



We're developing a simpler world

We specialize in creating software for **MarTech** and **FinTech** market, streamlining processes and increasing operational efficiency.

[www.mq.software](http://www.mq.software)



# Examples of our projects

Overview of the key projects we have completed.





# The MyInvests investment platform with modern solutions for knowledgeable and informed investors.

## Investor registration

The user registers on the platform by filling in the required personal information and completing the identity verification process in accordance with the requirements of the Polish Financial Supervision Authority (KNF).

## Investor level determination

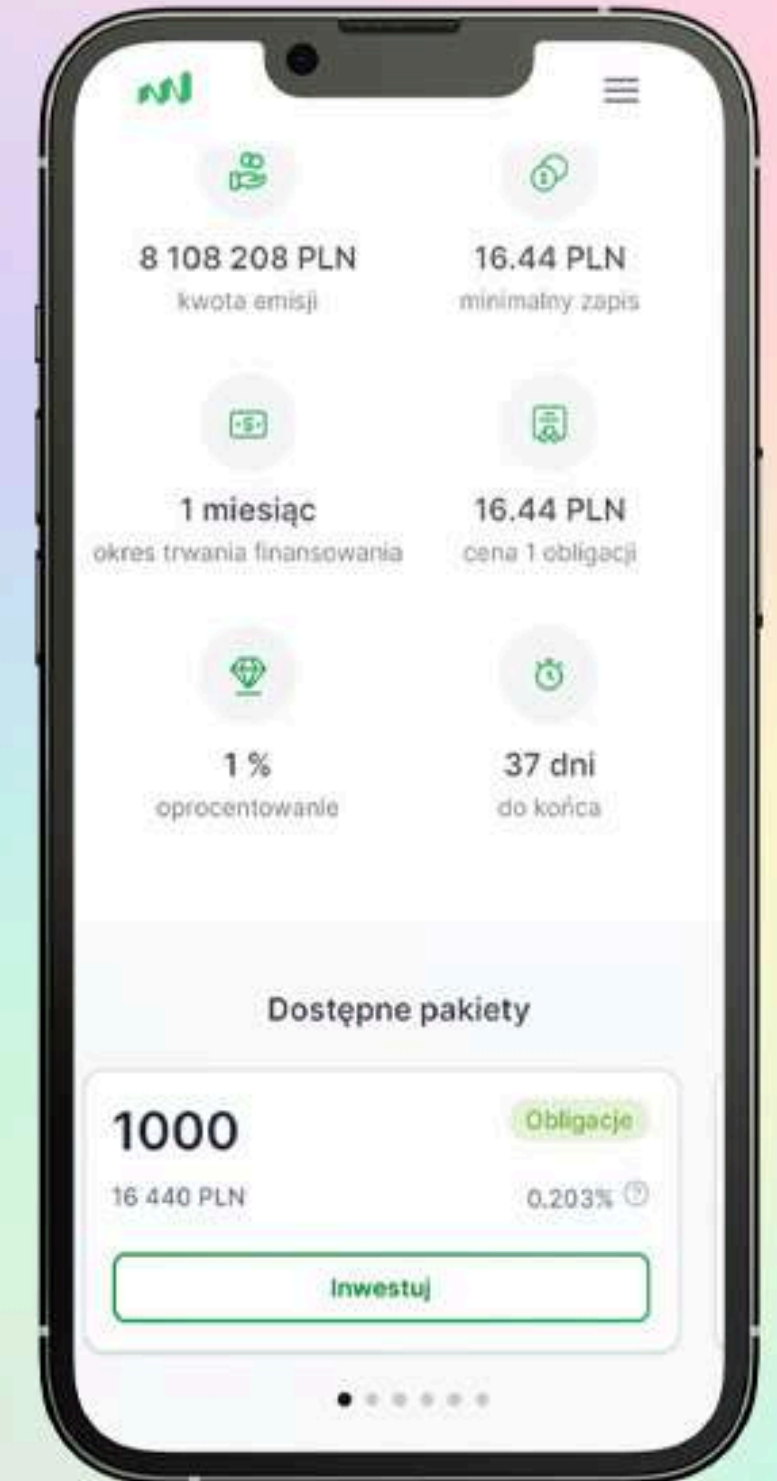
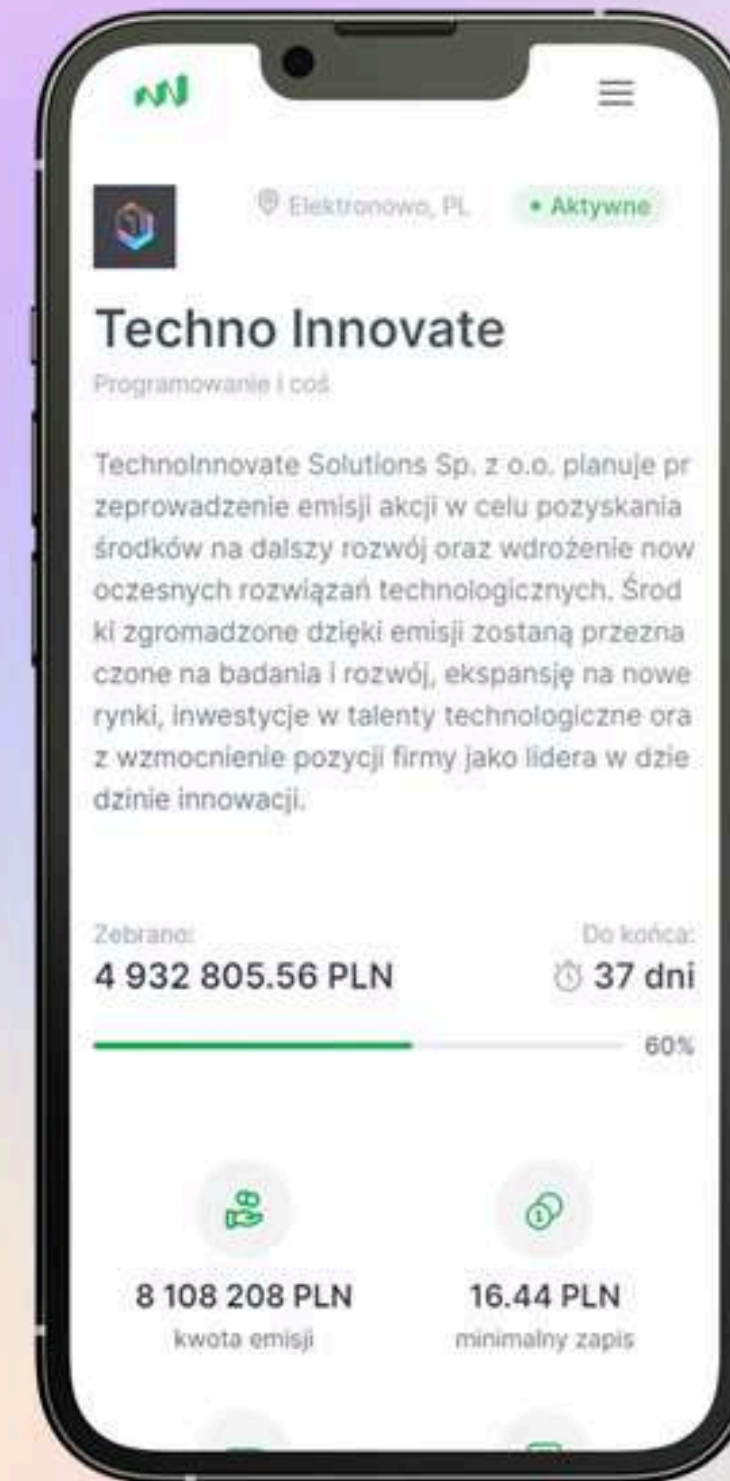
The platform classifies the investor based on an investor test, allowing the available investment offers to be tailored to the user's level of expertise.

