



"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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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 a 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 a 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 I become when my project succeeds?	
2	What is the foundation of my 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 my project?	
6	Why do I personally care about project's true fans?	
7	How would I apply my strongest abilities during the project's development?	
8	What potential risks should I beware?	
9	How would I share project's success with the wider community?	
10	How prepared am I for my 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:

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

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.

