

TRUENODE



⌘ · LET'S BUILD A UNICORN

2021 · TRUENODE

- _ About us
- _ Our work
- _ References

12

Offices globally

300+

Full-time engineers

10+

AI/ ML experts

15+

Product experts

100+

New products launched

10+

Years of experience

TRUENODE

TrueNode × Symphony

We build products like ventures because we have a deep desire to get things done right. We bring together product design, growth marketing, and engineering on a single team and we focus on validation – just like a venture.

Our partnership with Symphony, the culture-driven technology house, means our integrated teams can work across the product lifecycle to dream, design, align, build, hack and ship products fast.



A Google Ventures Preferred Partner



Resource partner



Combinator Deal partner

We are TrueNode

We have humble roots in our communities and have expanded globally over the past 10 years with offices in Berlin, Amsterdam, Copenhagen, Denver, London, San Francisco, Zurich and 5 engineering hubs in Belgrade, Niš, Novi Sad, Sarajevo and Skopje.

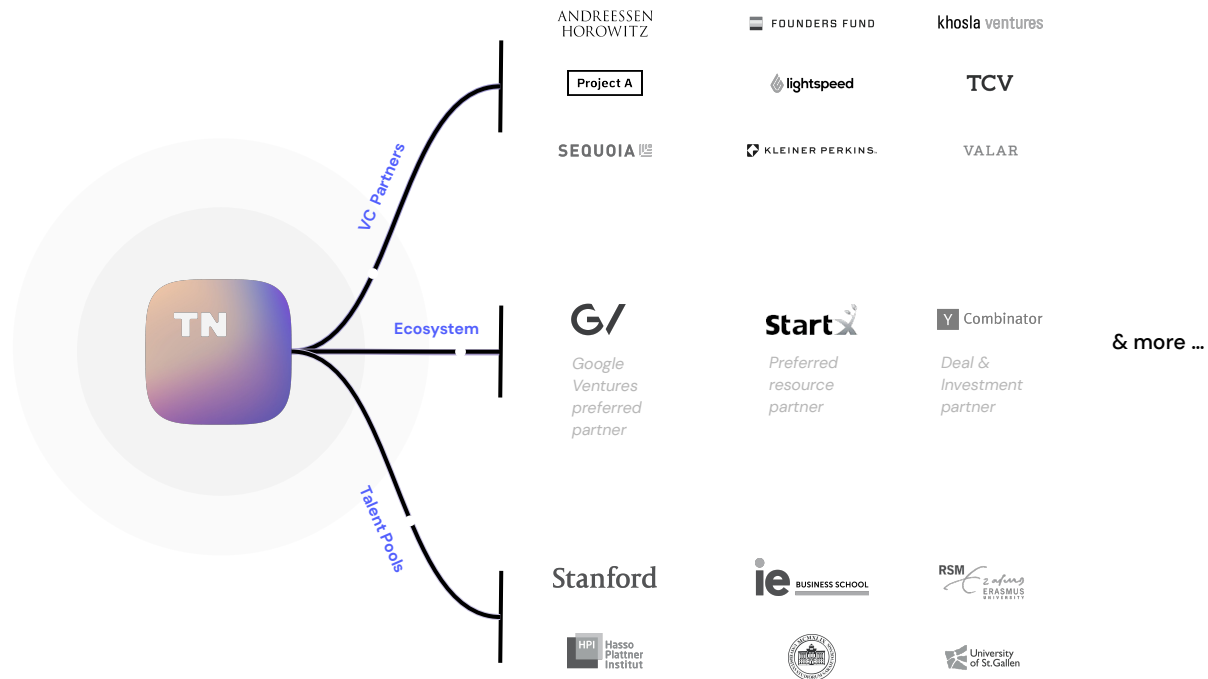
More importantly, as we've grown, we've kept our small company spirit and we've never lost our focus on people.