## Investment offer selection

The investor reviews available offers, including startups, companies at the IPO stage, and debt projects, and selects the investment option of interest.

## Investment management

The user monitors the progress of their investments using the analytical tools available on the platform.





## Affiliate system

Platform partners are able to invite new investors and benefit from an automated commission calculation system. This facilitates building long-term relationships, as partners have insight into their clients' activities and can receive regular commissions from investments made by referred users.

## Compliance support

The platform integrates compliance tools with the requirements of the Polish Financial Supervision Authority (KNF), ensuring that both investors and partners operate in accordance with applicable legal regulations, thereby minimizing the risk of violations and sanctions.

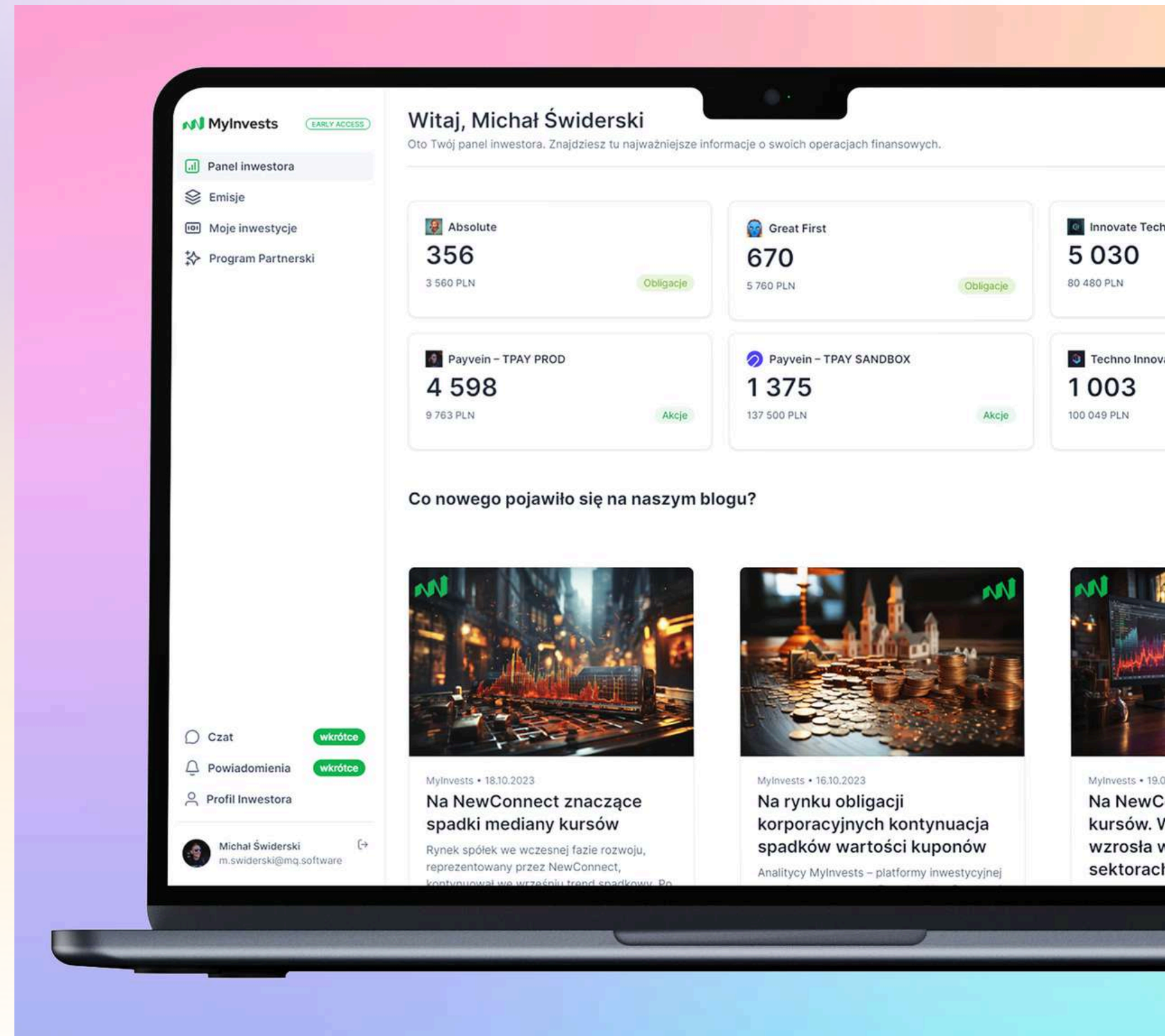
## Automatic reporting

The platform generates periodic reports for investors and partners, providing them with detailed information on investment performance and calculated commissions.

## Internal chat and investor grouping

The platform offers an internal chat feature, enabling real-time communication between investors. Investors can be grouped into thematic chats, facilitating the exchange of experiences and collaboration within selected projects.

## Integrations





# The InClose private investment platform with exclusive opportunities for the top class investors.

## Investor registration

The platform operates on a closed basis, meaning that only selected investors who have undergone a strict verification process can access it. This ensures high-quality participants and minimizes risk by eliminating casual users. Investors receive personalized invitations, enhancing the exclusivity of access to the investment opportunities.

