

# TRUENODE

We bring your idea to life

2024 - COMPANY PRESENTATION

# Executive summary

We believe in the power of **collaborative partnerships** to support enterprise clients in reaching the next level of digital capabilities.

Our proven partnership models allow both partners to focus on their core while elevating their respective service offerings. We aim to **realize meaningful products** together which generate value for our target clients.

**650+**

*talents inhouse spanning product, design, engineering*

**300+**

*digital products launched successfully*

**8k+**

*freelance talents in our partner network*

- We cover the full spectrum of custom software development; from rapid prototyping to high quality MVPs to scaling to **500M+** users
- **10 of Fortune's** most admired brands and 2 of the 3 largest tech companies in the world collaborate with us
- We collaborate with **3 renowned global** strategic management consultancies, helping them to serve a broader premium digital offering to their clients
- **We tackle business problems** from digitizing business models, product offerings and go-to-market channels by leveraging cloud native technologies and value centered product management principles



A Google Ventures Preferred Partner



Resource partner



Combinator Deal partner



Commercetools Implementation Partner



AWS Implementation Partner

- **About TrueNode x Symphony**
- Our approach
- Our track record

## TrueNode x Symphony at a glance

Global product, design and development company

**Over 650**  
Full-time  
employees

### Engineering offices

**7 physical offices**

Bosnia and Herzegovina,  
Serbia, North Macedonia,  
Dominican Republic

### Remote presence

Brazil, Nigeria, Turkey, Argentina

Built

**300+ products**

**3 years**

without an unplanned  
client disengagement

**78**

Employee Net Promoter Score

### Business development offices

**8 physical offices**

San Francisco, Zurich,  
London, Berlin, Amsterdam,  
Los Angeles, New York, Seattle

Working with 2 of the 3

**largest tech companies**

in the world

**8 of Fortune's**

Most Admired Brands  
of 2022

## Trusted tech partner for most impressive companies

From our roots in the Stanford ecosystem, we've evolved to partner with global tech companies, enterprises, and private equity firms

**Symphony 1.0**  
for Stanford startups and VC ecosystem



**Pragmatism** in carving out the must haves from nice to haves  
**Openness to change** driven by product adoption

**Symphony 2.0**  
for Big Tech



**Ownership** of commitments beyond the immediate team  
**Scale** of users even with early releases  
**Tech excellence** in execution

**TrueNode x Symphony 3.0**  
for corporations



**Partnering** with clients on their digital journey  
**Maximizing the value** of enterprise integrations  
**Venture model** to build meaningful products

**TrueNode x Symphony 4.0**  
for PEs



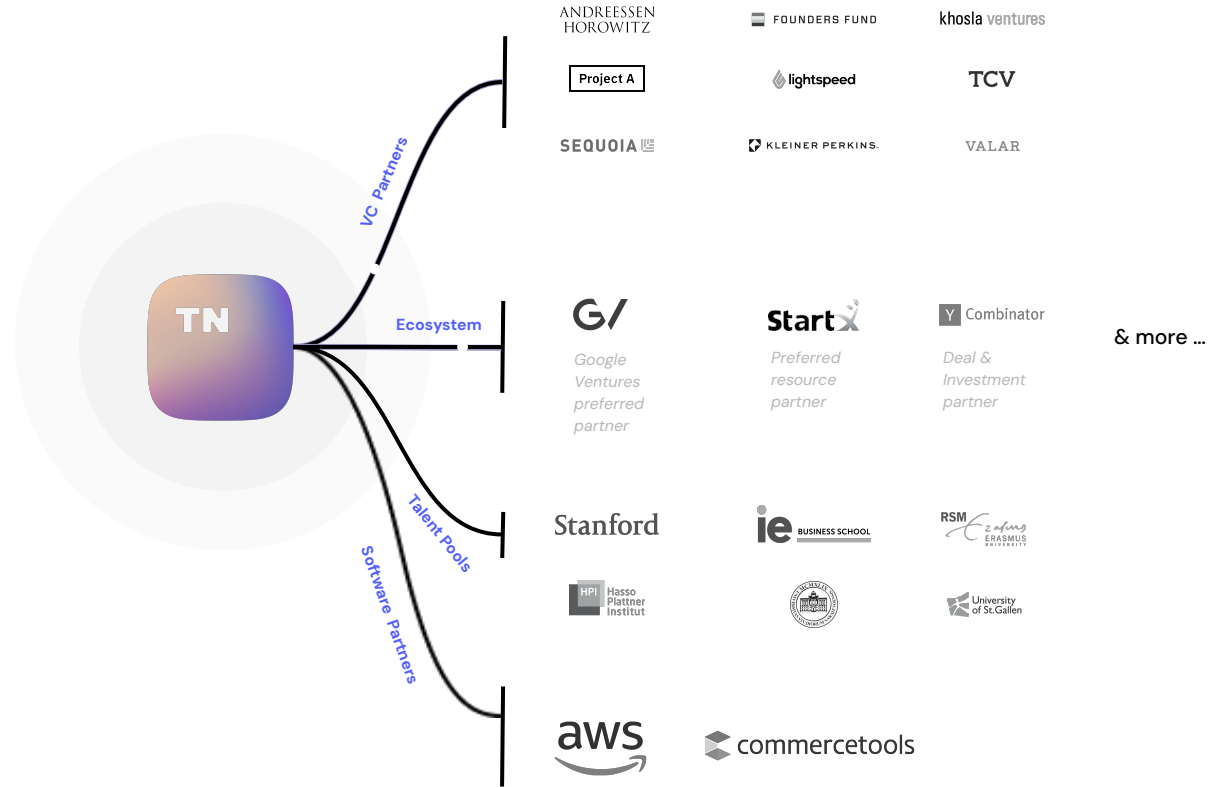
**Business outcomes** as a key measure of success  
**Sharing the risk** and tying the commercial model to outcomes

# Ecosystem & Partnerships

At TrueNode, we've designed a methodology that empowers our teams to design and build products like co-founders in both new and running ventures. For more than 10 years, Symphony has been building thriving teams of engineers that empower global founders to materialize their vision.

