



Startups

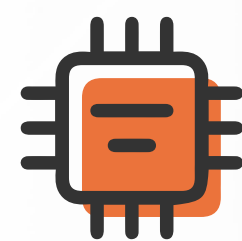
A Venture Building Partnership That Generates Lasting Success

BUILD **SMARTER.**
SHIP **FASTER.**

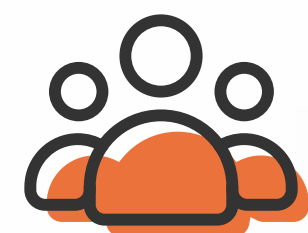
About MAESTRAL



Maestral drives the complete software development cycle for clients while acting as a **trusted advisor, excelling at technology, and delivering outstanding quality.**



We are your partner in **conceptualizing, designing and executing** end-to-end experiences of startups using our specialized Maestral squads of designers, engineers and specialists.



250+
people



15+
years in
service



50+
software
solutions



HEADQUARTERS

Atlanta
GA, USA



BUSINESS
DEVELOPMENT
CENTER

Amsterdam
NL



DEVELOPMENT
CENTER

Sarajevo
BIH



DEVELOPMENT
CENTER

Mostar
BIH



DEVELOPMENT
CENTER

Banja Luka
BIH

We focus on long-term partnerships and relentlessly create **win-win conditions.**

