



# Your digital strategy partner

LiftUp is an international software consulting and development company with a vision to be one of the leading global teams contributing to digital solutions that create and sustain change to improve people's lives.

# Services



**Software consulting  
& strategy**

**Software Product  
Development**

**Integrations &  
Interoperability**

**Team Augmentation**

# Verticals



**Healthcare  
Wellness  
Medical Devices  
Online Education  
Logistics  
Transportation  
Automotive**

**Supply Chain  
Technology/Hardware  
Oil & Gas, Energy  
Chemicals  
Food & Beverages  
e-Commerce  
Banking**



# Success in the digital era equation

discovery + nimbleness + journey =  
*your vision lifted up*

## Reach

Projects delivered in  
30 countries across  
North America, Europe,  
and Middle East

## Locations

Austin, Texas, USA (HQ)  
Oradea, Romania (Offices)  
San Francisco, USA (Sales)  
Maastricht, Netherlands (Sales)  
Toronto, Canada (Sales)

## Team



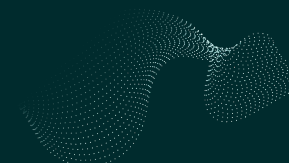
45  
Core team



150  
Extended bench



## Business and Technical Leadership



➤ **Marcel Boscaneanu**  
CEO / CTO  
[LinkedIn](#)



Mr. Boscaneanu has spent more than 15 years developing software and web applications at enterprise scale. His passion is to grow teams that can deliver highly reliable technical solutions. He has made it his purpose to use entrepreneurship to connect those teams to organizations that are transitioning toward an accelerated digital era. His expertise is in translating highly complex problems into technical possibilities

➤ **Bogdan Negru**  
COO  
[LinkedIn](#)



Mr. Negru is a seasoned international executive who is passionate about technology, its impact on business and the most important factor: talent. Highly energetic, creative and result-oriented entrepreneur, has over 15 years in Fortune 500 enterprises and start-ups, with a strong focus on value creation. He is highly versatile in business growth stages easily stepping into strategy, management and revenue-driven role

➤ **George Stan**  
Strategic Business Executive  
[LinkedIn](#)



Mr. Stan is a Senior Technology Executive with 24 years of expertise in Software Engineering. This includes operational management of strategic projects and consulting for Fortune 500 companies, as well as small to mid size enterprises. As an SBE, Mr. Stan combines various knowledge & expertise areas to provide counsel on the strategic issues at LiftUp.

# Digital transformation (DX) as a strategy

*DX is the process of adjusting the business paradigm to answer market demand and expectations through digital solutions.*

We guide our clients through valuable expertise, catering to internal and external needs, such as **software product improvements, tech stack strategy,** and **aligning market demands with development priorities.**

## Software consulting & strategy

## Software Product Development

We carefully craft every aspect of **your software application** from the ground up, ensuring it **aligns with your unique requirements and objectives.** From the initial discovery and development stages to the successful launch, and maintenance and support, **your vision remains at the core of our process.**

We enable you to **adjust the core offering to each client** based on differentiators and end-client segmentation, through seamless **development of custom integrations** and functionalities.

## Integrations & Interoperability

## Team augmentation

As your **digital transformation journey advances,** we provide you **with access to the vital workforce capacity and capabilities** through our teams that act as an extension of your own.

# liftup **Case Study 1**

## Client Business

## Model

### Game-changing Food

Tech platform that empowers restaurants to take full control of their multi-channel online sales and deliveries.



## Key facts

### Phase 1 – Consulting/Strategy + MVP

4 months to market validation

### Phase 2 – Development & Integrations

6 months to revenue generation

Helped secure series A round of \$10M USD

### Phase 3 – Interoperability + New

Planned 18 months

2 new products with AI for multi-channel sales management and white-label online presence wizard for restaurants venturing into the digital space.

Expansion into 2 new countries

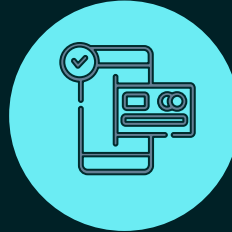
# liftup Case Study 1

## Platform features

**Game-changing Food Tech platform that empowers restaurants to take full control of their multi-channel online sales and deliveries.**



**Unified management of multiple sales channels in a clean beautifully designed dashboard**



**Effortless data synchronization across third-party marketplaces using built-in API capability.**



**Analytics dashboard that enables smarter decision-making**



**Intuitive order management hub to track progress with real-time updates**



# liftup **Case Study 2**

## Client Business Model

**Online Education platform designed to empower lifelong learners worldwide. Users have access to a wealth of features to support their growth, ensuring an intuitive educational experience**



## Key facts

### **Phase 1 – Consulting/Strategy + MVP**

2 months to alpha test group

### **Phase 2 – Development**

6 months to successful launch across 4 continents with varying internet bandwidths

### **Phase 3 –Development & Integrations**

Planned 12 months

The platform scales to reach over 150,000 learners and expands into 20 more languages worldwide

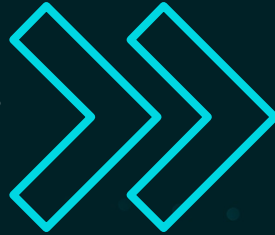
Develop a white-label version that will be available for academic institutions in a SaaS model



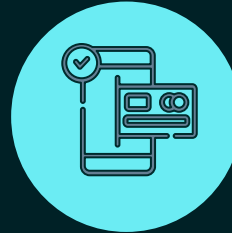
# liftup **Case Study 2**

## Platform features

Online Education platform designed to empower lifelong learners worldwide. Users have access to a wealth of features to support their growth, ensuring an intuitive educational experience



Engaging modular course that allows trainees to progress at their own pace, leading to certifications.