Overall we've built trusted ties with top tier investors, startup ecosystems and AAA talent pools.

TRUENODE



## OUR CORE TEAM



**Jakob Schwankhaus**  
Co-Founder & Managing Director

Managed large-scale software projects  
Technology and strategy consulting  
Rotterdam School of Management

[LinkedIn](#) →



**David Falk**  
Managing Partner

Worked for world's top brand  
consultancies, bridging brand,  
product and business  
Middlesex University London

[LinkedIn](#) →



**Petre Pătraș**  
CTO

Fluent in both software and  
infrastructure engineering. Led  
multiple projects across fintech,  
medical, logistics and many others.

[LinkedIn](#) →



**Cansu Kipirdi**  
Lead Product Designer

Lead design for a venture, user base  
grew up to 5k in a month. Created  
design solutions for 6+ corporate and  
startup companies by following human  
centered methodology. Masters degree  
in Integrated Design

[LinkedIn](#) →



**Luisa Groos**  
Lead Product Manager

Leads product and design teams with  
focus on DACH market with profound  
know-how in organizational change  
ESCP Business School

[LinkedIn](#) →



**Ahmed Sabaa**  
Lead Solution Architect

12 years of experience in IT and over 6  
years as a software architect. Focus on  
system design, technology & business  
architecture and cloud technologies.

[LinkedIn](#) →

## Management Board



**Harris Memic**  
CEO of Symphony

To Co-founder of  
technology house  
Symphony; President of  
BIT Alliance;

The Hague School

[LinkedIn](#) →



**Muamer Cisija**  
President of Symphony

Co-founder of technology  
house Symphony; Morgan  
Stanley M&A;

Stanford Business School

[LinkedIn](#) →



**Katharina Schmitt**  
CBO of Symphony

Experienced valley operator  
and scaling expert; SVP at  
Ampush, 6+ years McKinsey,  
Stanford Business School

[LinkedIn](#) →



**Carl Cousin**  
Co- Founder

Building startups  
(Slotbox (RIP), Oceanis.io,  
MVP Factory, Lunarix,  
etc.) and supporting  
founders globally,  
IE Business School

[LinkedIn](#) →

# Technical competencies



**Frontend  
Development**



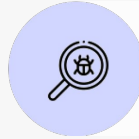
**Big Data**



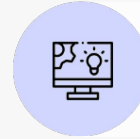
**Machine Learning  
and IoT**



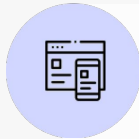
**Backend  
Development**



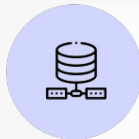
**QA Automation**



**DevOps**



**Mobile  
Development**



**Data Science**

[DETAILED TECH STACK →](#)

# Clients we worked with

We have delivered 200+ products ranging from startups to corporates working with 2 of the 3 largest tech companies in the world and 10 of Fortune's Most Admired Brands.

Our Silicon Valley trained engineers have worked across industries to produce tangible results – we've helped our clients raise \$3.1B+ in funding.

## European clients



## Global clients



We work with a selection of those Global clients



- \_ About TrueNode x Symphony
- \_ **Our approach**
- \_ Our track record

45%  
of customized  
digital product launches fail

Source: Harvard Business Review

# Why do they fail?

At a high level, the product problems are easy to identify. Products do not generate revenue or create efficiencies, user retention is low, or the products are not profitable. These are the symptoms of a product that is either not usable or does not create value.

## Main Reasons

- Failure to understand customer needs
- Poor product-solution fit
- Fixing a non-existing problem
- Bad usability
- Lack of internal capabilities