## No public access

One of the platform's greatest strengths is the absence of public access. The platform operates solely through private links, which not only prevents unauthorized access but also ensures that investor and investment data are properly protected.

## Notification system

The notification system on the platform is designed to provide users with immediate access to key information related to their investments and platform activity. Notifications are delivered in real-time and can be sent via emails, SMS, and the internal notification viewing mechanism.



## Zaloguj się

Podaj adres e-mail i hasło



Nie pamiętasz h



## Case study - InClose 2/2

### Inviting friends

The platform offers users the ability to invite new investors to the private community. Through this feature, users can expand their network of investors by sharing investment opportunities with their friends and colleagues.

### Repayment schedule for investments by project owners

The platform provides a clear repayment schedule for investments, enabling both investors and project owners to monitor and manage financial obligations related to a given investment project.

### Integrations



#### Dane rejestracyjne

Aktualizuj informacje rejestracyjne związane z tożsamością konta.

#### Dane podmiotu

Ostatnia aktualizacja: 12.08.2024

**Automatyczne wypełnianie danych**  
Aktualizując dane z GUS o podmiocie, formularz wypełni się automatycznie.  
+ Info o tym, że można te dane aktualizować.

NIP

909099887

Akceptuję regulamin administratora .....

[Aktualizuj dane z GUS](#)

#### Dane dotyczące podmiotu

Nazwa podmiotu (pełna nazwa podmiotu gospodarczego)

FERU Development

Forma prawna

Spółka akcyjna

Data rozpoczęcia działalności

21/12/2035

Status podmiotu

aktywny

REGON

989676567

Organ uprawniony do reprezentacji podmiotu

DO SKŁADANIA OŚWIADCZEŃ WOLI W IMIENIU SPÓŁKI W ZAKRESIE PRAW I OBOWIĄZANI  
NIEMAJĄTKOWYCH I MAJĄTKOWYCH SPÓŁKI: - W PRZYPADKU ZARZĄDU DWUOSOBOWEGO  
UPOWAŻNIONY JEST CZŁONEK SAMODZIELNIE. - W PRZYPADKU ZARZĄDU



# CRM for an effective management of the customer relationships in sales and marketing strategies.

## Sales and marketing integration

The application integrates sales and marketing functions, enabling effective customer relationship management (CRM). Users can monitor sales activities, manage leads, and track progress in marketing campaigns, ensuring consistency and alignment across efforts.

## Segmentation

Segmentation plays a key role in effectively managing marketing campaigns and prospecting activities. It allows the division of the audience base into smaller, precisely defined groups. In ViMM, segmentation also enables dynamic assignment of recipients to the appropriate groups based on their current behavior, allowing for even better communication and offer personalization.

## Lead generation

Thanks to this feature, the system scans various platforms, such as classified sites or industry portals, and captures the relevant data about companies or individuals who may be interested in specific products or services.





### Call center

The Call Center module is designed for an efficient management of interactions with customers and potential clients through phone-based marketing and sales campaigns. It also supports reporting, allowing for the analysis of call performance and tracking progress in acquiring new clients, enabling real-time optimization of sales strategies.

### E-commerce integrations

The integration with an e-commerce sites allows direct connection between marketing activities and online sales platforms. This feature ensures that customer data, transactions, and purchasing behavior are automatically synchronized between the online store and the CRM system.

### Forms

Users are able to create fully customizable forms that easily integrate with a website. These forms can be used to collect contact information, request quotes, sign up for newsletters, or gather customer feedback. The system allows for personalized form fields, enabling them to be tailored to the specific needs of a marketing campaign.

### Integrations



*i wiele innych...*

# SUBSKRYPCJE

Wybierz idealny plan dla swoich potrzeb. Zawsze elastyczny, aby rozwijać się wraz z Tobą.

PLAN MIESIĘCZNY  **PLAN ROCZNY (20% ZNIŻKI)**

Wybierz plan roczny i oszczędź 20%. Zapłać z góry za cały rok i korzystaj z naszej subskrypcji.

	FREE	BASIC	PROFESSIONAL	ENTERPRISE
Wszystko, czego potrzebujesz, aby zacząć z darmowym dostępem na 30 dni.	Wszystko, czego potrzebujesz, aby zacząć z darmowym dostępem na 30 dni.	Solidne narzędzia marketingowe dla małych firm i freelancerów.	Zaawansowane narzędzia i elastyczność dla rozwijających się firm.	Indywidualne rozwiązania i pełna elastyczność dla dużych i wymagających organizacji.
Ilość klientów w bazie	150	5.000	50.000	
Użytkownicy	1	5	8	
Wysyłka newslettera	50 miesięcznie	3.500 miesięcznie	8.000 miesięcznie	
Sekwencje prospectingowe	do 50 maili, max 3 kroki [mail]	do 1.000 maili, max 8 kroków, [mail, LinkedIn, telefon]	do 3.000 maili, max 12 kroków, [mail, LinkedIn, telefon]	
Integracja z platformami reklamowymi	Google Ads	Google Ads, Facebook Ads, X Ads	Google Ads, Facebook Ads, X Ads, LinkedIn Ads, Bing Ads	
Liczba formularzy	1 formularz	5 formularzy	25 formularzy	
Pozyskiwanie kontaktów	50 miesięcznie	500 miesięcznie	2.000 miesięcznie	
Rozmowy telefoniczne	∞	150 miesięcznie	700 miesięcznie	
Szczegółowa analiza danych	∞	✔	✔	
Raportowanie pracy	∞	✔	✔	
Integracja z e-commerce	∞	∞	✔	
Automatyzacja działań (AI)	∞	∞	✔	
		<b>169</b> PLN <small>* dla planu miesięcznego</small>	<b>469</b> PLN <small>* dla planu miesięcznego</small>	
	<a href="#">Wypróbuj za darmo</a>	<a href="#">Wypróbuj</a>	<a href="#">Wypróbuj</a>	<a href="#">Napisać do nas</a>

Skontaktuj się z nami, aby otrzymać spersonalizowaną ofertę dostosowaną do Twoich potrzeb.



