

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.

Deloitte.

Allianz 

abc/startsiden

EY

ERICSSON 

Finansavisen

Radisson 

FORTRAN

 **Litewallet**

HYRE



Kapital

Le **MERIDIEN**



 **Promise Robotics**

Sotheby's

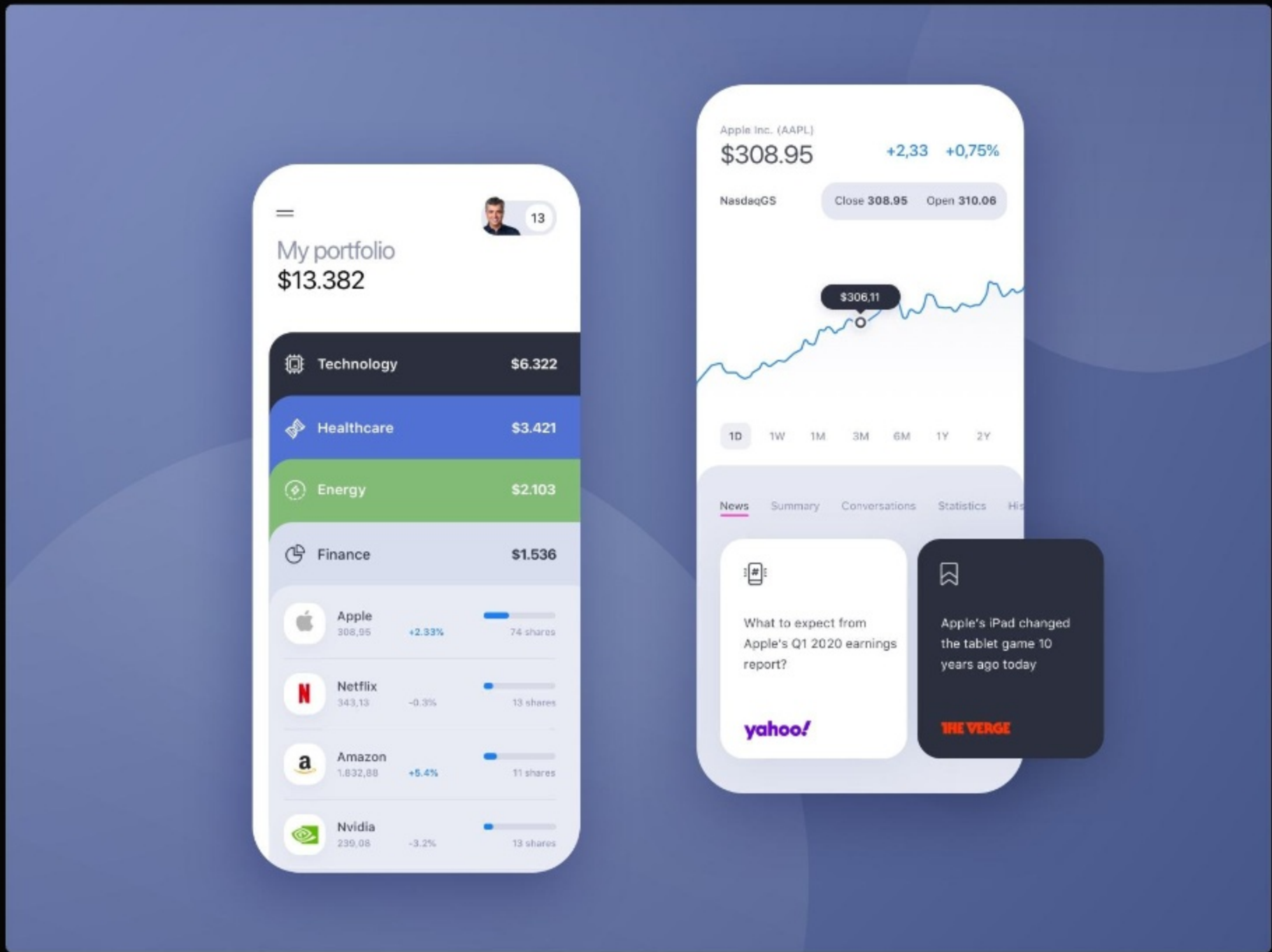
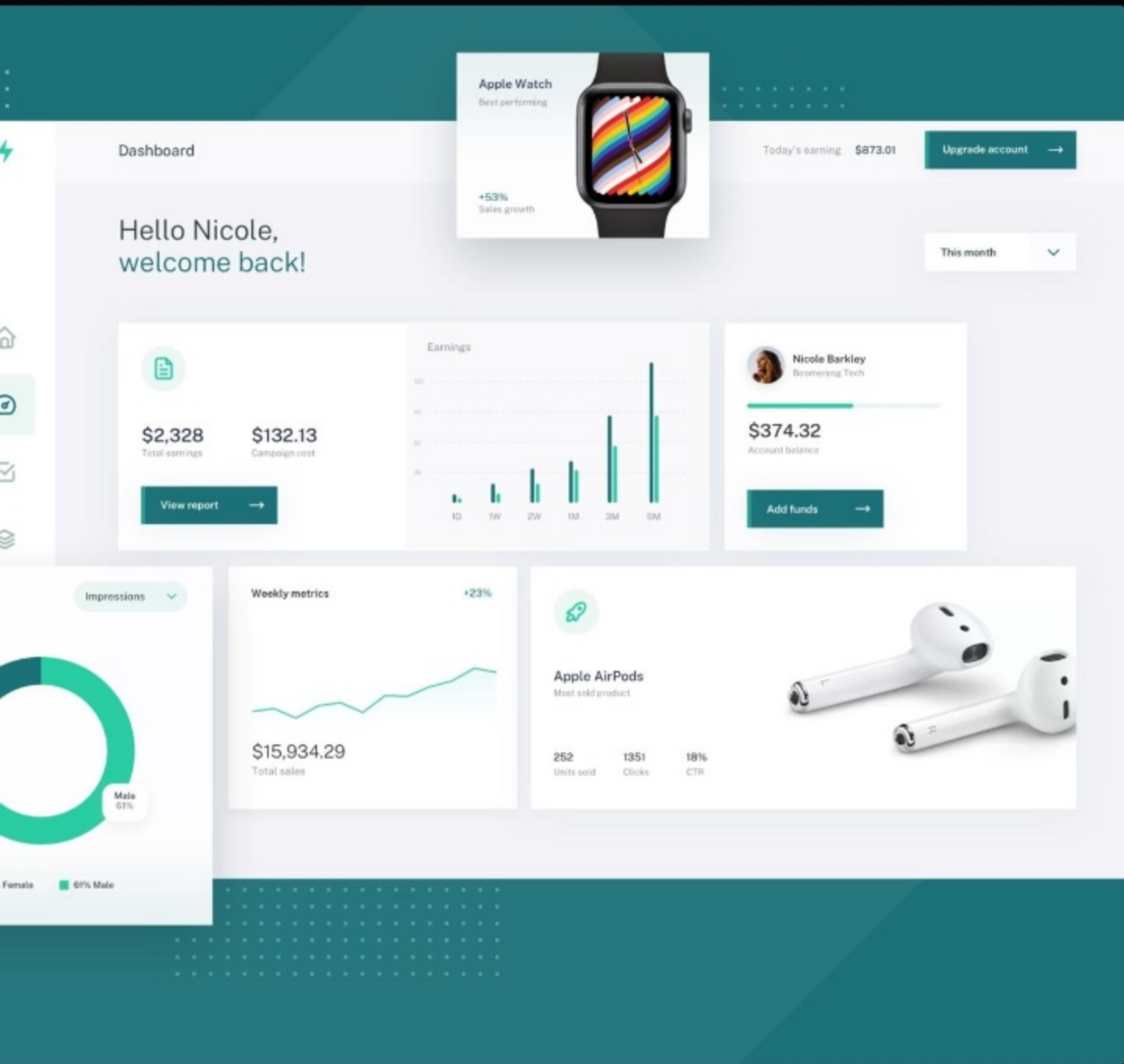
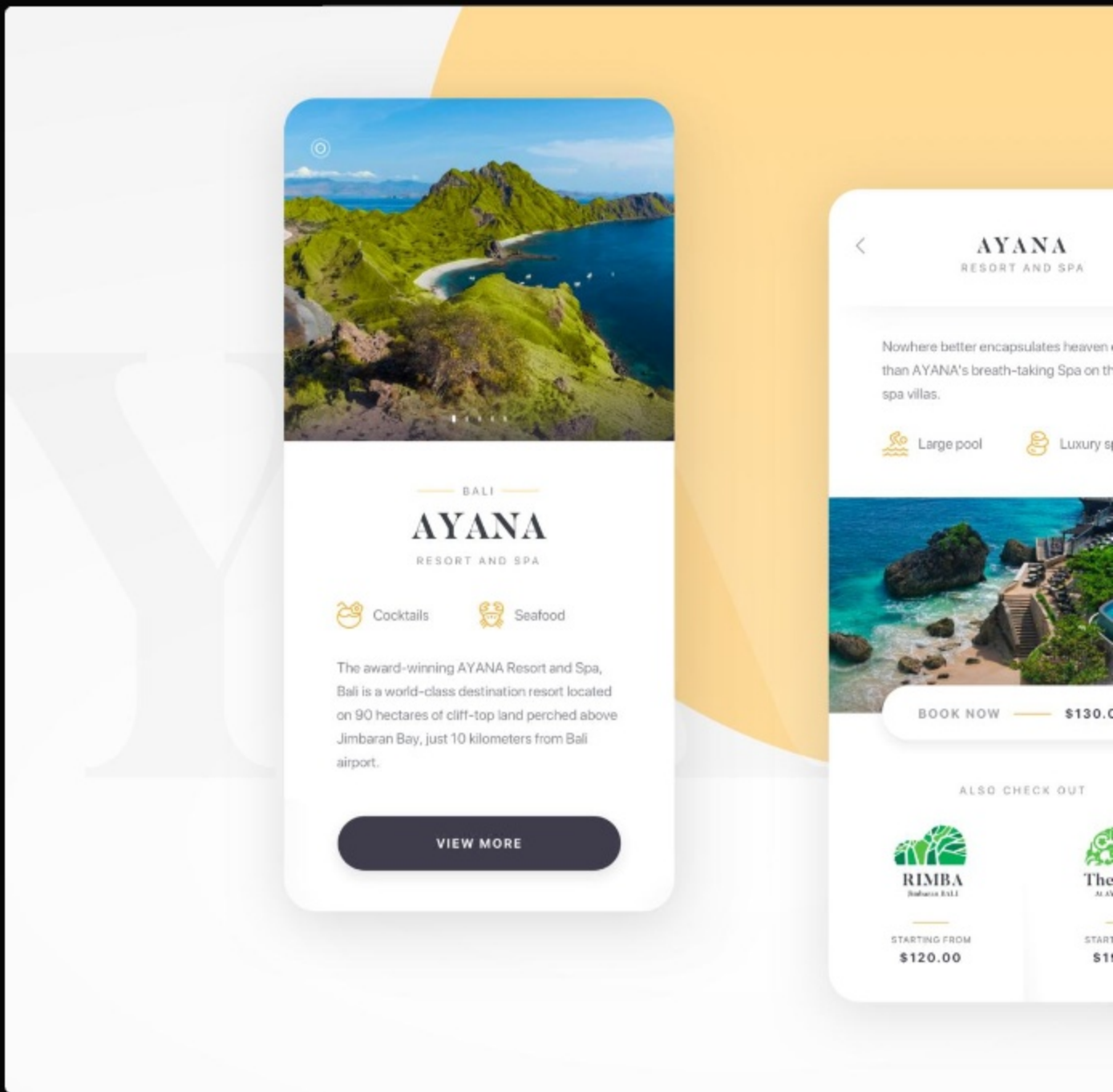
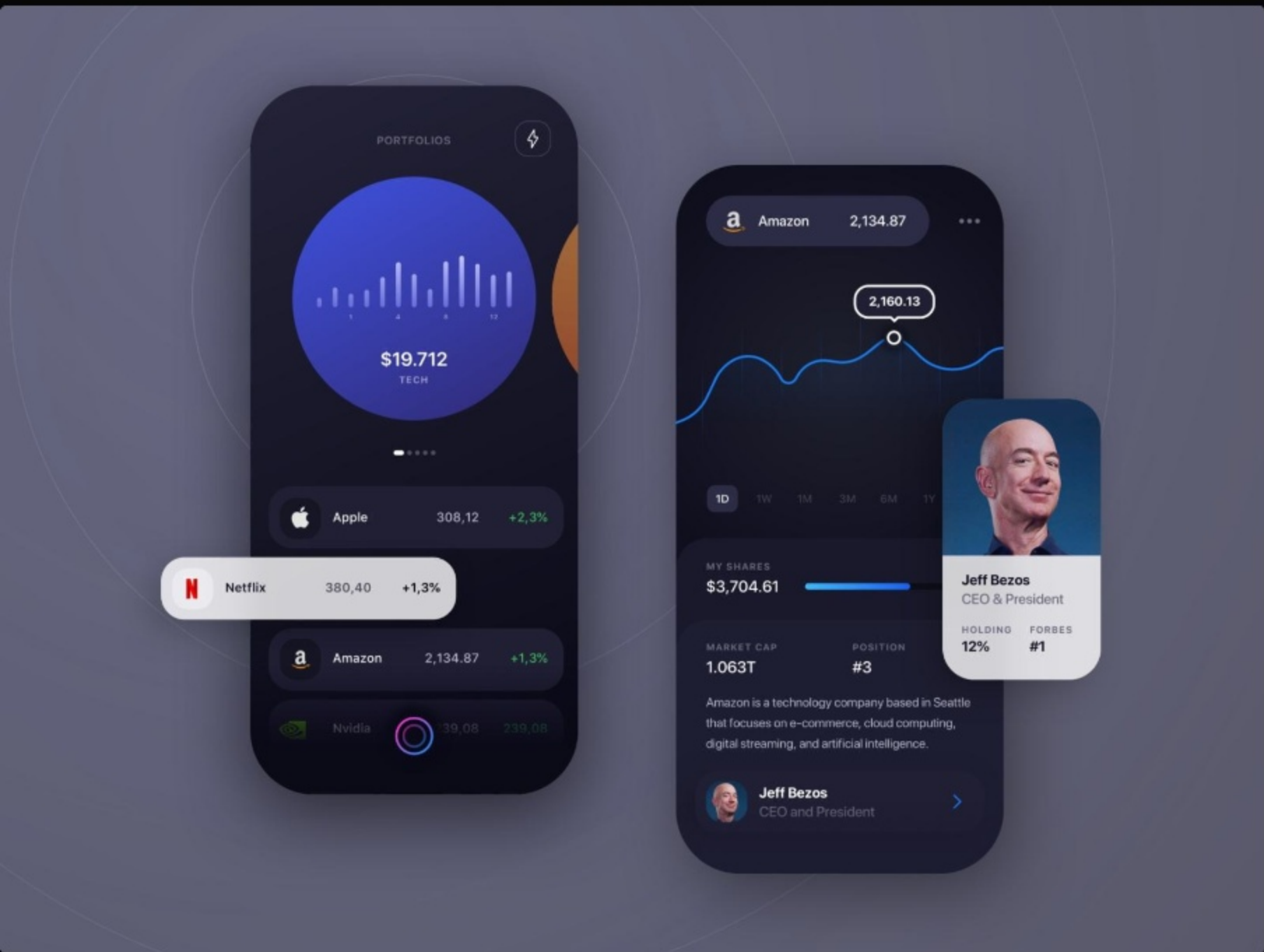
 **nedap**

