FRACTIONAL CTO SERVICES

Your Fractional CTO & Technology Development Partner:
Helping you with market discovery and strategy while building customer-driven software.

OUR COMPANY

We have a team of highly skilled and experienced Chief Technology Officers (CTOs) with a proven track record in delivering strategic direction and technical leadership across diverse industries. Within our team, we are proud to have co-founders and top-level executives from highly successful unicorn and major tech companies in both the United States and Canada.

Our fractional CTOs serve as your trusted advisors, seamlessly integrating their extensive expertise into your organization to foster innovation, enhance efficiency, and drive growth.

THE ADVANTAGES OF HAVING A FRACTIONAL CTO

- Fill the startup CTO position
- Maximize success and attract investments from esteemed institutional investors (Angels/VCs/PEs)
- Excel in production development aligned with business objectives
- Shorten the time-to-market
- Reduce the cost of tech development
- Better access to cutting-edge technology trends

WHY NUBINARY

Our focus is always on addressing business objectives, rather than just writing code! We help you to identify and prioritize your business objectives and deliver on them to satisfy the needs of your stakeholders and target clients.

- **We are a firm, and we guarantee our service delivery** and quality through NuBinary Partner peering and supervision
- **Team of seasoned CTOs** with entrepreneurial backgrounds
- **Deliver services through a consistent**, repeatable and tested framework
- **Continuous training**, mentoring and coaching of our staff and consultants
- **Our success always aligns** with our customers'
- **Today's complex technology** development needs many senior tech leaders
- **We are an ecosystem!**

TELL US ABOUT YOUR BUSINESS.

LET'S TAKE YOUR BUSINESS WHERE IT NEEDS TO BE.

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info@nubinary.com | www.nubinary.com

AI CONSULTING SERVICES

Leverage AI to Amplify Your Business Growth: Strategize, Build or Adopt AI with the Help of Senior CTOs. Work with senior CTOs and a brand that guarantees excellence and delivery

AI SERVICE OFFERINGS

AI- FOCUSED FRACTIONAL CTO SERVICE

UNLOCK THE POWER OF AI WITH EXPERT GUIDANCE

We equip businesses with strategic AI leadership, bridging business and technical gaps. With us, transition to AI is not just an update—it's an impactful leap forward.

Begin your AI journey with us now.

- **On-Demand AI Leadership:** Access expert guidance without full-time executive costs.
- **AI Strategy:** Boost your competitiveness by leveraging AI tools that right for your business.
- **Ethical AI:** We emphasize risk mitigation and ethical AI deployment.

AI- POWERED-VENTURE JUMP START

EMPOWER TECHNOLOGY STARTUPS WITH AI

Whether you're integrating AI or building an AI-centric model, we help with building strategic roadmaps.

Ideal for startups and businesses seeking a competitive edge, our services set you ahead in the AI-driven future.

- **AI Strategy Scoping:** Tailoring AI integration to your company goals with security, vendor selection guidance and strategic use-cases.
- **AI Market Analysis:** Leveraging market research to identify AI trends, evaluate competition, and inform effective market positioning.

AI- POWERED-VENTURE REVIEW

ENHANCE YOUR AI WITH DEEP DIVE AI DUE DILIGENCE

Unlock the power of AI with us.

We simplify operations, boost performance, and secure AI efficiency tools. Our tailored strategies align with your goals, giving you a steadfast competitive edge.

- **Comprehensive Discovery:** In-depth evaluation of team, processes and tech for enhanced efficiency and goal alignment.
- **Assessment :** Detailed structural, technical and tactical recommendations and enhance performance.
- **AI Integration and Development QA :** Advising on infrastructure and API integration, setting up evaluation mechanism and defining KPIs.

AT A GLANCE

IDEAL FOR:

- Startups & Scale-ups
- Businesses seeking a competitive edge

SERVICE TYPE:

- Fractional CTO consulting

SECURITY SERVICES

By implementing these security measures: You'll protect your business from potential security breaches, data loss, and unauthorized access.

