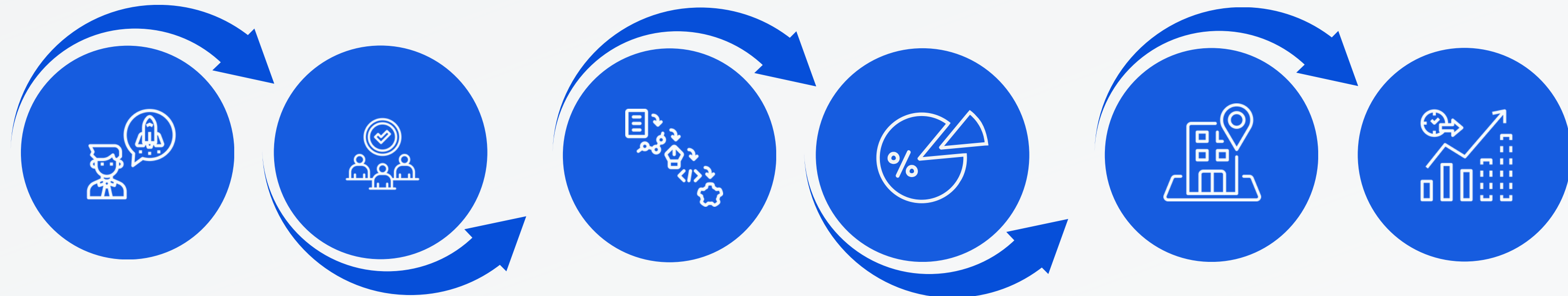
WE TEAMED WITH SOME OF THE BEST COMPANIES TO GROW OUR PRESENCE AND CONTINUE BUILDING BETTER APPLICATIONS.

We signed our First Partnerships

- **CLOUD VALLEY TECHNOLOGIES** - Partnered on projects from different domains and technologies
- **AKARA TECHNOLOGIES** - Partnered on Swachh Survekshan 2021 project for Quality Council of India (QCI)

FUTURE THE SKY IS THE LIMIT

WE ASPIRE TO BECOME AN ESTABLISHED NAME IN THE CUSTOM SOFTWARE DEVELOPMENT SPACE AND BUILD THE RIGHT TEAM WITH THE BEST CULTURE AND TALENT.



2019

MIDFIN WAS BORN

IN NOVEMBER OF 2019, MIDFIN WAS FOUNDED BY TWO FRIENDS, WITH THE VISION OF CRAFTING SOFTWARE SOLUTIONS FOR CLIENTS WITH A PRODUCT LIKE APPROACH.

We began the Pursuit of Mastering our craft!!

2021

THE MIDFIN STANDARD

OUR TEAM GREW INTO FOLLOWING SEVERAL BEST PRACTICES IN CODING, AGILE, DOCUMENTATION AND TOOLS. WE ALWAYS LIVE UP TO THE BEST STANDARDS.

We finished our First Products

- **FACIAL RECOGNITION TECHNIQUE (FRT)**
- **ONE CARD** - Digital credentials storage
- **MIDFIN PRESENCE** - Presence management system with geo verification.

2023

SCALING UP

DUE TO COVID WE WERE A SCATTERED WORKFORCE AND WITH A REMOTE TEAM WE WERE CONSISTENTLY DELIVERING RESULTS. IT WAS TIME FOR US TO SCALE UP.

We moved into our New Office Space

- **NEW OFFICE SPACE** with 20 pax developer space, conference room and project managers' cabin.
- **OUR TEAM GREW TO 15 MEMBERS.**
- **MORE THAN 10 PROJECTS** in various stages this year, as of Aug 2023.

OUR NUMBERS

\$45 k

Revenue generated

5+

Countries based clients

3

Innovative Products
developed

5+

Industries for which
solutions developed

80+

Businesses consulted

28

Projects delivered

OUR CLIENTELE



The screenshot displays the JOVEN ERP system interface. On the left is a dark sidebar with navigation options: Dashboard, Inventory, Products, Raw Materials, Current Stock, Adjust Quantity, Stock Movement, CRM, Production manage..., and Settings. The main content area is split into two sections: 'Raw Material' and 'Product'.