Ecosystem & Partnerships

At TrueNode, we've designed a methodology that empowers our teams to design and build products like co-founders in both new and running ventures. For more than 10 years, Symphony has been building thriving teams of engineers that empower global founders to materialize their vision.

Overall we've built trusted ties with top tier investors, startup ecosystems and AAA talent pools.



Technical competencies



**Frontend
Development**



Big Data



Machine Learning



**Backend
Development**



QA Automation



DevOps



**Mobile
Development**



Data Science

[DETAILED TECH STACK →](#)

Our **expertise** spans across industries

We turn the mystery of product-
obsession into a methodology that
empowers our multi-disciplinary team to
act like co-founders in new products.
This approach produces tangible results.

Aviation

Reduction of operational costs and
process optimization

Geospatial

Increase of subscriptions and
customers targeting

Banking

Core banking transformation and
greenfield activities within the FS

Biomedical

Automation of healthcare processes
and personalized health approaches

Civil Engineering

Process automation and big data
implementation

Healthcare

Quality and speed improvement
of drug discovery process

Security

Increased efficiency of security
forces and predictive alarming

And more...



Jakob Schwankhaus
Co-Founder & Managing Director

Managed large-scale software projects
Technology and strategy consulting
Rotterdam School of Management

[Linkedin →](#)



Carl Cousin
Co-Founder & Partnerships

Co-founder, Builder & Angel of several
startups; Associate at Mangrove Capital
Partners (VC); IE Business School

[Linkedin →](#)



Muamer Cisija
President of Symphony

Co-founder of technology house
Symphony; Morgan Stanley M&A;
Stanford Business School

[Linkedin →](#)



Haris Memic
CEO of Symphony

Co-founder of technology house
Symphony; President of BIT
Alliance; The Hague School

[Linkedin →](#)



Katharina Schmitt
Chief Business Officer, Symphony

Experienced valley operator and scaling
expert; SVP at Ampush, 6+ years McKinsey,
Stanford Business School

[Linkedin →](#)



Malte Delbrück
Head of New Business &
Partnerships

Experienced sales leader & ecosystem
builder, Factory.co, eventbrite.com,
Vivendi Group

[Linkedin →](#)

Venture Partners & Expert Advisors



Nicholas Hinrichsen
Serial Entrepreneur

SVP Carvana; Angel Investor;
Founder of Carlypso (Exit);
Stanford Business School



Philip von Have
Serial Entrepreneur

Founder of ML on Code
venture; D2C consumer
brand expert; Ecosystem
expert and friend



Riwa Harfoush
Strategist

Chief of Strategy at OSI
(Oxford Sciences Innovation)
£600MM technology
company backed by GV,
Sequoia, Tencent



Sebastian Speier
Design & Brand

Former Airbnb Design
Lead; Led Google
Identity re-branding in
2018; Shopify Staff
Designer Lead

- _ About us
- _ **Our work**
- _ References

Clients we worked with

We have delivered 100+ products ranging from startups to corporates working with 2 of the 3 largest tech companies in the world and 10 of Fortune's Most Admired Brands.

Our Silicon Valley trained engineers have worked across industries to produce tangible results – we've helped our clients raise \$3.1B+ in funding.



Fortune's Most Admired Brands

Our references...

Our average engagement tenure with our startup and corporate partners is +2,5 years. We love to become part of your journey.



José Benítez Cong
Talent advisor at Tara.AI



Slaven Bilac
CEO and President at Agent IQ



Tom Phillips
President Section4



Amanda Kelly
Founder at Streamlit



Daniel Bay
CTO at Stealth AI Company



Christopher Coleman
Director of Product for Vehicle Merchandising and Inventory



Rishi Kacker
CTO at Myriad Genetics
Cofounder at Counsyl



Irving Lin
CTO at Human Dx



...and partners.

We are happy to introduce you to our
active and former clients for
reference.

TRUENODE

TrueNode - Company Teaser



Shan Sinha
Founder, Operator and Investor at Stealth



Forrest Junod
VP of Engineering at Rhumbix



Alex Brinsmead
VP of Technology at Printforia



Dan Post
Director, Engineering Octa Inc.