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

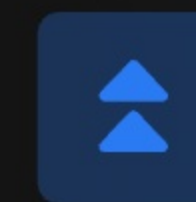
Capitalize on digital opportunities by utilising our end-to-end expertise in creating and scaling digital solutions of any complexity.



[01]

Custom software development

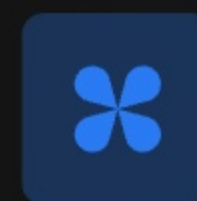
Custom mobile apps and complex web platforms tailored to complement and empower your business model. End-to-end strategy, design, and development services.



[02]

Data analytics & business intelligence

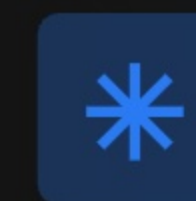
Transforming data into actionable insights with advanced analytics tools, empowering businesses to make data-driven decisions.



[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

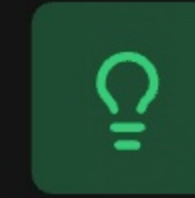
Unlock the power of AI with our comprehensive suite of services, designed to create and scale intelligent solutions tailored to your unique business needs.



[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.

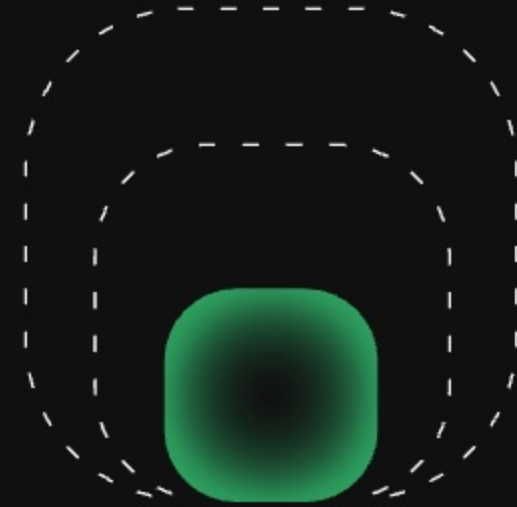


[04]

Predictive & optimization models

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

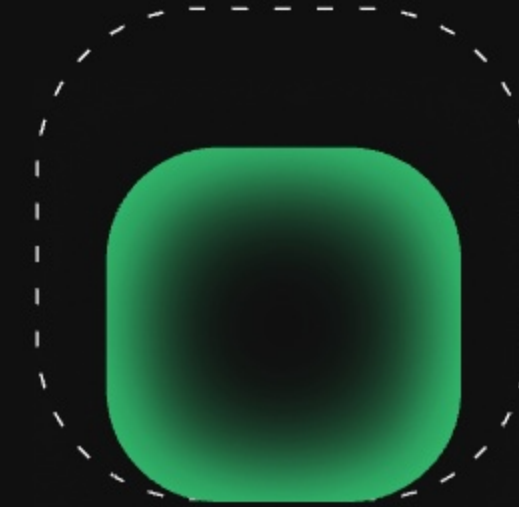
Technical
partner for
all business
sizes



Startups & scaleups

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

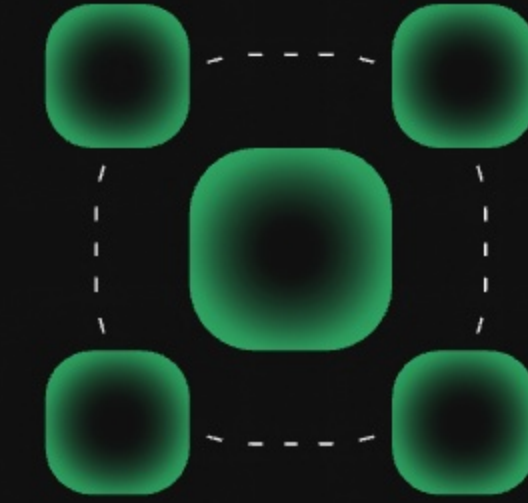
- 01 Rapid MVP building
- 02 Digital product concept validation
- 03 Skillset expansion w/ team extension
- 04 Full-scope digital product creation



SMEs

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

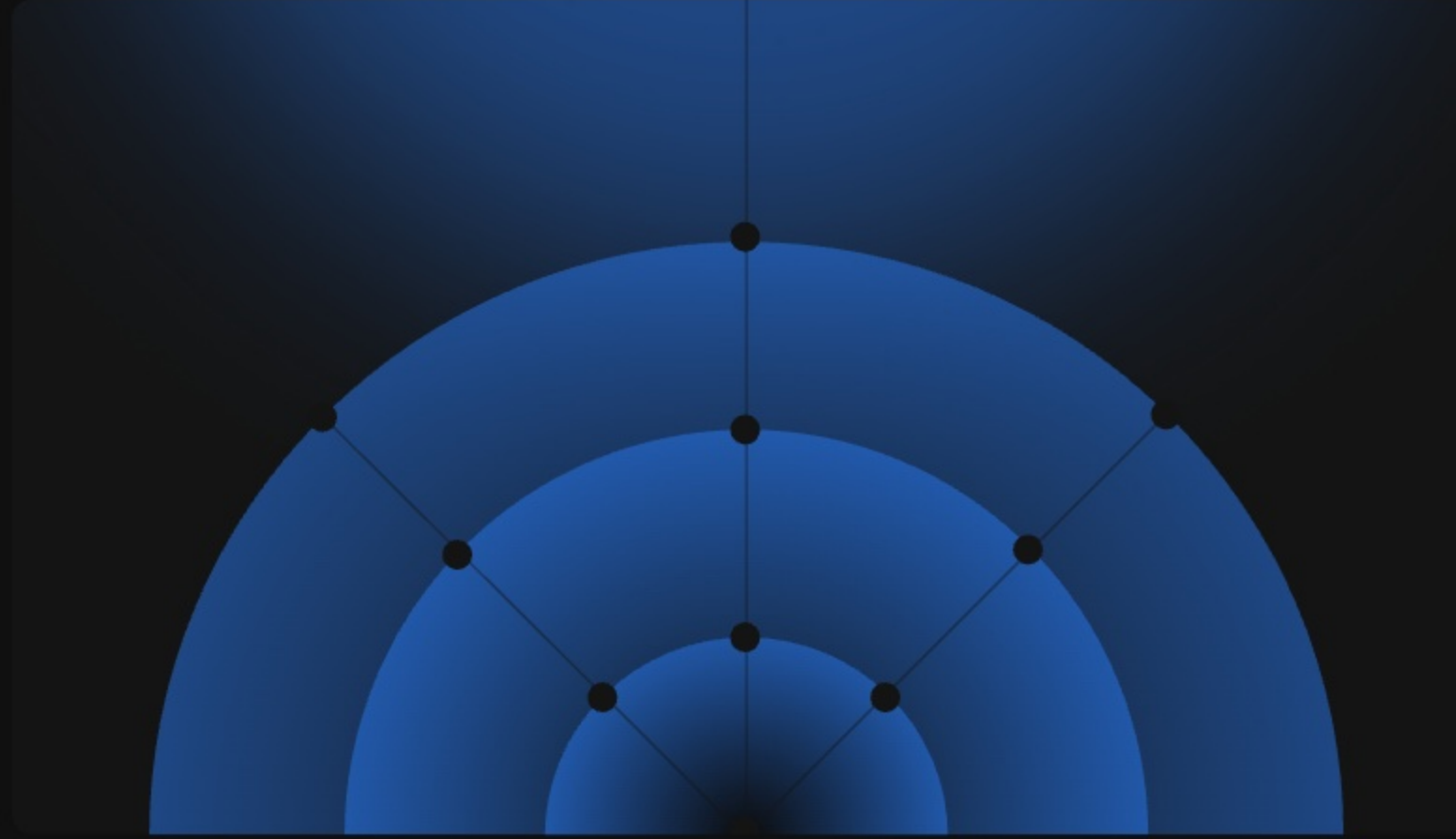
- 01 Full-scope digital product creation
- 02 Digital transformation & strategy
- 03 Digital product scaling
- 04 Advanced data analytics & business intelligence



Enterprises

Enterprise consultancy and comprehensive digital services. ISO27001 certified.