Raw Material Table:

RAW MATERIAL SKU	RAW MATERIAL HSN	IMAGES
FWC-JB01	52084230	
FWC-JB02	52084230	
FWC-JB03	52084230	
FWC-JB04		
FWC-JB05		
FWC-JB06		

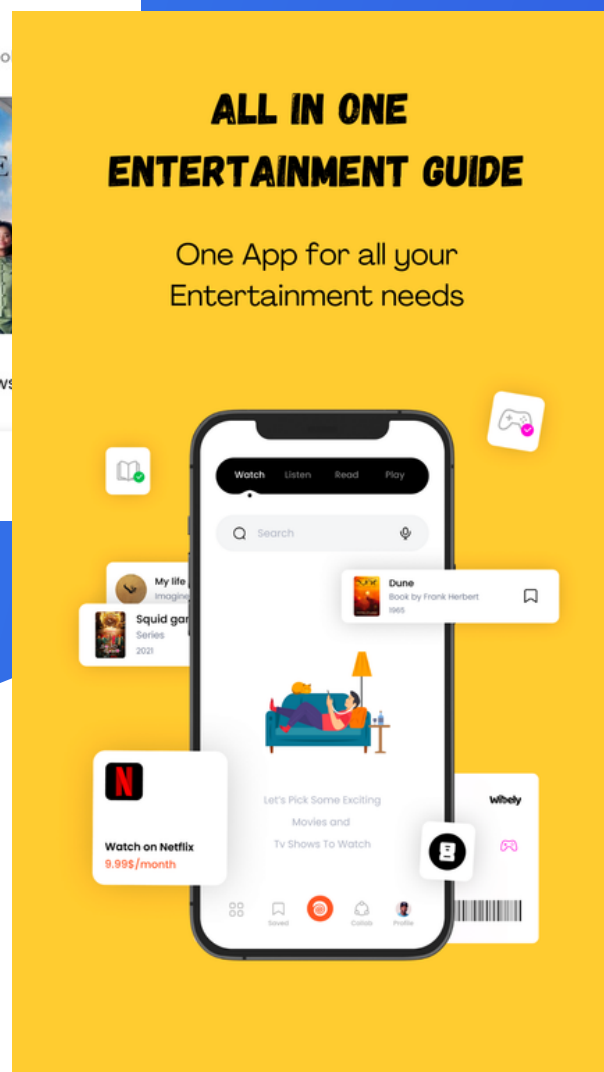
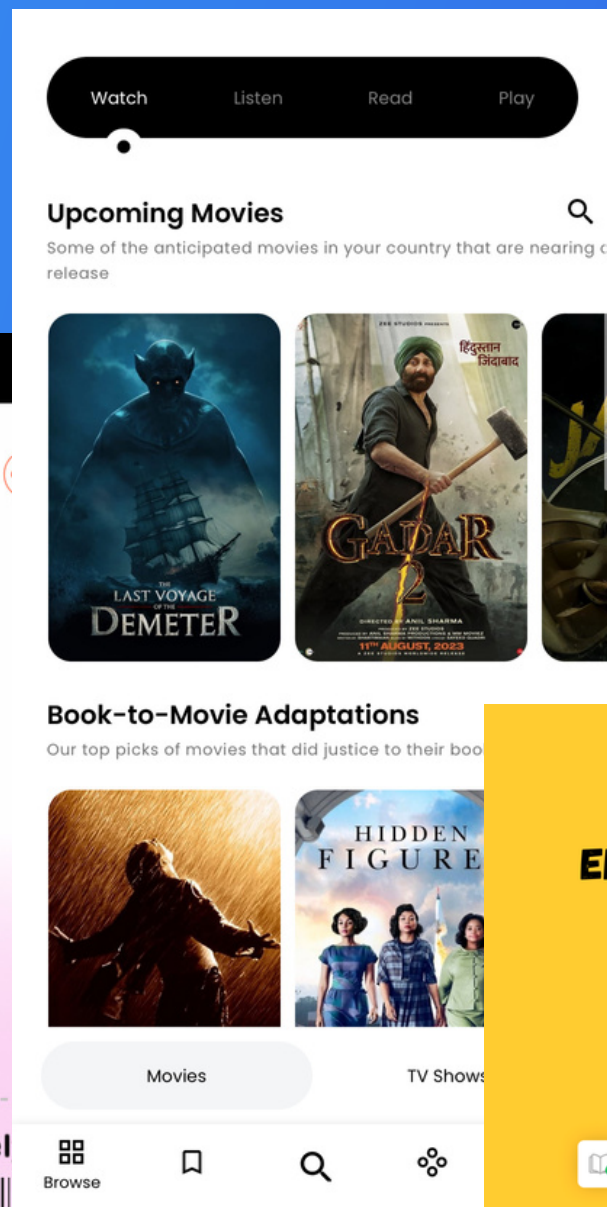
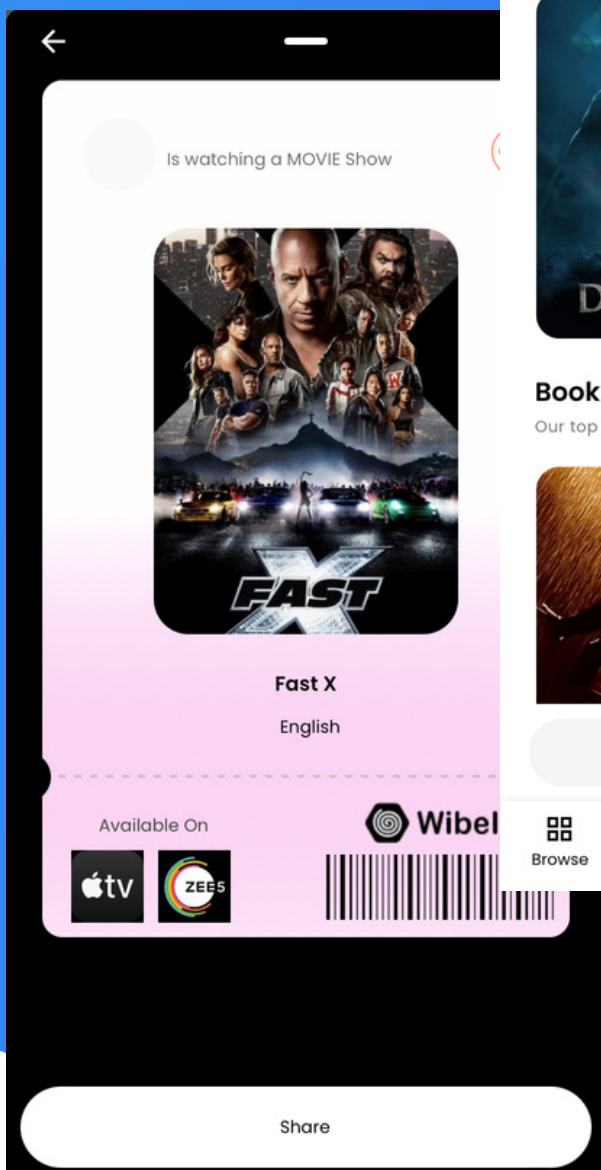
Product Table:

