

# Profico Company deck

We design  
develop and scale  
AI-powered digital  
products.





Drawing on 20 years of experience and average partnerships lasting over 7 years, we build more than digital products. We build relationships that last.

Allianz 

**Deloitte.**

**CIBC** 

 **infobip**

**abc/startsiden**

**EY**

**ERICSSON** 

**Finansavisen**

*Radisson* 

**FORTRAN**

 **Litewallet**

**HYRE**



**Kapital**

*Le* **MERIDIEN**

 **PARTSLIFE**

 **Promise Robotics**

Sotheby's

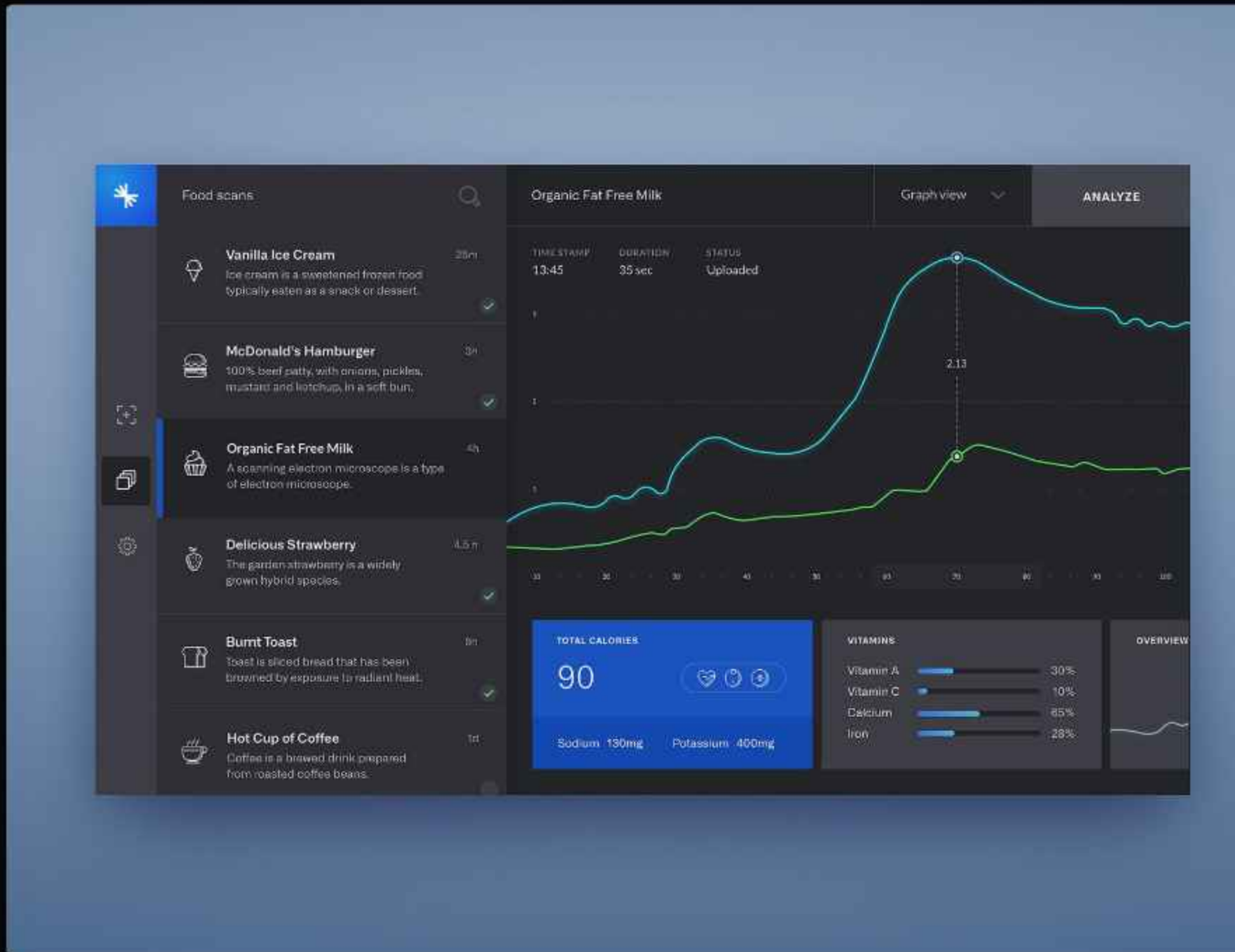
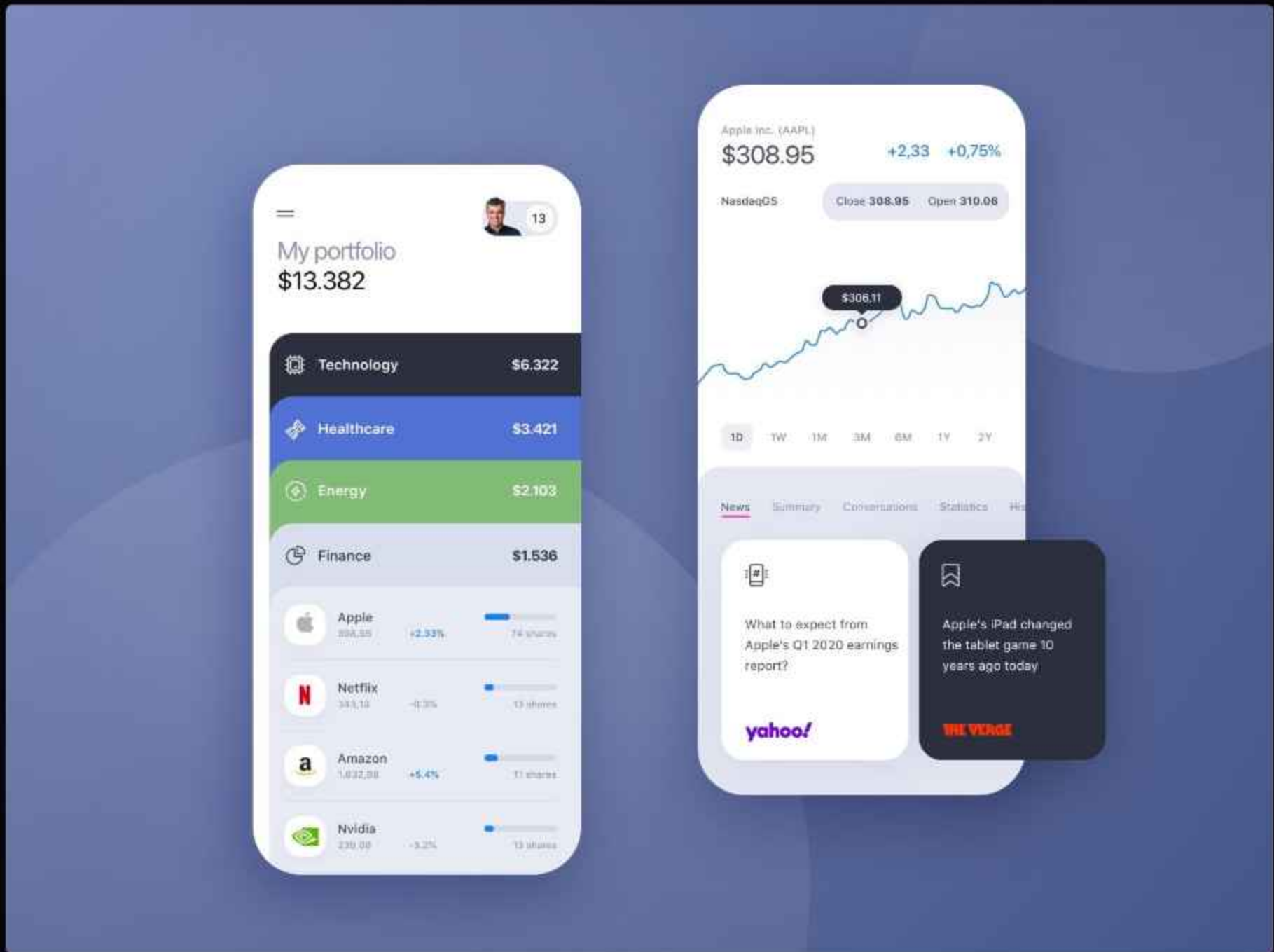
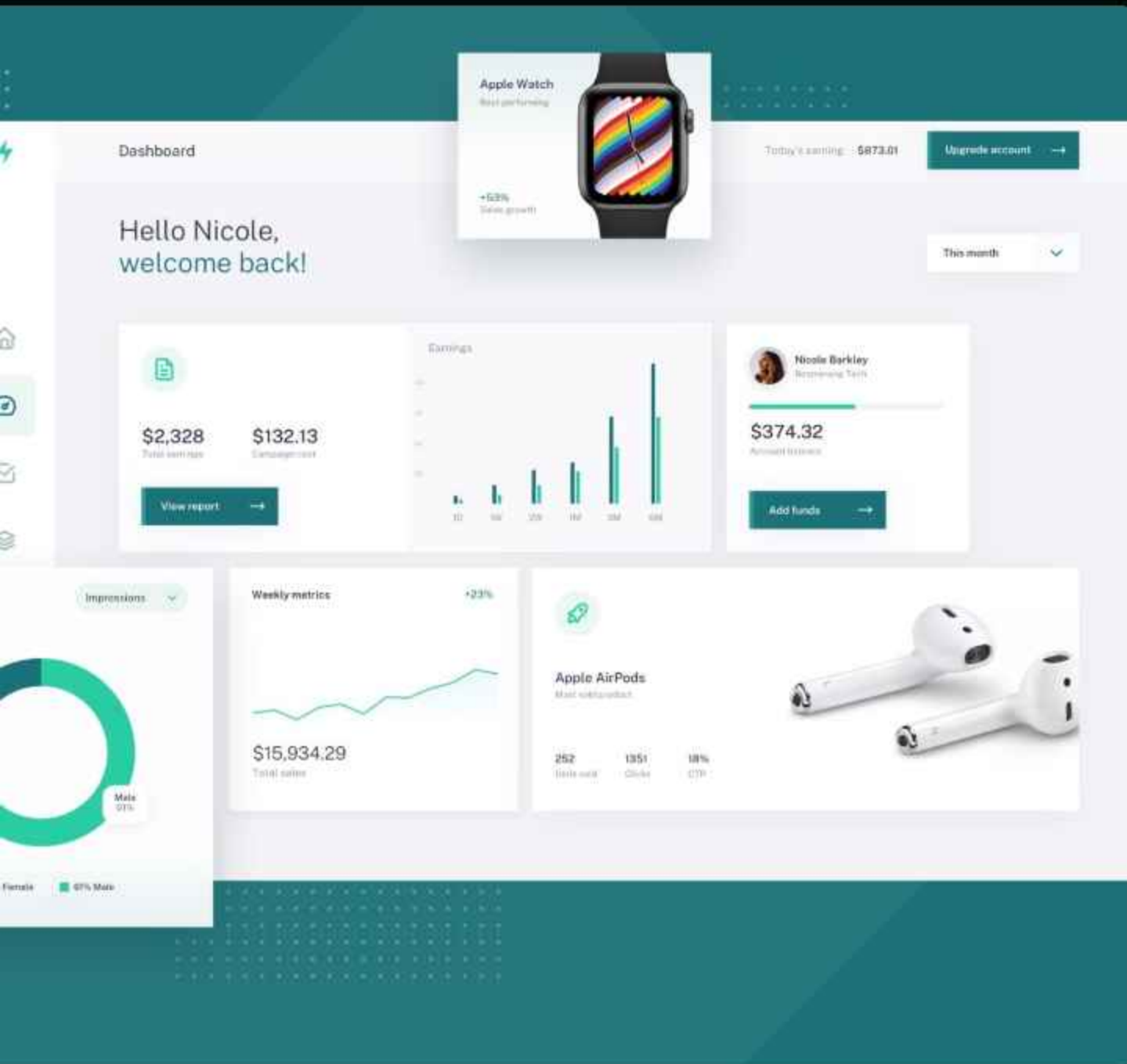
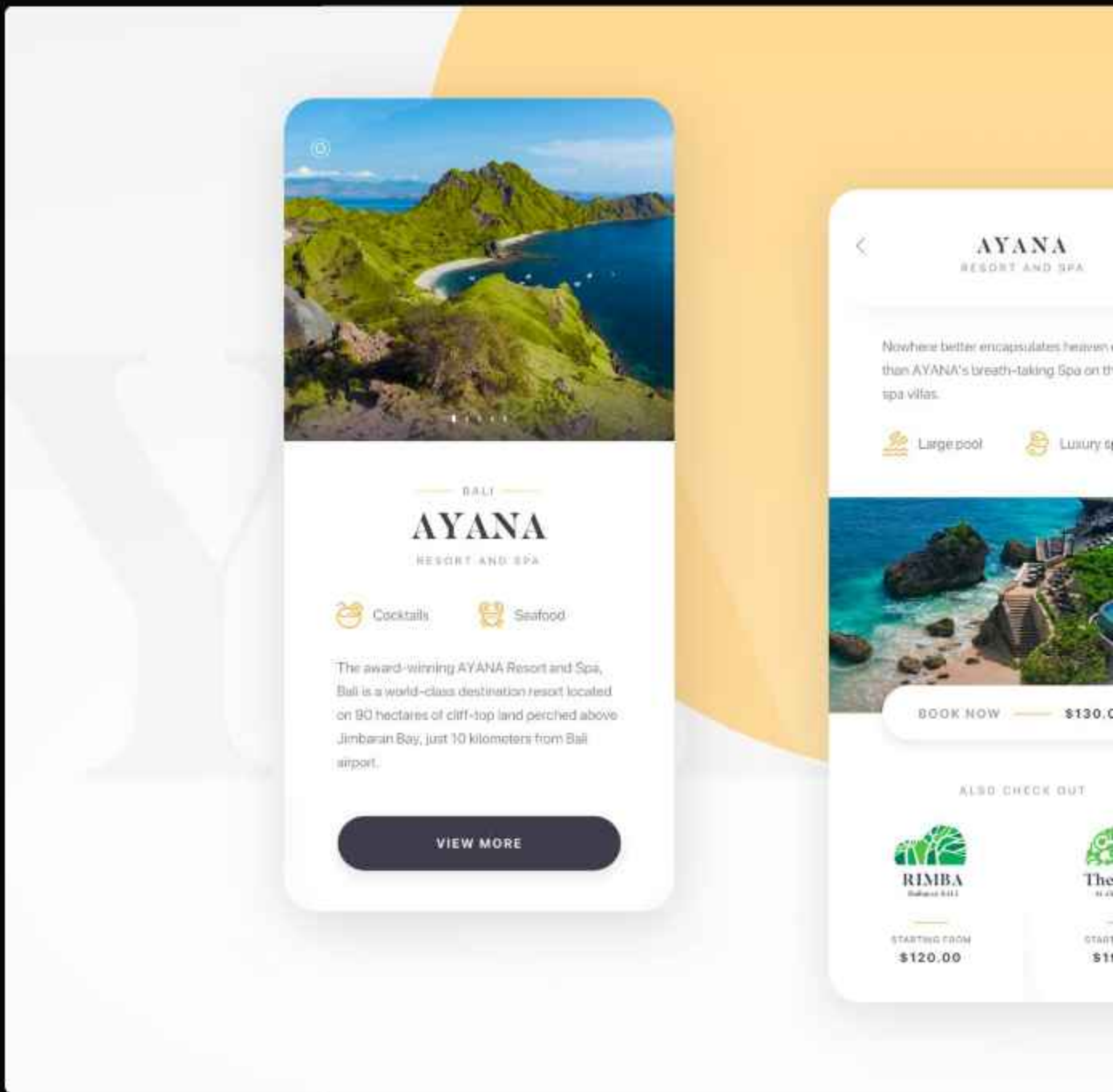
 **nedap**

**T . .**

 **telenor group**

**UHY**

 **vinify**







# Driven by a vision to offer our clients a premium experience in designing and developing digital products.

Dear friends and partners, at Profico, we are driven by a vision to offer our clients a premium experience in designing and developing digital products. We aspire to be a trusted partner, guiding you through every step of your journey.