We **WORK** with



Early Stage
Funded Startups



SME
Clients



Fortune
10 Clients



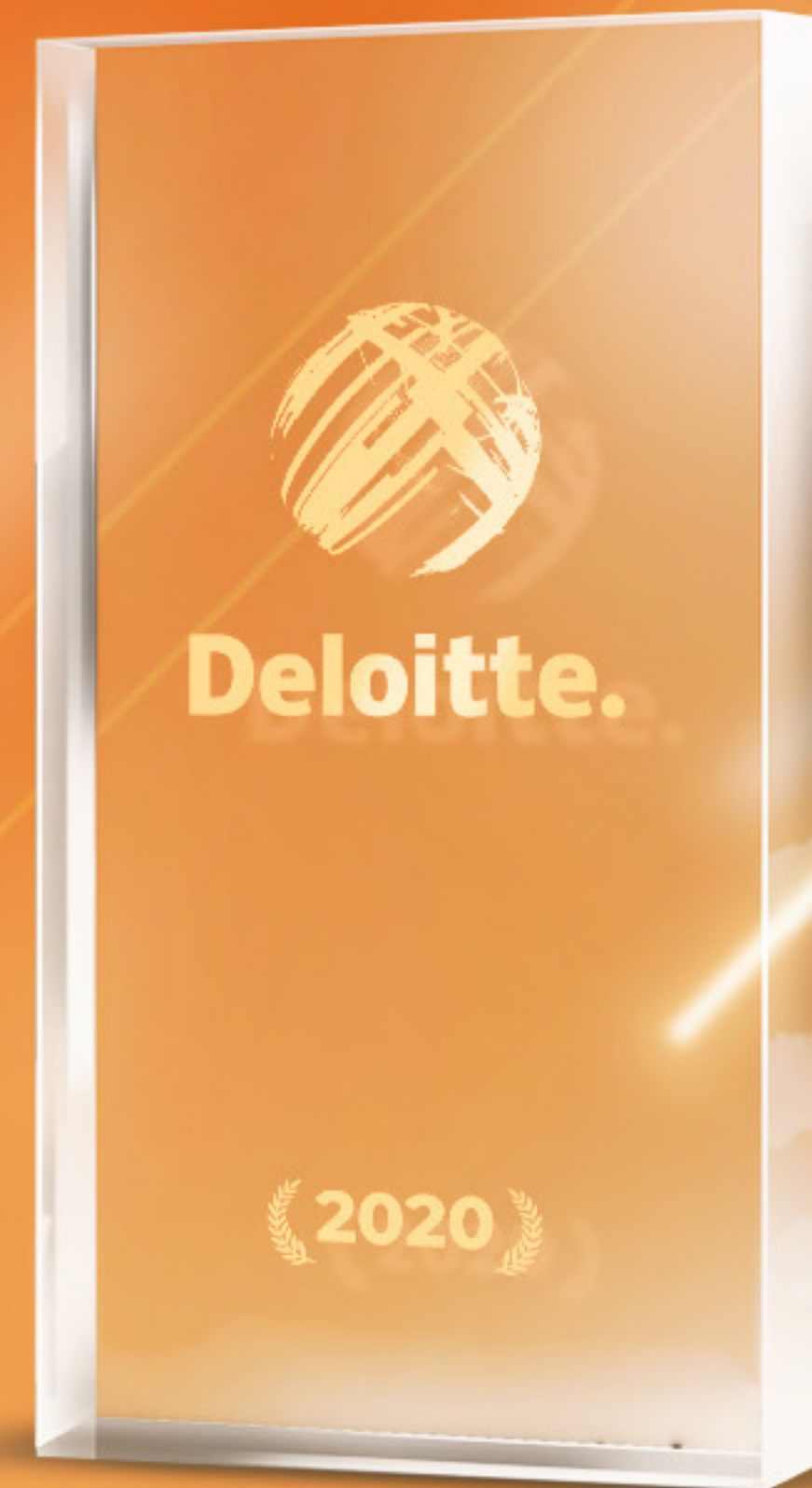
Venture Capital
Companies



AWARDS and recognitions



Best Employer in Bosnia & Herzegovina Award



Deloitte Impact Star Award

Why PARTNER Up?

New ventures require a lot of time, talent, and technical expertise to compete with market leaders. As your Venture builder partner, Maestral **assesses and minimizes the risk** and **leads the product strategy and development**.



Maestral is equipped to rapidly validate, refine, and build innovative ventures.

Quick fact check:

- ✔ Maestral is the first-choice Product Powerhouse and a **proven go-to partner** in developing emerging enterprises.
- ✔ **Governance** lies at the heart of all our engagements.
- ✔ We provide Business Design and Development Strategies that are the **fundamental components** of new digital products, revenue streams and service models.
- ✔ Our multidisciplinary team **grasps the bigger picture** before accelerating your idea into a **product-market fit solution** ready to scale in the future.
- ✔ Maestral services add value to portfolio companies by derisking early-stage investing and contributing to the accelerated growth of the ventures.
- ✔ We educate while developing scalable solutions.
- ✔ At Maestral, success is measured by the value delivered.

Our VALUES

At Maestral, success is measured by the value delivered.

PEOPLE
FIRST



CULTURE
OF
TRUST



PASSION
FOR
GROWTH



Industry Experience

- Banking
- FinTech
- Telecom
- InsureTech
- B2B/Enterprise Systems
- Internet of Things
- eHealthcare
- Data Science

Our SERVICES

- Product Development
- Client Applications
- Business Insights through Data
- Cloud Services
- Business Solutions
- API Integrations



Partnership Proposal

Startups As your Venture Builder Partner Maestral offers the following to enable you to scale your business successfully.



A 1-day workshop on **Product Design**. Maestral Startup Enablement team provides advice to validate the initial idea, while the Product Development team holds the workshop.

Outcome: Knowledge of the product development process;
Product market-fit validation;
Stage: Pre-Startup



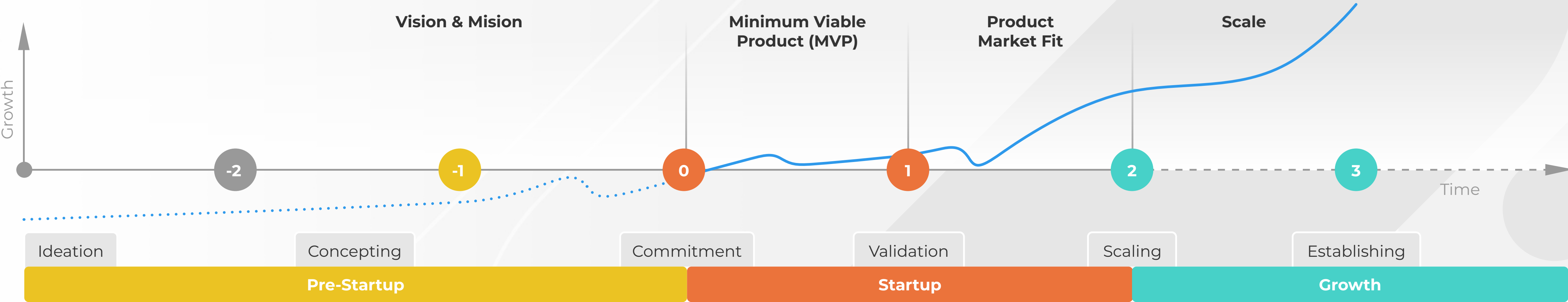
A 10-day workshop on **Business Co-designing**. Maestral Startup Enablement team will support you to define your target market and validate your business model. We believe in hard data and this process includes getting real feedback from the market before starting the development process.

Outcome: Enabling a startup team to drive the product development process. Validating or creating a PoC or an MVP
Stage: Startup



Design and Product Development Journey – Maestral Product Development team provides feedback to existing MVP or develops the product for the startup depending on the phase of development.

Outcome: MVP or the final product, depending on the need.
Stage: Startup & Growth



Startup Development Phases





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