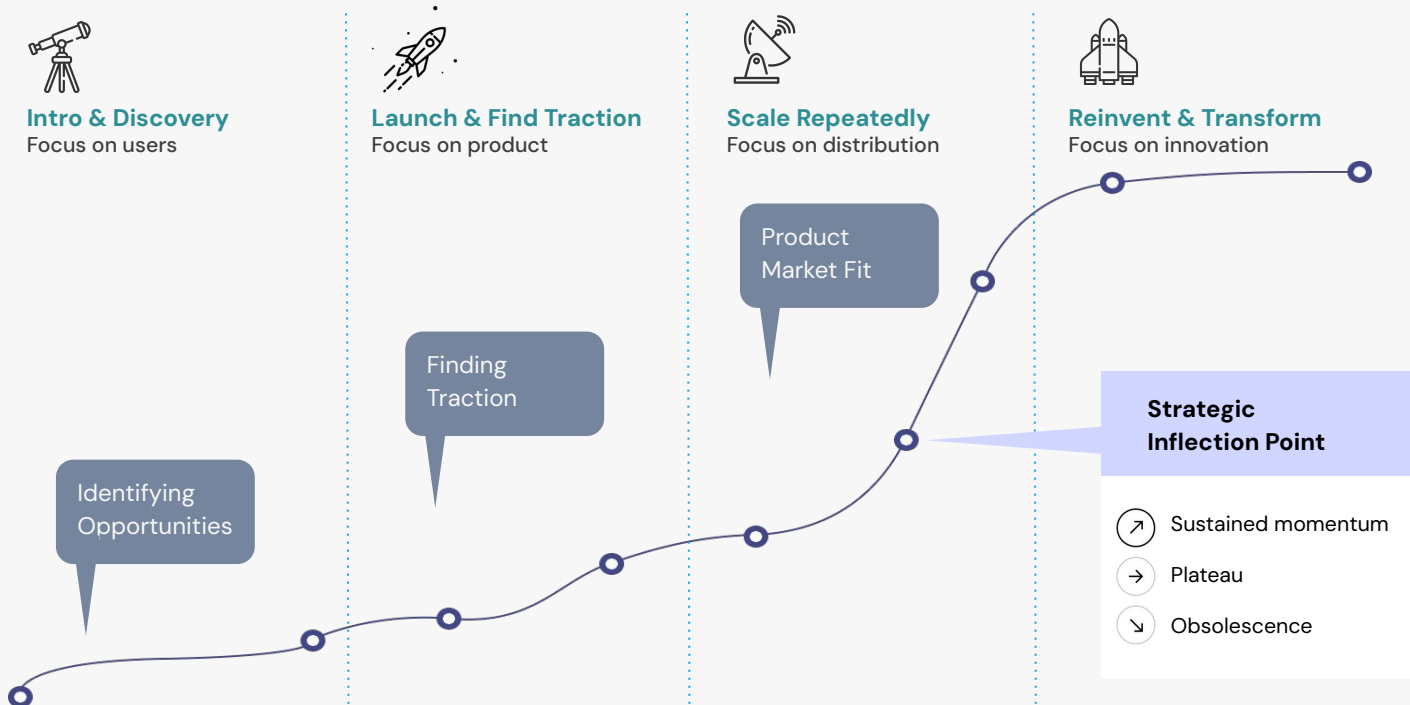
## Possible Mitigation

- Performing thorough problem space research
- Quick prototyping & testing of solutions
- Creating a business outcome driven roadmap
- Setting up a flexible team

# Enduring companies never stop creating meaningful products.

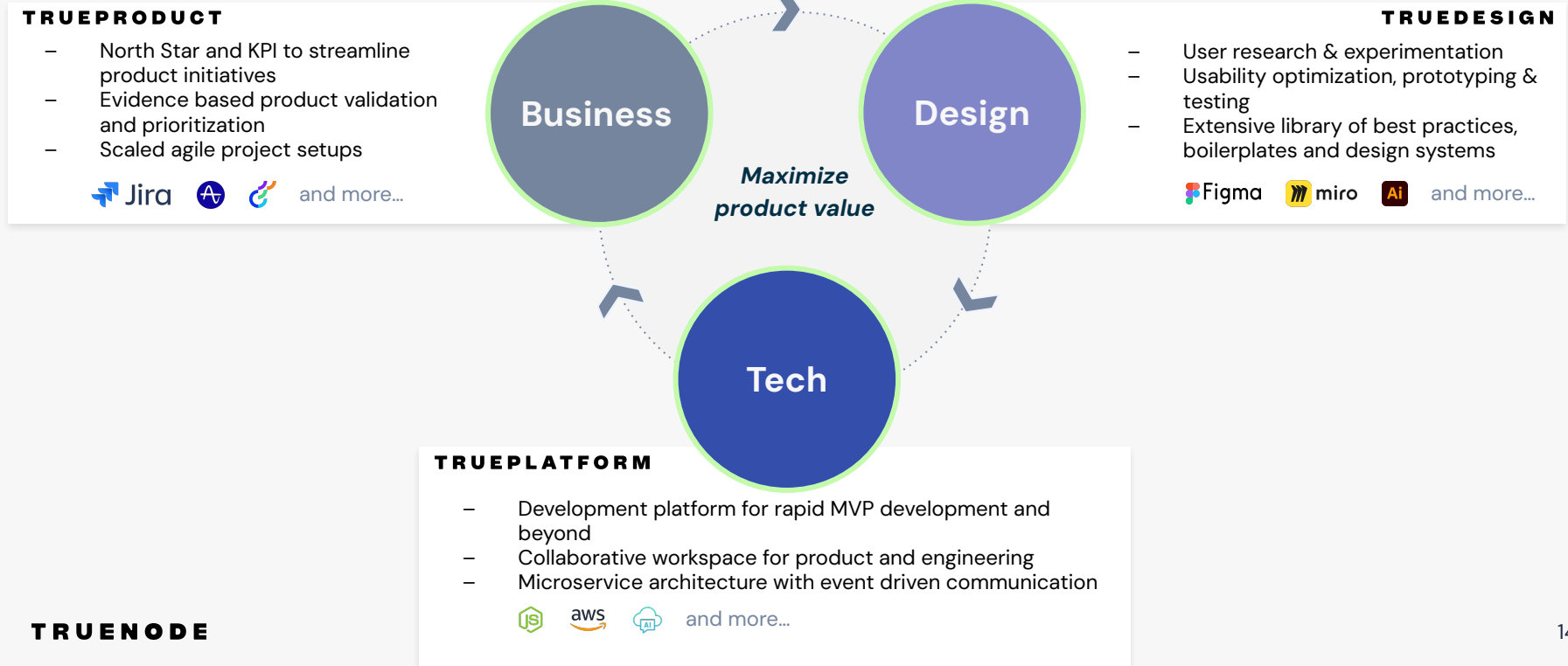
We want to transform the way ventures emerge by putting continuous product-obsession at the heart of business, and refine incentive models that enables us to co-found technology companies on a single platform.

# We help companies to reach the next inflection point



# Our Product and Engineering model

We engage in an interdisciplinary working mode between business, design (UX/UI) and tech in order to maximize product value and business outcome



TruePlatform revolutionizes the way we develop digital products and enables efficiency gains in MVP development of up to 80%.

Our platform specializes in generating code for NestJS, focusing on enterprise-grade MVPs, and diverges from low-code norms by offering customizable, non-generic solutions for rapid, robust application development.