This commitment extends not only to our clients but also to our team members, who trust us to nurture their creativity and professional growth. The trust we receive from the community holds us to a high standard, compelling us to adhere to our core values embedded in our company culture.

At Profico, we value teamwork, ambition, and leadership, while taking full ownership of our commitments and consistently striving to exceed expectations.

Technological excellence, social responsibility, sustainability, and community contribution are built into our core. We firmly believe technology can significantly contribute to a better world by incorporating sustainable solutions into everything we do, continually fostering positive societal and environmental impact.

**Mateo Perak**  
CEO & co-founder

**Ante Matijaca**  
Creative Director & co-founder



Trustworthiness backed  
by numbers, like everything  
else we do.

100+

EXPERTS  
70+ IN-HOUSE  
30+ VETTED  
CONTRACTORS

14

YEARS IN  
BUSINESS

7+

YEARS, AVERAGE  
CLIENT  
PARTNERSHIP  
LENGTH

50M+

USERS  
REACHED  
GLOBALLY

# Bespoke digital solutions regardless of the industry

Capitalize on digital opportunities by utilising our end-to-end expertise in creating and scaling digital solutions of any complexity.



[ 01 ]

## Custom software development

Custom mobile apps and complex web platforms tailored to complement and empower your business model. End-to-end strategy, design, and development services.



[ 02 ]

## Data analytics & business intelligence

Transforming data into actionable insights with advanced analytics tools, empowering businesses to make data-driven decisions.



[ 03 ]

## Digital transformation

End-to-end strategic overhaul of business operations through digitalization, from conceptual strategy to pragmatic execution and scaling, creating new value generation avenues.



[ 04 ]

## Applied AI

Integration of AI tools and models into scalable custom software solutions for diverse business applications, from internal process optimisation to enhanced customer-facing services.



# Embed AI where it compounds value fastest

Unlock the power of AI with our comprehensive suite of services, designed to create and scale intelligent solutions tailored to your unique business needs.



[ 01 ]

## Agentic workflows

Multi-step task automation that plans, calls tools/APIs, verifies outputs, closes the loop and harnesses human aware safeguards.



[ 02 ]

## Intelligent search & RAG

Citations, metadata filters, and process automation with auditable states and clear affordances.



[ 03 ]

## Decision copilots

Natural language interfaces that summarize, compare, explain patterns, classify, extract, and route with clear pricing and SLAs.



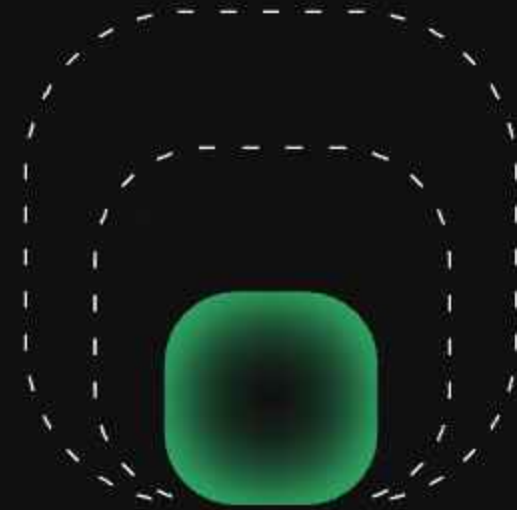
[ 04 ]

## Predictive & optimization models

AI UX for end users with predictive analytics and optimization that delivers measurable business impact.



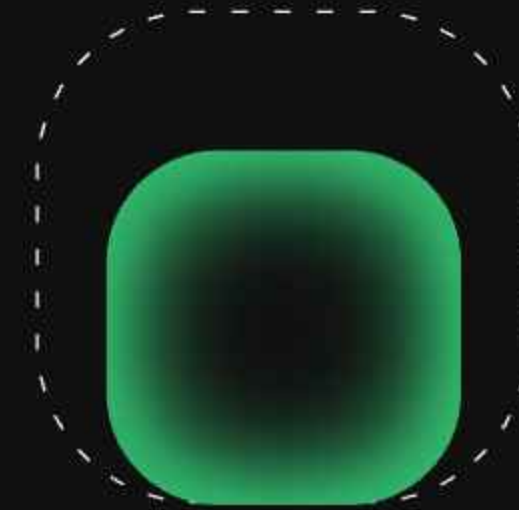
Technical  
partner for  
all business  
sizes



## Startups & scaleups

Receive early stage support or cut time-to-market.

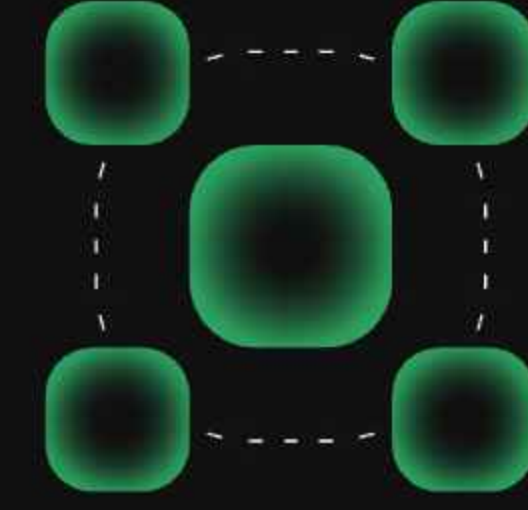
- 01 Rapid MVP building
- 02 Digital product concept validation
- 03 Skillset expansion w/ team extension
- 04 Full-scope digital product creation



## SMEs

From team extension services to custom digital products and digital transformation.

- 01 Full-scope digital product creation
- 02 Digital transformation & strategy
- 03 Digital product scaling
- 04 Advanced data analytics & business intelligence

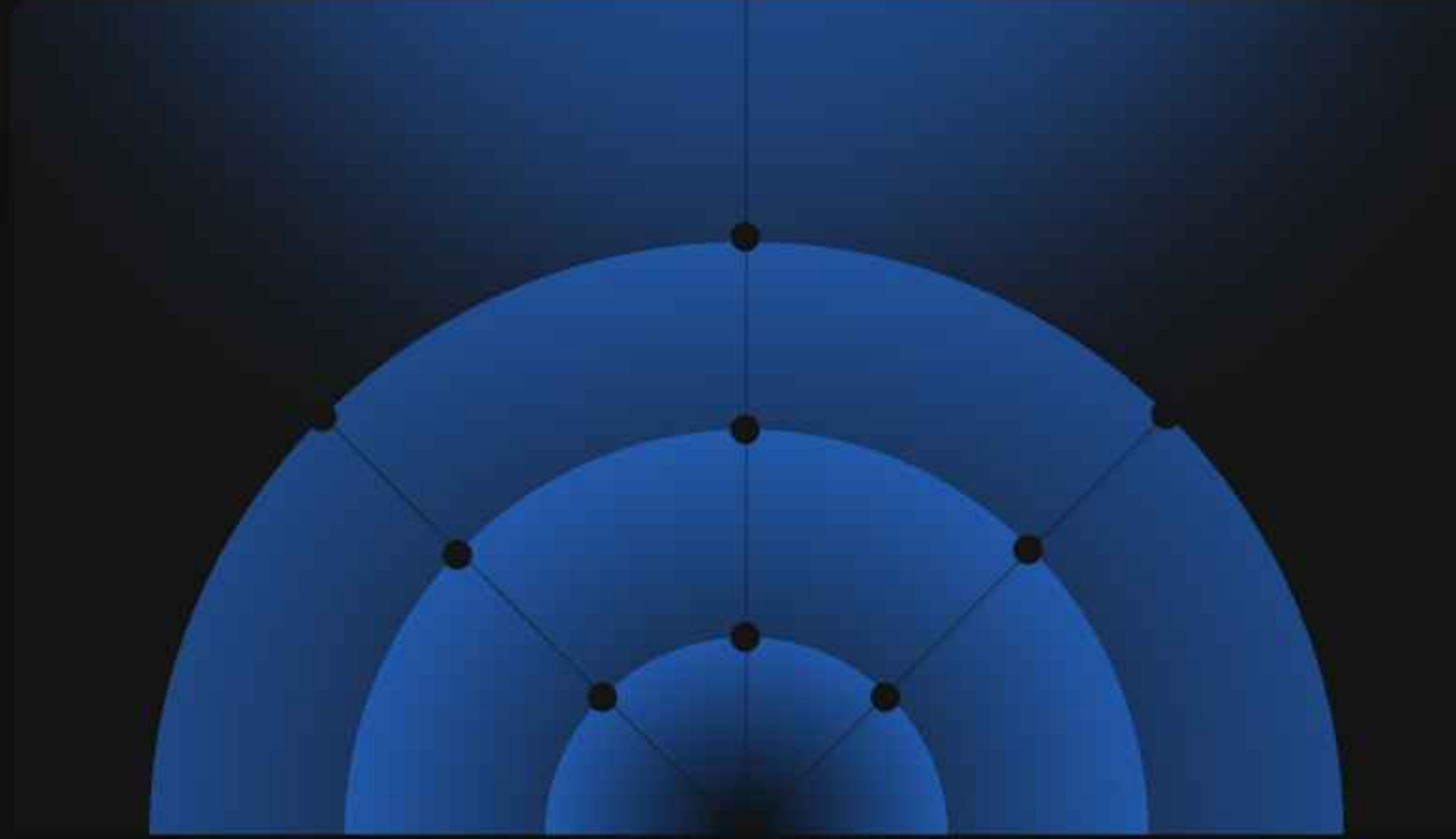


## Enterprises

Enterprise consultancy and comprehensive digital services. ISO27001 certified.

- 01 Digital transformation & strategy
- 02 Data-driven decision making support
- 03 Applied AI and automation
- 04 Technical staff augmentation



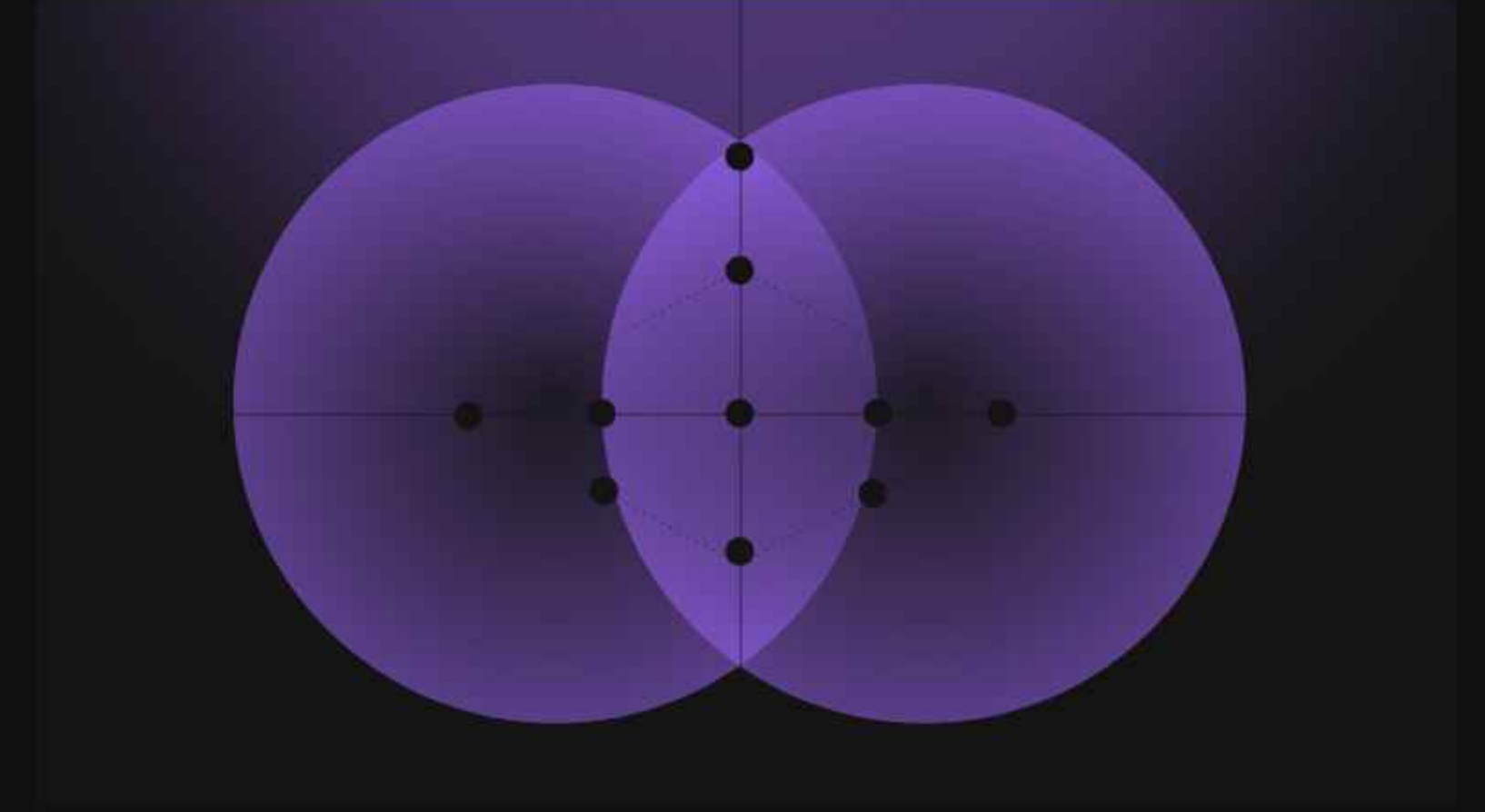


## Standalone product team

- 01 Self-managed & multi-disciplinary teams
- 02 Agile methodologies
- 03 End-to-end development
- 04 Continuous Improvement

---

Got a software project but no technical team to carry it out? Add one to your organisation without hiring



## Team extension

- 01 Seamless team integration
- 02 Flexible scaling
- 03 Fully dedicated professionals
- 04 Full ownership of assigned segment

---

Support scope increase, speed up delivery, or add new skill sets to your existing technical team

Transfer as much ownership as your project requires.