PRODUCT SKU		
PP-MUSTARD-S		
PP-MUSTARD-M		
PP-MUSTARD-L		
PP-MUSTARD-XL		
PP-MUSTARD-XXL	61091000	
PP-OLIVE-S	61091000	
PP-OLIVE-M	61091000	
PP-OLIVE-L	61091000	
PP-OLIVE-XL	61091000	

Below the Product table is a 'Product' detail view for 'GRAPHICALLY EXPRESSIVE TEES' featuring a man in a red t-shirt. It includes a 'SHOP THIS' button and an 'ACTIONS' column with icons for Add, Delete, and Export.

JOVEN - ERP

- Joven is an established brand in the textile e-commerce platforms for boxers, shirts, t-shirts etc.
- Clean, functional ERP with Warehouses, Manufacturing, Inventory, Sales and Purchase modules.
- Seller platform integrations and daily reports.
- Solved pain points in handling physical stock and continuing to provide value in savings due to proper reconciliation of goods.



WIBELY

- Wibely is a personalised entertainment recommendation app for movies/TV shows, songs/podcasts, books and games.
- Integrated with more than 10+ third party services.
- Delivered mobile apps and admin application to moderate content.
- Client based out of Australia.



AppointME Create New Quote / Proposal / Estimate

You can select customer or [Click to Add new customer](#) to create an quote

Customer:

Address:

Stage: Currency:

Subject:

Quote Prefix: Sales Tax:

Quote #:

Created Date: Expiry Date:

Proposal Text:

AppointME

Invoices Search 10 Jul - 16 Jul 2022 All Customers All Status

Paid: 125 (25%) Unpaid: 162 (30%) Partially Paid: 137 (26%) Cancelled: 81 (19%)

#	ACCOUNT	AMOUNT	INVOICE DATE
#163	Mark Andrews Google	\$15,000	16 - 07 - 2022
#162	Danny Jose Microsoft	\$25,000	16 - 07 - 2022
#161	Peter Anderson Apple	\$10,000	15 - 07 - 2022
#160	Ramsey Gaura Apple	\$15,000	14 - 07 - 2022
#159	Mark Andrews Google	\$12,000	13 - 07 - 2022
#158	Danny Jose Microsoft	\$25,000	12 - 07 - 2022