Jacob Lewandowski
Director of platform at d.light



Ed Wei
Software Engineer at Oculus VR



Marelize Gorgens
World Bank Group



Sean Dekkers
Senior Interaction Designer at Google ,
Associate Design Director at McK
Principal Designer - Innovation at Visa



We work on the core, not the cosmetic

We only work on things we really believe in and we do it the way we would for ourselves. We work with corporates that want impactful product innovation, and startups that want to supercharge product development.

True Teams

Ideal for projects with a clear and validated roadmap.

Outcomes:

- ✓ Fast engineering team ramp-up
- ✓ Flexible team set up
- ✓ Network access

True Product

Best suited for project with an idea and initial user traction. We scale up your setup and deliver validated products.

Outcomes:

- ✓ Product feature validation
- ✓ Managed product & engineering
- ✓ Roadmap execution

True Discovery

Perfect for projects with a product vision and little to no user validation. We break down the vision into a tangible product concept and validate this on the market.

Outcomes:

- ✓ Validated value proposition
- ✓ Prototyping and growth hacking
- ✓ Defined MVP & setup for success

TrueTeams

We offer flexible engagements models that train teams and add seamlessly to organizations. Additionally, we take responsibility for the delivery if required. A flexible up – and downscaling mechanism enables a more effective allocation of the budgets.

WHAT YOU GET

- Fast engineering team ramp up
- Flexible set up
- Quality Execution

ACCELERATING BUILDING BLOCK

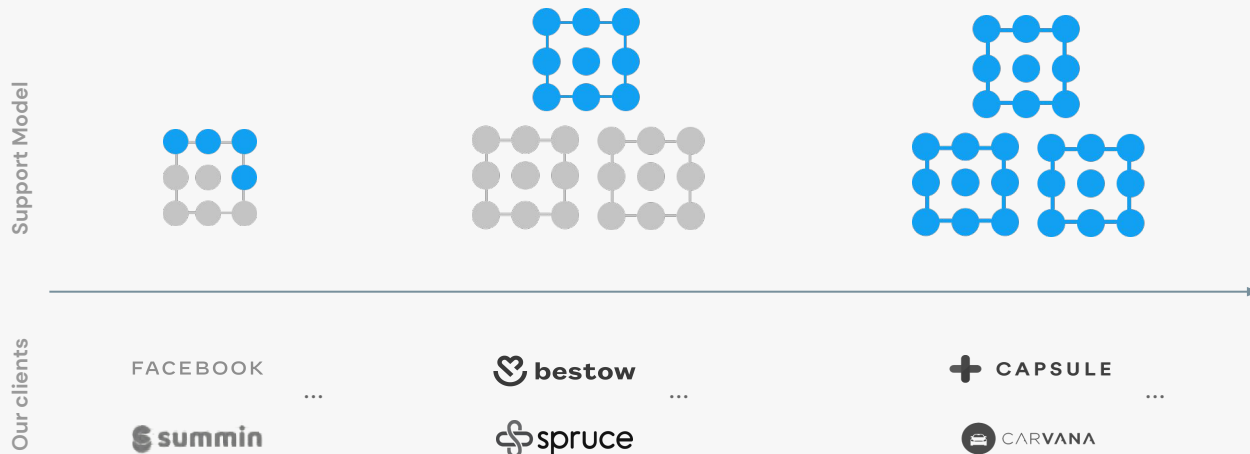
We complement your existing setup to accelerate

COMPLETE BUILDING BLOCK

We own product increments within the product org

AUTONOMOUS BUILDING ENVIRONMENT

We own the delivery, product alignment and outcome



TrueProduct

Our cross-functional teams critically backtest and validate product assumptions through design, prototyping, qualitative user testing and quantitative market evidence. We deliver an End-2-End service by defining the best strategy and supporting you in the product release.