We collaborate with you in a way that best fits your needs.



FRONTEND  
STACK

React  
Angular

BACKEND  
STACK

Node.js  
Python  
.NET

MOBILE  
STACK

Kotlin  
Kotlin Multiplatform  
Swift  
React Native

The right tools for the job,  
not the other way around

Security, scalability, and  
deep customisation options  
are the key principles behind  
our choice of tech stack.



# Partnering with Profico

Profico collaborations are built on transparency. Here's what to expect before and during your project.

## Before the offer

- 01 Gathering project information and detailed scope form key stakeholders
- 02 Discussing budgets and setting general timelines
- 03 Introduction to Profico C-suite and our porcesses

## Offer & legal documents

- 01 Offer with detailed services and pricing breakdown
- 02 Additional references and resources sent per request
- 03 Drafting and signing of contracts and other legal documents

## Discovery and set up

- 01 Creating short and long term project timelines
- 02 Detailed project discovery. May include workshops & Design Sprints.
- 03 Creating stakeholder to team Slack channel and performing team introduction

## Production & collaboration

- 01 Agile work methodology with Incremental deliverables and robust QA
- 02 Regular work reviews with stakeholders and PM/team, feedback sessions with Profico C-suite
- 03 Open possibility of project scaling



# Profico Network

Profico.Network is a pool of verified external vendors that helps us deliver more value for our partners.

## 01 Seamless scalability

Instant access to over 40 highly skilled professionals

## 02 Uncompromising quality

All of our vendors go through a comprehensive vetting process

## 03 Flexible tech stack

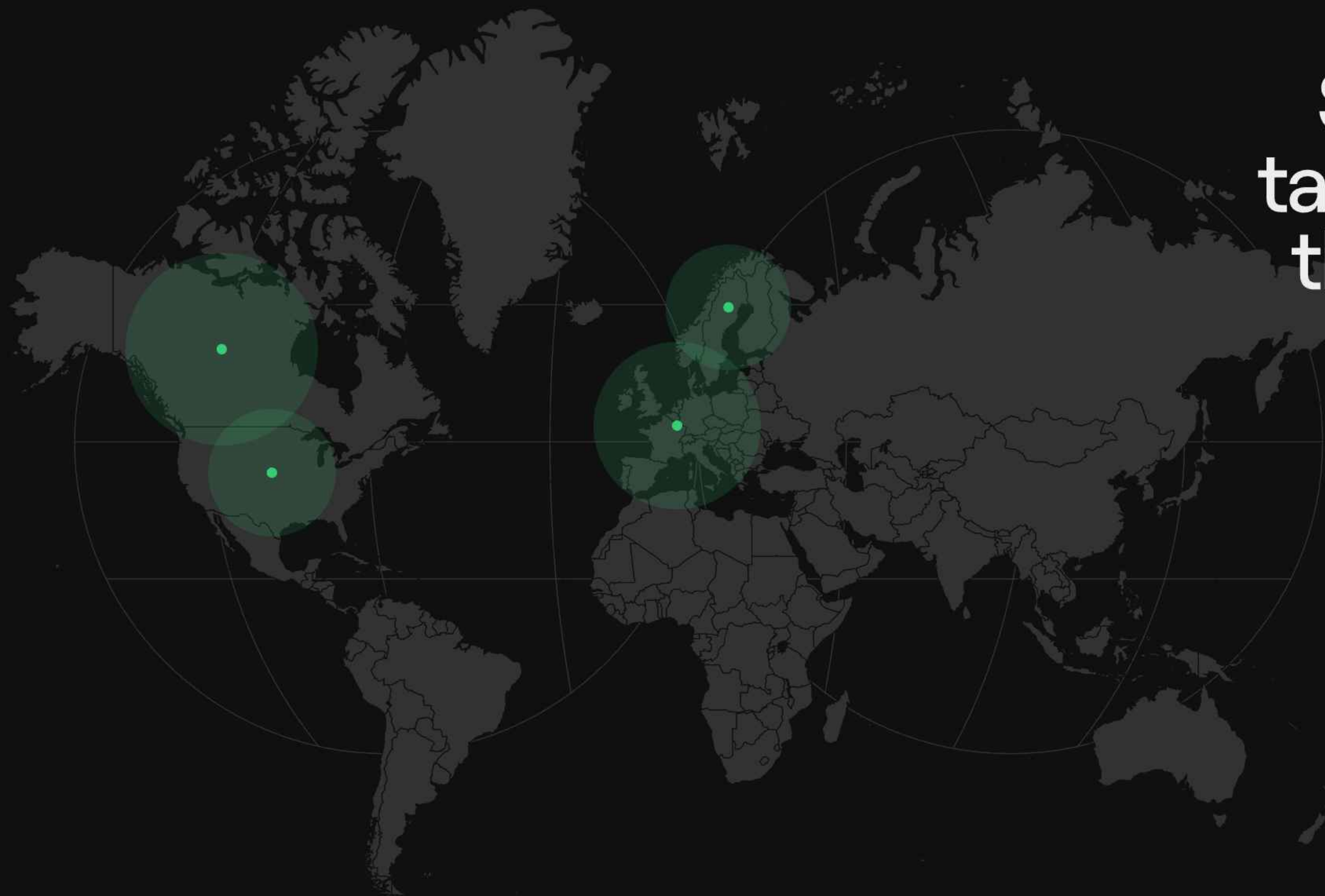
Profico.Network covers the majority of tech stacks used in mobile and web development

## 04 Consistent excellence

Uniform standards set by Profico ensure high quality and reliability of output

Solutions  
tailored for  
the global  
market

- 01  
Canada
- 02  
Scandinavia
- 03  
USA
- 04  
Western Europe







Meet the faces  
behind Profico

Amazing digital  
products by even  
better people





## Meet our leadership team

These are the people you'll meet first and see often.

Miro Marasović

Partner & Chief Operations Officer  
miro@profico.hr



Ante Matijaca

Creative Director & co-founder  
am@profico.hr



Mateo Perak

CEO & co-founder  
mateo@profico.hr



Ivan Ferenčak

Partner & Chief Technology Officer  
iferencak@profico.hr





# mGrađani

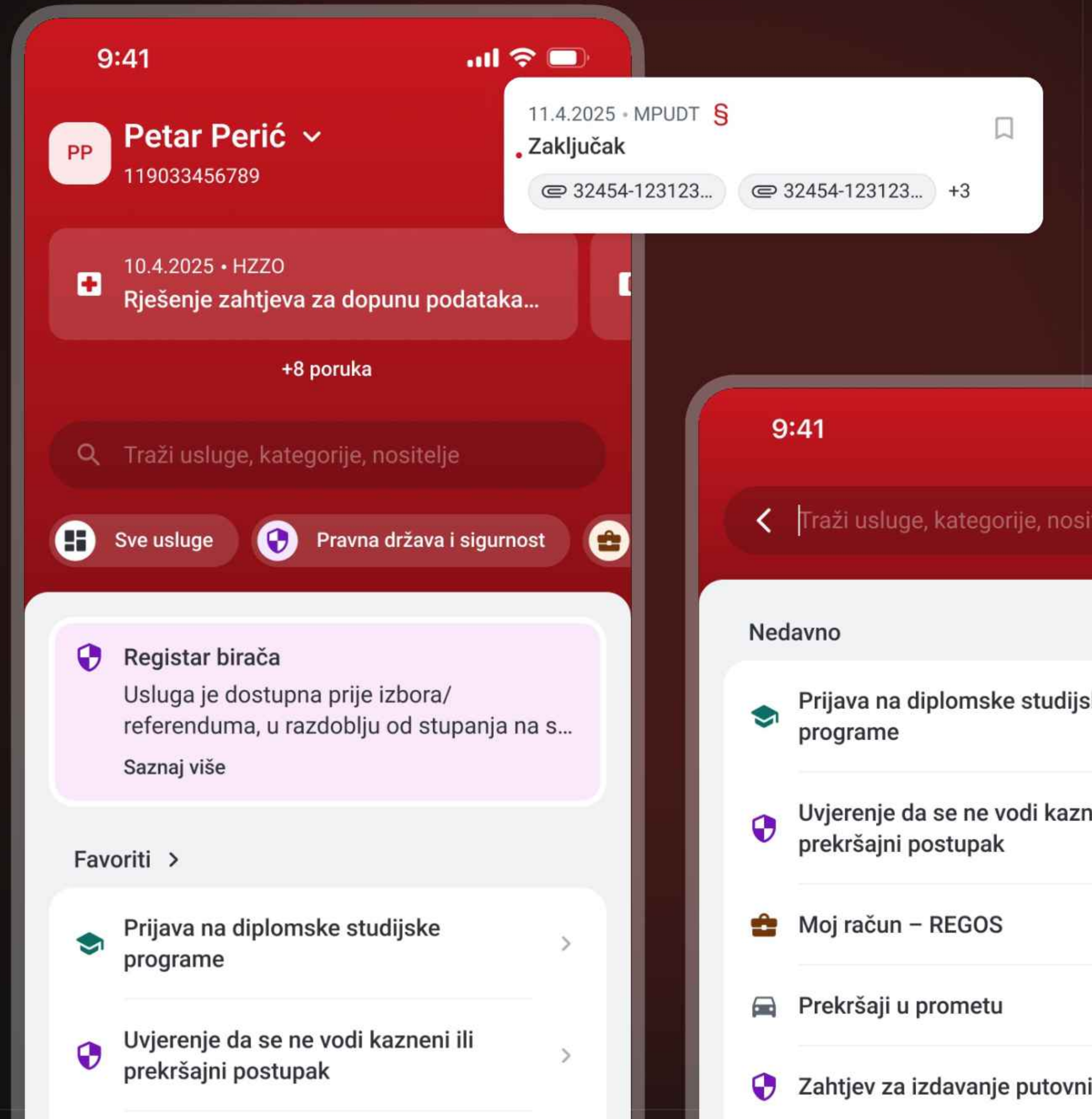
As the mobile development team on one of Croatia's most ambitious national digital projects, we built the mobile app – the system designed to scale to millions of Croatian citizens, offering access to services from various government bodies in a single, secure place.

## TECH STACK

Kotlin Multiplatform (Android & iOS)

SwiftUI (iOS)

Jetpack Compose (Android)