## Revolutionize Enterprise MVP Development with AI

- AI-Powered NestJS Code Generation: Custom, scalable solutions in seconds. Over 20,000 lines of code generated in ~1 second.
- Enterprise-Grade MVPs: Streamlined development for complex projects with +200 successful deployments.
- Full-Stack Capabilities: From backend to web & mobile, including CQRS, GraphQL, Redis, AMQP.
- Dynamic Modelling & Collaboration: Easy project overview and modifications with a dedicated GUI and TS file modelling.
- Enhanced Team Integration & Efficiency: Breaks down barriers between IT and business teams, ensuring consistent, high-quality development



### Platform technologies

NodeJS  
Next JS  
Typescript  
Angular

### Rapid Prototyping & Customization

LLM integration for quick iterations, adaptable to your Domain-Specific Language (DSL).

### Team collaboration

Collaborative builder GUI for a unified project view, allowing cross-stack changes. Auto generation of requirements, documentation and workflows

### Baseline as Services

Service oriented architecture  
CQRS, Event Sourcing, GraphQL  
Automated E2E testing and documentation  
Logging, Tracing & Monitoring  
...

### Infrastructure as Services

Cloud setup  
CI/CD  
Storage  
...



## Tech Advisory & Product Strategy

*We conduct meticulous technical due diligence and tailor cutting-edge product strategies to reach the next inflection point.*

### OUTCOMES

- **Technical Due Diligence:** Evaluate technical systems on scalability, maintainability, and security
- **Strategic Innovation:** Explore new digital horizons to remain ahead in the competitive landscape
- **Idea Validation:** Validate your concepts with data-driven insights for assured success.

## Design & Software Development

*Whether it's a mobile app, a web application, or a complex enterprise system, we turn your ideas into captivating and converting digital realities.*

### OUTCOMES

- **Engaging User Experiences:** Intuitive designs and seamless functionalities that delight your customers.
- **Cost Efficiency:** Intelligent development strategies that optimize budget and maximize value.
- **Accelerated Time to Market:** Swift development cycles that get your product in front of users faster.

## Team Augmentation

*We find the perfect match to scale your team – not just freelancers (local and nearshore) but also teams that have already worked together.*

### OUTCOMES

- **Proven Quality:** Benefit from a technical and personal fit ensured by our rigorous selection approach.
- **Personal Assistance:** A dedicated team guides you through the entire staffing process
- **Fast Access to Our Network:** Receive the first profiles within 24 hours from our top network

# Ready to play packages

## True Due Diligence

We conduct thorough technical due diligence to evaluate your systems on scalability, maintainability, and security, identifying technical debt and providing actionable insights for informed decision-making.

### Questions we answer:

*What is the current state of technical scalability, maintainability, and security within the system?*

*Where does technical debt exist and how might it impact future growth or investments?*

*What buy vs. build strategy would be most beneficial in the current technical landscape?*

*What actionable steps can be taken to improve the existing technical infrastructure?*

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2-3 weeks

EUR +30k

## True Ideation

We delve deep to understand your business needs and market dynamics, crafting tailored product strategies that drive innovation and sustainable growth.

### Questions we answer:

*How can the product strategy be aligned with the overall business goals and target market needs?*

*What innovative solutions can be introduced to gain a competitive edge in the market?*

*What is the feasibility and potential impact of introducing new technologies or platforms?*

*How can continuous feedback and data-driven insights be leveraged for iterative improvement and achieving long-term success?*

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2-3 weeks

EUR +30K

# Ready to play packages

## True App

We build cloud native applications based on our standardized cloud setup so that we can scale fast.

### Questions we answer:

*What buy vs. build strategy should be followed?*

*How can we generate business value from day 1?*

*What tech stack should be used to ensure scalability, security and speed of development?*

*How can we ensure that the functionality is working cross-platform?*

1-3 months

EUR +100k

## True Commerce

We build scalable headless commerce systems based on best of breed approach to ramp-up efficiently and create customer value fast.

### Questions we answer:

*How to accelerate idea testing to improve UX?*

*Tools that boost data-driven decisions and CX?*

*How to guarantee platform's compatibility with various systems?*

*How to streamline organization-wide data exchange?*

1-3 months

EUR +100k

## True Website

We build mobile first websites fast to promote the product and to validate the value proposition.

### Questions we answer:

*What technology stack is low maintenance and fast to go-live with?*

*How can we optimize the website for SEO to drive traffic?*

*How can we make the website flexible and provide room for experimentation?*

*How can we create a unique design of the website?*

2-4 weeks

EUR +10K

## True AI

We transition from AI conceptualization to production readiness, ensuring seamless harnessing of AI's full potential within your organization.

### Questions we answer:

*How to stay abreast with the rapid advancements in generative AI to maintain a competitive edge?*

*How to validate the feasibility and benefits of AI through proof-of-concepts and prototypes effectively?*

*How do we ensure seamless implementation of AI algorithms and models into existing systems or new environments?*

TBD

TBD

# Ready to play packages

	<b>True Match</b>	<b>True Teams</b>	<b>True Hire</b>
	We find the best tech talent for your project – flexible term.	We find the best squad for your project.	We find the best tech talent for your team – long term.
<b>Time</b>	<b>flexible-term</b>	<b>flexible-term</b>	<b>long-term</b>
<b>TN Leadership Support</b>	<b>monthly</b>	<b>bi-weekly</b>	<b>-</b>
<b>Trial Period</b>	<b>2 weeks</b>	<b>2 weeks</b>	<b>-</b>
<b>Termination</b>	<b>2 weeks</b>	<b>4 weeks</b>	<b>depends on contract details</b>
<b>Duration</b>	Min. 2 weeks	Min. 1 month	TBD
<b>Pricing</b>	TBD	TBD	TBD