WHAT YOU GET

- Managed product and engineering team
- Roadmap execution
- Product feature validation

OUR CLIENTS:

HORECA TRAVEL
GIANT GIANT ...



TrueDiscovery

Our teams backtest and validate product assumptions through design, prototyping, qualitative user testing and quantitative market evidence.

Instead of spending months, planning and building complex and expensive products, whose market acceptance hasn't been tested.

Upfront validation reduces the necessary work to the essentials.

WHAT YOU GET

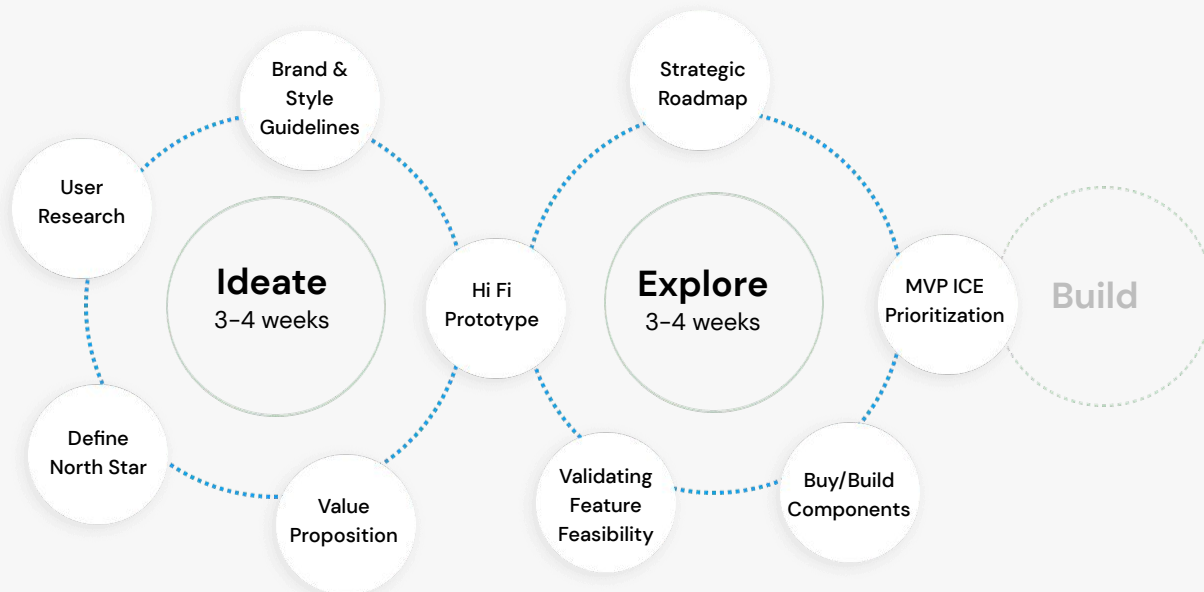
- Validated Value Proposition
- Hi Fi Prototypes
- Defined MVP and setup for success

OUR CLIENTS:

woow.club.



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Data automation for an online used car dealership

End-2-End software development, first PoC deliveries after a few weeks and continued MVP developments for various product teams within Carvana. We built modular and scalable solutions to pull vehicle data from various information sources to improve their custom auction-bidding services with enriched data.

[Case Study →](#)
[Website →](#)

[App Store →](#)
[Google Play →](#)

TRUENODE



** Carvana is the Auto1 of the United States*

+100k

Cars sold each year

\$ 3.6bn

Annual revenue

6x

Improved scraping cycles



FINANCE • INSIDE THE 500

How did Carvana make it onto the Fortune 500? Unconventional values—and car vending machines

BY MICHELLE GIBLIN WICKERT
June 2, 2020 10:42 AM EDT



Carvana's tallest car vending machine to date is in Atlanta and stands 12 stories high, holding 43 vehicles.
COURTESY OF CARVANA

Behind every successful startup story is a tipping point anecdote. What's the differentiator that helped you get from A to B to Z? For [Carvana](#), the answer is simply: a Word document.