SECURITY SERVICES OVERVIEW

We are on a mission to making security inseparable from business

We have the expertise to help your company in implementation, preparation, and compliance with any of the following security and privacy standards:

- **SOC2, ISO 27001, NIST 800-53, NIST IR 7621, FedRAMP**
- **GAPP, GDPR, HIPAA, CCPA, PIPEDA**

Our team of security and privacy experts consists of certified information systems security professionals (CISSP) and holders of security Ph.D. degrees.

SECURITY & PRIVACY SERVICES

Security must be linked to all business priorities enabling ideal business outcomes. As security tech leaders, we know that if we do our job well, companies can achieve brand reputation, efficient overall process, product and service integrity, and regulatory compliance while delivering the best customer experience.

- Security and risk management
- Asset security
- Security architecture and engineering
- Communications and network security
- Identify and assess management
- Security assessment and testing
- Security operations
- Software development security

WHY NUBINARY

- **Senior leaders with technical and business knowledge:** We can help define your company's best security strategy and implement risk assessment and management frameworks.
- **Up-to-date security programs and training:** We leverage our technical expertise to threat model, develop and implement a customized security program using training, onboarding, and software security analysis tools.
- **Proactive approach to manage security and compliance:** We employ a proactive approach to help manage, implement and integrate security and privacy awareness and training across business operations.
- **Senior tech leaders with experience in diverse domains and company stages:** Our collective experience across multiple domains can help your company respond to security threats and achieve security and privacy compliance standards.

FRACTIONAL TECH LEAD

Grow Your Company with the Right Senior Technical Staff: Our fractional technical lead services can bring a solid combination of deep technical and strong entrepreneurial skills.

OVERVIEW

As a company built by CTOs, we know that tech companies need efficient, reliable and highly experienced technical leads to ensure the success of products or services. We see companies fail to grow because they lack the right senior engineering staff and they scale prematurely without the proper oversight of a technical leader. This is why we're providing companies with fractional tech lead services to accelerate the growth of the business while keeping the technical needs in order.

SERVICE FEATURES

- **Experience strong technical know-how:** We have an edge to work effectively in a startup environment, giving companies the confidence to expect a timely, efficient and predictable timeline of technical development deliverables. Our great deal of professional experience in software development and deep technical leadership from various industries allows us to scale up the engineering team's productivity level, improve the overall quality of development outcomes and increase the visibility of work.
- **Improve process optimization:** We constantly look for things to optimize for an easier and more efficient development process to help build a high-performing engineering team. We make technical leadership decisions daily, including asking the right questions to understand the areas that need attention and action for improvements. As technical leads, we provide and conduct robust code reviews and implement proper ticketing processes while instilling the same quality of work in other team members.
- **Upskilling of junior engineering staff:** We leverage our leadership skills that can guide the upskilling of a company's engineering team. Without proper upskilling support, junior software engineers might end up making technical errors that could impact the ideal technical and business outcomes.

- **Effective architectural process and discussions:** From our years of experience working with high-growth startups, we possess excellent management skills to ensure we can effectively manage projects, the team, and risks. This involves delivering projects on time and addressing any crisis that might arise. We are responsible for helping drive the high-level architectural discussions.

AT A GLANCE

IDEAL FOR:

- Startups & Scale-ups
- Companies with development challenges
- Companies with limited development teams

SERVICE TYPE:

- Fractional technological lead consulting

CTO AND TECH LEAD COACHING

Advance Your Leadership with High-Impact CTO Coaching: Customized Insights for CTO Leadership, Strategic Management, and Technical Excellence.

OVERVIEW

Our CTO and Tech Lead Coaching Services equip tech leaders with strategic insights for startups' unique challenges. We focus on refining your business acumen and technical leadership, enhancing management skills, and demystifying complex technology strategies, including AI. We also increase your competence in regulatory compliance and data privacy, while optimizing operational processes for superior efficiency. With our coaching, you'll navigate your startup's journey with confidence and success.

SERVICE FEATURES

- **A custom-fit coaching experience** thoughtfully designed to match your startup needs and unique challenges.
- **Seasoned CTOs** serving as your intellectual companions, armed with profound expertise in steering tech leadership for startups.
- **An invaluable gateway** to a thriving network of fellow industry professionals and exclusive resources within the startup arena.

KEY TOPICS

Explore Key Topics in Our Comprehensive CTO and Tech Lead Coaching Services.