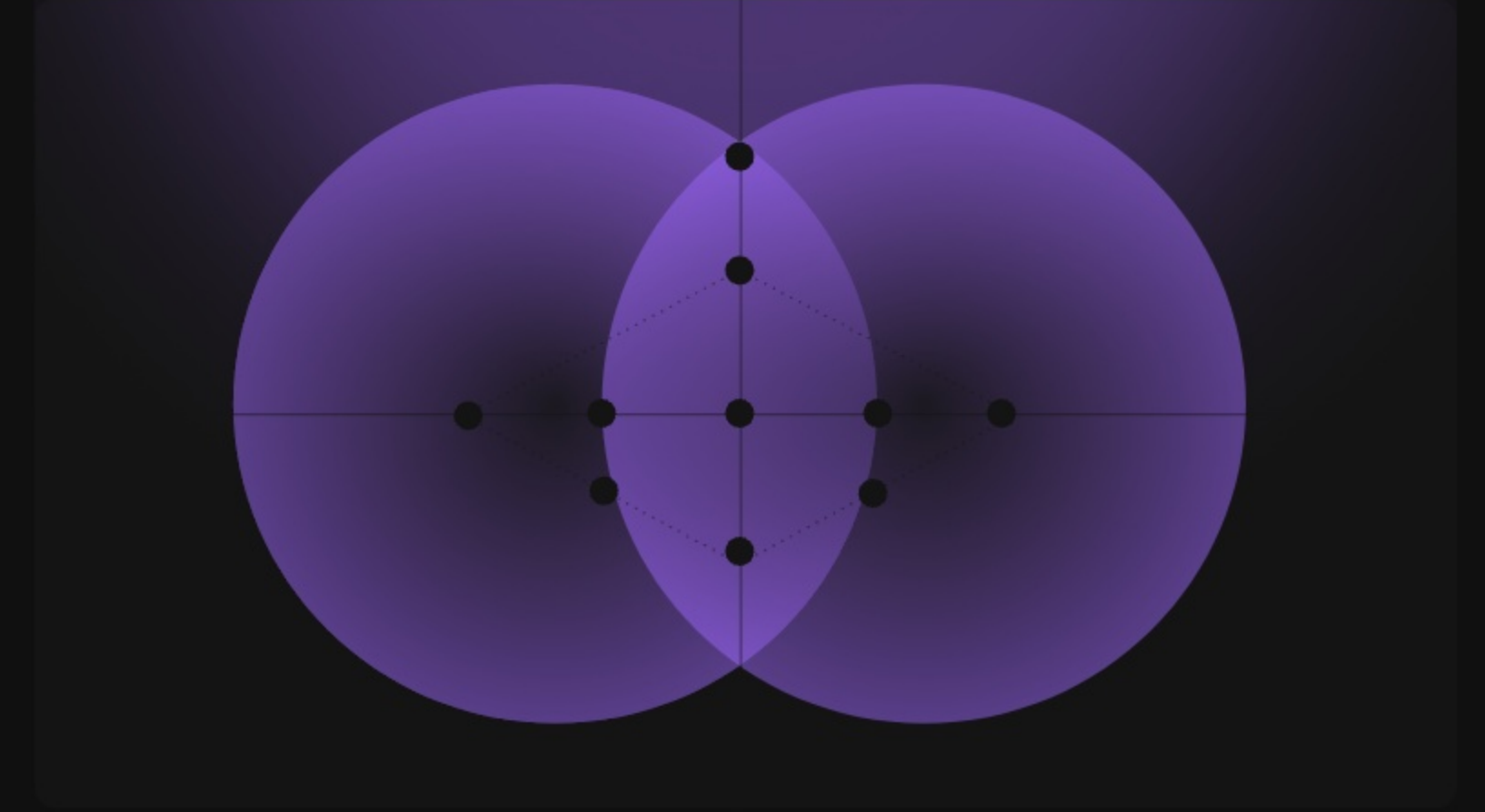
- 01 Digital transformation & strategy
- 02 Data-driven decision making support
- 03 Applied AI and automation
- 04 Technical staff augmentation



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

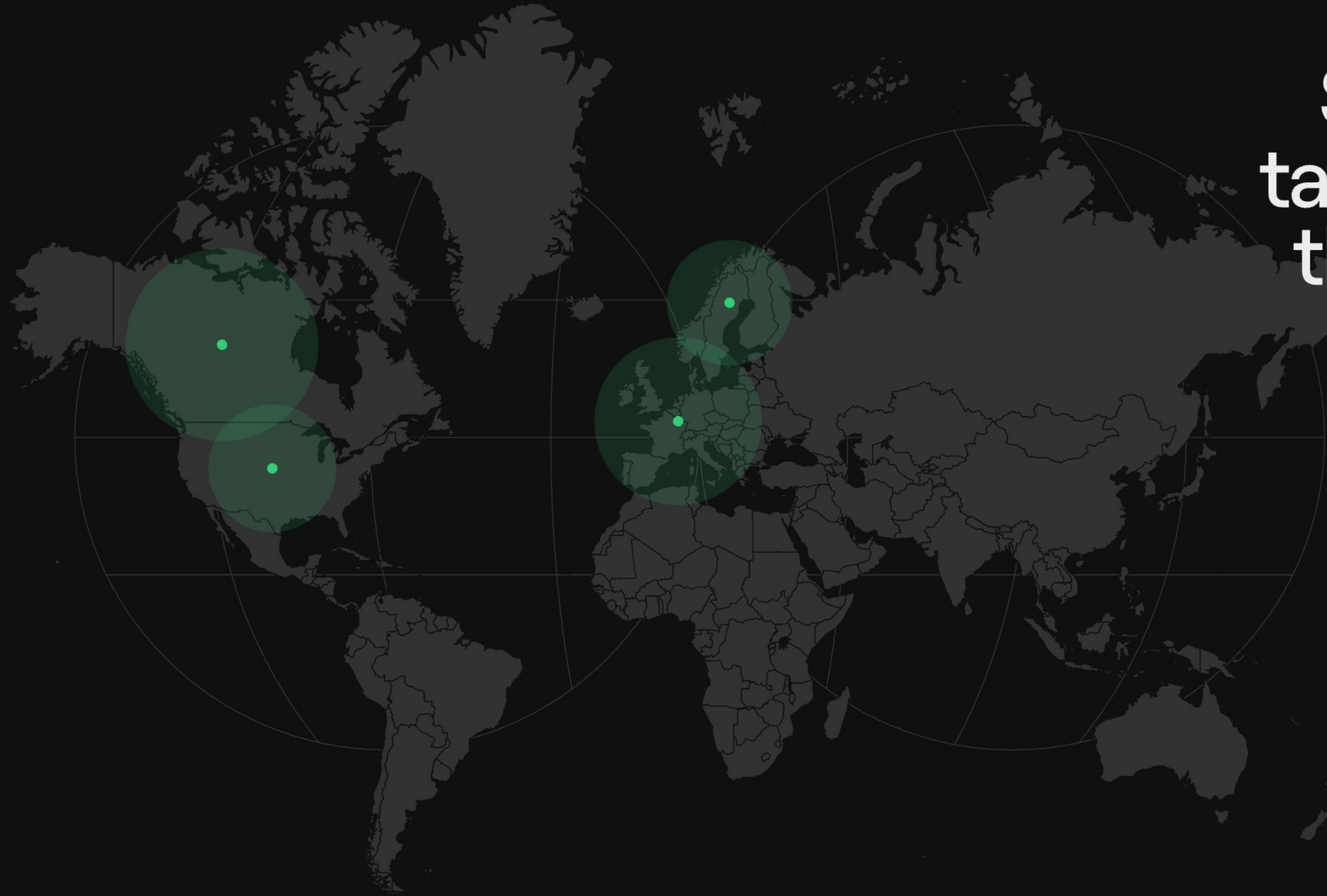
Profico.Network covers the majority of tech stacks used in mobile and web development

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

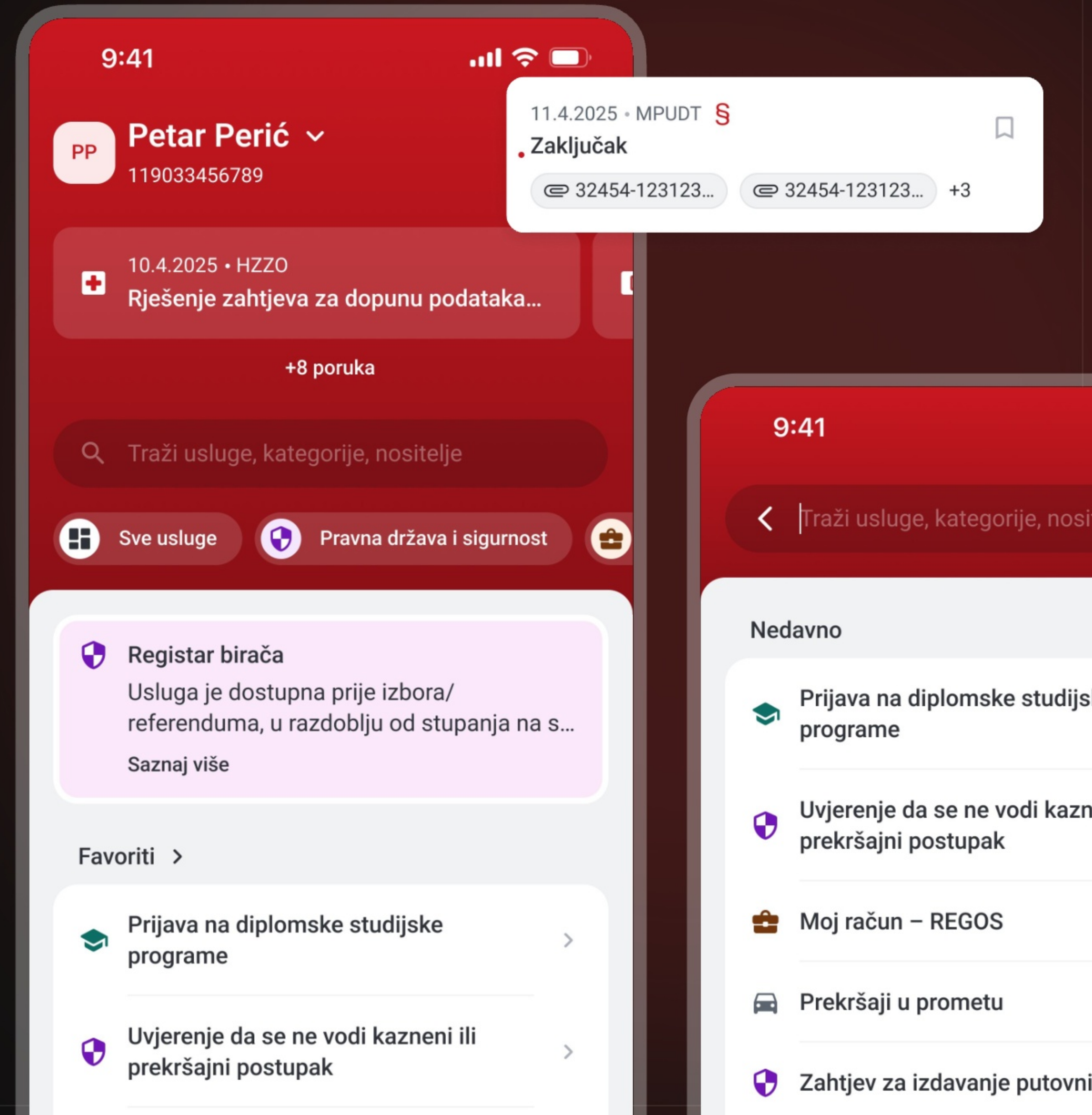
As the mobile development team on one of Croatia's most ambitious national digital projects, we built the mobile app – the system designed to scale to millions of Croatian citizens, offering access to services from various government bodies in a single, secure place.