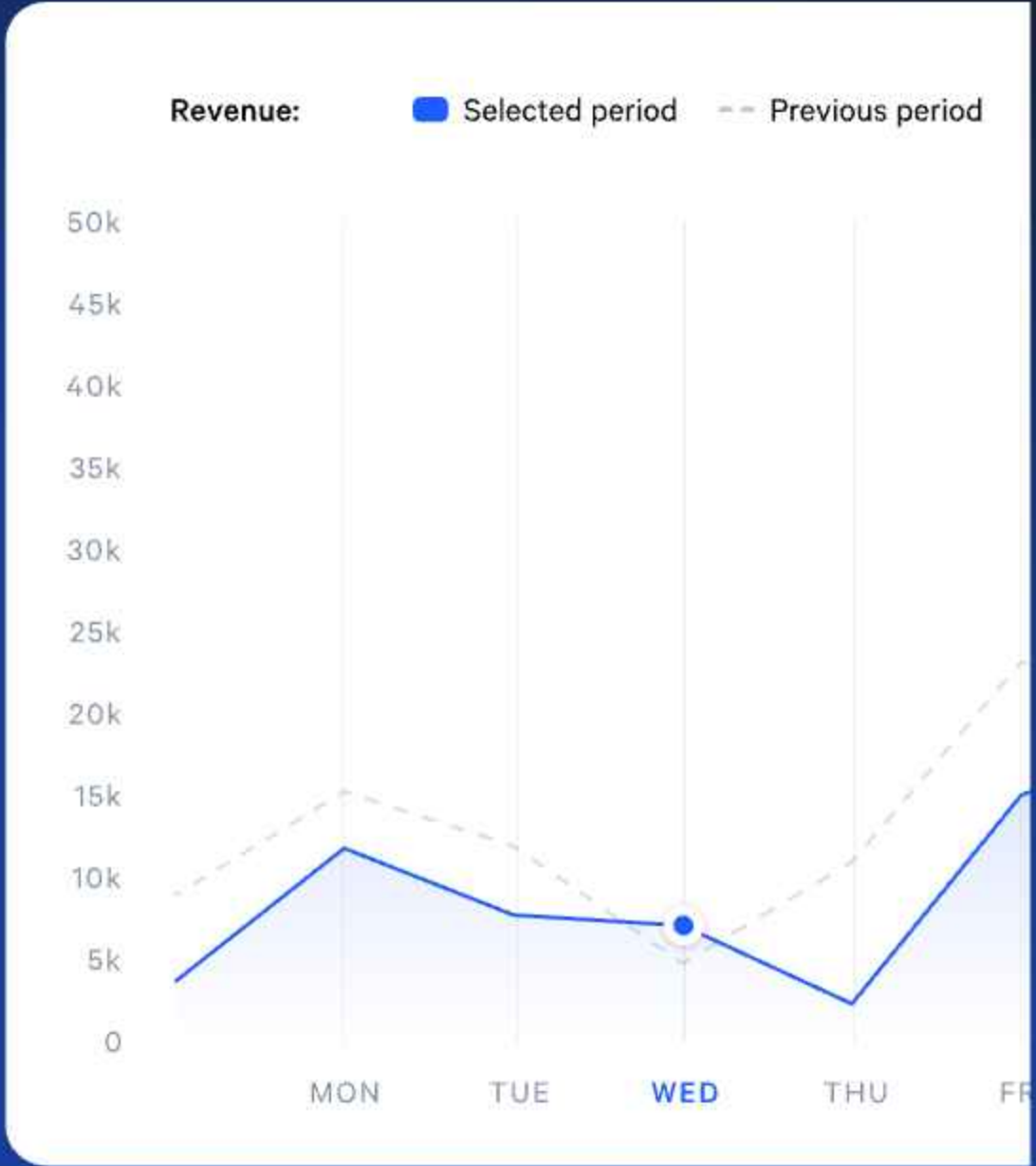
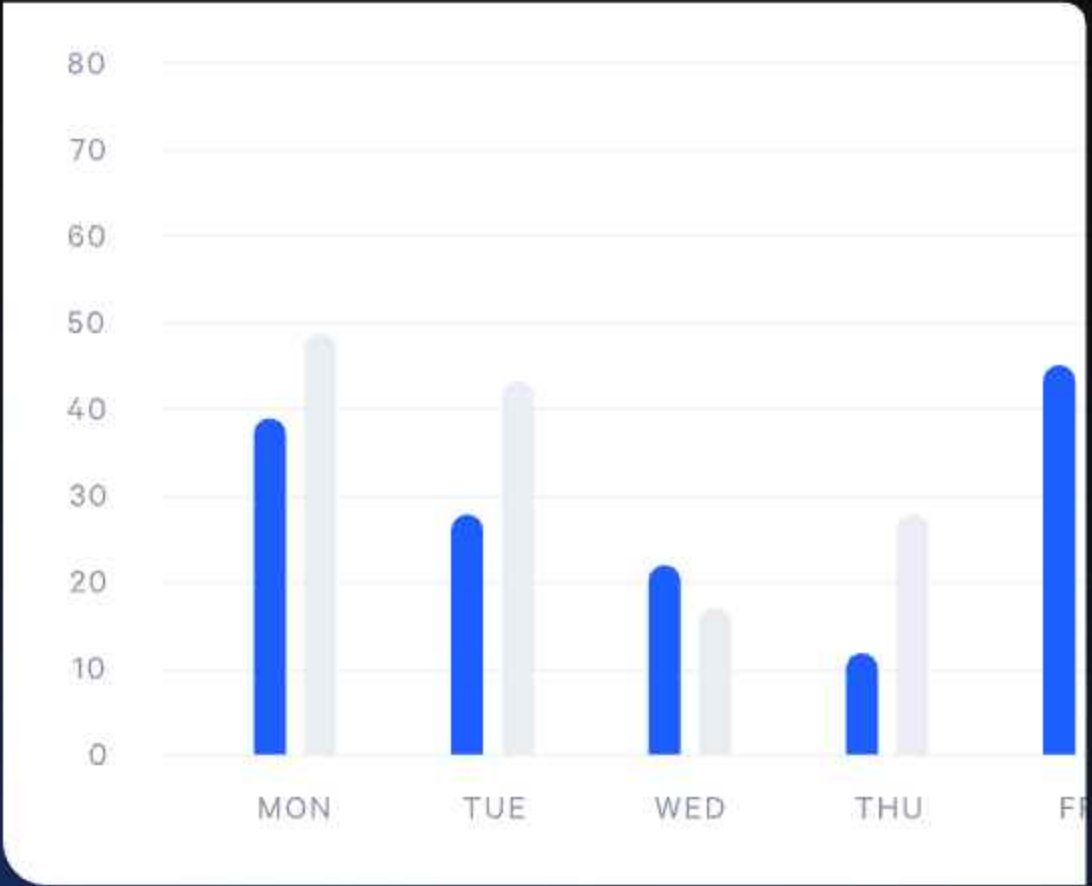
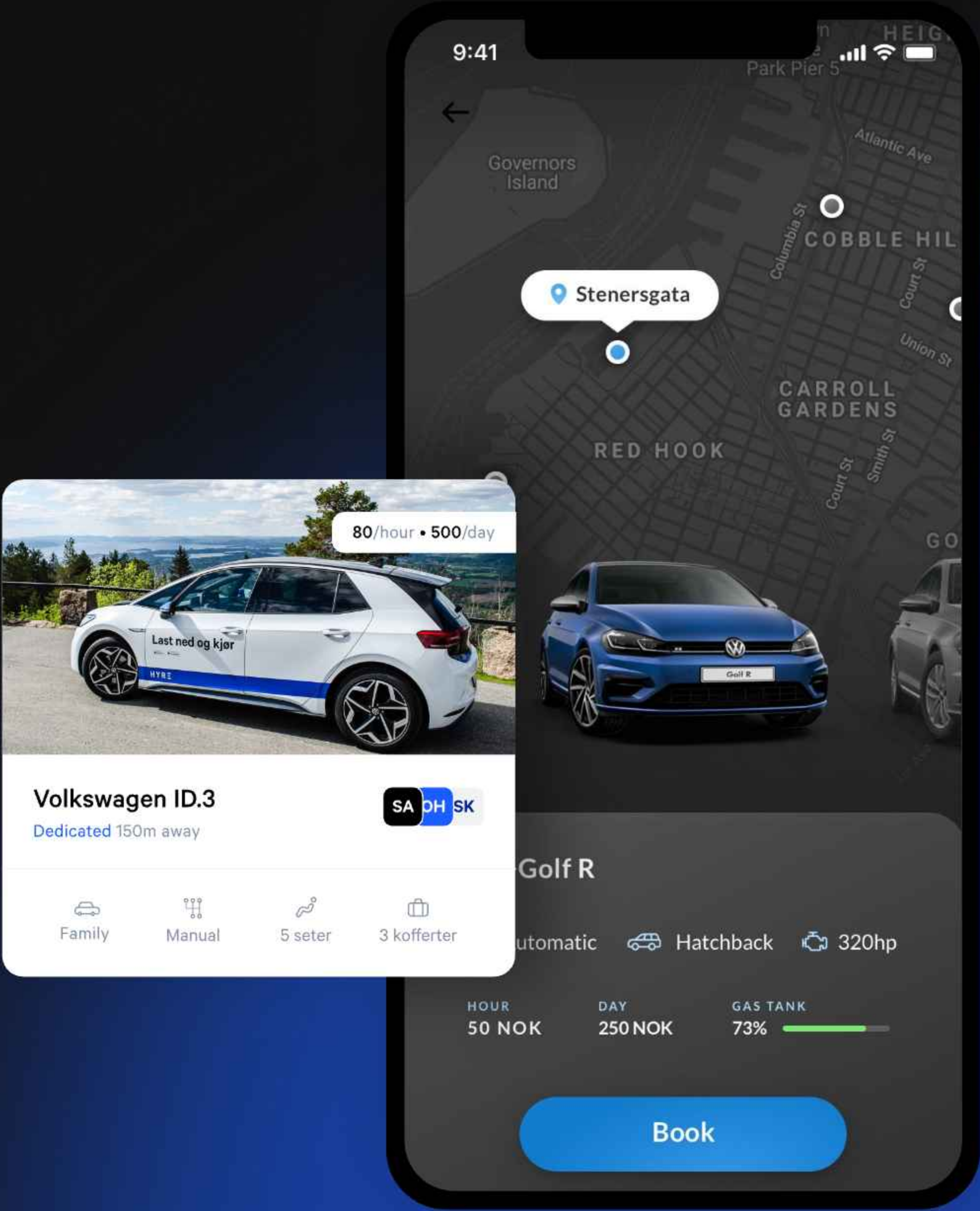




# Car sharing & fleet management web platforms

During our partnership, we designed and developed an MVP and four car sharing web platforms, each tailored to serve a specific B2B market segment.

INDUSTRY	ENGAGEMENT
Car sharing, Fleet management	Team extension



### Add expense

Drag and drop here  
or  
[Browse](#)



# Various projects & consulting

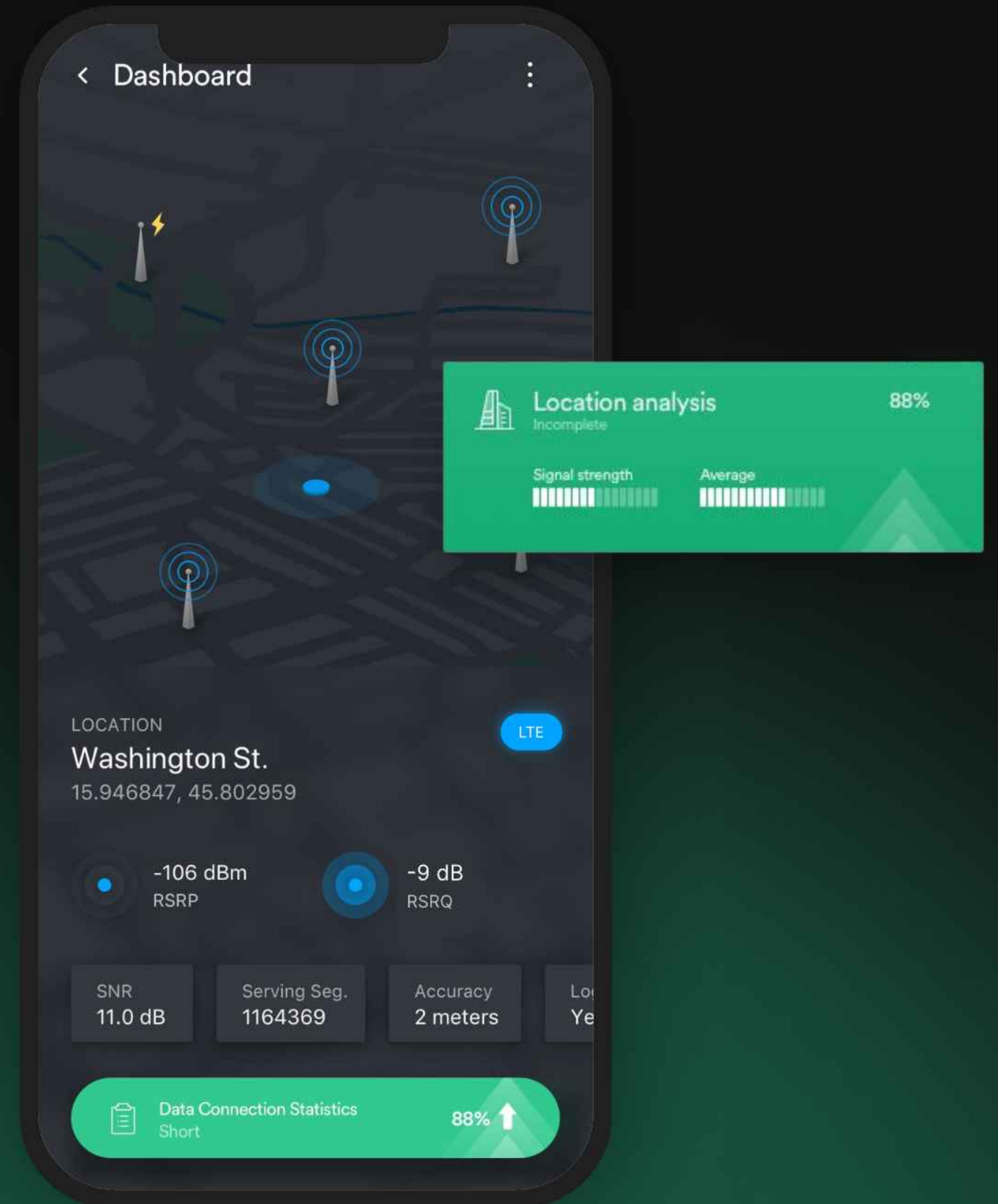
Along with providing continuous consultancy services on system architecture, mobile and backend development, we also collaborated on several public tender projects with this leading ICT provider.

## PROJECTS

Smart City Parking

Network test and monitoring tool

E-health mobile consultancy app





# Sales support dashboard

A dashboard supporting sales efforts through an interactive interface and real-time customized insurance offer calculations.

## Općenito o Allianz Zagreb

Allianz je u Hrvatskoj prisutan od 1999. godine, kada njemački Allianz zajedno sa Zagrebačkom bankom preuzima...



## Poslovni paket



## Auto osiguranje



## Osiguranje života



## Osiguranje imovine



## Kasko osiguranje





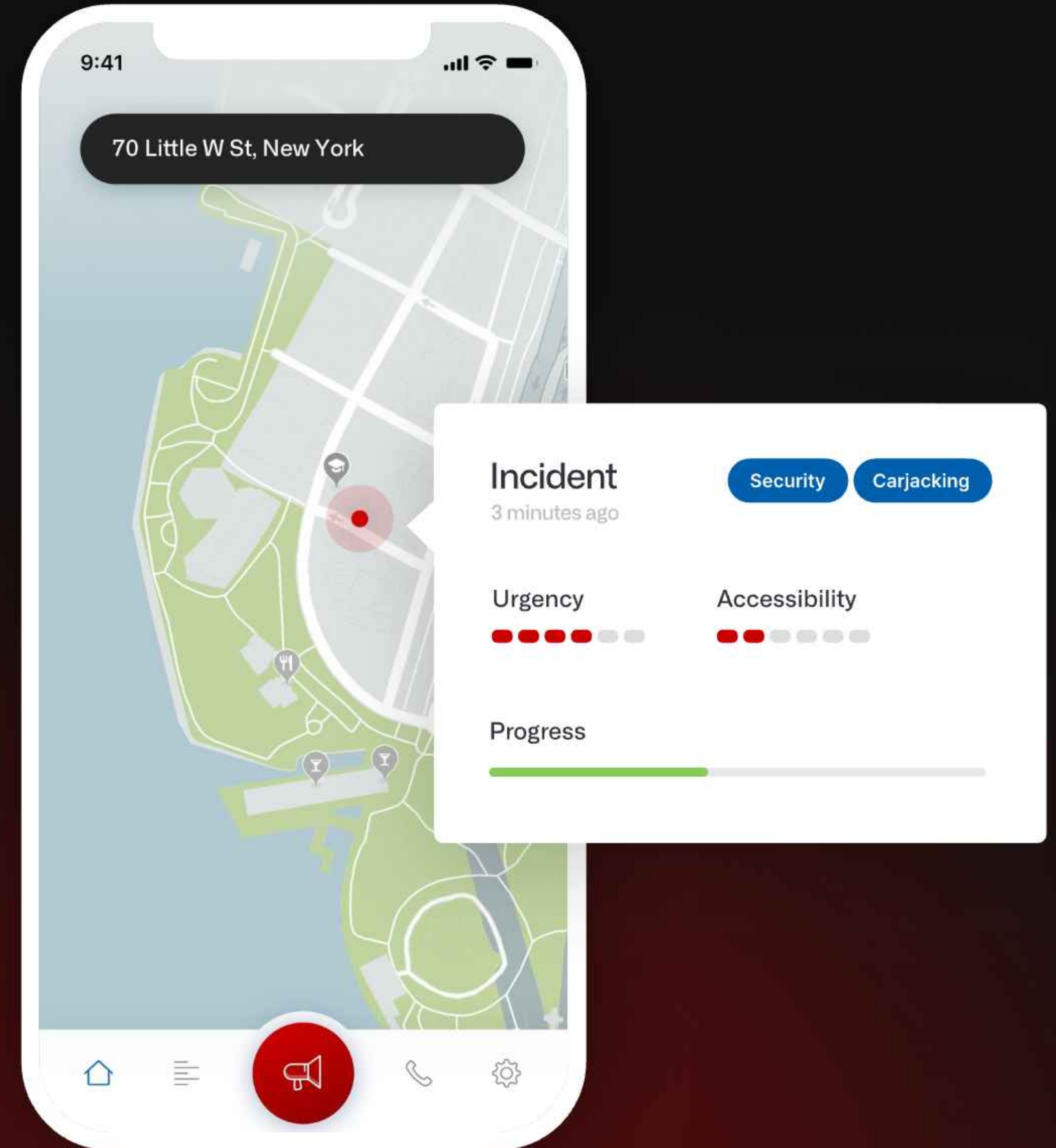


# Incident Management App

Award winning mobile application used by IMC to assess field conditions in disastrous events. Usage has helped to speed up emergency response information flow.

