

Jul 14, 2022

BUSINESS PROPOSAL



PRESENTED BY
Vasile Adrian Rosian



whitcity:code

About The Company

WhiteCity Code is a consultancy and software development company from Alba Iulia, founded in 2017 but dating back to 2009 as a startup business.

In the Romanian software consultancy and development landscape we are a somewhat exotic presence, as our focus is startups and their stakeholders, with a mission to use our superpowers for supporting the act of bringing new ideas to life.

About Our Team

Claudiu Gilcescu-Ceia

Partner, technical

Vasile Adrian Rosian

Founder, tech & management

George Cosma

Partner, technical



Hello From

Vasile Adrian Rosian

It is difficult to get software projects off the ground. The highly specialized knowledge just for the technical implementation combined with the need to understand people, the market and what makes a solid business thrive and remain stable is a combination that you can rarely find in one person or even a team.

It is developed in time, through trial and error and with high personal stakes or risky initial investment.

A tech startup or MVP investment in IT yields very high returns for both founders and investors/mother companies.

It is here where we can help: realists for hire for your MVP or investment. We get things off the ground and help stabilize their space flight. Let us work with you!



Rosian
Founder & CEO

Background



We co-found kopplr, a fintech connection hub for merchants and services. We build the architecture as cloud native with micro-services. We go through two financing rounds. We expand the team with valuable people. We gain new insights into funding and the startup experience and expand our network.

We build travel software that connects to travel hubs and aggregators to retrieve hotel deals. We build a receipt scanning app for a hackathon and we take the concept all the way to the competition national final. We write it in Haskell.

Two members of the team become partners and we decide to play on our strengths and use our experience in building up ideas to support innovation wherever it appears.

We work with machine learning, stock market, blockchain and we expand customer base to large customers in IT outsourcing, leisure, fintech. We do volunteering work with the Romanian Govt.

Adrian founds WhiteCity Code in 2017 as a functional programming shop. Adrian draws from his 8 years experience of having built software for air travel and payment. We work with Clojure and expand the team.

What We Do?

For your startup

You are our main focus. From the concept phase to the A series, we got you covered with our top notch business and technical team:



- software architecture and concept for your idea
- team selection, building, training, augmentation
- project ownership and management, risk assessment and mitigation, business planning and financing
- business plan execution, purchase management, infrastructure building
- mentorship and leadership, goal alignment

For VCs and investors

We understand the pain in assessing if your investment is safe and we are here to support you from seed rounds to A series due diligence:

- startup scouting and evaluation assistance, risk and opportunity analysis, technical audit, management and technical business soundness
- startup kick-off and team buildup, technical best practices, mentorship, leadership, team augmentation
- technical debt restructuring, management and team overhauls, digital transformations, cloud aware strategies, scalability consulting



What We Do?

For the enterprise



You are a well established company and you want to be prepared for the future. Or you want to experiment with a new innovation product. Or your industry and ecosystem gain velocity and you want to accelerate as well.

Either way, navigating novelty is time intensive and can shift your focus from your goals. Our team allows you to safely branch out until you are ready to merge the new ideas back into the main line.

- building technical MVPs and innovation labs
- transitioning from legacy systems to current best practices
- re-inventing, re-branding and digital transformation journeys
- cloud strategies and integrated data approaches
- machine learning, process automation, connectivity
- project planning and management, team support and augmentation



CONTACT US

For a free initial
discussion



VISIT US

We are located in Alba Iulia,
Romania, beautiful
Transilvania, at 1G,
Revolutiei 1989

SCHEDULE A MEET

You can [book a call with us](#)
at any time to discuss your
innovation project

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