Schedules Services 2 Selected Filter Clear Canceled Appointments

Week 7 November - 13 November 2021

	Mon 7/11	Tue 8/11	Wed 9/11	Thu 10/11	Fri 11/11	Sat 12/11
All Day	2 Appointments	2 Appointments	2 Appointments	3 Appointments	0 Appointments	4 Appointments
5 am						
6 am				Danny Jose 6:00 - 7:00 am		Regina Mathews 6:00 - 7:00 am
7 am	Regina Mathews 7:00 - 8:00 am		Mark Anderson 7:00 - 8:00 am			Mark Anderson 7:00 - 8:00 am
8 am		Danny Jose 8:00 - 9:00 am		Paul Mithran 8:00 - 9:00 am		Danny Jose 8:00 - 9:00 am
9 am	Paul Mithran 9:00 - 10:00 am	Peter Andrews 9:00 - 10:00 am	Ramsey Gaura 9:00 - 10:00 am	Regina Mathews 9:00 - 10:00 am		Peter Andrews 9:00 - 10:00 am
10 am						
11 am						
12 pm						
1 pm						

AD SECURITY

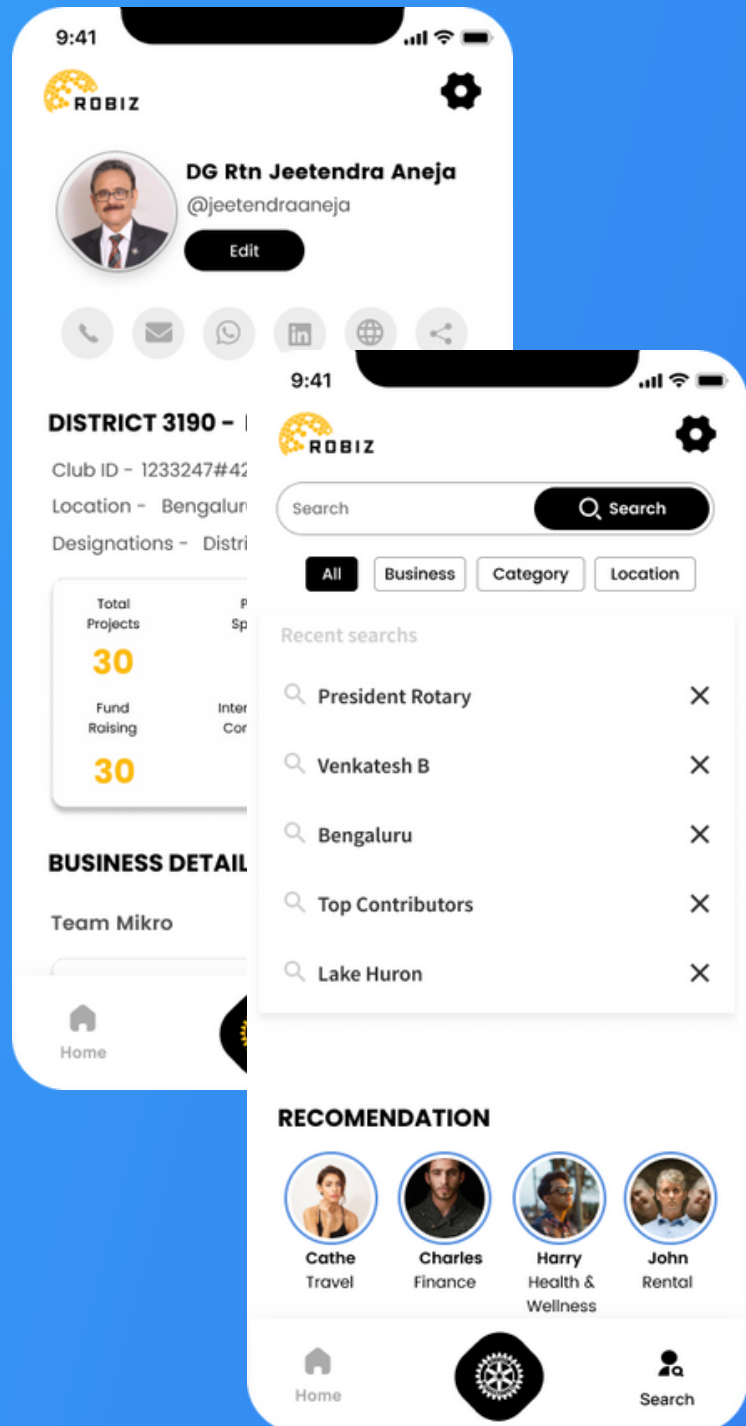
- AD Security is a company providing services for security installations, equipments and contracts.
- Fully customised solution to handle appointments, create job queues, track and schedule assignments.
- Daily dashboards and reports.
- Client based out of United Kingdom (UK)