Carvana's three founders—Ernie Garcia, Ben Huston, and Ryan Keeton—always had an operating rhythm in their friendship that seemed to serve their ambitious startup well. The trio of Ivy League grads also shared the same sense of humor and agreed from the start to work hard and have fun at the same breakneck pace. It's clear how the few employees they had gathered early on fed off that energy, wanting to play along and work hard too.





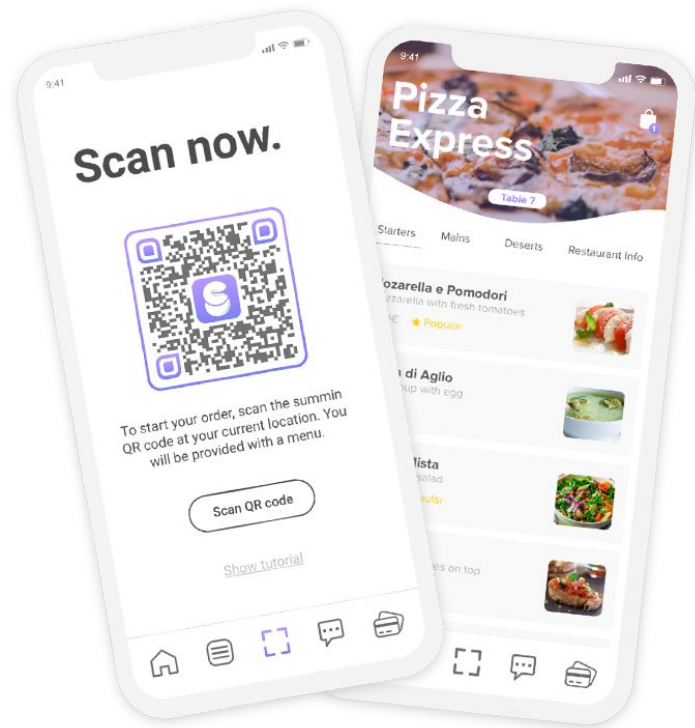
Order and pick-up service for the hotel industry

We supported Summin to launch a QR-based progressive web app to allow restaurant guests to process orders and payments without installing the native iOS and Android applications. We managed to directly integrate into the Oracle environments to enable a seamless user experience within the hotel industry.

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[Case Study →](#)
[Website →](#)

[App Store →](#)
[Google Play →](#)



True **Teams**

250
Hotels
onboarded

6 weeks
From idea to
launch

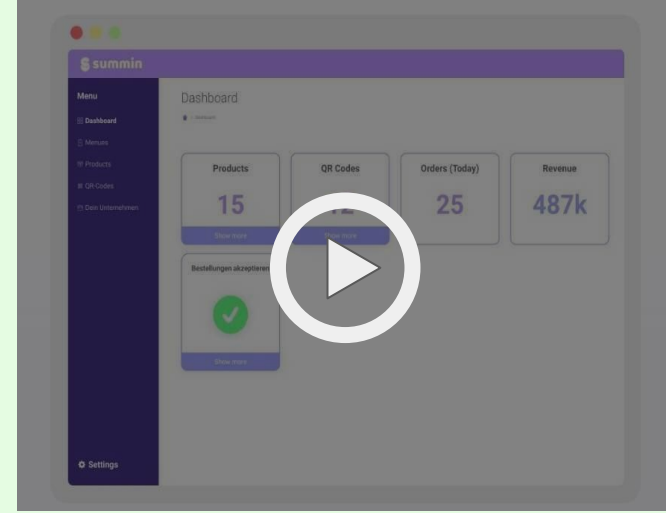
+12
months
Integrated
partnership



Order and pick up service

Coming from the hotel business, summin provides the possibility to order and pay for goods found in room service and restaurant menus.