TECH STACK

Kotlin Multiplatform (Android & iOS)

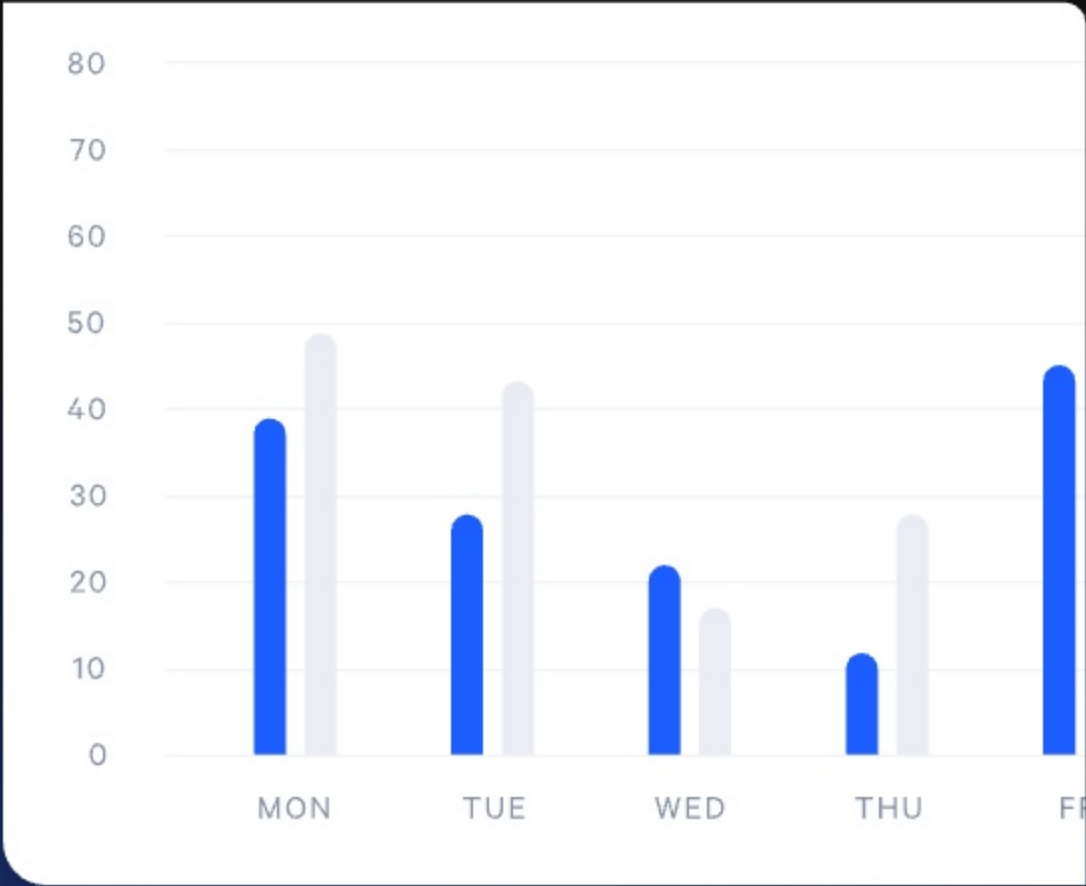
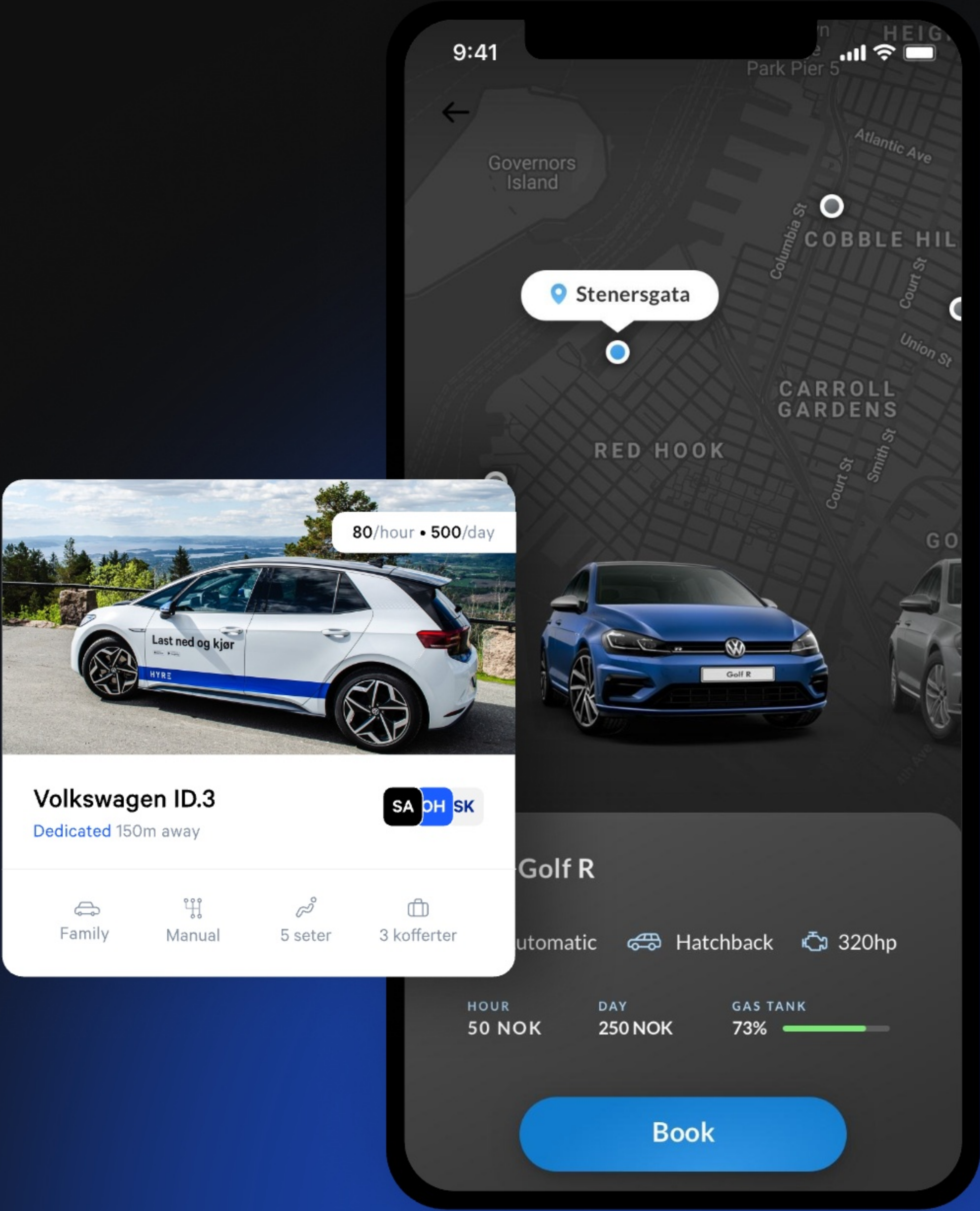
SwiftUI (iOS)

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.



Add expense

Drag and drop here
or
[Browse](#)

Various projects & consulting

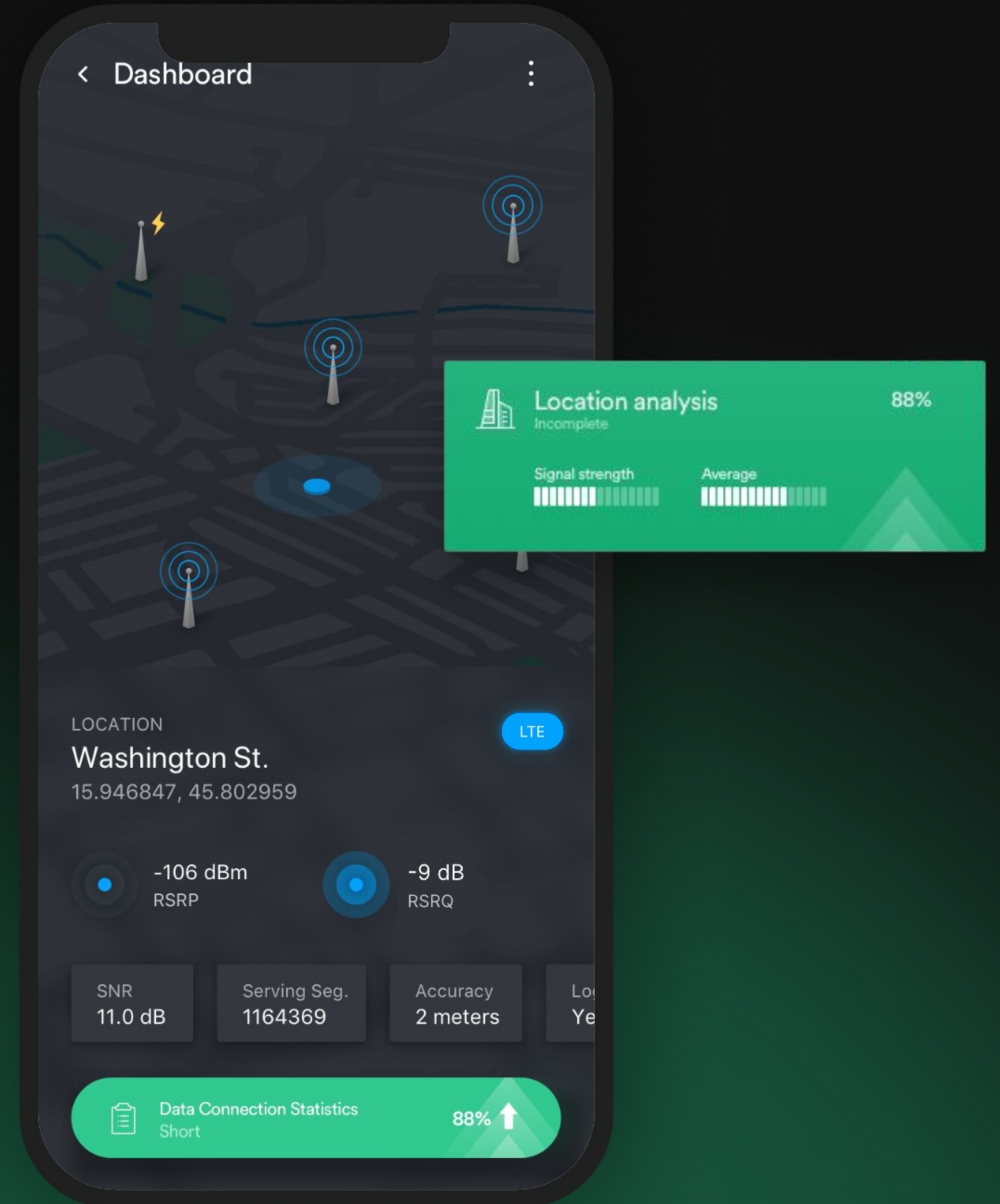
Along with providing continuous consultancy services on system architecture, mobile and backend development, we also collaborated on several public tender projects with this leading ICT provider.