- \_ About TrueNode x Symphony
- \_ Our approach
- \_ **Our track record**

# How we accelerate growth


	Due Diligence	Revenue growth			Cost optimization	
Business objective	Platform reviews	Creating new revenue streams	Transforming user experiences	Leveraging AI & data analytics	Digitising manual processes	Rebuilding high-cost legacy platforms
Client's challenges	Lack of transparency on target's architectural principles & design, technical debt & code quality, security & compliance, team skills & infrastructure set-up	Finding product-market-fit, creating value proposition, target customer definition & segmentation, problem & solution fit	Low ARPU, high customer churn, high bounce rate, low click rate on campaign pages, lack of user research	Lack of revenue generating insights on user behaviour from new/existing datasets, insufficient pipeline predictability, different kind of structured data	Manual processes and workflows, high operational costs and outdated ops, lack of data collection, low usability & user interaction	Outdated legacy tech, lack of system flexibility and scalability, high costs, data silos
Expected outcomes	Actionable insights into untapped growth opportunities and risks in 3-4 weeks	+30k registered users	+20% increase conversion rate	\$3.6b revenue increase 5-10x operational savings	\$16M saved in operational costs	Double-digit maintenance cost reduction (in %)



## THE CLIENT

Redcare (Shop Apotheke) is a leading European pharmaceutical marketplace that provides over-the-counter drugs, beauty, and personal care products online to more than 6.3 million active customers.

## INDUSTRY INSIGHTS

The online pharmacy segment revenue is expected to reach approximately USD 22.5 billion in 2022 and grow at a CAGR (2022-2026) of 11.44% .

**1st**  
marketplace of  
this kind in EU

**35k**  
additional  
products

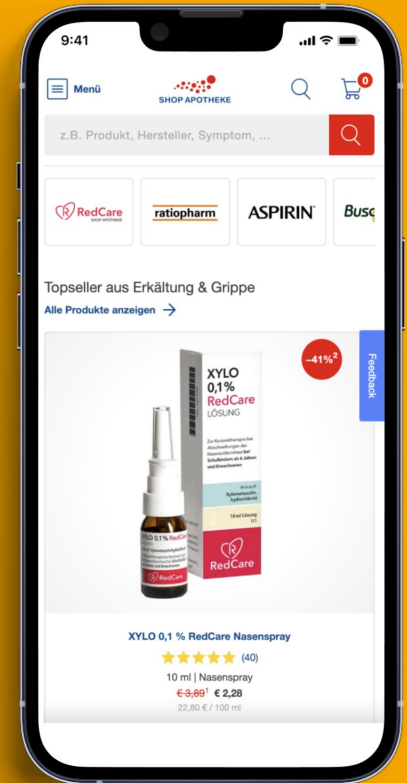
**11M**  
active  
customers

## THE CHALLENGE

Redcare approached us to turn their online shop into a new marketplace that integrated with the existing SaaS product management, and payment systems to help the client break into new markets.

## THE SOLUTION

We put together 6 development teams who developed the entire marketplace within just 7 months. The marketplace was launched in October 2021 with 20,000 additional products from over 30 3rd party providers. This enabled sustainable growth, increased the margin and time to market of new assortment, and helped protect the client's market.





## THE CLIENT

TUI is the world's largest leisure, travel and tourism company. It owns travel agencies, hotels, airlines, cruise ships and retail stores and is one of the most recognized global brand.

## INDUSTRY INSIGHTS

The global travel and tourism market is estimated to exceed the USD 8.9 trillion by 2026, rising at a CAGR of more than 3.1% during the 2021–2026 projected period [\[1\]](#).

**TRUENODE**

**55+**

Hoteliers signed up within 3 months

**7**

New hotels on boarded during the project

**>95%**

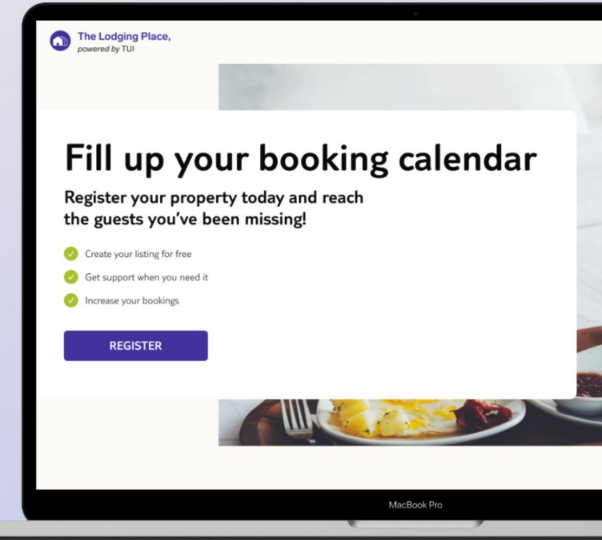
Reduction in hotel time listing

## THE CHALLENGE

TUI needed help to improve the speed of the hotel onboarding system for room sales. The overall goal was to attract more hoteliers and increase their revenue by providing dynamic pricing capabilities.

## THE SOLUTION

We contributed to their objectives by building a webapp where hoteliers can create their hotel on Juniper and sign the contract digitally to list their hotel autonomously and quickly on TUI's The Lodging Place site.







## THE CLIENT

SWOPA belongs to the pharmaceutical industry and produces medical cannabis compliant with high quality standards. In addition, they conduct clinical trials so that they can provide evidence-based treatments to improve patients' quality of life.

## INDUSTRY INSIGHTS

The global telehealth market size is expected to reach approximately USD 224.8 billion by 2030, growing at a CAGR of 18.8% between 2021 and 2030 [📊](#).

