



Venture Building Partnerships That Break Records

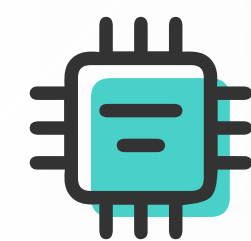
Maestral for VCs

**BUILD SMARTER.
SHIP FASTER.**

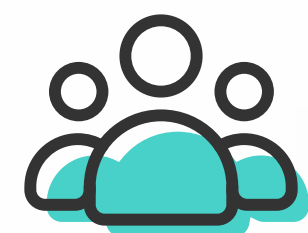
About MAESTRAL



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



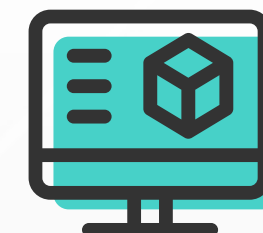
We are your partner in **conceptualizing, designing and executing** end-to-end experiences of startups using our specialized Maestral squads of designers, engineers and specialists.



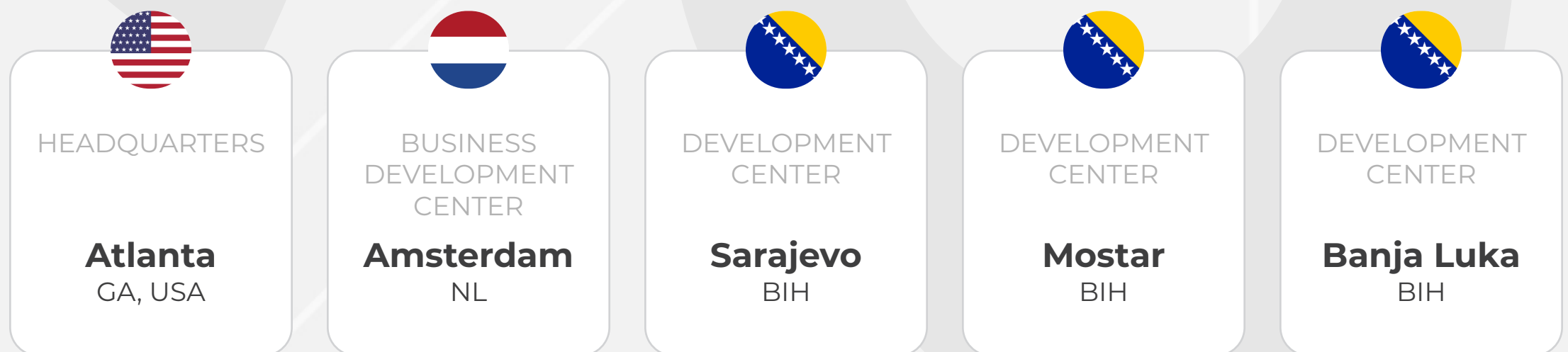
250+
people



15+
years in
service



50+
software
solutions



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

We **WORK** with



Early Stage
Funded Startups



SME
Clients



Fortune
10 Clients



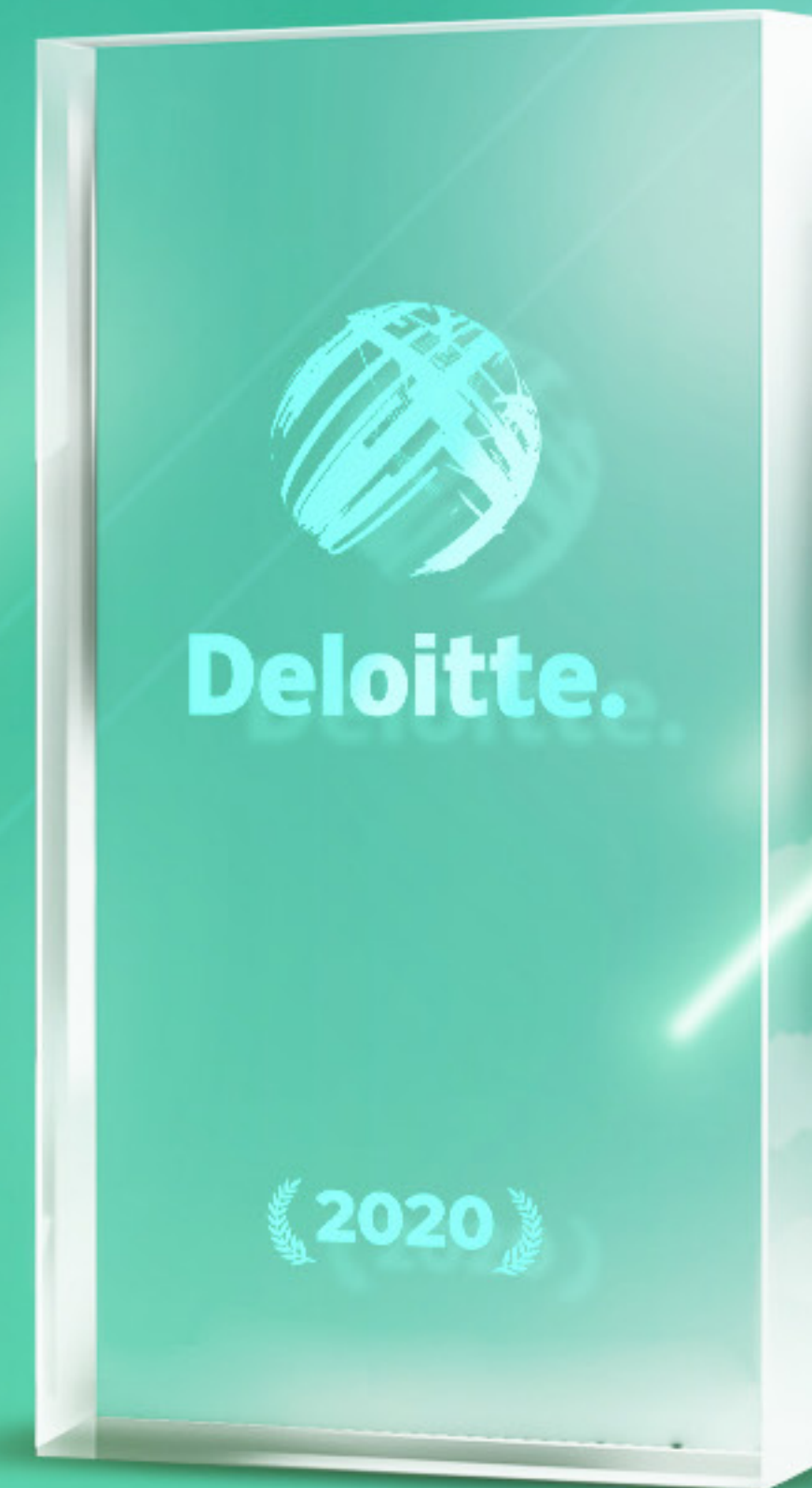
Venture Capital
Companies



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.

Our VALUES

At Maestral, success is measured by the value delivered.



Partnership Proposal

Pre-seed and seed-stage ventures need support in rapidly scaling up their operations. There's often a lack of real-world management experience among founders of these ventures, and it can be hard to find the right people to collaborate with to develop solutions.

Maestral is there to ease the process.

We are **an experienced and trusted partner** to venture capitalists and startups, guiding the development process from **initial concept to market-ready product.**

We offer:

Product Surgery

- Demand-driven consultation on product strategy and business design within the portfolio companies

Portfolio Partnership

- Execution product development that aids strategy for rapid scaling up
- Ongoing feedback sessions on strategy for product development and operational prioritization

N.B. The products are developed for a fixed price. You can cancel after any milestone.



The value we bring

A leading traffic monetization platform for affiliates, publishers, and advertising networks sought to improve the effectiveness of their marketing campaigns.

Maestral's Data Science team examined previous data from the client and used **Machine Learning** to create a reinforcement learning recommendation model. The platform was upgraded to support real-time decision-making by handling a billion requests per day with millisecond response times.

With Maestral's assistance, the client became more market competitive and increased their revenue by 10%.



Industry Experience

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

Our SERVICES

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





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