PROJECTS

Smart City Parking

Network test and monitoring tool

E-health mobile consultancy app



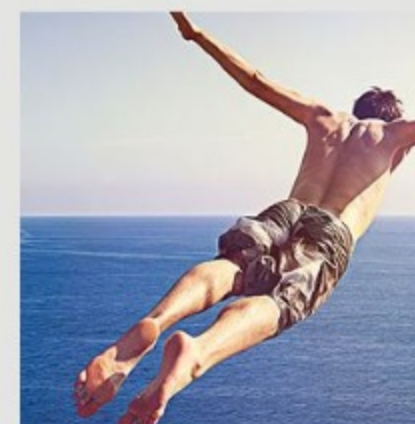
Sales support dashboard

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

Općenito o Allianz Zagreb

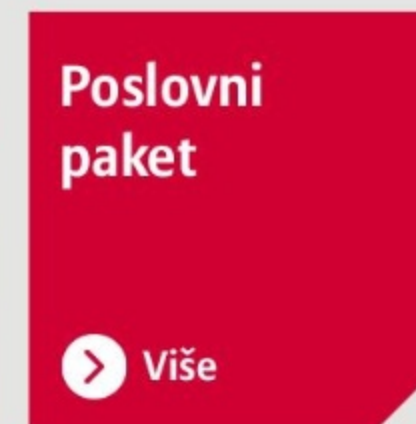
Allianz je u Hrvatskoj prisutan od 1999. godine, kada njemački Allianz zajedno sa Zagrebačkom bankom preuzima...

 Više



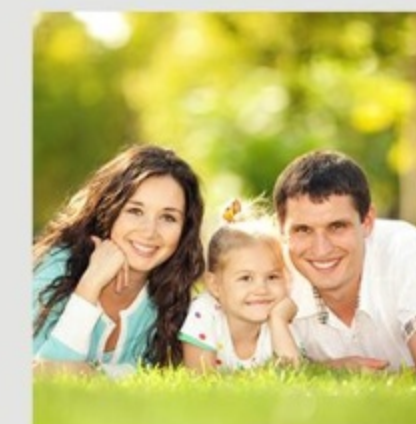
Poslovni paket

 Više



Auto osiguranje

 Više



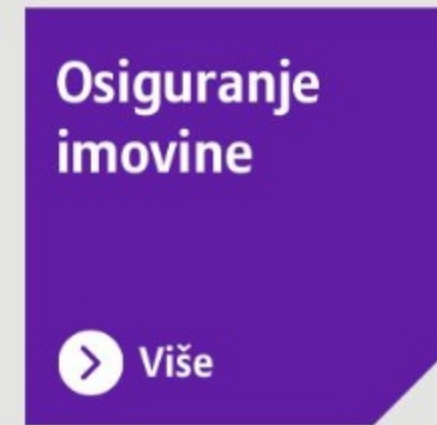
Osiguranje života

 Više



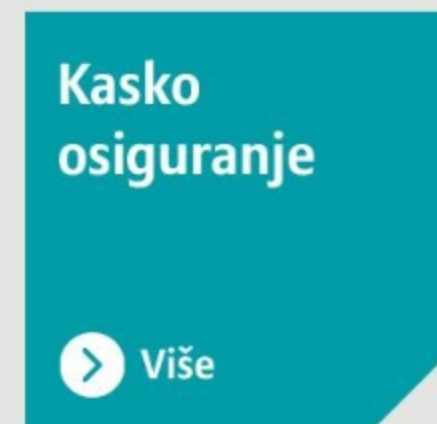
Osiguranje imovine

 Više



Kasko osiguranje

 Više



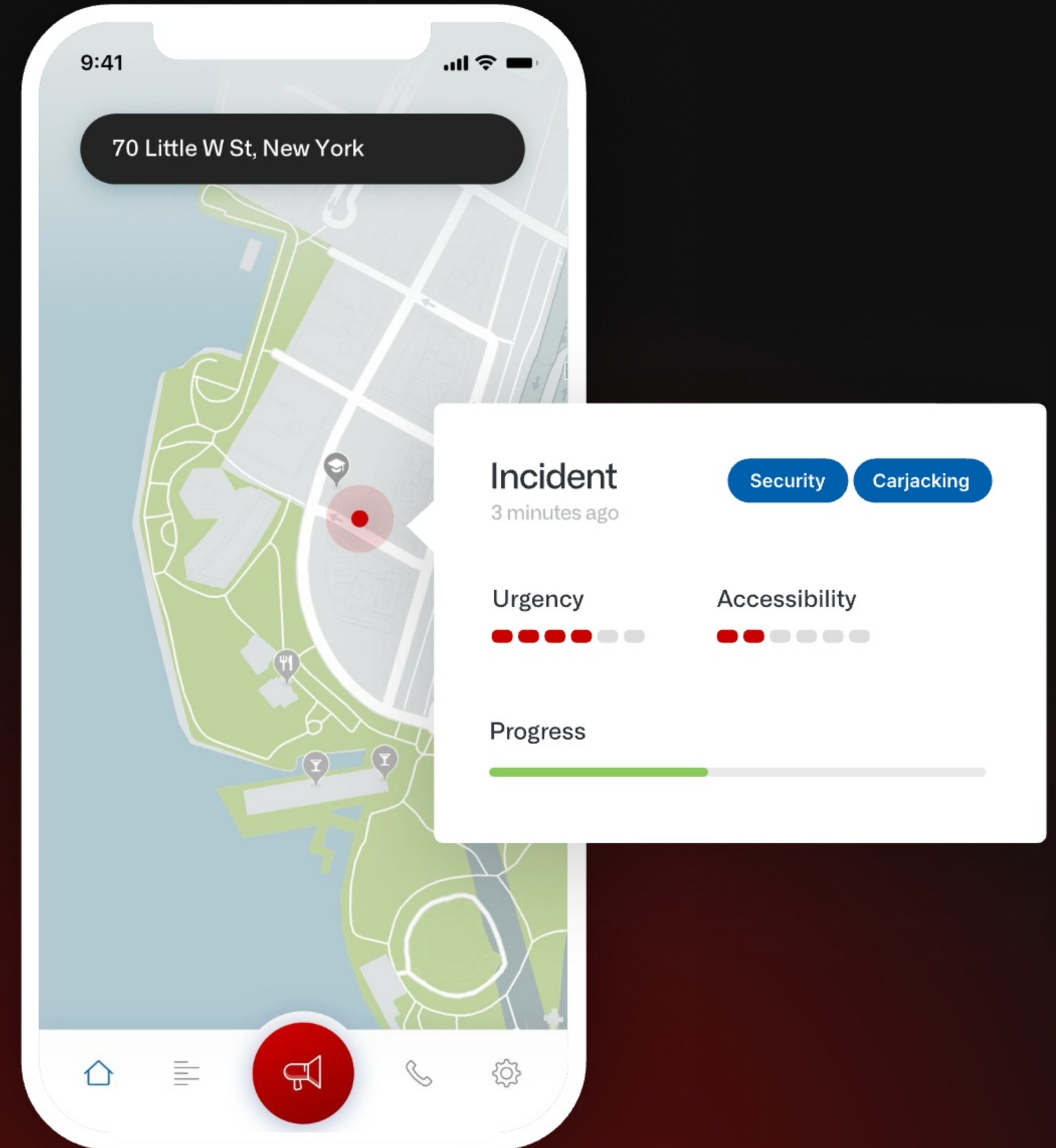


Incident Management App

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', along with buttons for 'Kjøp', 'Logg inn', and a 'Menu' icon. Below the navigation bar, a ticker shows market data: Oslo Børs (1153,04, +0,11), Brent spot (69,54, +0,62), US Dollar (8,92, -0,11), and EUR (10,45, -0,44). A search bar is also present.

The main content area features a large article titled 'NÅ: Stort innsidesalg-fallet tiltar i ESG-aksje' (Now: A large insider sale-fall is approaching in ESG stock). The article includes a video thumbnail and a text snippet: 'An attempt to remove California's governor from office has brought attention to a populist electoral tool'.

To the right of the main article is a 'Siste nytt' (Latest news) section with a list of updates: '13:29 ARBEIDSLIV: Oslofolk gir bønn gass, peker nese til MDG', '13:03 POLITIKK: Blandet dag på Wall Street etter svake jobbtall', '12:30 ARBEIDSLIV: Danske Bank venter flere år med oljeoppgang', '12:27 BØRSOPPDATERING: RML Short Wheelbase er basert på Ferrari 550 Maranello', '11:40 BØRSOPPDATERING: Grin-gründer Lars-Martin Berglund har utviklet et retursystem for å sikre gjenbruk og resirkulering', and '11:04 BØRSOPPDATERING: Tror rotasjonen fra vekst til verdiaksjer har startet'.

Below the main article, there's a section titled 'Is America getting less dynamic, less global?' with a video thumbnail and a text snippet: 'An attempt to remove California's governor from office has brought attention to a populist electoral tool'.

At the bottom, there's a large advertisement for a blue Tesla Model S, with the text 'Ser du på nybilsalget i' (Are you watching the new car sale in).