## 4 months

To MVP launch

## Validated

With 40 doctors and patients

## Full

Operational setup of the venture

## THE CHALLENGE

We were approached to discover digital solutions for the client to potentially venture out. The overall goal of the project was to leverage the digital trend of online patient care and to find product market fit for this new venture.

## THE SOLUTION

Essentially, we designed and tested multiple solutions and ventured out the most promising one as a low-tech MVP. We developed a concept of operations and tested the product with customers in multiple cities in Germany. After receiving positive feedback from the market we designed the architecture and roadmap for a scalable solution.





## THE CLIENT

HDI is one of the biggest European insurance groups for decades with a wide and needs-based range of insurance solutions and accompanying services.

## INDUSTRY INSIGHTS

The insurance industry is a major component of the economy and covid-19 proved it again. The sector is forecast to grow at a compound rate of about 6% per year, reaching nearly USD 6.4 trillion by 2025 [📈](#).

**TRUENODE**

**3 months**

To MVP launch

**+5k**

Users in less than a month

**10%**

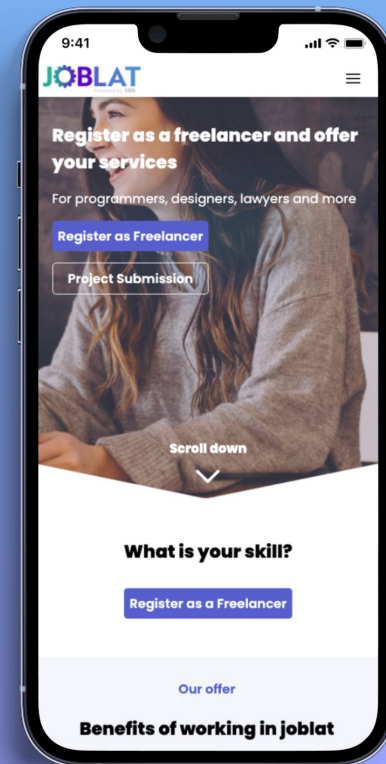
Initial user conversion rate

## THE CHALLENGE

In order to keep their competitive edge, HDI Seguros approached us to validate a novel product idea for the South American market, develop the product and introduce it to the market.

## THE SOLUTION

After the validation process and business model creation we moved on to defining the product strategy, the operational model and its implementation. In collaboration with the client, we created a freelancing platform and launched it in Chile and Mexico. In less than 3 months, we launched the first MVP, and only 2 months later executed the product launch.



# oceanis

## THE CLIENT

Oceanis is on a mission to provide every ship-owner easy access to diversified global financing sources and a transparent overview of best-possible terms.

## INDUSTRY INSIGHTS

The private debt market size is expected to cross the USD 1 trillion threshold in 2020 or 2021 [1]. Private debt is anticipated to be one of the fastest growing assets class, with a growth rate estimated at 11.4% [2].

**TRUENODE**

**\$1b**

Debt volume raised within 5 months

**36+**

Financial institutions onboarded

**0.5h**

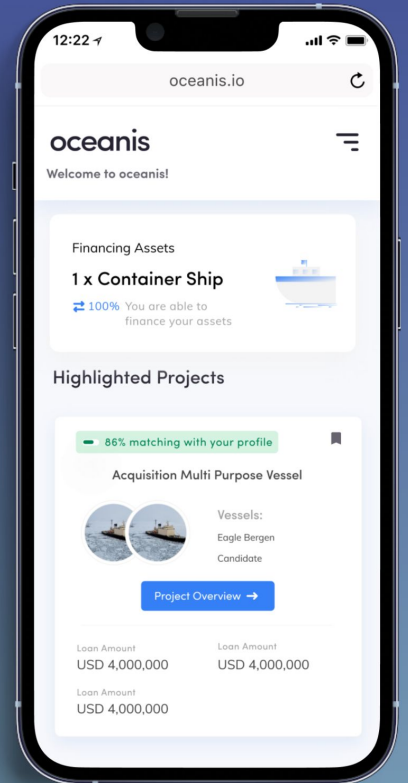
Fastest indicative term received

## THE CHALLENGE

SME ship owners are struggling to get access to new and diverse capital as local banks are reducing or exiting shipping completely. Therefore finding new financing sources has become a challenge for SME ship owners.

## THE SOLUTION

We have co-founded Oceanis in early 2019 and continuously support the venture throughout its launch phases with product, design, and engineering consulting. Through digitization and standardisation we create efficiencies, break down complexity and provide the industry with a transparent and efficient marketplace.



## GERMAN LUXURY CAR MANUFACTURER

### THE CLIENT

The brand shines in the high-end market, catering to an clientele of more than 1.8 million. It provides an array of performance vehicles, paired with top customer support and a legacy of automotive innovation and excellence.

### INDUSTRY INSIGHTS

In 2022, Germany's car industry achieved €430 billion in revenue. By 2025, it's expected to grow significantly, with a focus on electric vehicles and innovative technologies, solidifying its global leadership position.