INDUSTRY  
Medical

ENGAGEMENT  
Standalone product team





# Online news, stock market monitoring & multimedia platform

After completing Finansavisen's digital transformation, we built and continue to expand a rich online platform for this leading Norwegian financial news publication.

## INDUSTRY

Online media

## ENGAGEMENT

Standalone product team

The screenshot displays the Finansavisen website interface. At the top, there's a navigation bar with links for 'Nyheter', 'Børs', 'Forum', and 'TV'. Below this, a ticker shows market data for Oslo Børs, Brent spot, US Dollar, and EUR. The main headline is 'NÅ: Stort innsidesalg-fallet tiltar i ESG-aksje'. Below the headline, there's a large image of a man in a suit standing next to a red and blue boat. To the right of the image, there's a sidebar with 'Siste nytt' (Latest news) featuring several articles with timestamps and categories like 'ARBEIDSLIV', 'POLITIKK', 'BØRSOPPDATERING', and 'ECONOMY'. Below the main image, there's a section titled 'Is America getting less dynamic, less global?' with a sub-headline 'An attempt to remove California's governor from office has brought attention to a populist electoral tool'. At the bottom, there's a large image of a blue Tesla Model S driving on a road, with the headline 'Ser du på nybilsalget i' (Are you watching the new car sale in).





# Wine discovery platform & wine stock management

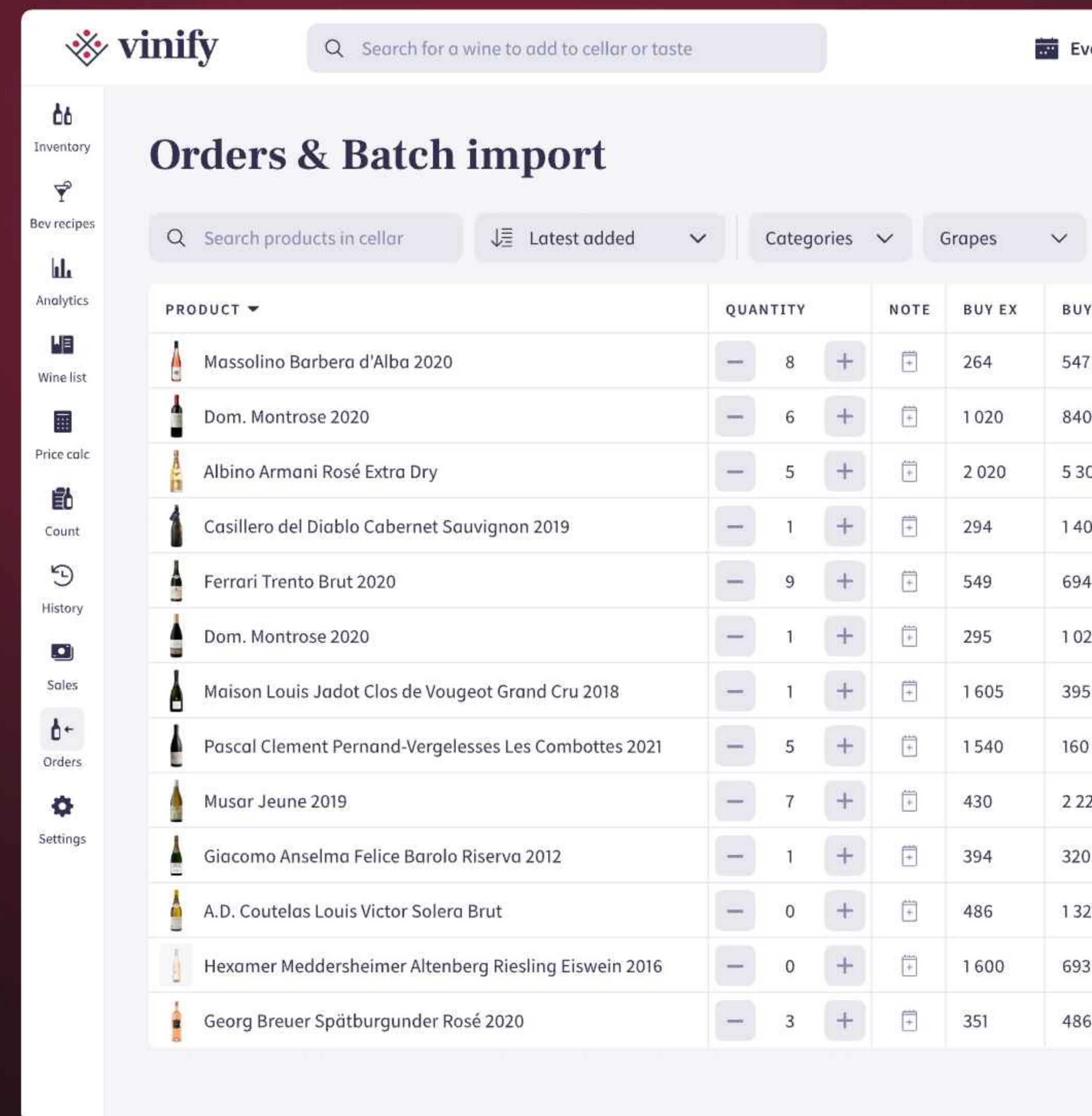
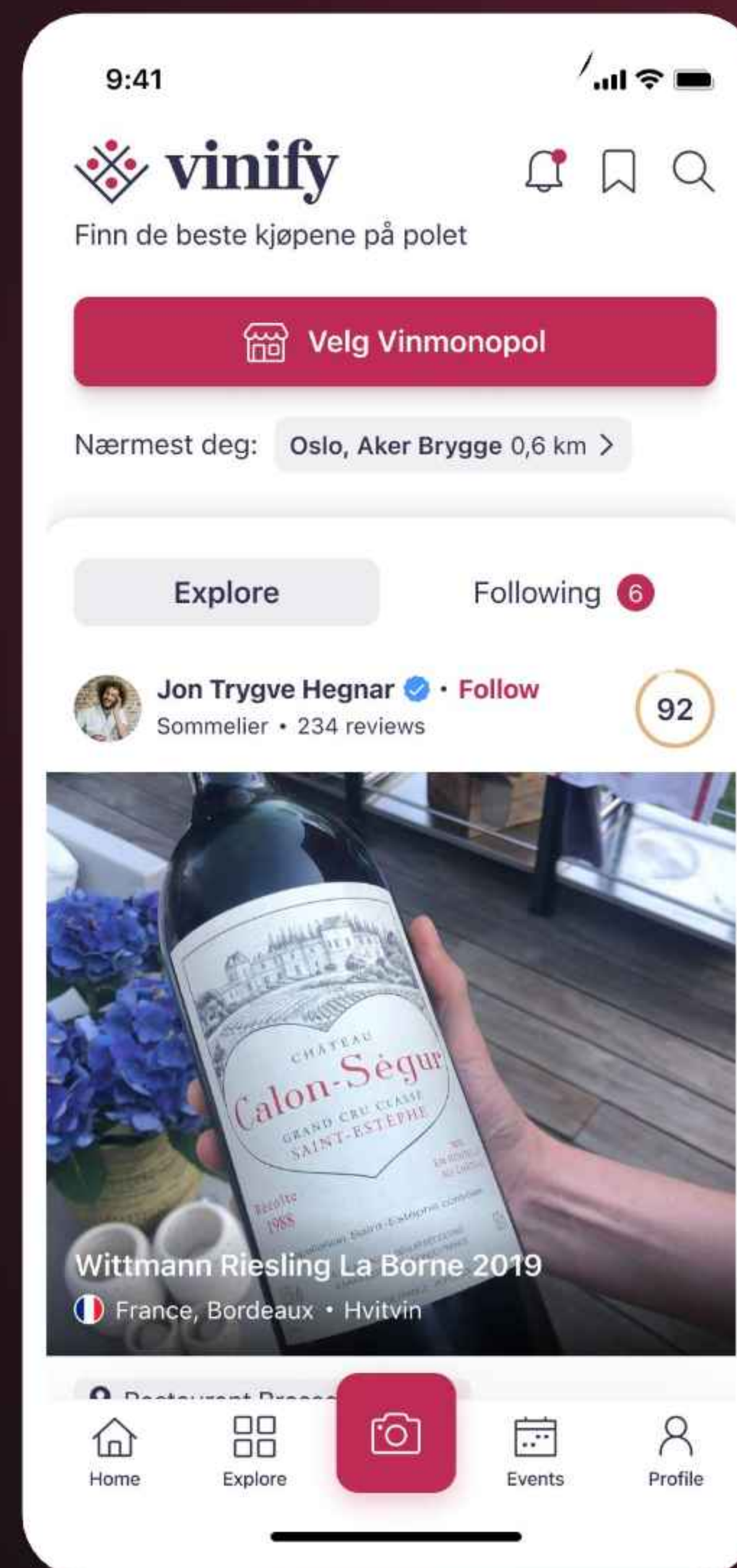
We've been a technical partner for this Norwegian startup since day one, handling design and development efforts of their online platform.

## INDUSTRY

Food, Supply chain

## ENGAGEMENT

Standalone product team





# Construction robot production planning software

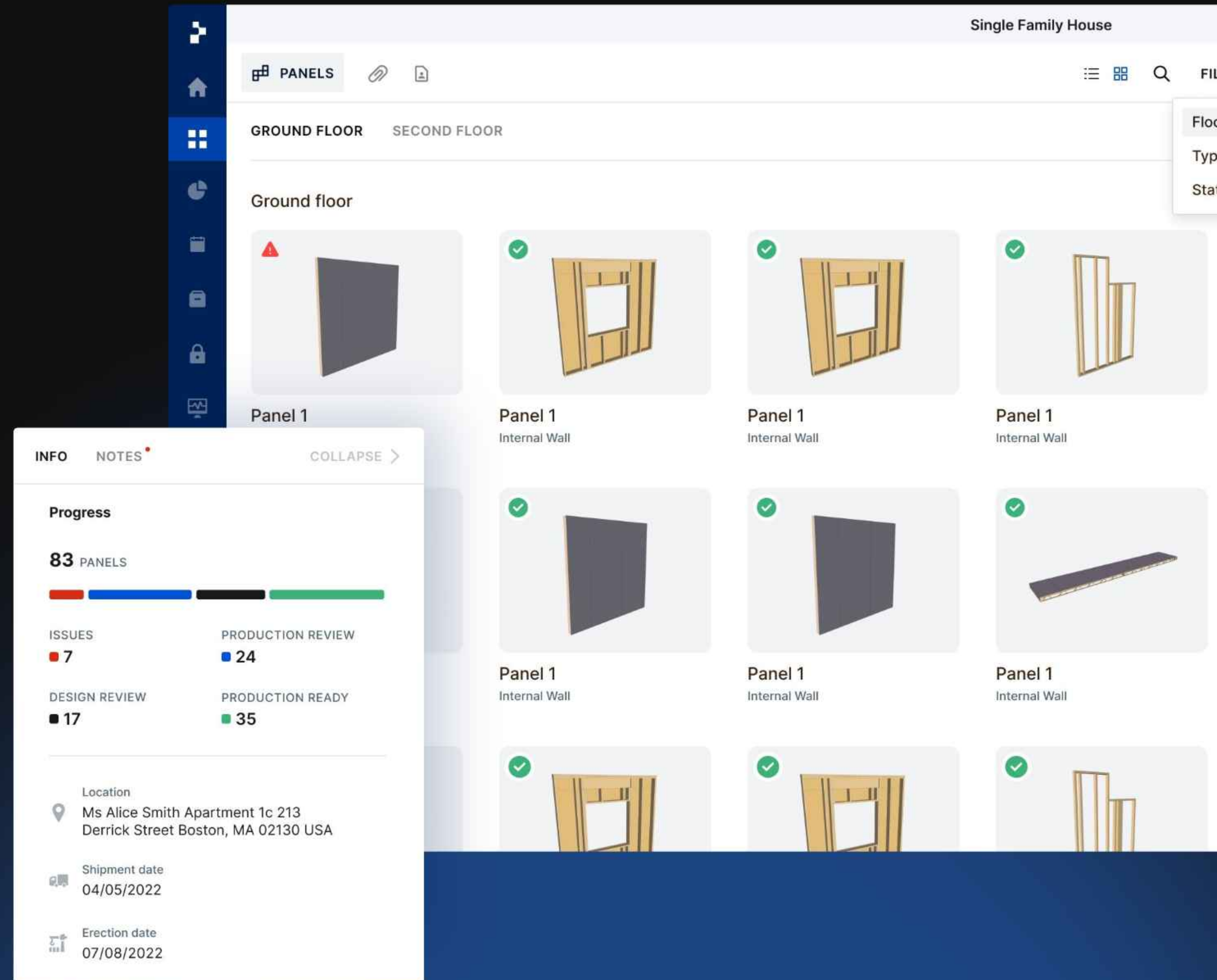
We're designing and developing cloud-based software used for production planning, factory floor operations, scheduling, and logistics for robotic house construction.