Wine discovery platform & wine stock management

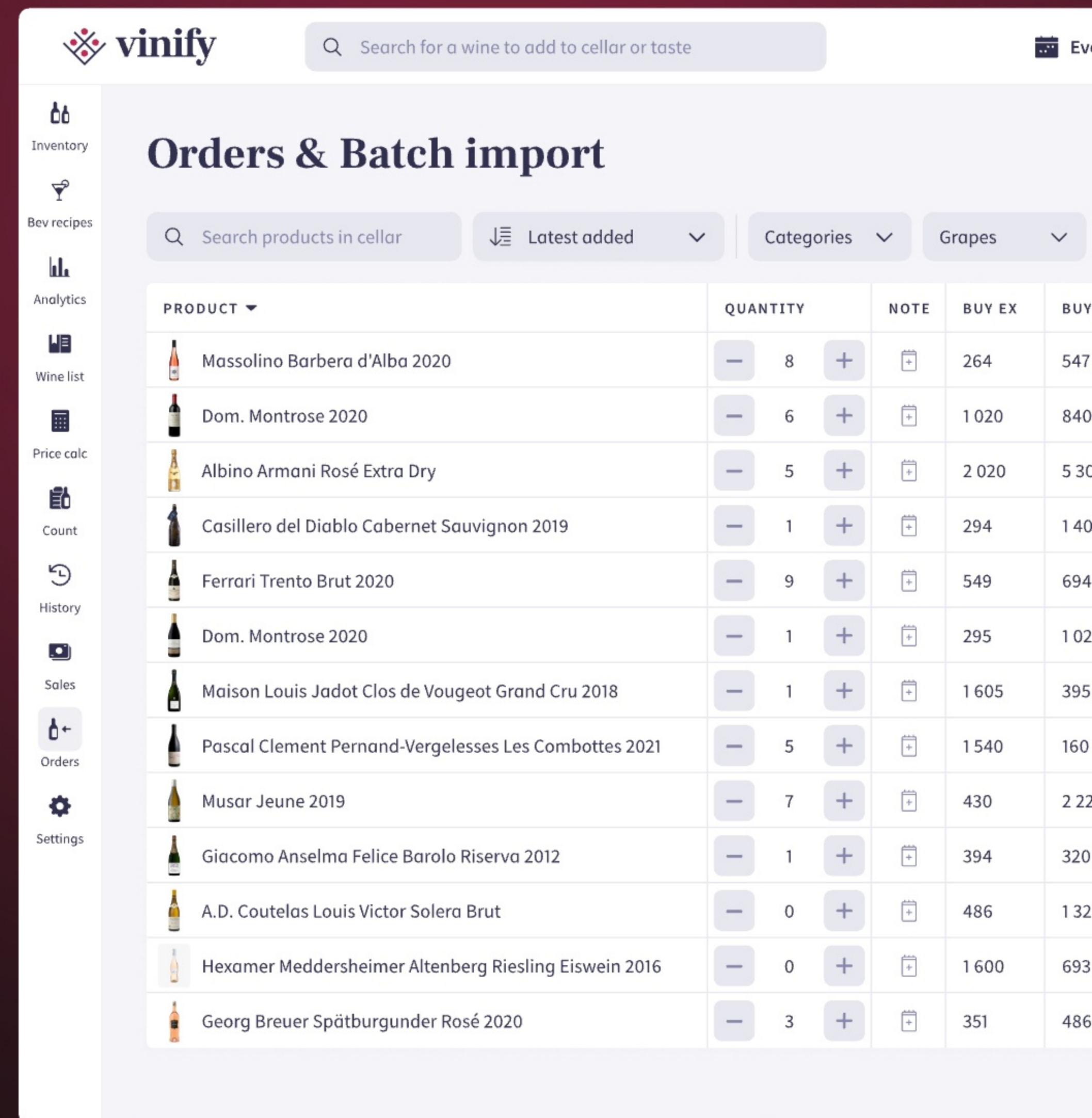
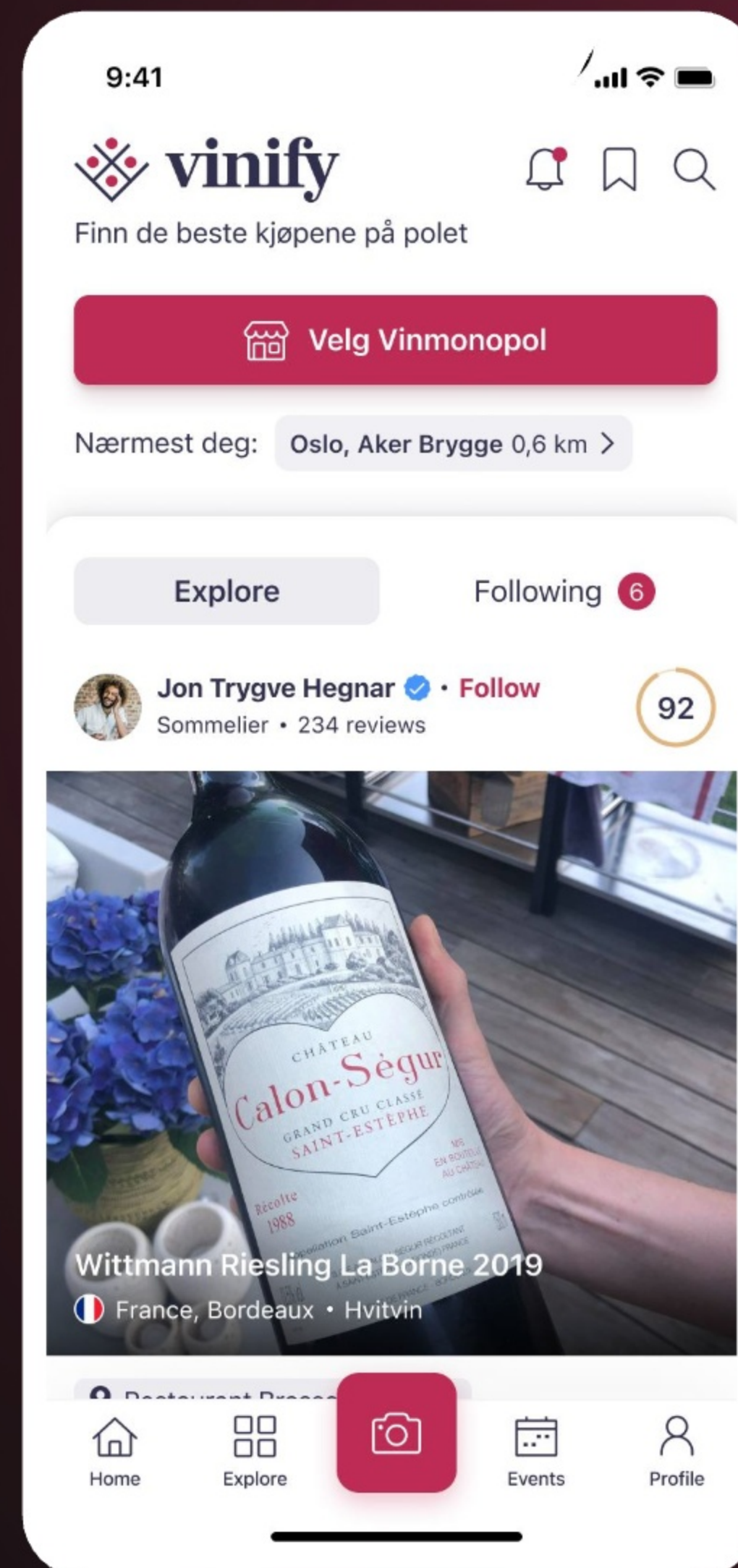
We've been a technical partner for this Norwegian startup since day one, handling design and development efforts of their online platform.

INDUSTRY

Food, Supply chain

ENGAGEMENT

Standalone product team



Orders & Batch import

Search products in cellar		Latest added	Categories	Grapes
PRODUCT	QUANTITY	NOTE	BUY EX	BUY IN
Massolino Barbera d'Alba 2020	8		264	547
Dom. Montrose 2020	6		1 020	840
Albino Armani Rosé Extra Dry	5		2 020	5 30
Casillero del Diablo Cabernet Sauvignon 2019	1		294	1 40
Ferrari Trento Brut 2020	9		549	694
Dom. Montrose 2020	1		295	1 02
Maison Louis Jadot Clos de Vougeot Grand Cru 2018	1		1 605	395
Pascal Clement Pernand-Vergelesses Les Combottes 2021	5		1 540	160
Musar Jeune 2019	7		430	2 22
Giacomo Anselma Felice Barolo Riserva 2012	1		394	320
A.D. Coutelas Louis Victor Solera Brut	0		486	1 32
Hexamer Meddersheimer Altenberg Riesling Eiswein 2016	0		1 600	693
Georg Breuer Spätburgunder Rosé 2020	3		351	486

Construction robot production planning software

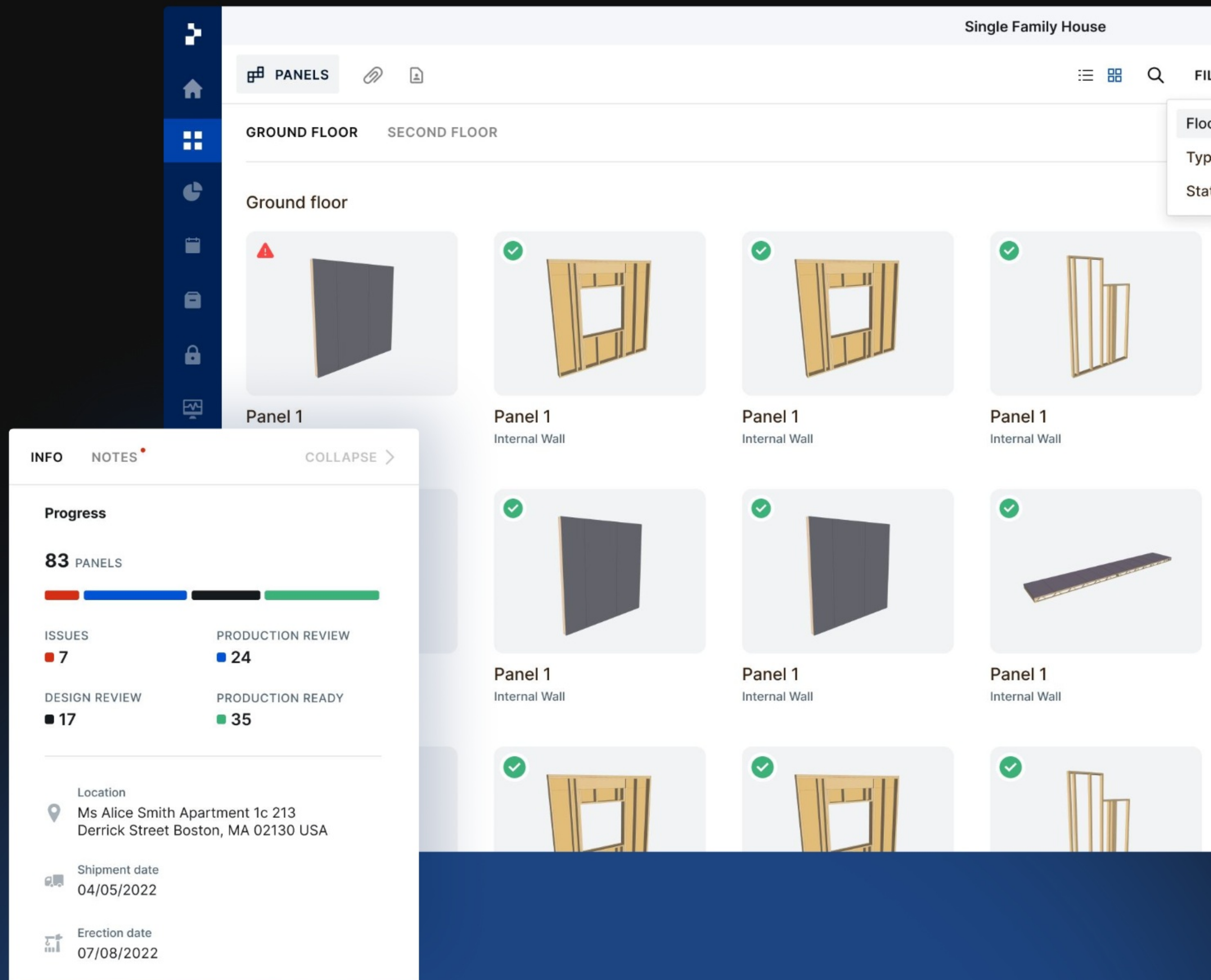
We're designing and developing cloud-based software used for production planning, factory floor operations, scheduling, and logistics for robotic house construction.

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

Dashboard

Total Portfolio Value ⓘ

\$112,312.24

Wallet Balances

22.39401000 BTC

\$1,300.00 CAD

Deposit

Withdraw

Current Price

\$26,670.25 ↗ 0.04%

Buy

Sell

1H

1D

1W

1M



12:55 AM

6:35 AM

12:15 PM

5:55 PM

Recent Transactions

- CAD Deposit + \$81,123.10
2022-06-09 7:06 PM
- BTC Sell - 12.48513391 BTC + \$81,123.10
2022-05-27 12:32 PM
- CAD Deposit + \$81,123.10
2022-06-09 7:06 PM

View All

Contact

Learn more about our real estate, mortgage, and corporate account services

Transaction Details

×

- \$81,123.10

Cancel Transaction

Transaction ID
HD82NA2H

Date & Time
2022-06-09 07:06 PM

Transaction Type
CAD Withdraw

Transfer Type
Wire Transfer

Status
Pending

Destination
James Arthur

Note
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ac sit a eu sed faucibus. Et.