Affected by the current limitations we want to provide an easy to use solution that offers a possibility to continue serving customers despite curfew and contact

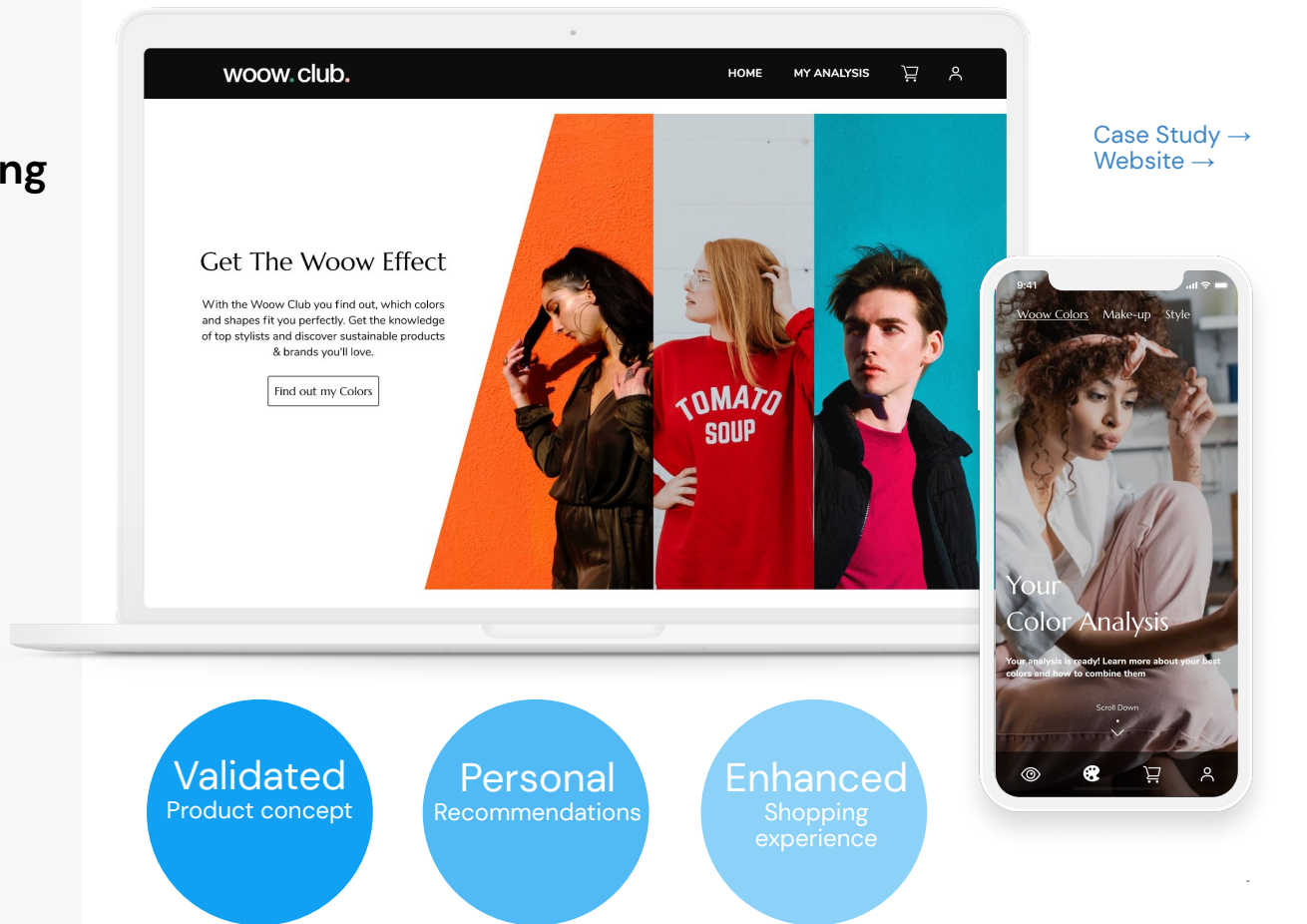


woow club.