# The software development process

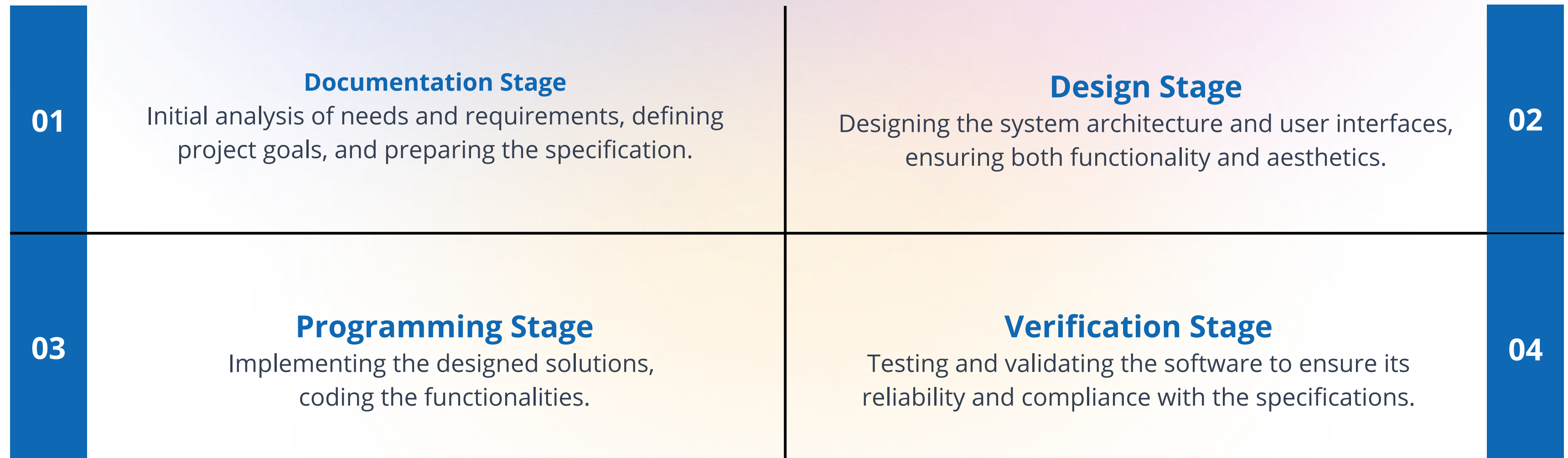
See how we execute projects from the concept to their implementation. Our approach to software development combines The Agile methodology with the industry best practices, ensuring flexibility, quality, and timeliness at every stage of the execution.





## Stages of software development from analysis to deployment

Discover the unique advantages of our software development stages, which guarantee the highest quality and efficiency in projects. Every step, from professionally prepared documentation to thorough verification, is designed to ensure that the final product not only meets but often exceeds client expectations, while being perfectly prepared for seamless deployment. Our methodical approach is the key to your project's success.





## Project life cycle

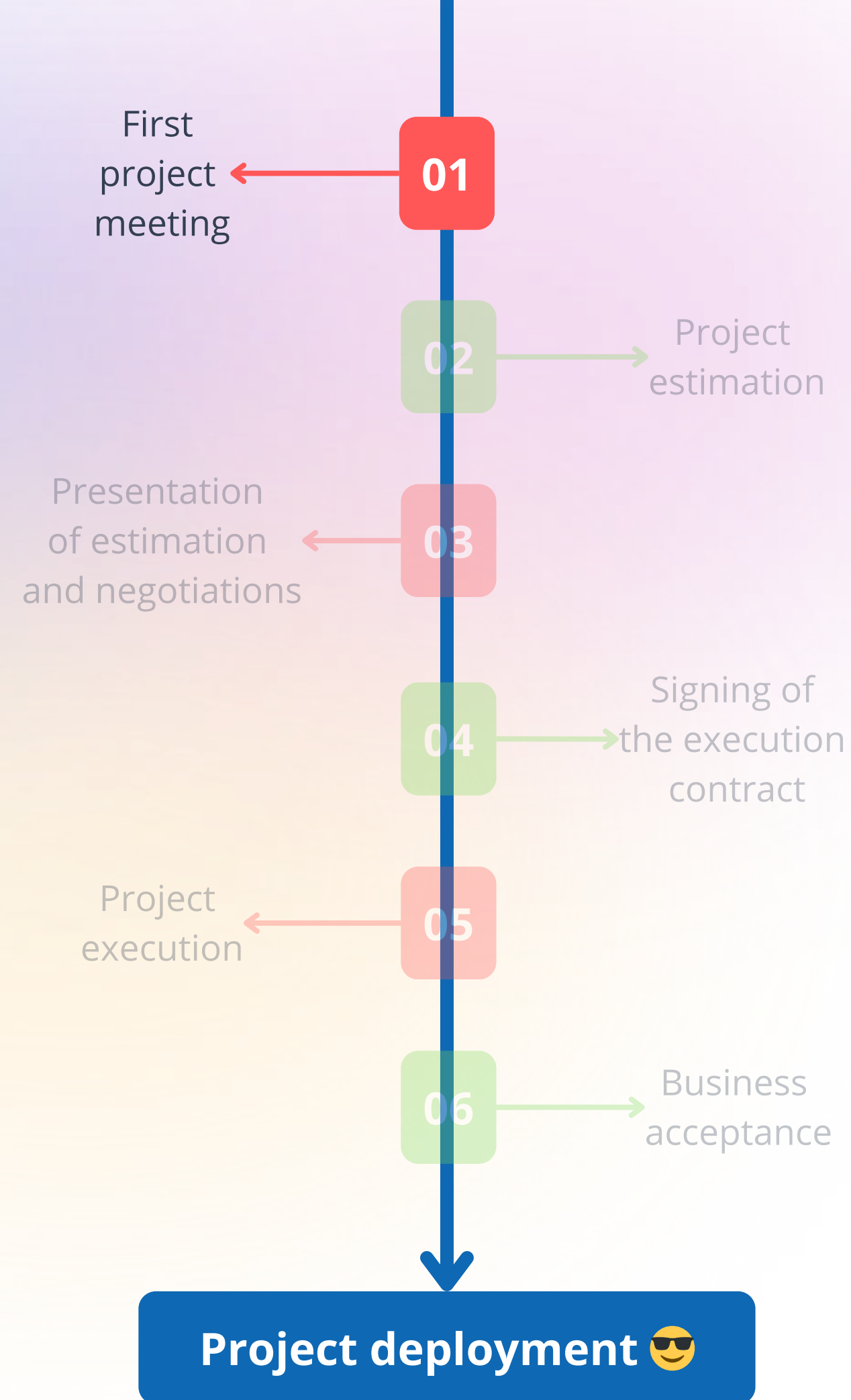
Our project management process is carefully designed to make you feel valued from the very first contact through to production deployment. We begin with a detailed analysis of your needs, provide personalized consulting, and offer a post-sales support, ensuring a seamless experience throughout the entire journey.