SWACHH SURVEKSHAN - 2021

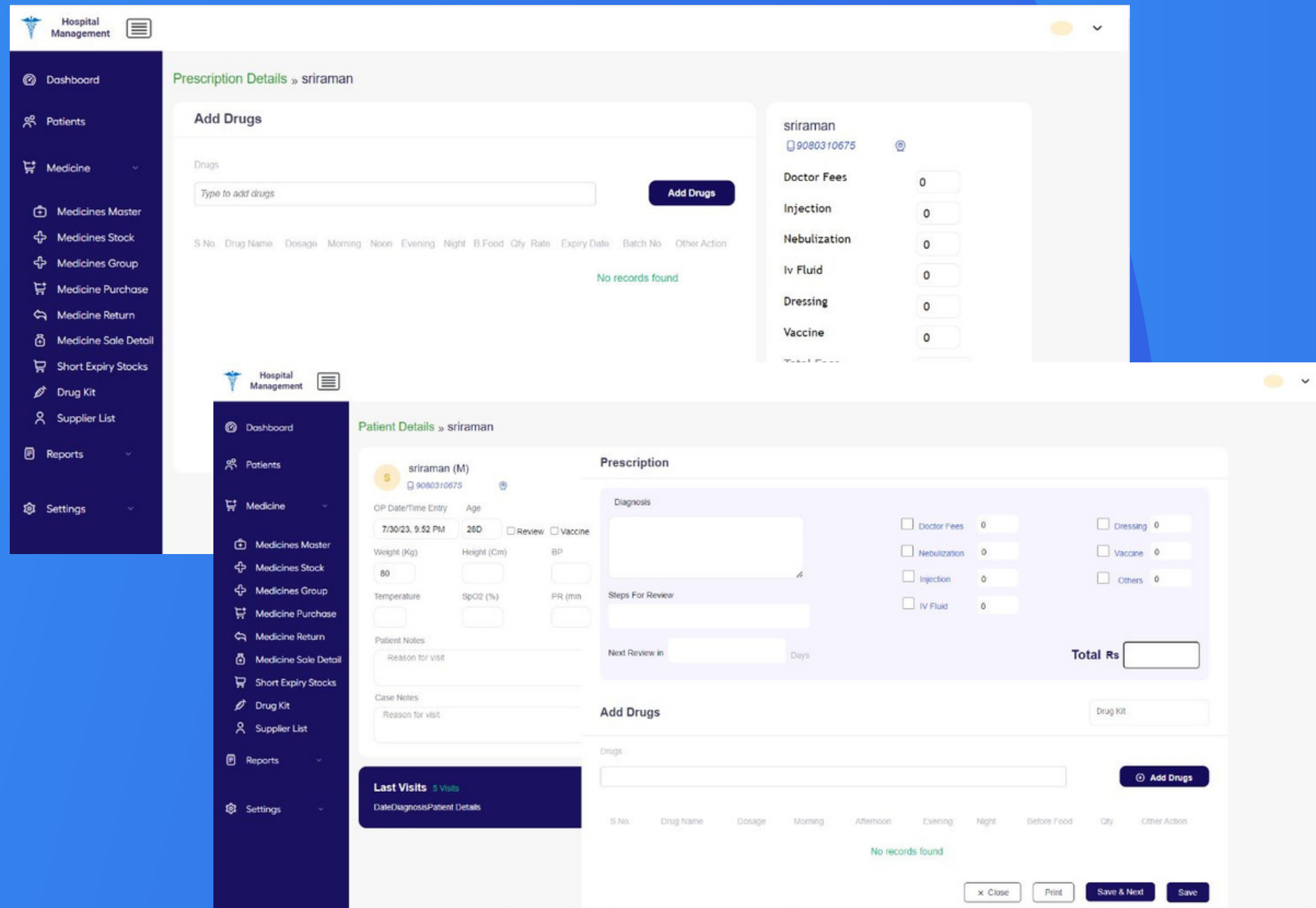
- India's biggest survey to award the cleanest cities, towns and panchayats
- Delivered a web based application and 6 mobile apps to our client Akara Technologies, a vendor for the Quality Council of India (QCI).
- Handled simultaneous data, image and requests usage of around 2000+ Field Assessors , Supervisors and Approvers.
- Developed as a monolithic application and migrated seamlessly to microservices during delivery.