Withdraw Fee: \$10.00

Recipient's Bank Details

Close



Private media sharing platform

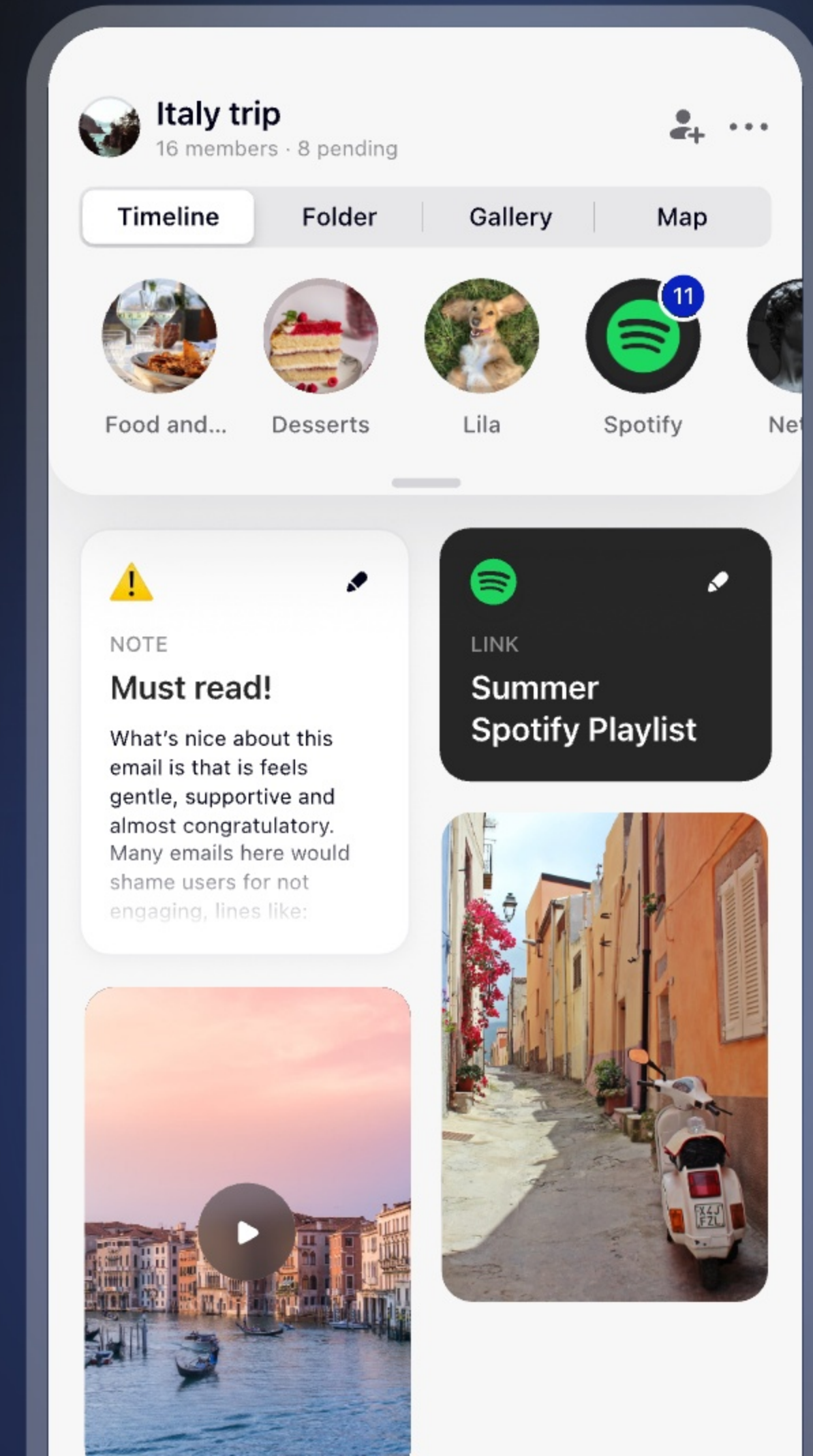
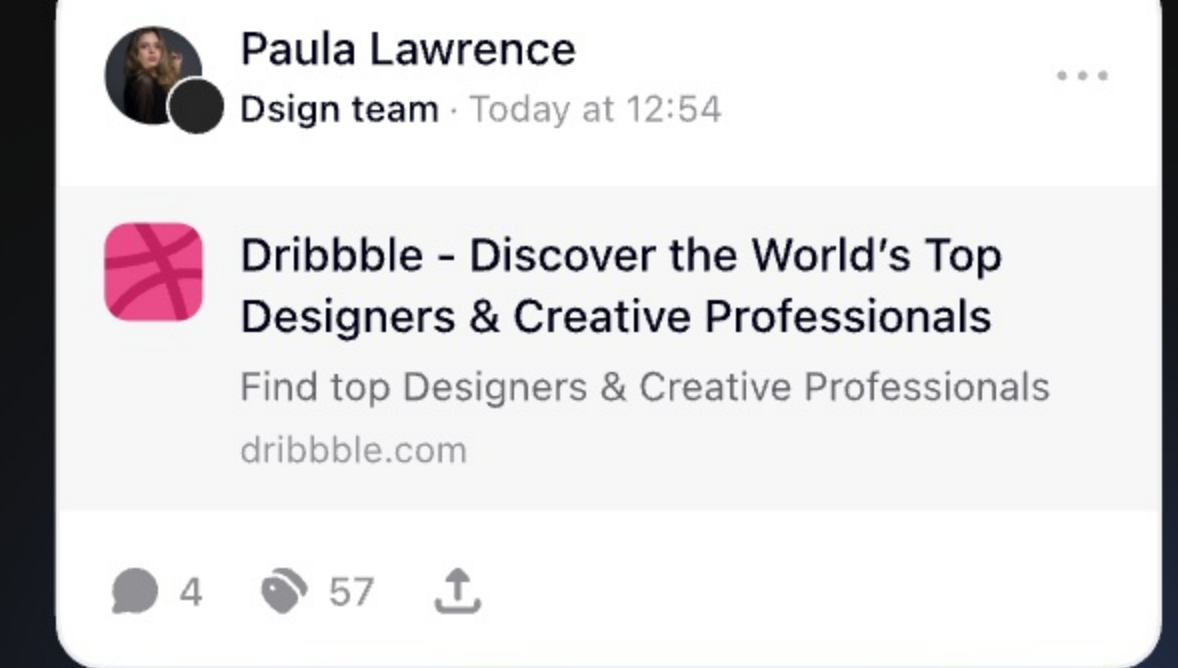
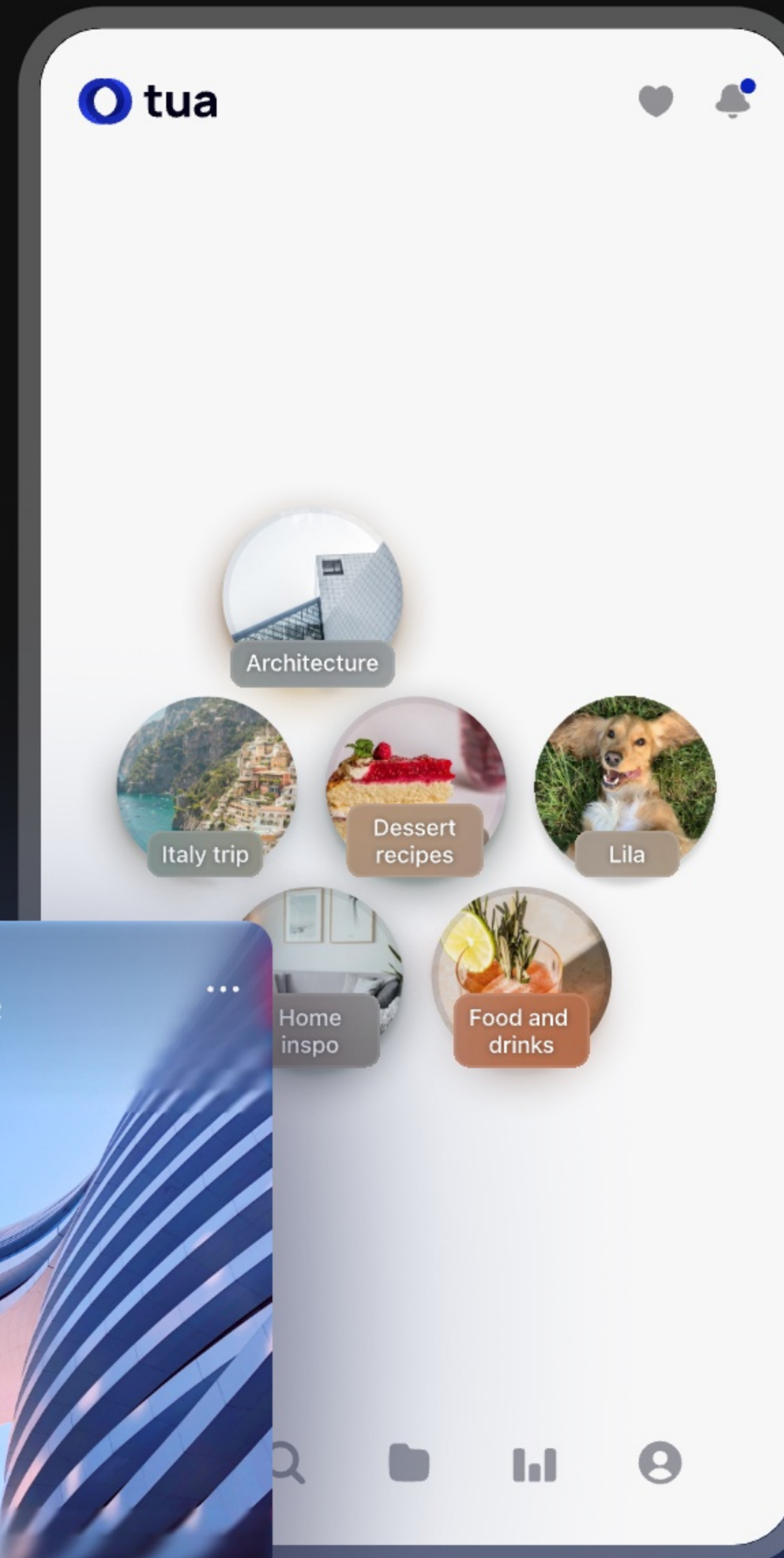
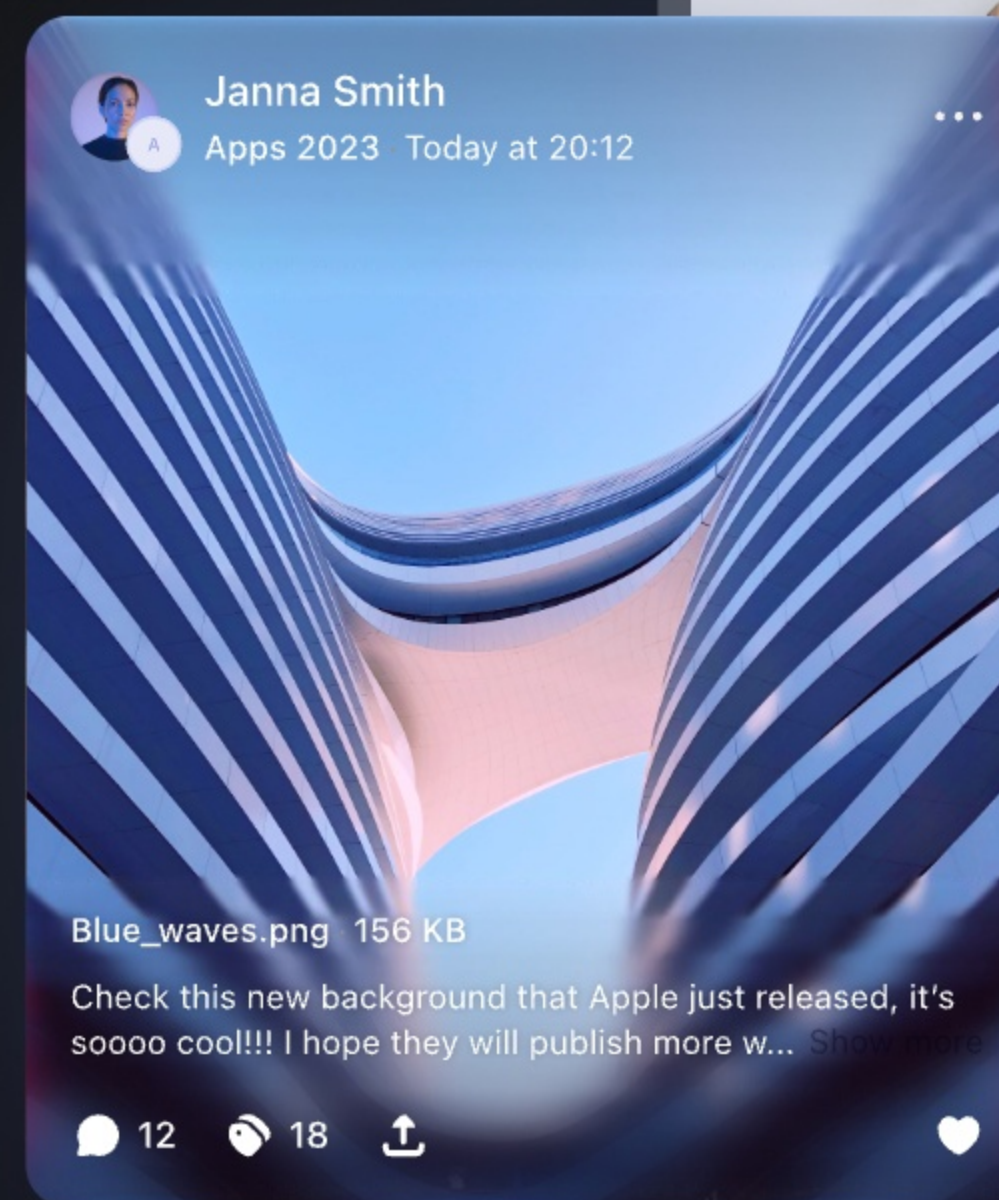
In partnership with Tua, Norway, we're building mobile and desktop platforms focused on private and secure file sharing. Users can upload, organise, and browse multi-format files and links, with precise control over sharing permissions.