01

In the first project meeting, we begin by thoroughly understanding and analyzing your needs and expectations.

This is a crucial moment to establish the project goals and understand the business and technological challenges ahead of us.

Together, we discuss and define the project scope, set priorities, and plan the next steps, laying a solid foundation for further collaboration and the project's success.





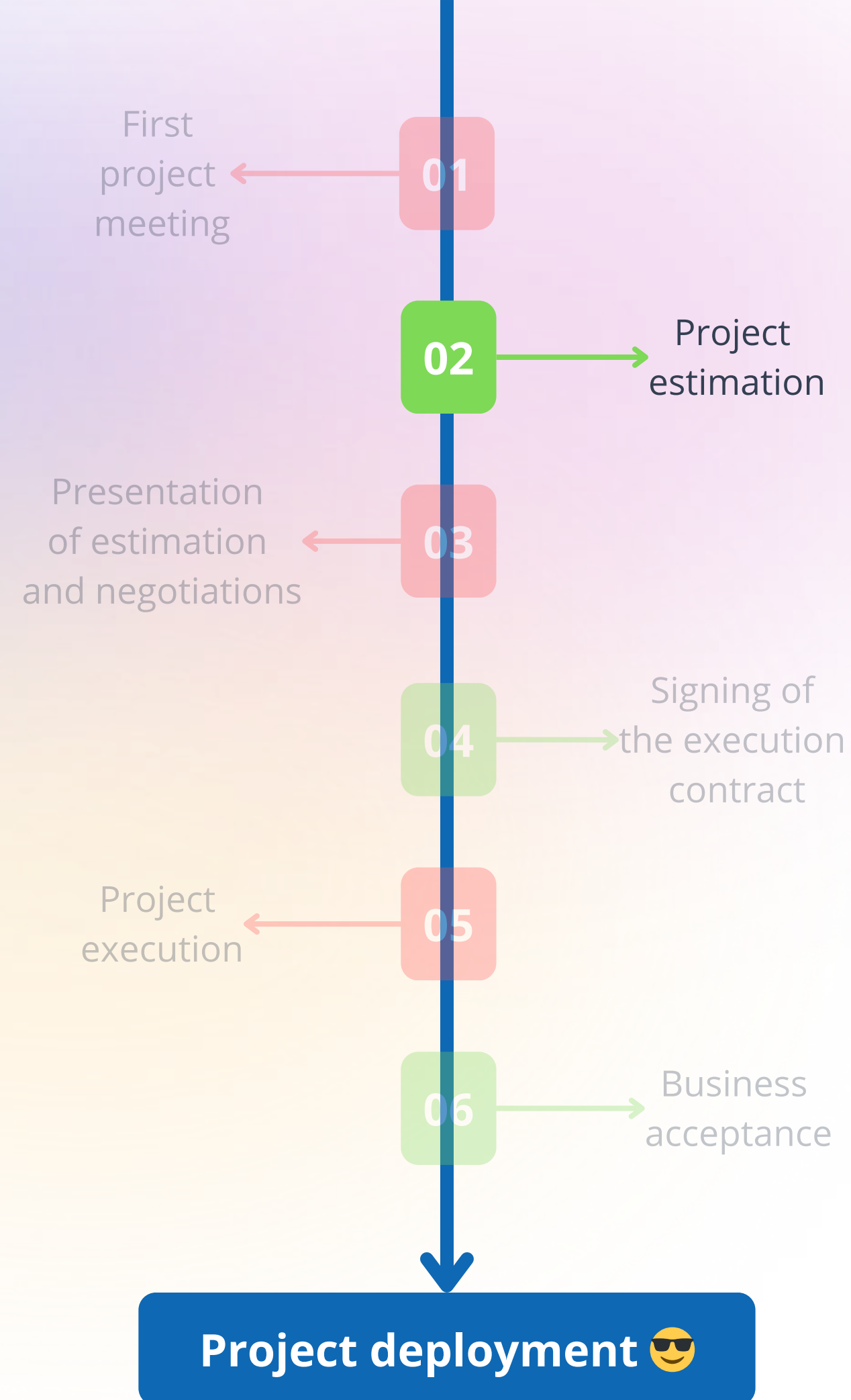
## Project life cycle

02

At the project estimation stage, we thoroughly analyze all aspects of the endeavor to define its scope, requirements, and potential challenges.

Using our expertise and an analysis of the provided data, we prepare a detailed forecast of the time and resources needed to complete the project.

During this time, we also determine the estimated costs and develop an action plan, enabling effective project planning and management.