## INDUSTRY

Industrial robotics, Logistics

## ENGAGEMENT

Team extension



**Single Family House**

PANELS

GROUND FLOOR SECOND FLOOR

Ground floor

Panel 1

Panel 1 Internal Wall

Panel 1 Internal Wall

Panel 1 Internal Wall

Panel 1 Internal Wall

Panel 1 Internal Wall

Panel 1 Internal Wall

Panel 1 Internal Wall

Panel 1 Internal Wall

**INFO** NOTES **COLLAPSE**

**Progress**

**83** PANELS

ISSUES **7**

DESIGN REVIEW **17**

PRODUCTION REVIEW **24**

PRODUCTION READY **35**

Location  
Ms Alice Smith Apartment 1c 213  
Derrick Street Boston, MA 02130 USA

Shipment date  
04/05/2022

Erection date  
07/08/2022

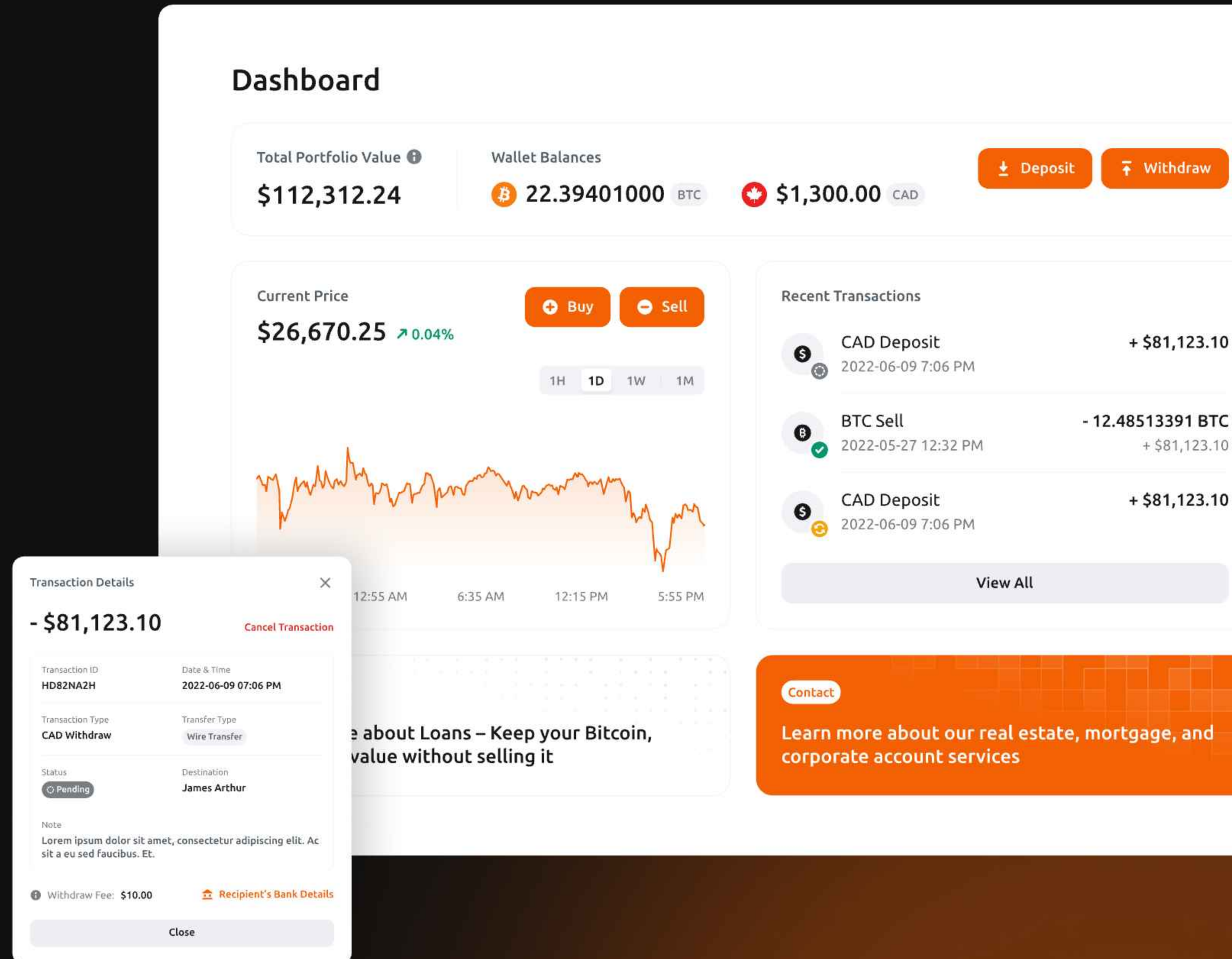


# Bitcoin exchange & services web platform

Our team redesigned one of the leading Canadian Bitcoin vendors and service providers. A robust design system was defined for easy integration of future features.

INDUSTRY  
Crypto, Fintech

ENGAGEMENT  
Team extension







# Private media sharing platform

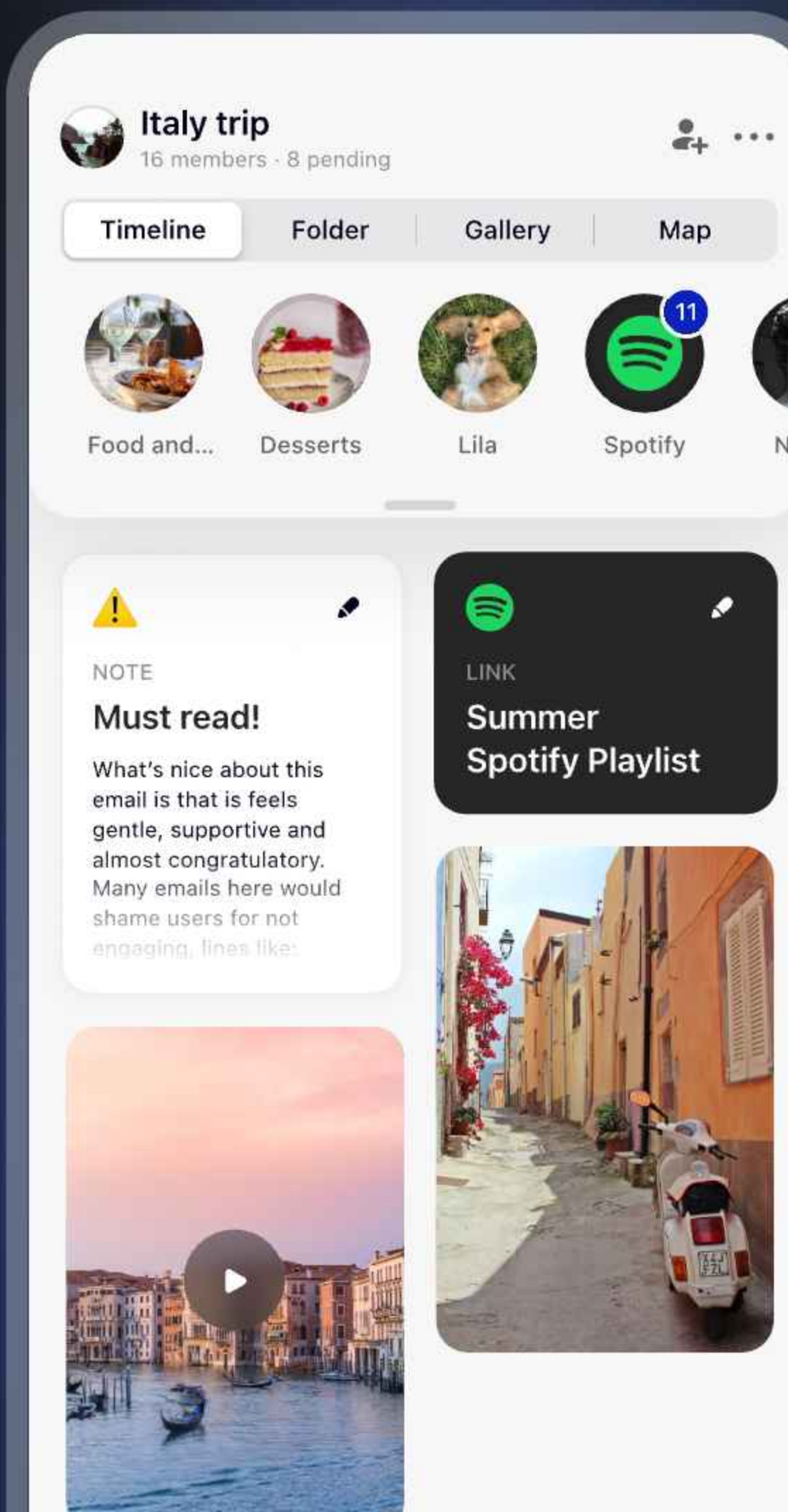
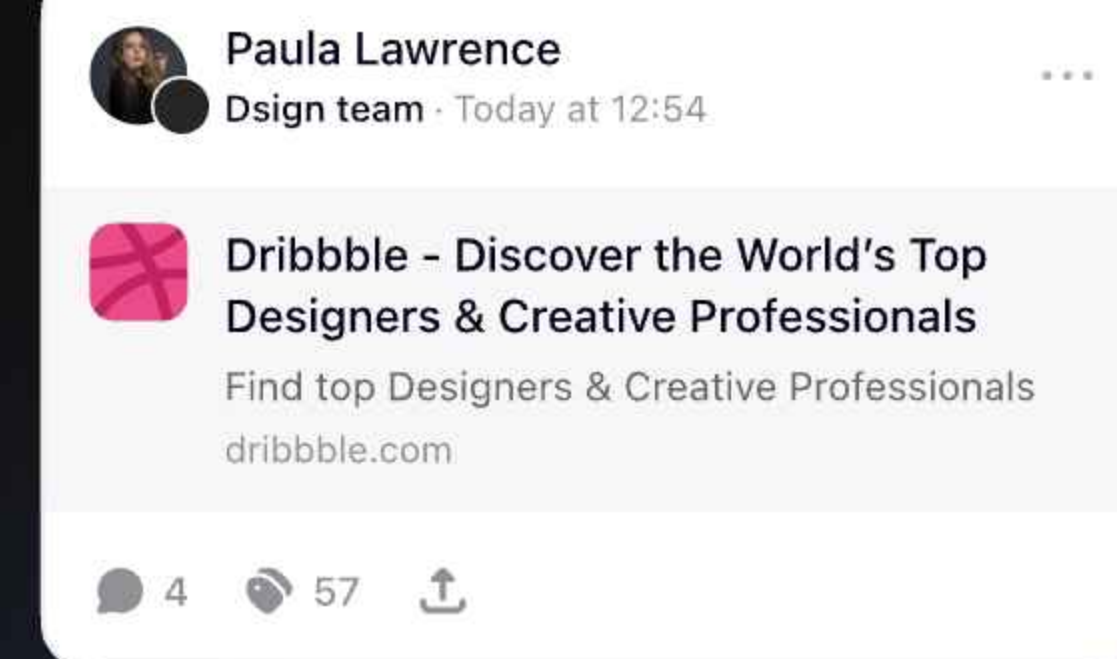
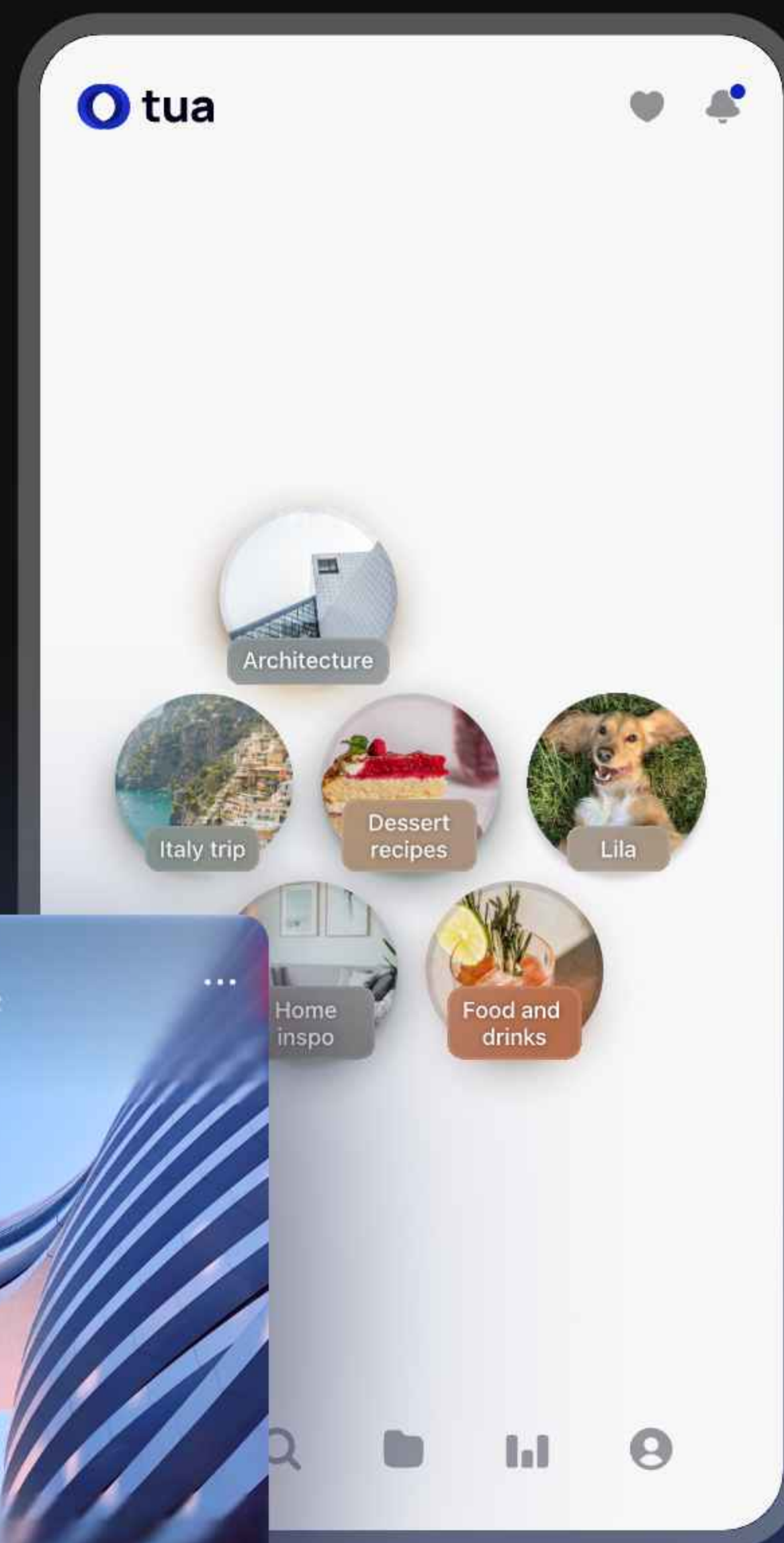
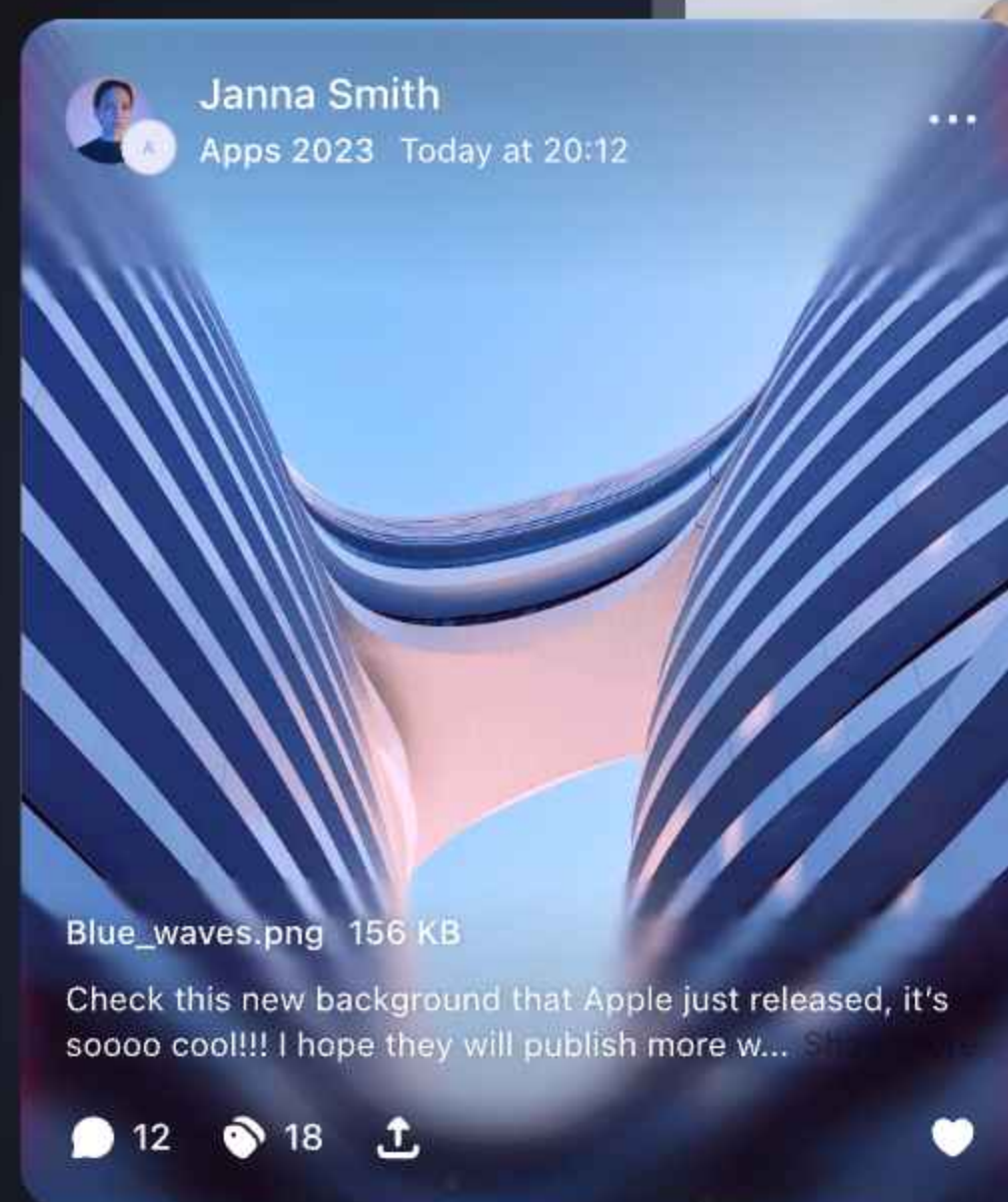
In partnership with Tua, Norway, we're building mobile and desktop platforms focused on private and secure file sharing. Users can upload, organise, and browse multi-format files and links, with precise control over sharing permissions.