**TRUENODE**

**-9%**  
reduced  
costs

**3x**  
operational  
savings

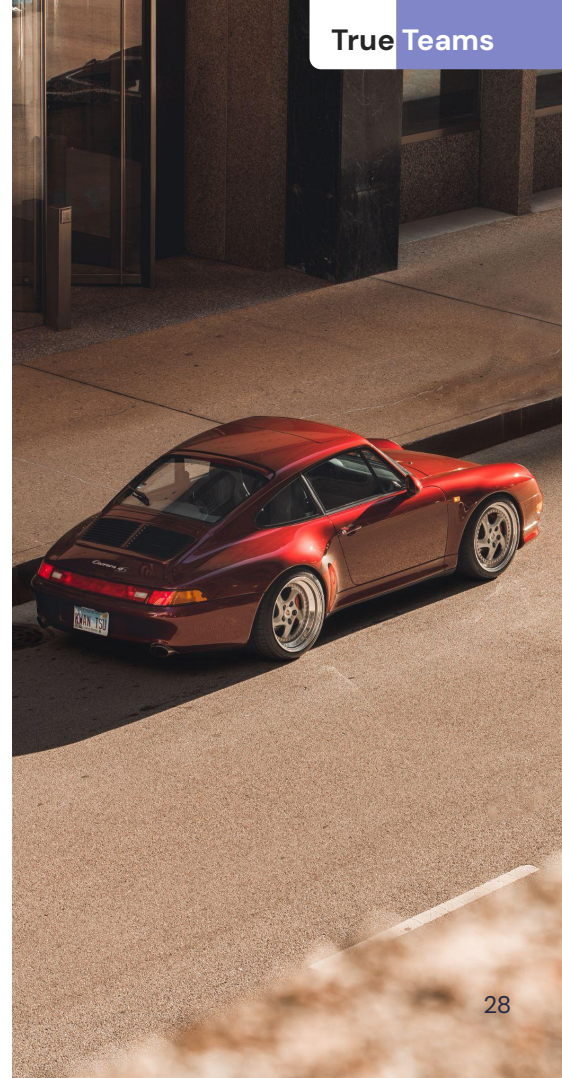
**1.8M**  
active  
customers

### THE CHALLENGE

Our client sought to enhance satisfaction by reducing vehicle service durations. We aimed to streamline car maintenance, reduce diagnostics, and minimize warranty risks with a machine learning model. This simplifies servicing newer cars, aiding technicians in rapidly identifying necessary parts and failure codes pre-service.

### THE SOLUTION

Leveraging our expertise in automotive service, we've developed a solution that prioritizes diagnostic data, predicts part replacements, and streamlines parts procurement, substantially reducing repair costs and time. Our innovative workflows and smart diagnostic tools optimize repair accuracy and efficiency, boosting customer satisfaction and service center efficiency.



## GERMAN CAR RENTAL COMPANY

### THE CLIENT

The client stands out in the European car rental sector, serving over 5 million clients with a wide variety of vehicles and top-notch service. Their robust online platform ensures a seamless rental experience.

### INDUSTRY INSIGHTS

The European car rental industry is anticipated to generate approximately EUR 12.5 billion in revenue for 2022, with a forecasted CAGR of 6.74% from 2022 to 2026.

**-20%**  
reduced  
costs

**5-10x**  
operational  
savings

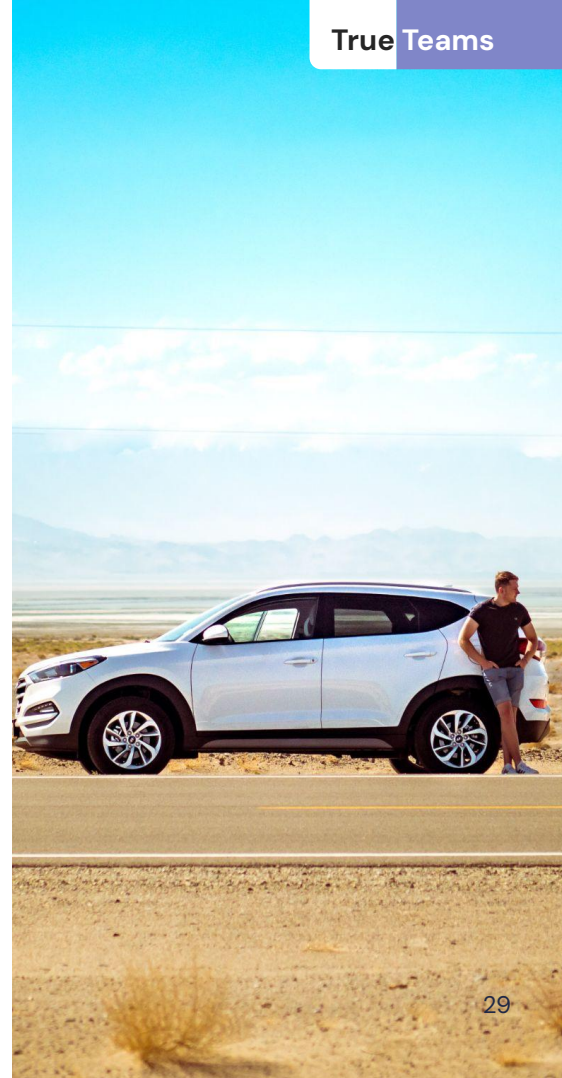
**5M**  
clients

### THE CHALLENGE

The client sought to validate if machine learning (ML) could autonomously handle automobile damage detection while ensuring precision akin to conventional methods.

### THE SOLUTION

Our data engineers developed three machine learning models for damage detection, coupled with a high-fidelity framework from our design team for automated evaluations. We were able to demonstrate cost savings, increasing accuracy, and high user satisfaction. Currently, planning the next phase with the client to further cut costs, automate damage detection, and improve the insurance claims process.





## CAR RENTAL COMPANY

### THE CLIENT

A multinational car rental company with about 5,000 locations in over 105 countries approached us to help them optimize their workflow, improve cost performance, and introduce a brand new service.