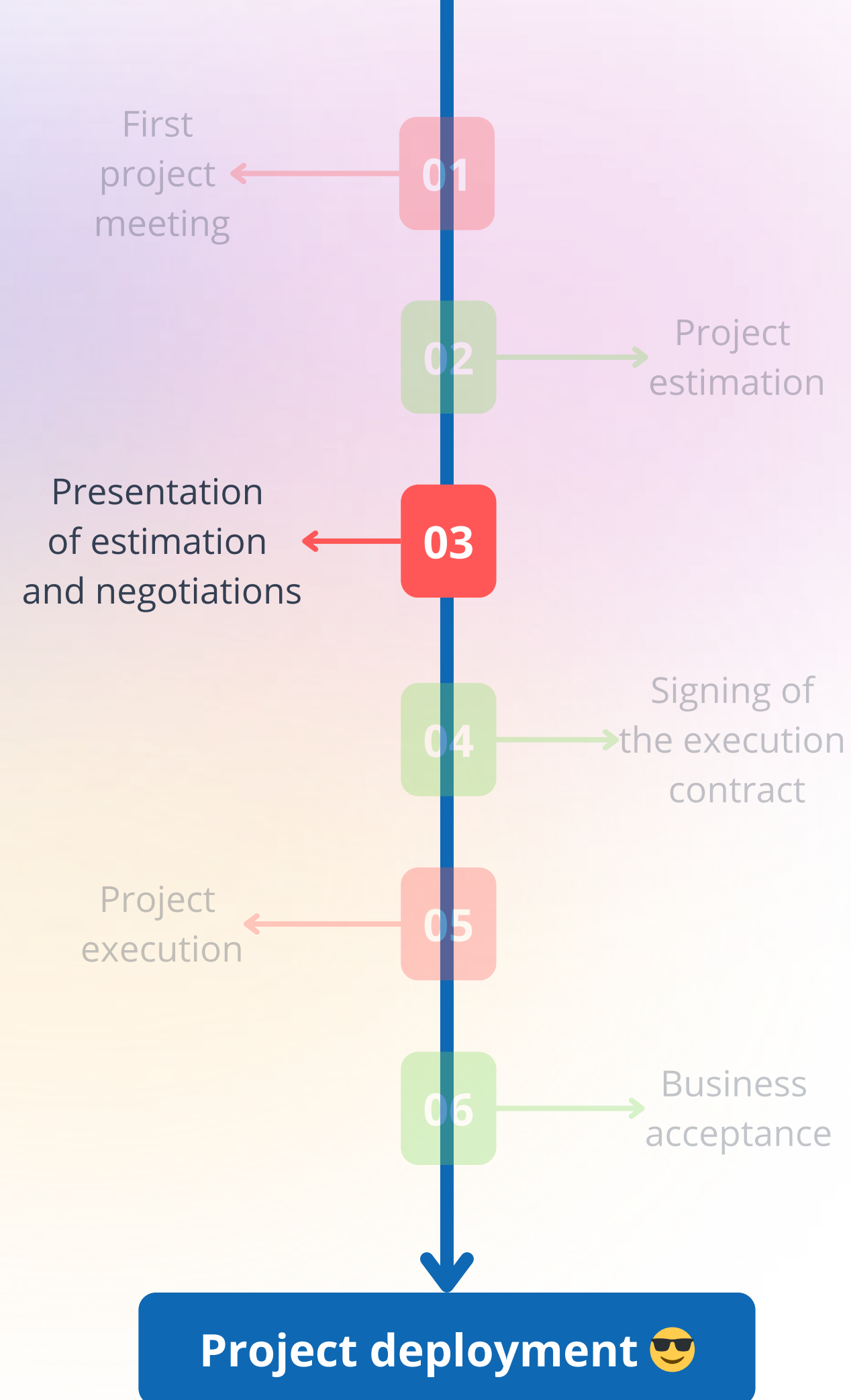
## Project life cycle

03

At the project estimation presentation and negotiation stage, we provide you with detailed forecasts regarding the time, resources, and costs of the project.

This meeting allows for the discussion and potential adjustment of project assumptions, ensuring that the final plan meets the expectations and capabilities of all parties.

During this time, negotiations also take place regarding the contract details, including the payment schedule and key milestones, which are crucial for a continued collaboration.





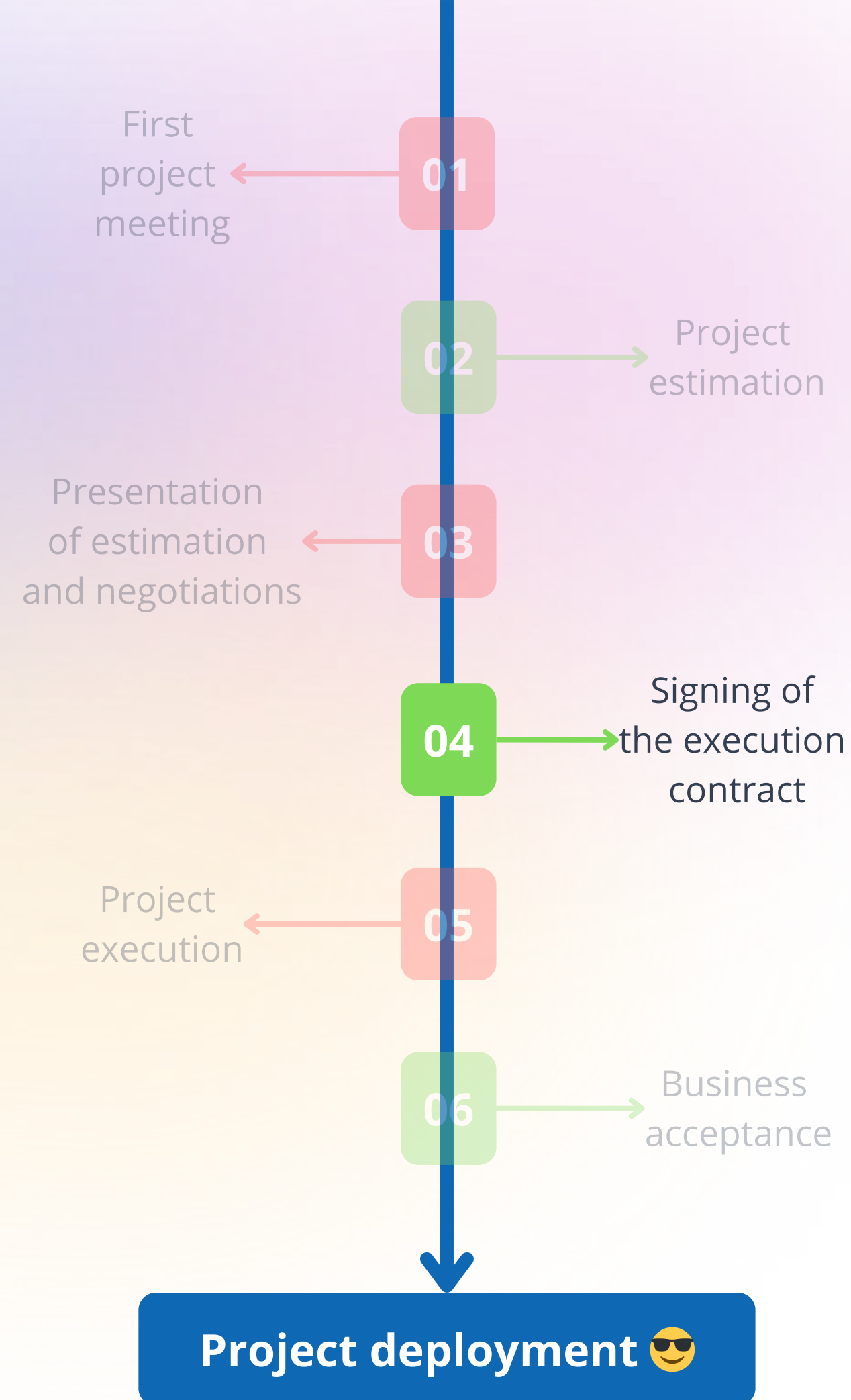
## Project life cycle

04

The project execution contract signing stage includes the conclusion of a framework agreement that outlines the general terms of cooperation between the parties.