Global accessibility through dual video and audio lessons in 8 languages cater to users across 4 continents

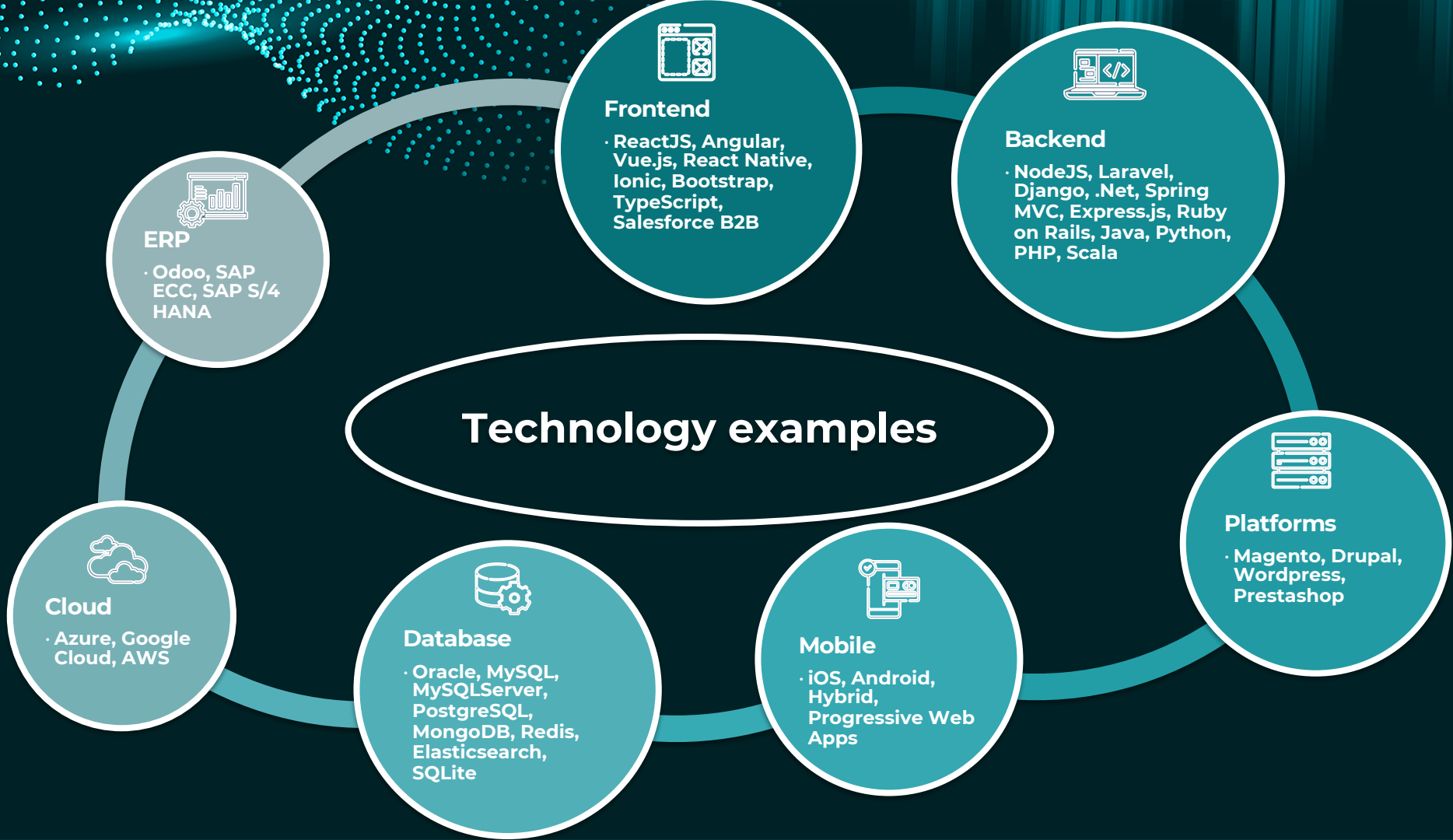


Multi-tiered access management with protocols and gradual levels of control



Collaborative & interactive forum; Analytics for group & individual progress tracking





# liftup **Select Clients**

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**HITACHI**  
Inspire the Next

**HNU** HOCHSCHULE NEU-ULM  
UNIVERSITY  
OF APPLIED SCIENCES

 **nagarro**

**amazon**

**foodi**z**one**

**wipro**

 **SmartConsign.**

 **SERVERS  
SPARES** AND  
COM



# Team Augmentation **liftup**

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## Rates cover:

- ✓ Recruitment
- ✓ Onboarding, payroll
- ✓ Compensation, typical benefits, and retention at market rates
- ✓ Admin, overhead
- ✓ Assigned escalation contact
- ✓ A team that uses your identity

## Rate Card Sample Ranges

### All-inclusive:

- Jr Developer - \$30-40 /hour
- Mid Developer - \$35-45 / hour
- Sr Developer - \$40-65 / hour
- Business Analyst - \$65-75 /hour
- Architect - \$65 / hour +
- Project Manager - \$50 / hour +
- DevOps Architect - \$85 / hour +

*Rates vary based  
on technology stack*

DELIVERING **NEXT**  
**GENERATION** SOLUTIONS TO  
**LIFTUP YOUR IDEAS**