## INDUSTRY

Cloud, File storage

## ENGAGEMENT

Standalone product team







# Home workout & social app

We partnered with one of the largest fitness brands in Southeast Europe to work on their app. 80.000 users get access to workout videos, support from a network of experts, and chat groups.

## INDUSTRY

Fitness apps, Social media

## ENGAGEMENT

Standalone product team

## Workouts

Standard   Personalised   Stretching and massage

All   Cardio   Glutes   Abs   HIIT   Weights



Pilates Fitness Anny

• LIVE



20 min Cardio

20h ago



Cardio with Fitness Anny

prije 24h



HIIT workout

02.03.2024.



Abs workout

LIVE



20 min Cardio

20h ago



Notifications



Explore



Messages



Profile

## Videos



Pilates with Fitness Anny

Live session

Workouts

Dance

Recipes

Education

# Workouts

See all



Cardio with Fitness Anny

24h ago



HIIT

02.03.2024.

# Dance

Pogledaj sve



Notifications



Explore



Messages



Profile



# Online financial news portal

A full digital transformation was performed for Kapital, an Oslo-based Hegnar Media sub publication known best for its yearly financial reports and Norway’s richest lists.

INDUSTRY

Online media

ENGAGEMENT

Standalone product team

Kapital

KjøpLogg inn

ListerVinReiseKapiTaltMeny

40 under 40Norges 400 rikesteNorges 100 mektigste kvinnerNorges 500 største bedrifterNæringslivets mektigste

400Norges rikeste

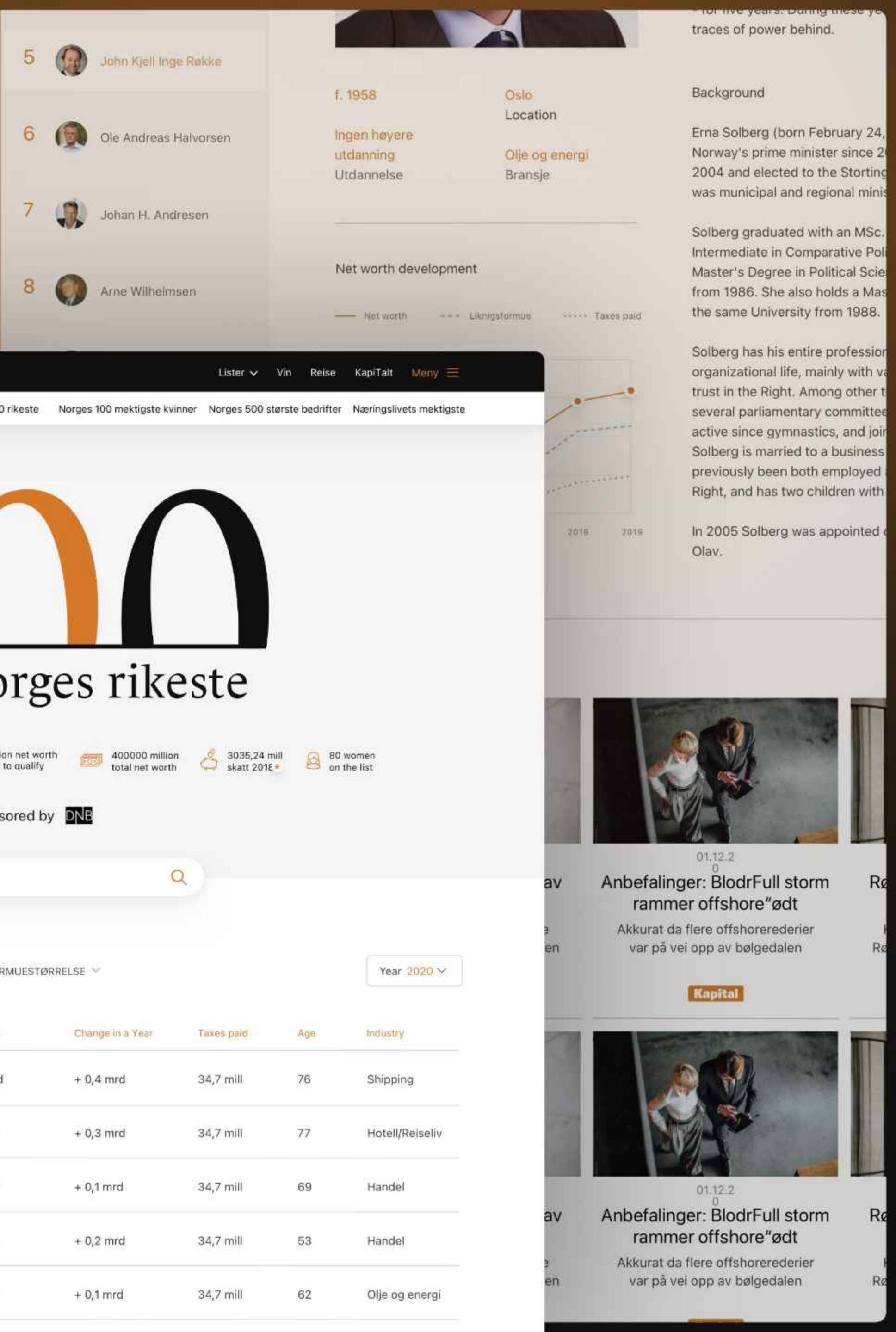
341 billionaires in 201933 billionaires more year over year800 million net worth required to qualify400000 million total net worth3035,24 mill skatt 201€80 women on the list

Sponsored by ONE

Search in the list

Filter list by:GENDERINDUSTRYLOCATIONFORMUESTØRRELSEYear 2020

Rank	Name	Net worth	Change in a Year	Taxes paid	Age	Industry
1	John Fredriksen	1140 mrd	+ 0,4 mrd	34,7 mill	76	Shipping
2	Torstein Hagen	600 mrd	+ 0,3 mrd	34,7 mill	77	Hotell/Reiseliv
3	Odd Reitan	424 mrd	+ 0,1 mrd	34,7 mill	69	Handel
4	Johan Johannson	400 mrd	+ 0,2 mrd	34,7 mill	53	Handel
5	John Kjell Inge Røkke	355 mrd	+ 0,1 mrd	34,7 mill	62	Olje og energi





# Workflow automation platform

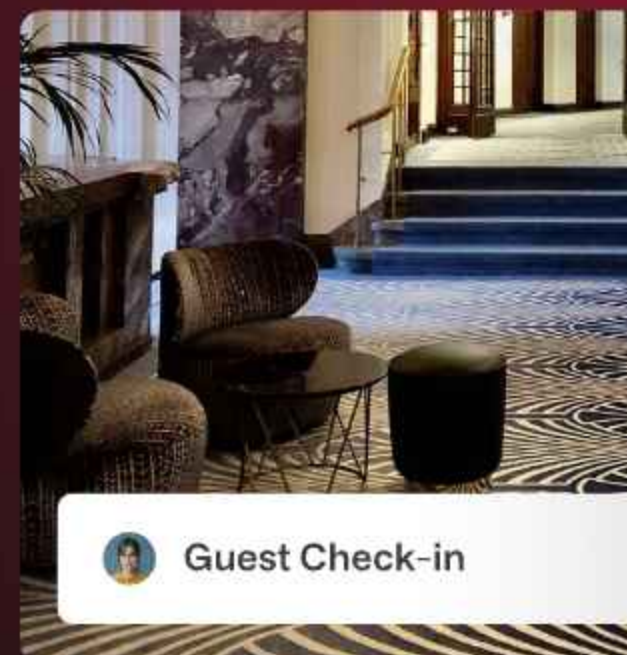
Workflow automation and productivity suite designed to manage hotel staff and boost efficiency.

## INDUSTRY

Hospitality, Workflow automation

## ENGAGEMENT

Standalone product team



CREATED TODAY FOR HOTELS OF TOMORROW

## Unleash the power of automated operations

Shifting the degree to which the hotel managers and staff members can automate hotels core functions and operations.

FIND OUT MORE

GET IN TOUCH

Room 255 status  
Guest checked in



POWERED BY HOUDINI

## Helius guest experience app

Modern traveler is tech savvy and has high expectations, while hotels strive to meet those expectations at a targeted profit margins.

With that in mind we have developed a guest facing app that manages every single possible touchpoint between you and your guest.



GUEST REQUEST

**HELIUS MANAGEMENT SYSTEM**  
Optimised workflow  
No middleman  
No idle time  
Auto-pilot



# Research QA dashboard

We designed and developed a prototype shaping complex features and spectroscopy data into a user-friendly dashboard.

INDUSTRY  
Research, Nutritional science

ENGAGEMENT  
Standalone product team





# Web search, news & shopping aggregator platform

We are a technical partner for the most visited website of Norway, helping them define and execute their digital strategy through design and development.

INDUSTRY  
Online media

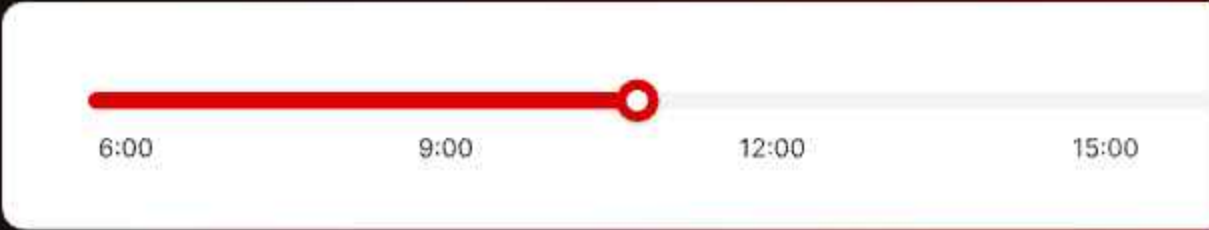
ENGAGEMENT  
Standalone product team

ANNONSØRINNHOLD



Sa kom det inn et tips

5 little gifts for yours  
say "Happy Holidays"



abc/startsiden abc/nyheter abc/tv-guiden abc/søk abc/tv

abc/tv-guiden

HOME FILM SERIES SPORT MORE

TODAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

OCT 16 SAT

Today's TV schedule

Her kan du se hva som skjer på NRK Se hele NRKs store utvalg av serier, dokumentarer, underholdning, film, sport og nyheter.