Once the final scope of work and cost estimate are accepted, each specific project execution is subsequently confirmed by signing an execution order.

The framework agreement and subsequent orders contain details regarding the execution schedule, responsibilities, rights, and obligations of both parties, ensuring the protection of interests and clarifying expectations.





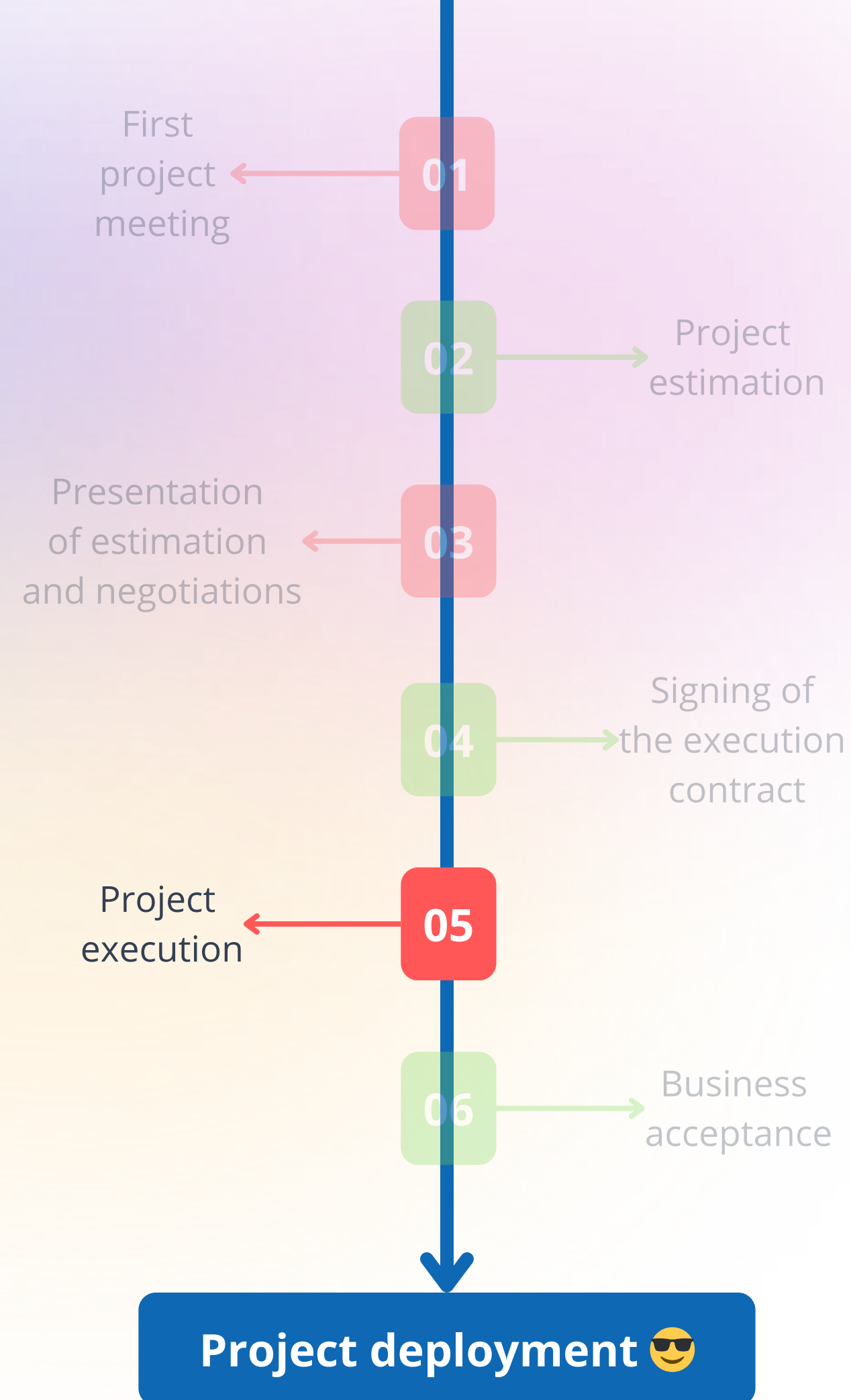
## Project life cycle

05

The project execution stage begins with the initiation of processes and actions according to the schedule and specifications outlined in the execution orders.

The project team is involved in the development, implementation, and testing of the product's functionalities, maintaining a continuous communication with you to ensure the alignment with requirements and expectations.

Regular progress reviews and flexibility in adapting to potential changes are key to ensuring the project is executed efficiently and successfully completed.