### INDUSTRY INSIGHTS

The global insurtech market size was valued at USD 3.85 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 51.7% from 2022 to 2030. [ii](#)

**TRUENODE**

**5000**

Locations served

**105**

Countries

**\$45B**

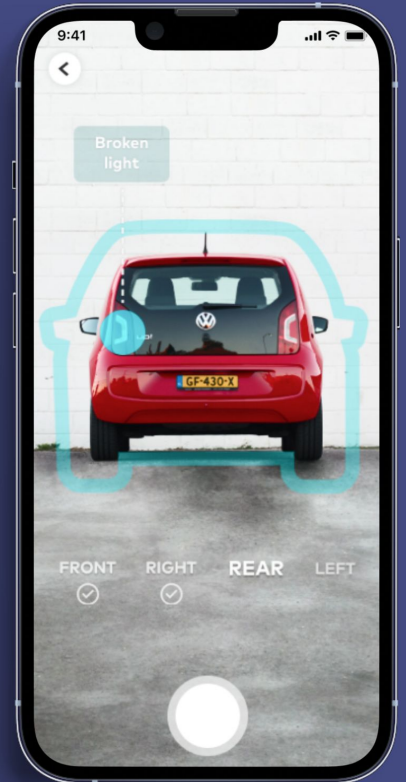
Total industry revenue (2019)

### THE CHALLENGE

In order to keep their competitive edge, the client approached us to test the assumption that automobile damage detection and reporting can be fully automated using machine learning.

### THE SOLUTION

We built a machine learning PoC for automating car damage detection. Our solution showed that the user satisfaction and cost reduction potential is enormous.



## GERMAN BASED ROBO ADVISOR

### THE CLIENT

The client is German based mid-sized robo advisor that is providing financial services (e.g. investment recommendations) to private consumers via digital channels.

### INDUSTRY INSIGHTS

The robo advisor industry is growing annual with a rate (CAGR 2022-2026) of 12.32% resulting in a projected total amount of US\$34.94bn by 2026. It is becoming increasingly popular by a younger generation.

**TRUENODE**

### 4 weeks

Initial due diligence

### 1 follow-up

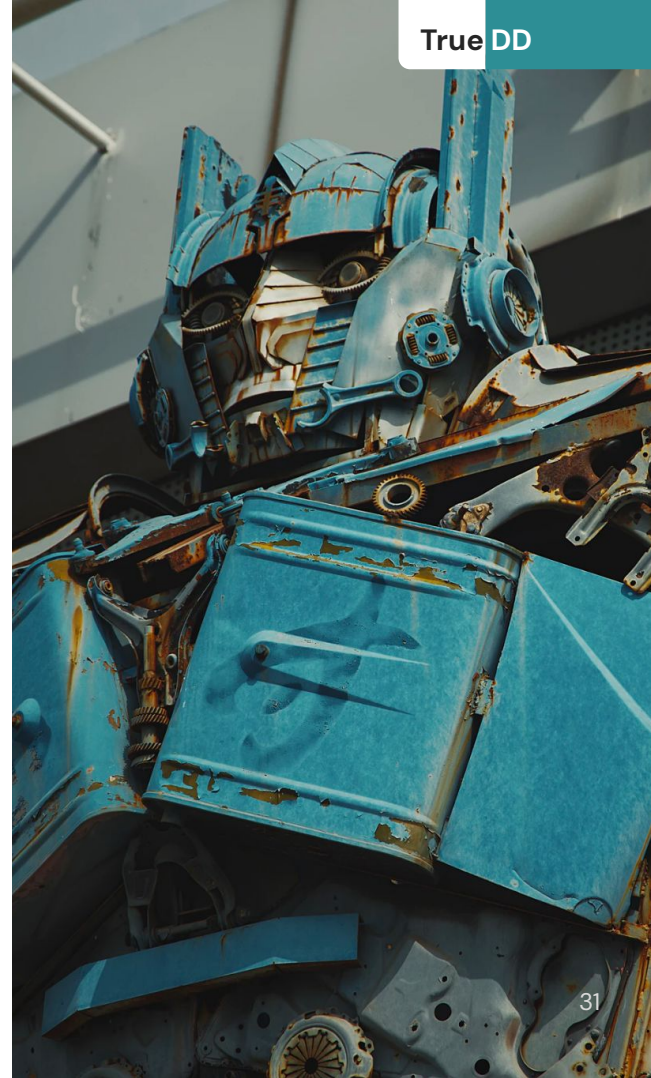
project to take over cloud migration

### THE CHALLENGE

The client wants to increase development speed and increase the maintainability of the platform while leveraging the benefits of agile software development more.

### THE SOLUTION

The approached in a focussed 4 weeks technical due diligence. Our focus was on architecture, infrastructure as well as team composition and organizational processes. We developed multiple strategies of improvements that we continued to implement after our due diligence was completed.



## GERMAN BASED PHOTOVOLTAIC SYSTEMS START-UP

### THE CLIENT

The client is Berlin-based start-up, one of the leading providers of photovoltaic systems for private use in Germany.

### INDUSTRY INSIGHTS

Germany's solar energy market is expected to grow at 12.19% annually (CAGR 2024-2028). Technological advances, declining costs, supportive government policies and strong commitment to sustainability ensure a rapidly expanding market.

**TRUENODE**

**30%**

increase in form  
conversions

**over 10k**

active customers

### THE CHALLENGE

The client wants to increase their lead generation form conversions that are declining due to increased competition and seasonal trends within the market of photovoltaic systems in Germany.

### THE SOLUTION

By strategically applying UX and UI principles, we significantly boosted the client's conversion rates by up to 30%, surpassing the baseline. Our approach includes refining value propositions, identifying valuable features, streamlined user journeys and utilize UI design to instill customers' trust in the brand.





**TRUENODE**

# Thank you.

Let's stay in touch.

**TRUENODE HQ**

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10997 Berlin  
Germany

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San Francisco CA  
United States

**NL OFFICE**

Huizingalaan 763A  
1066 Amsterdam (NL)  
Netherlands

**ENGINEERING HUBS**

Sarajevo (BA), Skopje (MK),  
Belgrade (RS), Novi Sad (RS),  
Nis (RS)