- **Business Objectives Reviews**: Develop proficient communication with executive leadership, translate business objectives into technical strategies, and strategize financial aspects while refining fundraising techniques.
- **People Management**: Strategize on managing technical teams, and enhance your approach to effective hiring and team building.
- **Process Management:** Revise product strategies, align goals, manage risks, enhance software development

processes, explore methodologies, optimize testing, manage technical debt, and discuss business continuity aspects effectively.
- **Operational Efficiency:** Adopt techniques to streamline deployment processes, devise effective defect resolution strategies, and optimize system monitoring and alerting practices.
- **Technology Improvement**: Gain insights on software and hardware architecture, collaborate on scaling strategies, optimize AI use, navigate the regulatory landscape, and implement best practices for security and data privacy.

AT A GLANCE

IDEAL FOR:

- Startup CTOs
- Tech Leaders
- Tech Executives

SERVICE TYPE:

- Collaborative coaching and mentoring

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CTO-LED HIRING SERVICES

With Over Three Decades of Experience Assisting Businesses:
We developed effective strategies to hire and scale high performing software engineers for companies in North America.

OVERVIEW

Our mission is to execute foolproof customized end-to-end hiring solutions to ensure the optimal success of the technical team. From our decades of experience in leading and scaling technical teams, we have established a strong background in technical leadership, software development, and operational management. We understand companies' business goals and requirements, allowing us to strategize and manage the hiring structure for long-term sustainability.

SERVICE FEATURES

- **Best hiring & recruiting practices:** We don't just post job ads for you. We will strategically design the suited hiring structure for your company which will entail effective job ads, a perfectly laid-out interview process and code challenges. We will also assess whether your company is better off finding contract offshore staff and help execute the end-to-end hiring process.
- **Effective tools and methodologies for recruitment:** We have developed a framework for our recruitment process that is centered around a proactive, strategic and scalable approach. We also use a data-driven approach for our strategic sourcing framework that goes beyond traditional job boards.
- **Efficient hiring process:** Hiring top software engineers can be challenging when dealing with workloads, tight deadlines and gaps in expertise. This is why our CTOs established an efficient way of hiring that includes accuracy, agility and foresight. Part of our job is to thoroughly understand and define the company objectives to reflect the mission, culture and values.

OUR END TO END HIRING PROCESS AT A GLANCE

01. Recruitment Strategy

02. Resource Analysis and Process Design & Development

03. Job Description Write-Up and Job Posting

04. Resume Screening

05. Code Challenge and Interview Problem Design

06. Technical Interview Rounds

07. Background Check

08. Salary and Compensation Package Analysis

09. Job Offer Preparation and Contract Finalization

10. Employee Onboarding

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VENTURE JUMP START PROGRAM

Empowering founders through a CTO-guided program: Venture JumpStart helps entrepreneurs identify the scope of costs and roadmap to build successful technology products.

VENTURE JUMPSTART OVERVIEW

This is a CTO technical report mostly designed for early stage companies, where we meet with companies and do a deep dive into their business objectives, their technical needs and product development requirements. Throughout this process we also assist companies with coaching and mentoring advice.

KEY DELIVERABLES

- **Definition of what MVP** (Minimum Viable Product),
- **A master plan** of action that encompasses all the company and product development objectives for the next 18 months,
- **Software, database and cloud architectural designs,**
- **Recommendations** on the tech stack, third-party tools and integrations,
- **SOW (Scope of Work) for MVP** / technology development, with associated timeline, costs and required resources to avoid incurring overbuilds and costs,
- **Compliancy, regulatory and certification needs.**
- **Technical and business risks** identified during the process, and
- **Staffing and team building recommendations.**

VENTURE JUMPSTART+ OVERVIEW

A more comprehensive report and deep dive on the technical needs and business objectives. This is ideal for founders and companies that have an established track record and/or are further down the product roadmap. Often done within companies that are launching a new product line or with founders that have extensive customer feedback and subject matter expertise. This report typically involves 40-50 hours of senior CTO work.