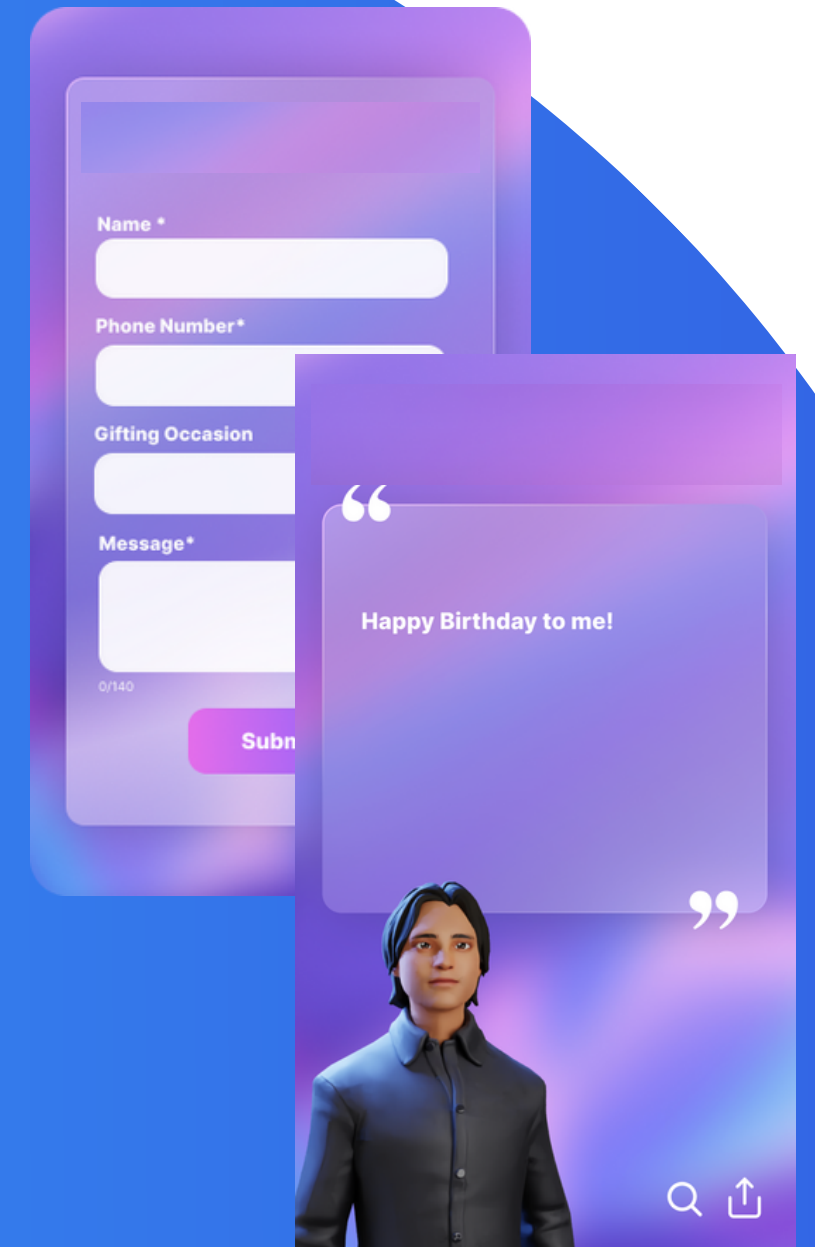
A FEW MORE....



