

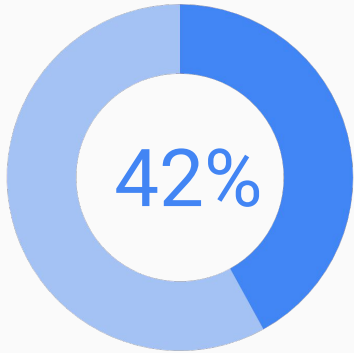
A laptop screen is shown in a dark, dimly lit environment. The screen displays a dashboard with a line graph at the top and a pie chart below it. The line graph has a blue line with markers, showing an overall upward trend with some fluctuations. The pie chart is divided into several segments, with a prominent blue segment. The text 'Geschäft.org' is overlaid in large white font on the left side of the screen. The text 'Success architecture bureau' is overlaid in large white font across the middle of the screen. The laptop keyboard is visible at the bottom of the frame.

**Geschäft.org**

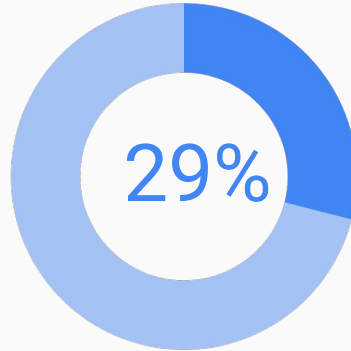
**Success architecture bureau**

# Why startups fail

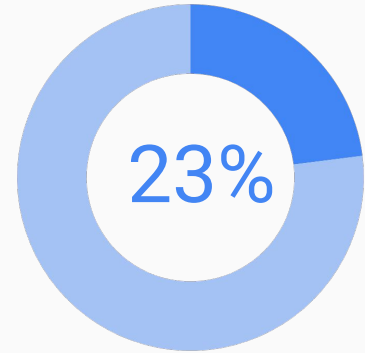
*Every business starts with certain idea, which requires a lot of care*



Product does not fit target market



Product does not have development and marketing schedules



Product can not be released with existing team and technologies

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A close-up photograph of a person's hands using a pen to draw on a blueprint. The background is blurred, showing some bokeh lights. The text 'Geschafft.org builds' is overlaid on the left side of the image.

**Geschafft.org  
builds**

Detailed guideline for your  
business from idea to  
product

# Our bureau is

- Concept audit
- Product legend and mission production
- Investment model designation
- Marketing strategy determination
- Software and infrastructure architecture modeling
- Adaptation of business processes for product development
- Project's resources requirements forecasts
- Roadmaps and financial schedules according to software development cycling process
- Specific papers: blue book, white paper, pitch decks etc
- Project management quality review and product tracking



Moreover

*It is possible also for us to*

- *Find and hire professionals for you*
- *Assist you with project common organizational issues*
- *Provide development management and CI/CD solutions*
- *Implement your ideas by ourselves*

# Key persons



## Lev Lemkov

More than 20 years of total experience with IT giants (Sun Microsystems, Oracle, MTC) and startups (Wings). Comprehensive expertise in software development, brilliant skills in applying effective management strategies tailored to specific IT businesses.



## Kirill Pyrev

Over 10 years in digital marketing. Last years focused on messenger bots, iGaming and Forex. Successful various product development strategies applying. Sophisticated projects audit experience. Deep knowledge of the Asian market.



## Alexander Frolov

20 years of software development experience, including cooperation with Tier1 companies (e.g., Deutsche Bank). Complex projects participation (in-depth knowledge) for fintech, gamedev, security, web services, many other areas.



# Markets we are proficient at

*In-depth knowledge and hands-on experience*



## Startups

Value proposition, product and business modeling, project tracking



## FinTech

Virtual billing, external processing networks integration, PCI DSS certification assistance



## AdTech

DMP, highload ads networks, ads API integration (Google, Facebook, Instagram, Snapchat, MyTarget)



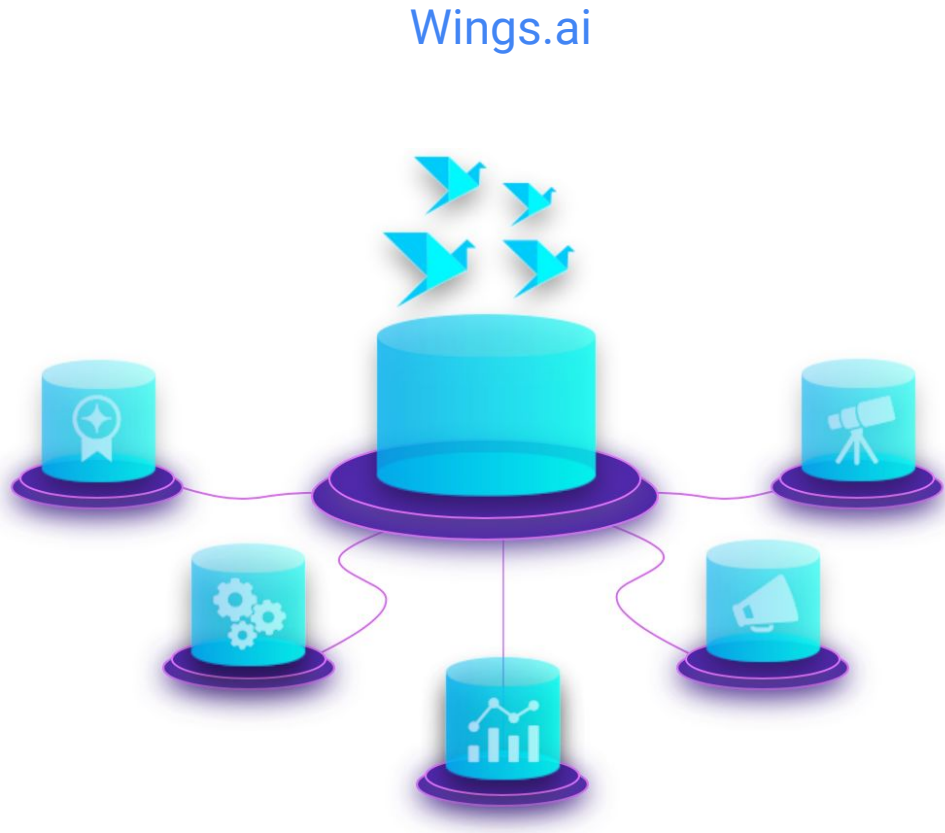
## Blockchain

Private blockchains, decentralized protocols and DAPPs development, ICO/IEO assistance



## Case: Wings

- Team transformation from startup geeks get-together to full value development office
- Mid term planning and customer community cooperation culture implementation
- Integration of full CI/CD and project management tools
- Standards of hiring and further assistance for employees





# BotGaming

Blockchain powered  
**gambling platform**  
**for messenger bots**




## Case: BotGaming

- Cutting edge user experience
- Initially project traction: more than 400K installs with 40K MAU
- Cost of user acquisition (CPI) is \$0.1. Estimating \$10 per depositing player. Average in iGaming \$100-300 for new depositing player
- Project presentation: TechCrunch Berlin, Alpha Web Summit Lisbon, Slush Tokyo, BlockShow Singapore, ICE London

# Thank you

**We'll be happy to have a conversation**

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-  [geschafft.org](https://geschafft.org)