6:00 9:00 12:00 15:00 18:00 Prime Time 24:00

NRK 2

TV 2 Sport 1 Norway

Now Spin City

18:30 Diving Into Roatan

18:30 Seinfeld

18:30 Husjakt i Karibia

18:30 Husjakt i Karibia

18:30 Sinnasnekker'n Sverige

18:30 2. verdenskrig i farger

NRK 2

TV 2 Sport 1 Norway

Now Premier League

18:30 Diving Into Roatan

18:30 Will & Grace

18:30 Will & Grace

18:30 Spin City

18:30 Spin City

18:30 Seinfeld

NRK 2

TV 2 Sport 1 Norway

Now CITY

Now Husjakt i Karibia

18:30 Diving Into Roatan

18:30 Husjakt i Karibia

18:30 Sinnasnekker'n Sverige

18:30 2. verdenskrig i farger

18:30 Premier League

18:30 Will & Grace

match

Søk etter single i ditt område

SE SINGLE HER

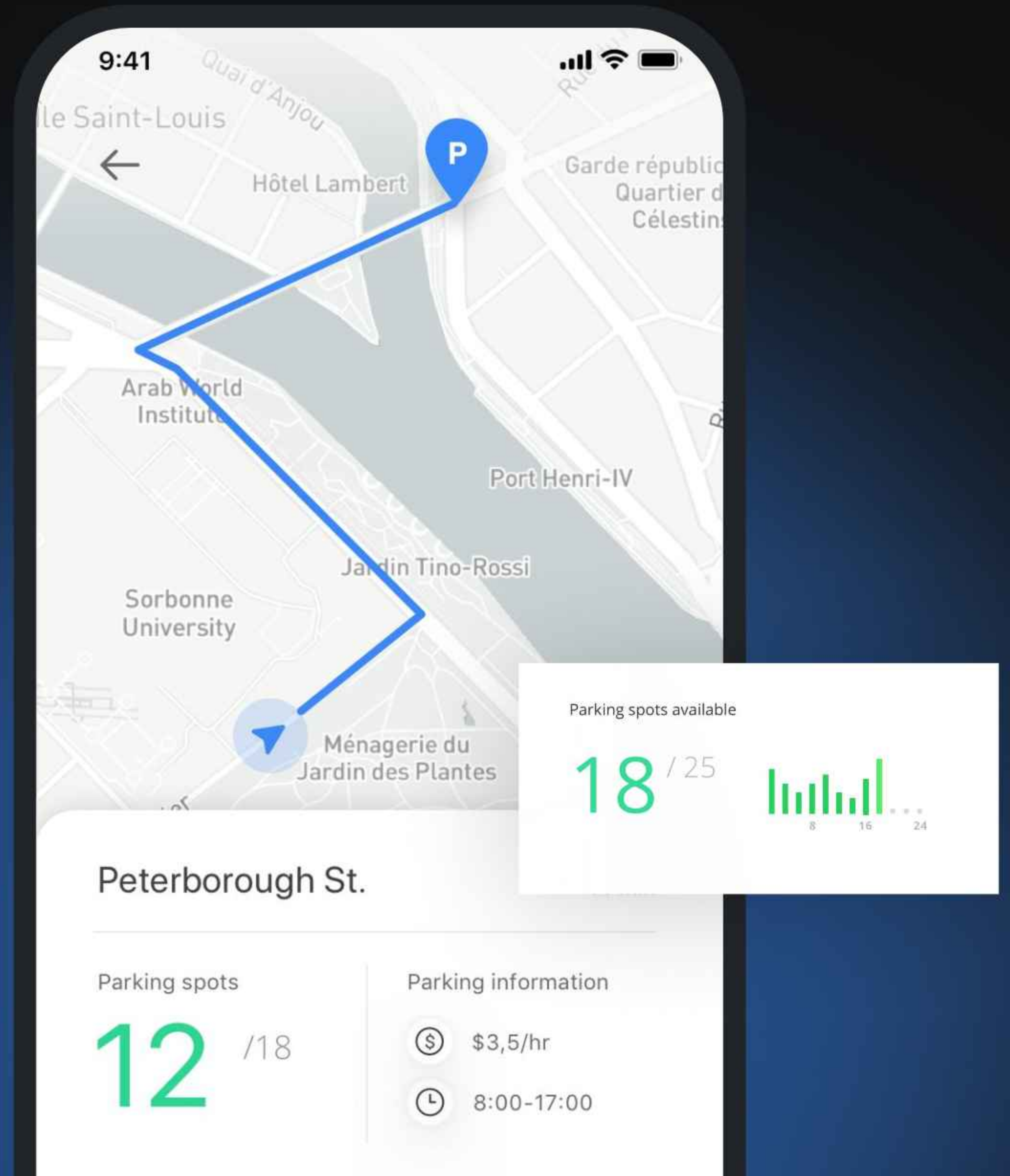


# City scale smart parking system

Award winning parking management, navigation and payment platform for smart cities of tomorrow. Built over a network of 10.000+ NBloT sensors and deployed in 5 European cities.

INDUSTRY  
Smart city

ENGAGEMENT  
Standalone product team





# Smart bike companion app

Our team designed and developed a companion app for this French e-bike brand, offering built-in navigation, bike status and controls, and an intelligent fitness mode.

INDUSTRY

E-mobility, IoT

ENGAGEMENT

Standalone product team



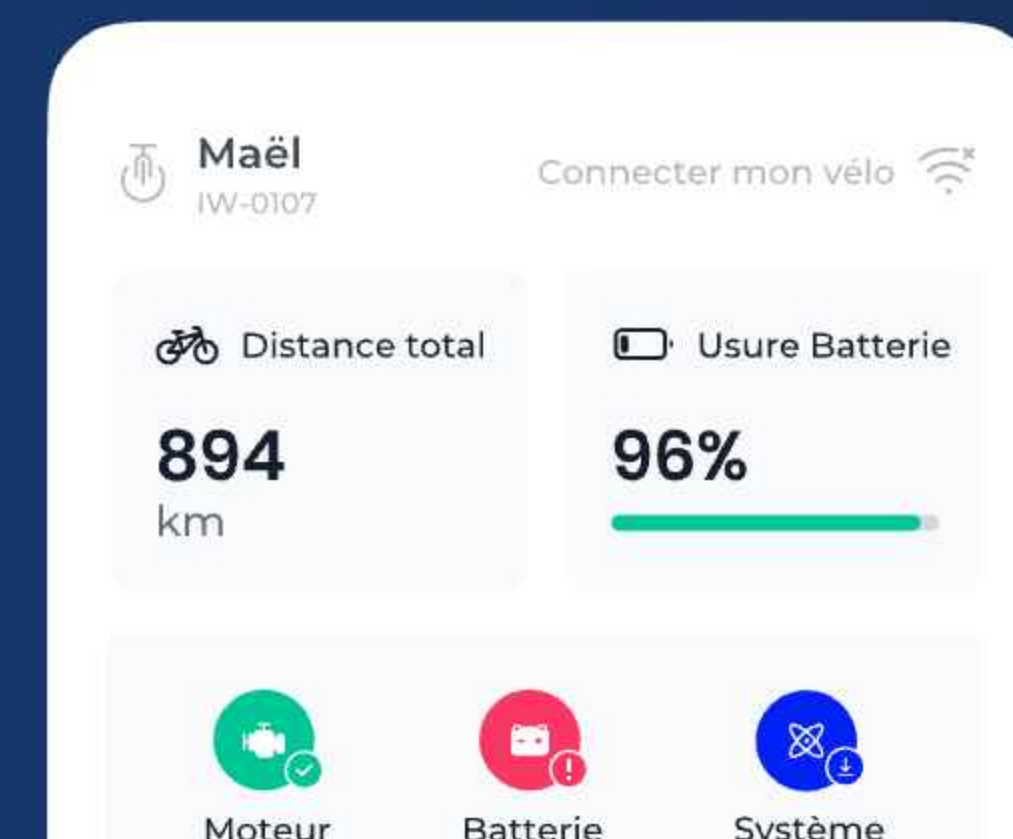
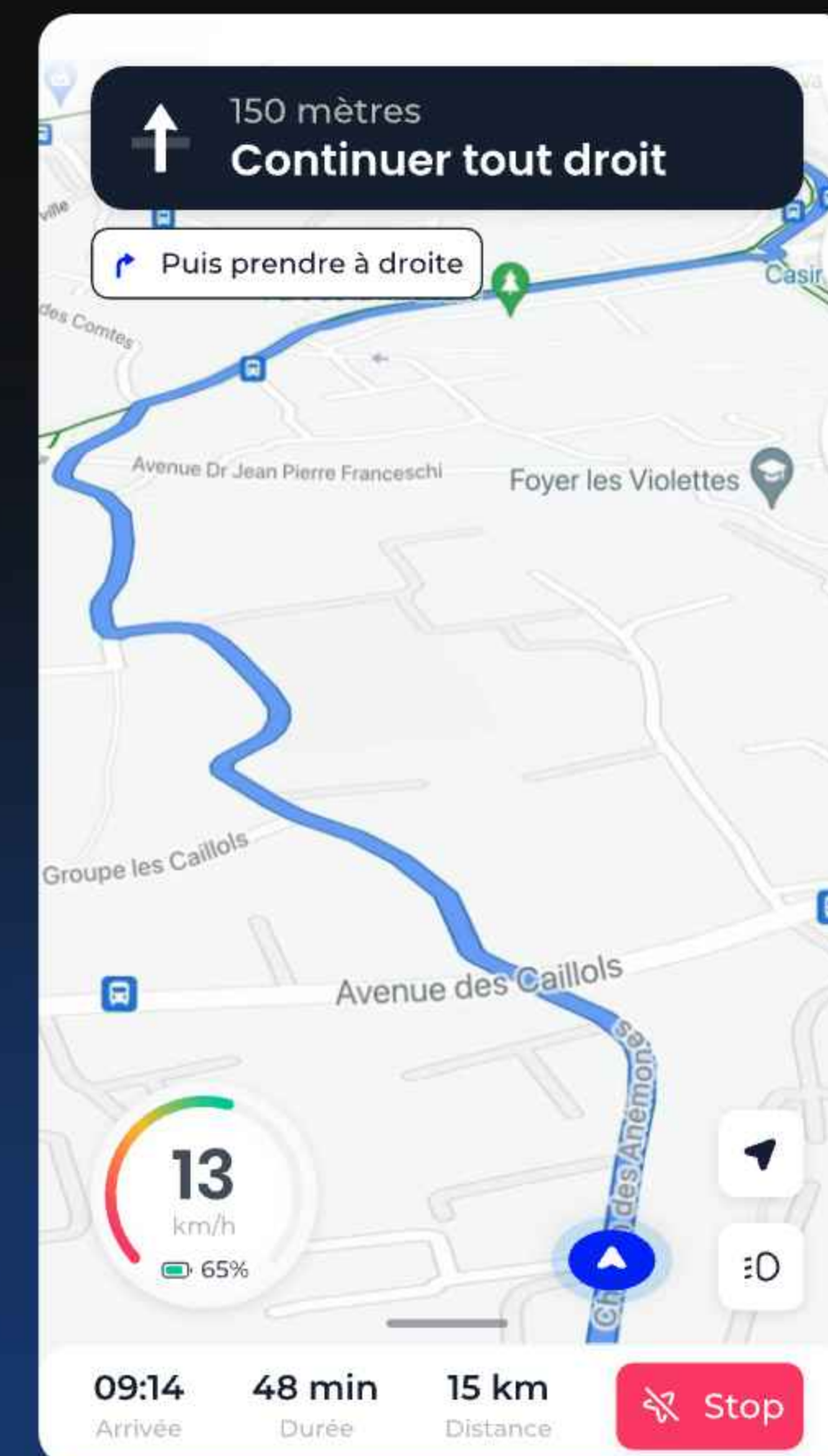
65%

DISTANCE

32.5 km

TEMPS

10:15:22





“Profico offers a complete set of skills;

from design and development to strategic planning and project management. They're more than a provider, so we consider them an essential part of our product development team.”



Jon Trygve Hegnar  
Lead Digital Strategist, Hegnar Media

“Very happy with the willingness and ability

that Profico brings to think about our business-needs and co-create solutions. We are developing big slices of our customer journeys together with Profico.”



Ola Gjønnes  
Product Manager, Hyre

“We have been working with Profico for 9 years,

and could not be more satisfied. They provide excellent services deeply integrated with our business.”



Trygve Sørvaag  
Director products and business development, ABC Startside



# Awards & recognitions

Recognised for excellence in business and leadership.



2025

2x Zlatna Bilanca



ZLATNA  
KUNA

2022 & 2023

2x Zlatna kuna  
Regional winner



2022

EY Croatia  
Entrepreneur of the  
year nominee



2017 & 2018

2x Deloitte  
Technology Fast 50





2023

Dun & Bradstreet  
AAA Creditworthiness



2023, 2024

ISO 27001  
Certified

Trustworthy  
partner certified  
by universally  
recognized  
organisations

Verified business &  
information security  
practices.



# Profico Academy Design & development course



Dev & design education programme for future digital professionals. Guided by our mentors, Profico Academy teaches industry-applicable skills through practical learning.

Envisioned as a bridge between formal education and the real world, Profico Academy aims to equip young developers and UI/UX designers with the skills needed to kick-start their careers.

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# 180

APPLICANTS IN  
2023

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# 16

ACADEMY  
GRADUATES



# Green Future Conference Enviroment Energy & E-mobility

Profico is a proud organizational partner, and our team is responsible for the majority of the digital and visual presentation of the conference.

The conference brings together technology leaders, policy makers, and scientists to spark discussion and encourage action in the fields of green environment, energy, and e-mobility.





# Our ESG pledge Environmental, Social & Governance

1

## Environmental

To inspire positive environmental action by our own example.

2

## Social

To maintain a positive work environment, facilitate growth, and build our community.

3

## Governance

To uphold and introduce quality and legal standards, and ethical business practices.



# Contact us.

[www.profi.co](http://www.profi.co)

Croatia

Put Orišca 11,  
Split, 21 000

Croatia

Radnička cesta 39,  
Zagreb, 10 000

Canada

30 Commercial Rd,  
Toronto, ON M4G 1Z4



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Cofounder  
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Mateo Perak,  
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Glenn Asano,  
President  
[glenn@profi.co](mailto:glenn@profi.co)



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