KEY DELIVERABLES

- Venture Jumpstart Deliverables
- Product Development Process
- Competitive Analysis:
- Go-to-market strategy
- Positioning for dilutive and non-dilutive funds:

AT A GLANCE

IDEAL FOR:

- Early stage startups
- Non-technical Founders/SMEs

SERVICE TYPE:

- Fractional CTO consulting

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TECHNICAL DUE DILIGENCE

Guiding investors and founders through in-depth assessments:
Technical Due Diligence reveals critical insights to drive smarter decisions and secure long-term growth.

TECHNICAL DUE DILIGENCE OVERVIEW

Our Technical Due Diligence service provides a deep dive into your company's development processes, technology stack, and team dynamics to ensure alignment with your business goals and scalability requirements. Whether you're preparing for a funding round, acquisition, or internal restructuring, our due diligence will help you mitigate risks and optimize your technical strategy.

KEY ASSESSMENT AREAS

- **Development and Support Processes:** We assess the efficiency of your chosen methodology (Scrum, Kanban) and ensure it's well-aligned with your team's roles and product goals.
- **Product and Project Management:** Review of long-term and short-term product roadmaps, backlog management, and the efficiency of the collaboration between stakeholders (e.g., Bart & Emanuel) and development teams.
- **Governance and Decision-Making:** We assess your conceptual domain modeling, with a focus on structure and communication rather than technical details. We ensure design models align with known access patterns.
- **Data Modeling & Abstraction:** We assess your conceptual domain modeling, with a focus on structure and communication rather than technical details. We ensure design models align with known access patterns
- **Technology Selection:** Evaluation of the technology stack for appropriateness, including the use of relational databases (Entity Framework) and coding standards (.NET best practices).

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- **Coding Standards & Reuse:** We ensure your development teams follow best practices, with code quality enforced through tools like Sonar Cloud, automated testing, and pull request reviews.
- **Unit Testing and Automated Testing:** We assess the coverage of unit tests and automated end-to-end testing, and identify opportunities to improve coverage.
- **Quality Assurance:** Evaluation of how QA is handled, including plans to consolidate testing and improve front-end and back-end testing processes.
- **Performance and Error Monitoring:** We assess performance management strategies, stress testing, and error handling mechanisms.

AT A GLANCE

IDEAL FOR:

- Startups & Scale-ups
- Investors

NU BINARY

TECHNICAL DUE DILIGENCE

Guiding investors and founders through in-depth assessments:
Technical Due Diligence reveals critical insights to drive smarter decisions and secure long-term growth.

CASE STUDY – CAR MEDIA

Car Media, an esteemed client of NuBinary, empowers car dealerships to augment their media and marketing visibility, thereby elevating the caliber of both interior and exterior facets of their vehicles. This comprehensive professionalization results in a sophisticated automotive merchandising suite that captivates the market. With a sharp focus on enhancing media and marketing presence for car dealerships, Car Media deftly enhances the quality of the vehicles' interior and exterior elements.

CARMEDIA

Car Media is a complete automotive merchandising suite.

HOW NUBINARY HELPED

NuBinary expediently transformed Car Media's technical framework, assembling a formidable engineering team and achieving over $200,000 in recruitment savings. Additionally, through strategic CTO guidance and thorough due diligence, NuBinary deftly helped Car Media mitigate acquisition risks, secure business continuity, and realize savings of over a million dollars.

- **Strategic end-to end tech hiring**
- **Overall technology landscape planning**
- **Due diligence guidance and leadership**
- **Enhanced and facilitated development processes**
- **Cybersecurity and machine learning facilitation**

KEY CHALENGES

When Car Media's Chief Technology Officer (CTO) stepped down, the company faced a leadership gap that disrupted its technical direction. Maintaining and evolving their platform, backed by a legacy customer base, became a pressing concern, especially with a lean in-house development team. At the same time, Car Media was undergoing a complex acquisition, requiring detailed due diligence, including asset evaluation, technical team assessment, and a review of future plans and organizational structure. The acquisition brought urgency to onboard experienced technical leaders to develop a clear roadmap and guide the company through a smooth transition.

"It should be said that we would be nowhere near where we are today without NuBinary. They came at a perfect time for us, too, when stability and continuity were more important than they typically are since we were in the middle of a complex build with critical deadlines."

-Bart Tecza
Partner and Co-Founder, Car Media