Analyzing natural coloring to simplify outfit and makeup choices

Woow Club approached us to design an End-2-End product that guides users towards better color choices by analyzing the interplay of one's natural hair color, eye color and skin tone. We were responsible for the design, development, and maintenance of the product and delivered a tested and validated user experience.

TRUENODE



woow club.

WHAT WE DO

Discover what makes
you truly shine.

With the help of our AI-supported analysis, which we developed together with top stylists, you can quickly and easily find out what really fits you perfectly and discover matching products. This way, you avoid bad purchases and confidently reach for products that really make you shine in the future.

WIR
SIND
LIVE!



TRUENODE

CLIENT UNDER NDA

B2B2C Marketing Platform for Cash & Carry giant

With a cross functional team, we led a solution design phase to define a bespoke B2B2C marketing platform for the HoReCa industry. Our client is one of the largest cash & carry providers and is heavily investing in technology driven solutions.

The solution was conceptualized and piloted with the clear objective to increase EUR spent in restaurants (digital and offline).

We integrated into both legacy and off-the-shelf solutions with an objective to optimize for time to market and flexibility.

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True Discovery



5 weeks

From concept to implementation

2 pilots

To gain actual market data

>+7%

Basket size of the end consumer

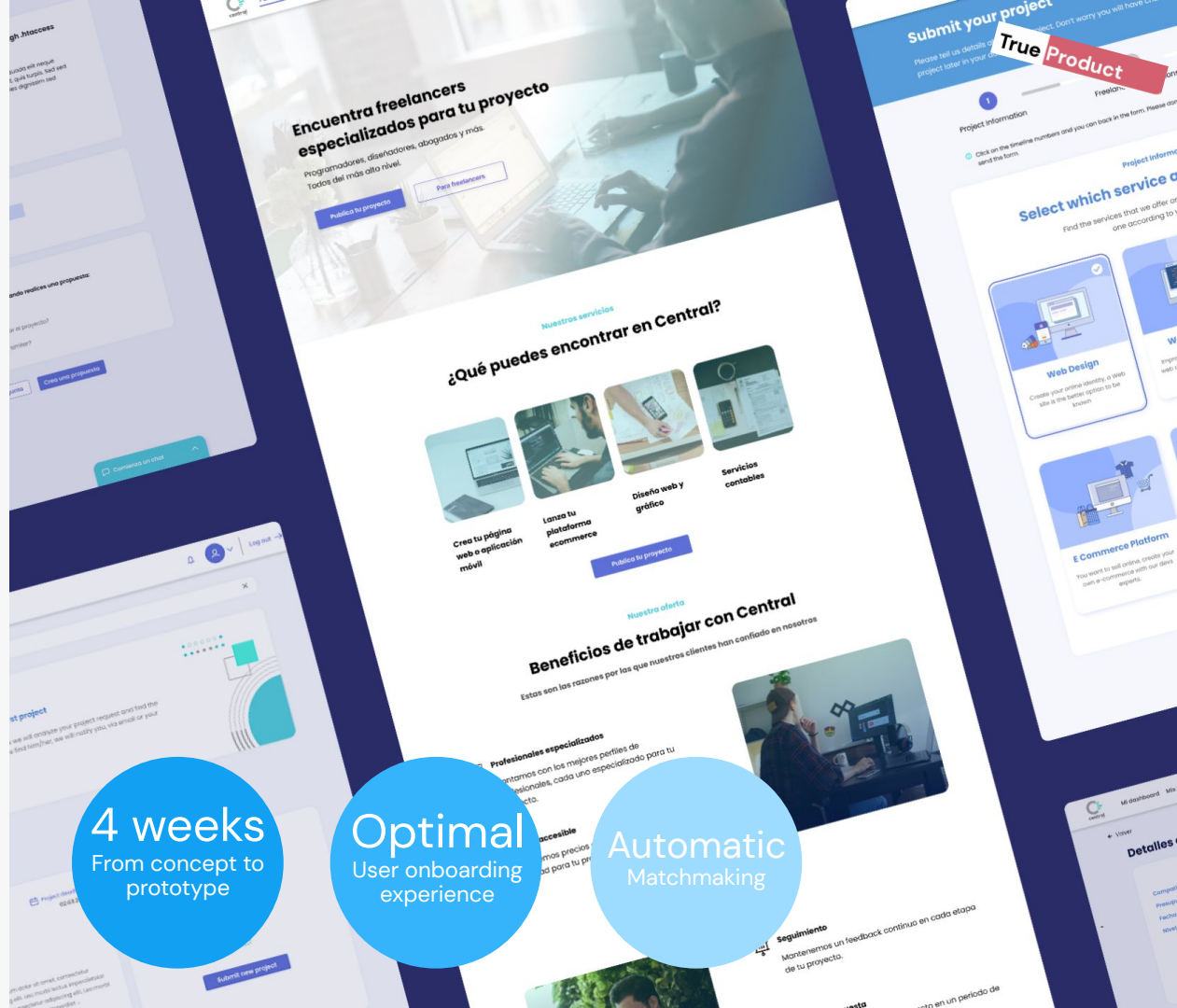
B2B talent platform as a venture

We partnered up with a corporate to build a B2B talent platform venture from scratch. We developed it from idea to commercialization. Leading a cross functional team, we refined the product vision and the go-to-market product strategy, prioritized and developed the key features that would add value to the user's life, and tested our solution with real users in just a few months.

Our client is one of the largest insurance providers and is heavily investing in technology driven solutions.

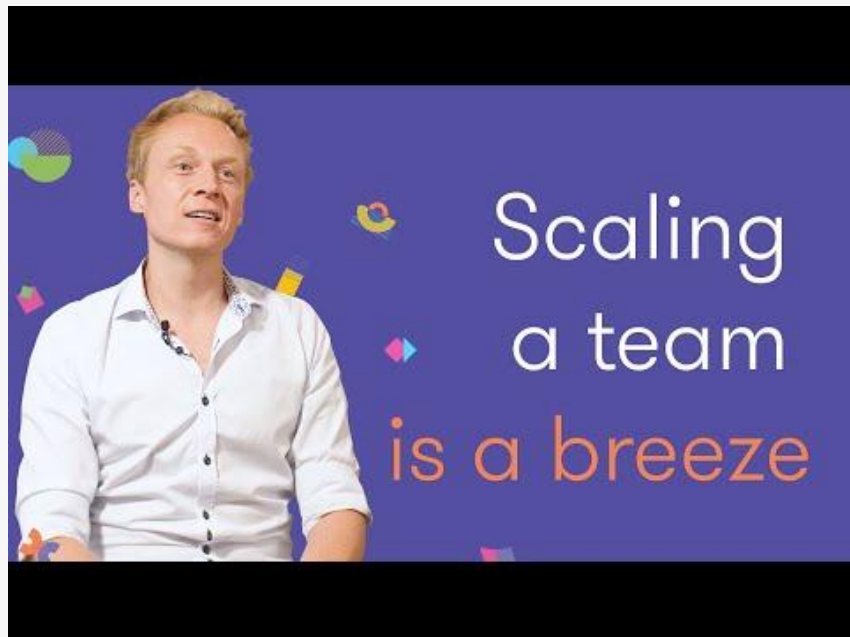
The solution was conceptualized and piloted with the clear objective to generate revenue for the platform as soon as possible.

TRUENODE



What our partners say about us

TrueNode X Symphony — We thrive when we integrate deeply with our startup and corporate partners to achieve long term outcome.



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Are you interested?

Let's get in touch



--
Malte Delbrueck

Head of Sales

TRUENODE

powered by symphony.is

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For more information and mandatory corporate particulars:

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Netherlands

ENGINEERING HUBS

Sarajevo (BA), Skopje (MK),
Belgrade (RS), Novi Sad (RS),
Nis (RS)