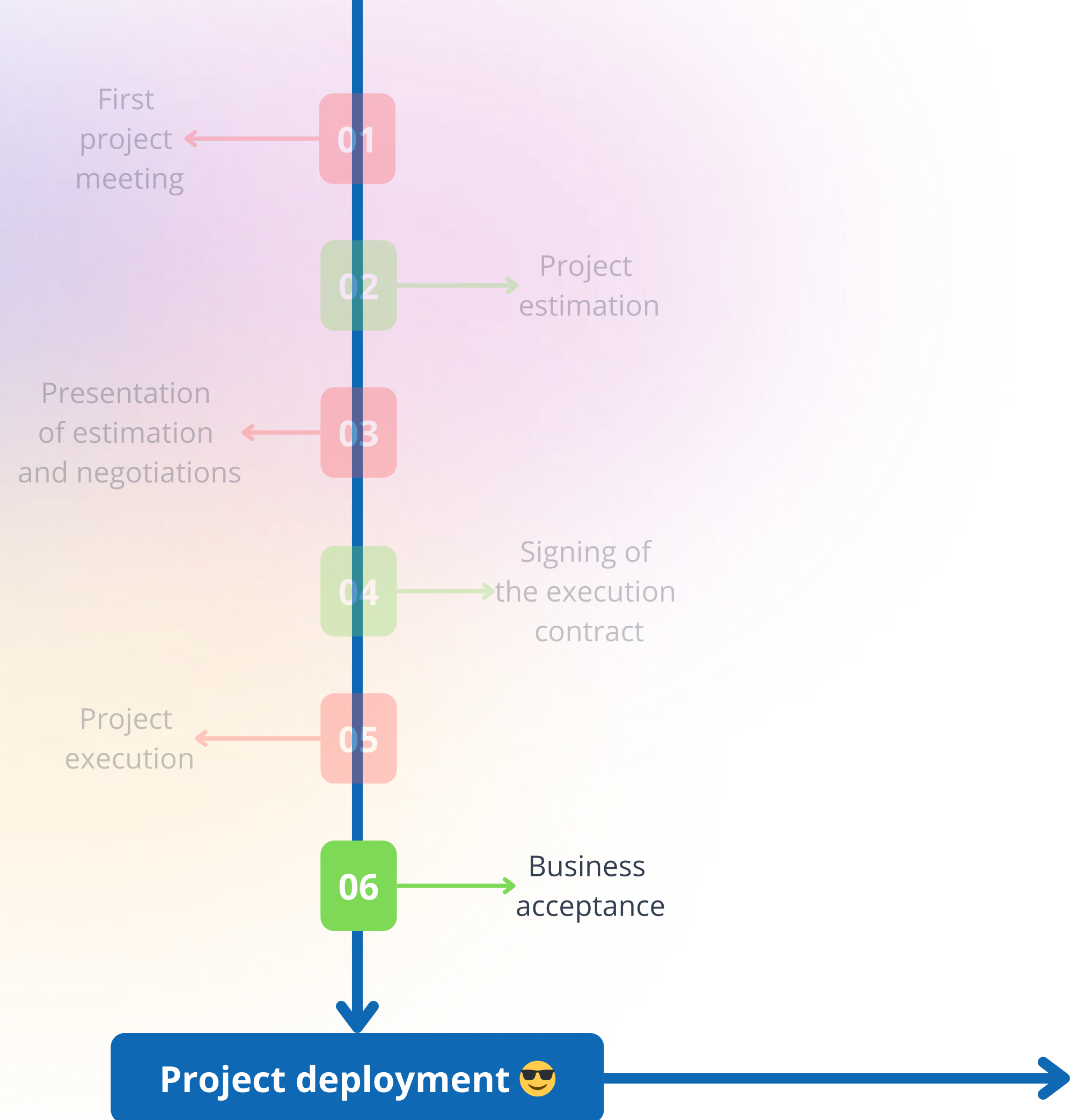
## Project life cycle

06

The business acceptance stage is a key moment when you, as our client, have the opportunity to thoroughly review and approve the results of our work before the final implementation of the project.

This is the time to ensure that all aspects of the project meet your expectations and align with the business objectives.

We provide support and remain open to any suggestions or modifications that may arise during this phase, allowing for complete satisfaction and approval of the project with full confidence.



## Project life cycle

07

The SLA maintenance ensures that you do not incur additional costs for so-called standby hours. As part of the SLA agreement, we set specific goals and work systematically to achieve them, leading to the continuous improvement and system development.

With this approach, every investment in a system maintenance delivers tangible benefits and is not treated as a sunk cost. We ensure that maintenance activities are efficient and focused on adding value to your business.

08

Project development focuses on the continuous improvement and expansion of the system to meet the growing needs of your business. During this time, we introduce new functionalities, enhance existing processes, and adapt the system to evolving market and technological conditions.

This dynamic process not only helps maintain the high competitiveness of your solution but also allows you to capitalize on new business opportunities that arise with technological advancements.

SLA System  
Maintenance

Project  
development

07

08

A shared future 



## Close collaboration - the transparency is our priority

The foundation of our approach is a close collaboration with you. We believe that your direct involvement in the system development process is crucial to success. Our integrated project management system provides you with continuous access to the current tasks, ensuring transparency and enabling an efficient implementation of changes.

### Access to the task management system

You have a constant access to our task management system, allowing you to monitor every stage of the work and influence the ongoing tasks.

This level of an access promotes better communication and helps in quickly resolving issues.

You are an integral part of the team and participate in making key decisions.

15 TASKS	ASSIGNEE	COMMENTS	TIME ESTIMATE	TIME TRAC...	LINKED TASKS
Panel użytkownika design	AŚ			0:05:00	KM8. Zarząd...
Numer budynku jako string bug front		1		0:26:25	-
Stworzenie logotypu aplikacji design		2	1h	0:30:00	-
Zachowanie kodu pocztowego w formularzu bug front		1		0:39:29	-
Wprowadzany email awaria front		3		0:47:30	-
Highcharts front		1		0:59:00	Wybranie od...
Dodanie loadera przy płatności bug front				1:00:00	-
Zaprojektowanie panelu logowania i zmiany hasła design	AŚ	1	3h	2:32:19	KM2. Logowa...
Dodanie faktury do dysku Google back				4:00:00	-
Przegląd bibliotek spike	MZ			4:53:20	-
Zrobić testy do aplikacji payment back			20h	12:10:00	Stworzenie m...
Dodanie oświadczenia do dysku Google back		4		26:00:00	-
Dodać usuwanie danych przy usunięciu użytkownika back		1	4h	58:35:01	Stworzenie p...
Wysłanie oświadczenia podpisanego back				0:00:00	-



# First meeting

The first meeting is a crucial moment to effectively kickstart collaboration. It's important to clearly define business goals, expectations, and available resources. Proper preparation allows for an efficient discussion of the requirements and creates a solid foundation for the successful execution of the project.





## What to prepare for the first meeting?

Careful preparation for the first project meeting is crucial as it lays the foundation for the entire collaboration process. It is the moment when both parties can clearly define expectations, goals, and the scope of work, which greatly impacts the project's later efficiency and success. A well-prepared meeting helps to build mutual trust and understanding, enabling smooth communication and more effective problem-solving of potential challenges.

01

### **What are the main goals of your company and industry?**

Briefly introduce your company, the industry you operate in, and the main business objectives that the system is intended to support.

02

### **What is the system intended to achieve?**

Clearly define the outcomes you want to achieve with the system, including key functionalities and expected benefits.

03

### **What key features and technical requirements are essential?**

Prepare a list of key features and any technical constraints or requirements that we need to consider.

04

### **Are there any examples of systems that can serve as inspiration?**

If you have such examples, point out systems or solutions that could serve as inspiration or a model.

05

### **What budget and timeline are anticipated?**

Consider the expected budget and desired timeline so that we can better plan our actions.

06

### **Who will be involved in the project?**

Identify who in your company will directly use the system or have an impact on its design and implementation.

07

### **Do you have any existing materials to use?**

Prepare any existing materials, such as requirements, diagrams, or technical documentation, that can facilitate the project's start.

Contact our consultant:

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