ROBIZ

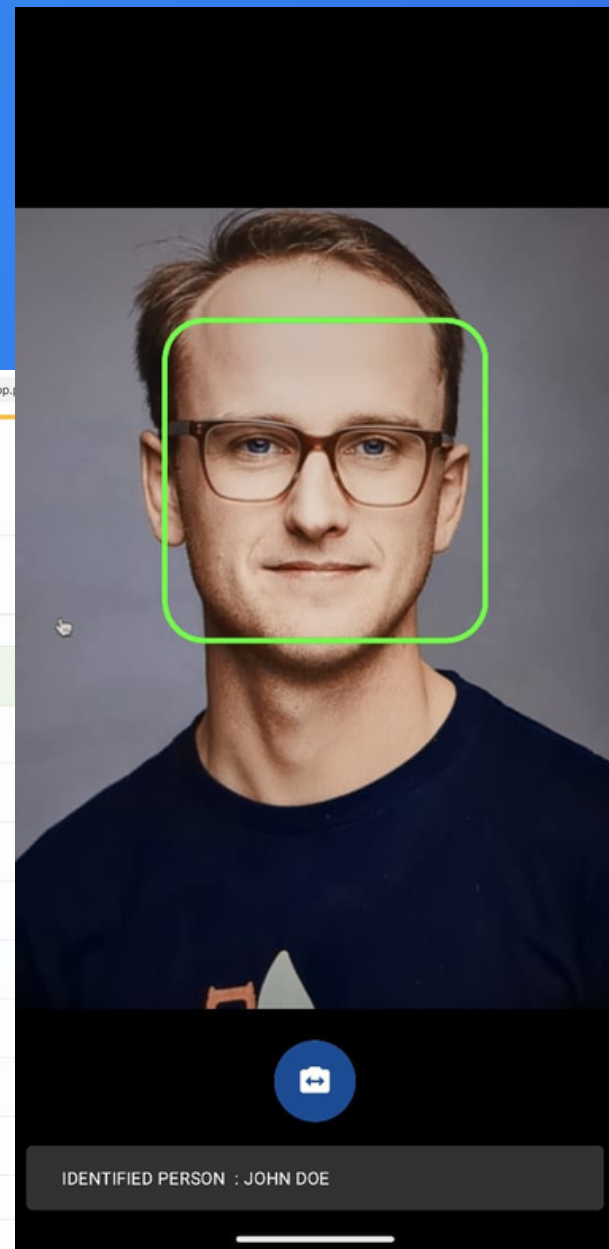


HMS - CLINIC



AVATAR GREETER

OUR PRODUCTS



FACIAL RECOGNITION TECHNIQUE (FRT)

- A custom built Facial recognition algorithm and process, with higher accuracy and speed.
- Can recognize faces with masks, glasses and can prevent photo attacks such as selfies.

ONE CARD

- A digital credential storage with an attempt to converge redundant cards into one app for usage.

Time & Attendance

Timesheet Time-off request time-off policy

32 Request Pending Approved Rejected

Name	Duration	Date
James Black Product Designer	4 days	01st - 04th Jul 2022
Ivan Bryant Product Designer	3 days	23rd - 25th Aug 2022
Jack Dylen UI/UX Designer	2 days	26th - 27th Aug 2022
Jamie Blue Project Manager	1 days	27th Aug 2022
Jane Allen Product Manager	3 days	27th - 29th Aug 2022
John Doe Graphic Designer	2 days	27th - 28th Aug 2022
Stephanie Software Engineer	1 days	28th Aug 2022
Kylie jennie Web Developer	3 days	29th - 31st Aug 2022
Lisa Miley UI/UX Designer	2 days	29th - 30th Aug 2022
Matt Hardy Product Designer	3 days	29th - 31st Aug 2022

John Doe Graphic Designer	2 days	27th - 28th Aug 2022
Stephanie Software Engineer	1 days	28th Aug 2022
Kylie jennie Web Developer	3 days	29th - 31st Aug 2022
Lisa Miley UI/UX Designer	2 days	29th - 30th Aug 2022
Matt Hardy Product Designer	3 days	29th - 31st Aug 2022
Robertson Product Manager	1 days	30th Aug 2022

time off

James Black
Product Designer

Time off quota remaining
46:06:24

Time off type

PTD Sick Leave

Parent Duty Covid-19 Family Care

Vacation Covid-19 Selfcare

Current pay period

July 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Duration

Cancel Save

MIDFIN PRESENCE

- A Presence management solution comprising geofenced, identity authorized solution for marking attendance, site visits and sales calls.
- Custom algorithms, processes to enable a easy user interaction with the system whilst also being foolproof.

OUR TECHNOLOGIES

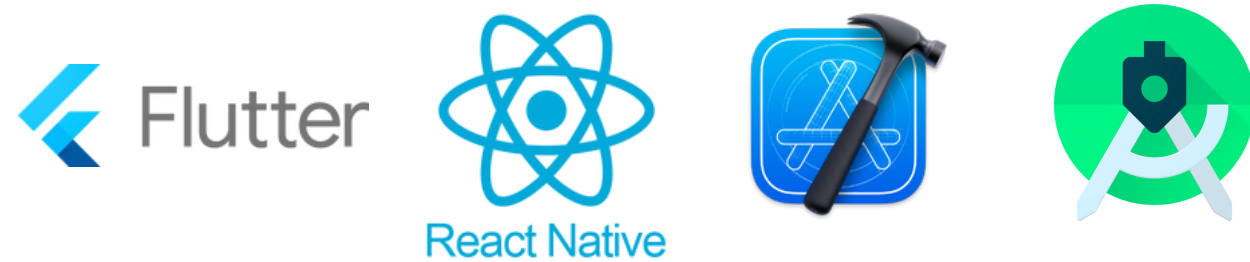
✦ UI/UX DESIGN



✦ WEB TECHNOLOGIES



✦ MOBILE DEVELOPMENT



✦ SERVER FRAMEWORKS



✦ PROJECT MANAGEMENT



✦ DATABASE TECHNOLOGIES

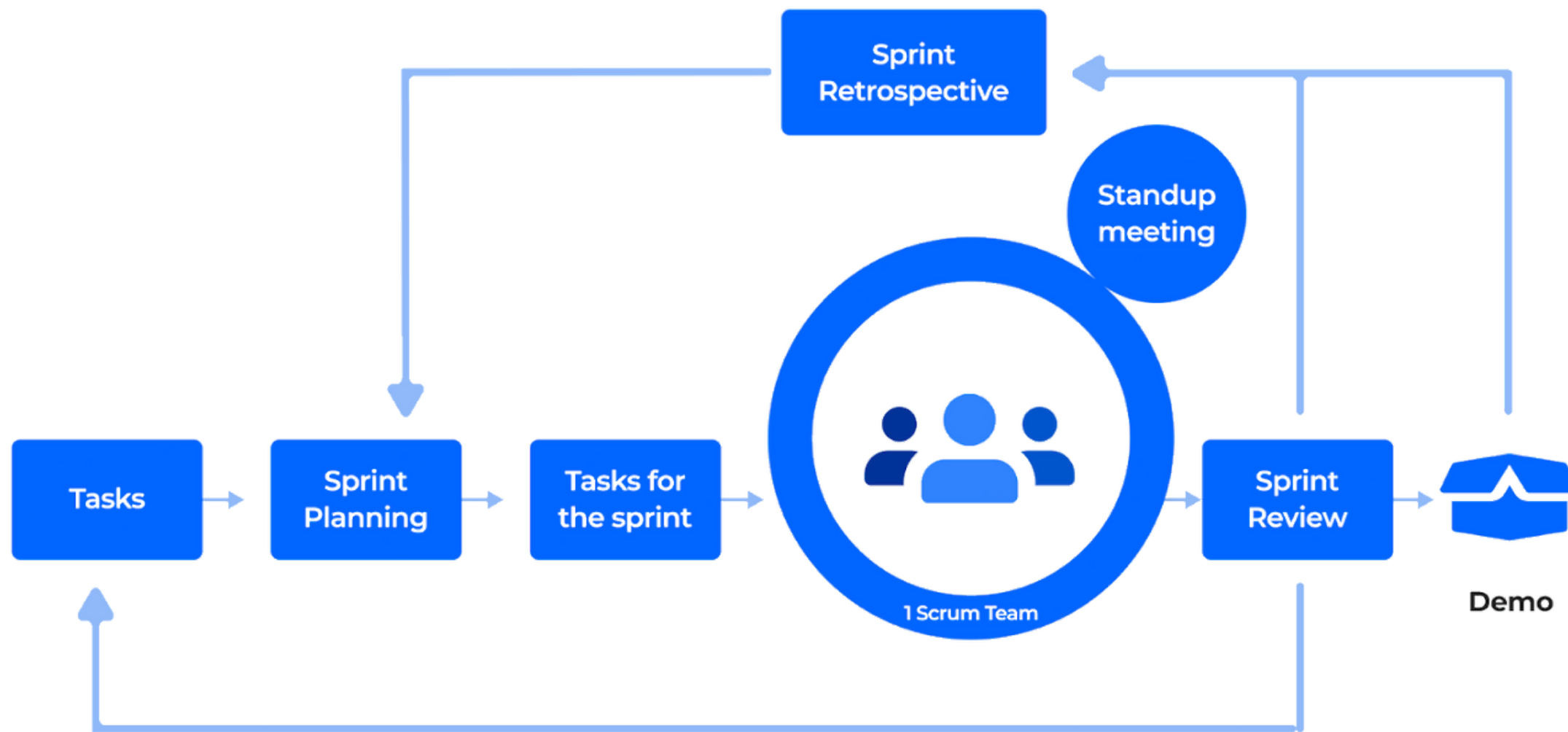


✦ CLOUD AND SERVERS



OUR PROCESS

AGILE DEVELOPMENT



TOOLS

sonarlint 

 **Crucible**

 **Prettier**

 **ESLint**

 **Jenkins**

MEET OUR FOUNDERS



SIDDARTH NATARAJAN

CEO & FOUNDER

SWATHIKA ARUCHAMY

COO & CO-FOUNDER



CONTACT US

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THANK YOU