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

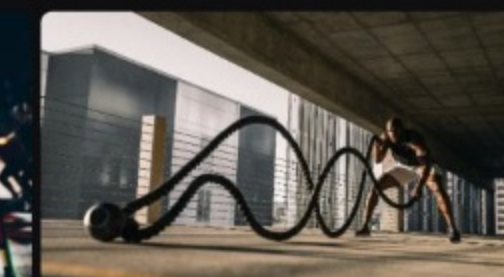
Workouts

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

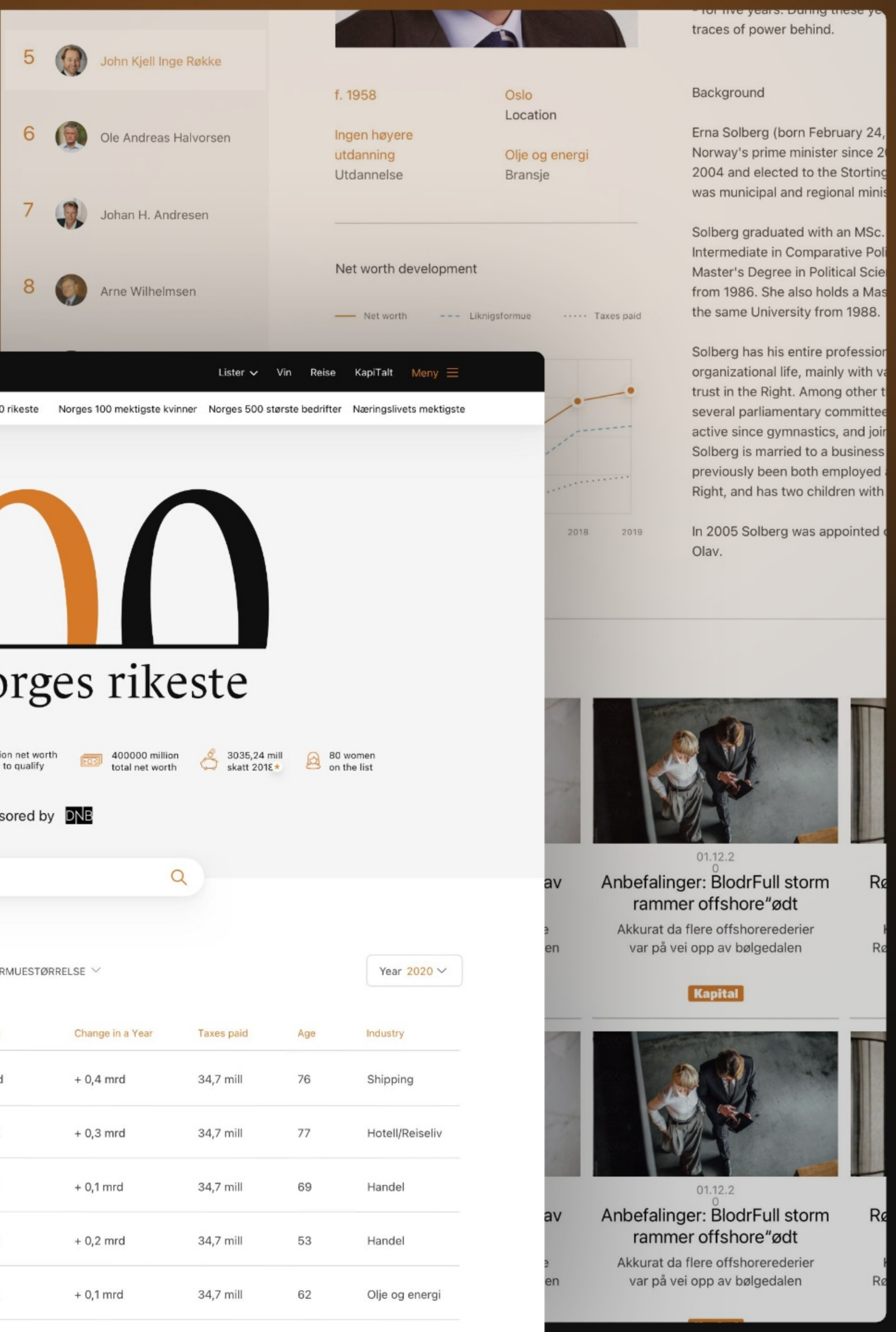
341 billionaires in 201933 billionaires more year over year800 million net worth required to qualify400000 million total net worth3035,24 mill skatt 201E80 women on the list

Sponsored by DNB

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

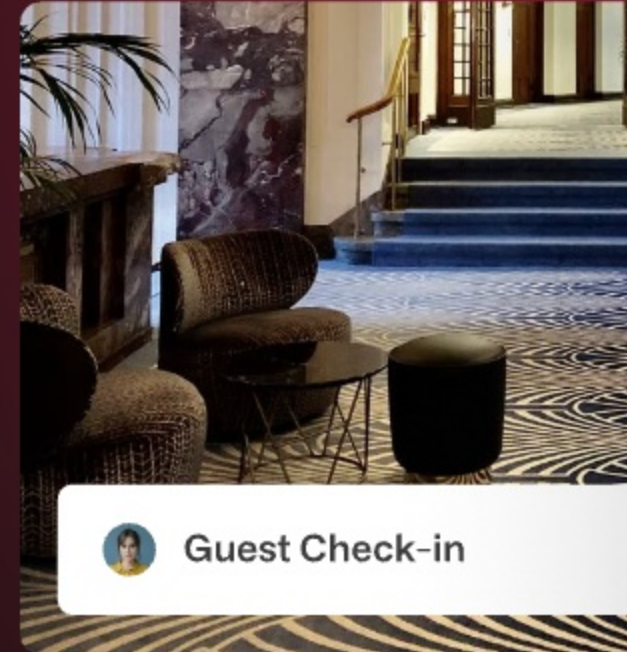
Workflow automation and productivity suite
designed to manage hotel staff and boost
efficiency.

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

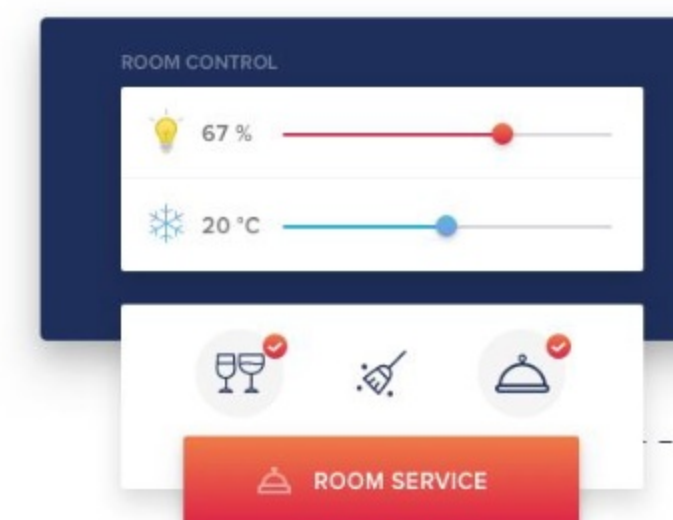


POWERED BY HOUDINI

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.

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 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

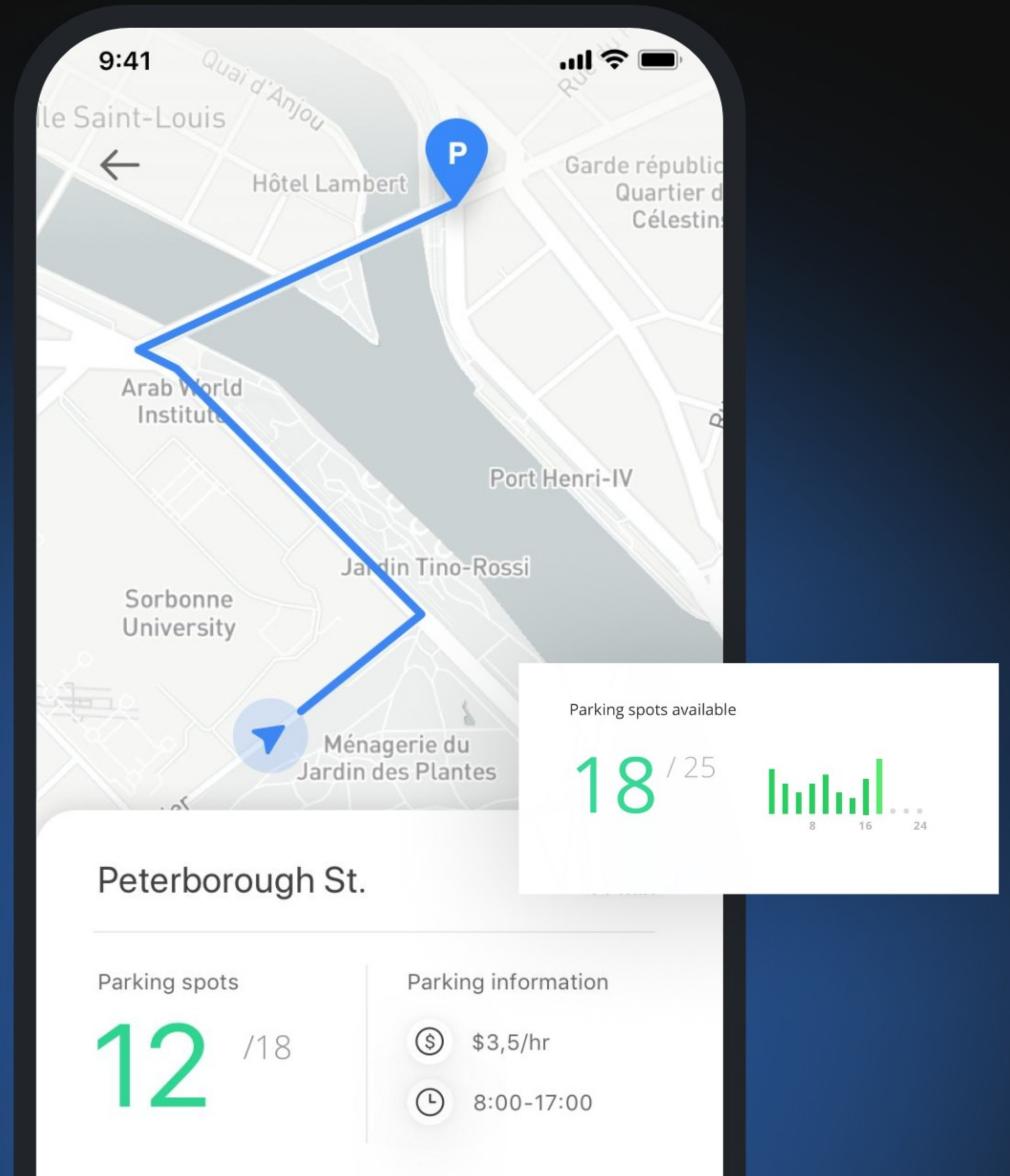
SE SINGLE HER

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



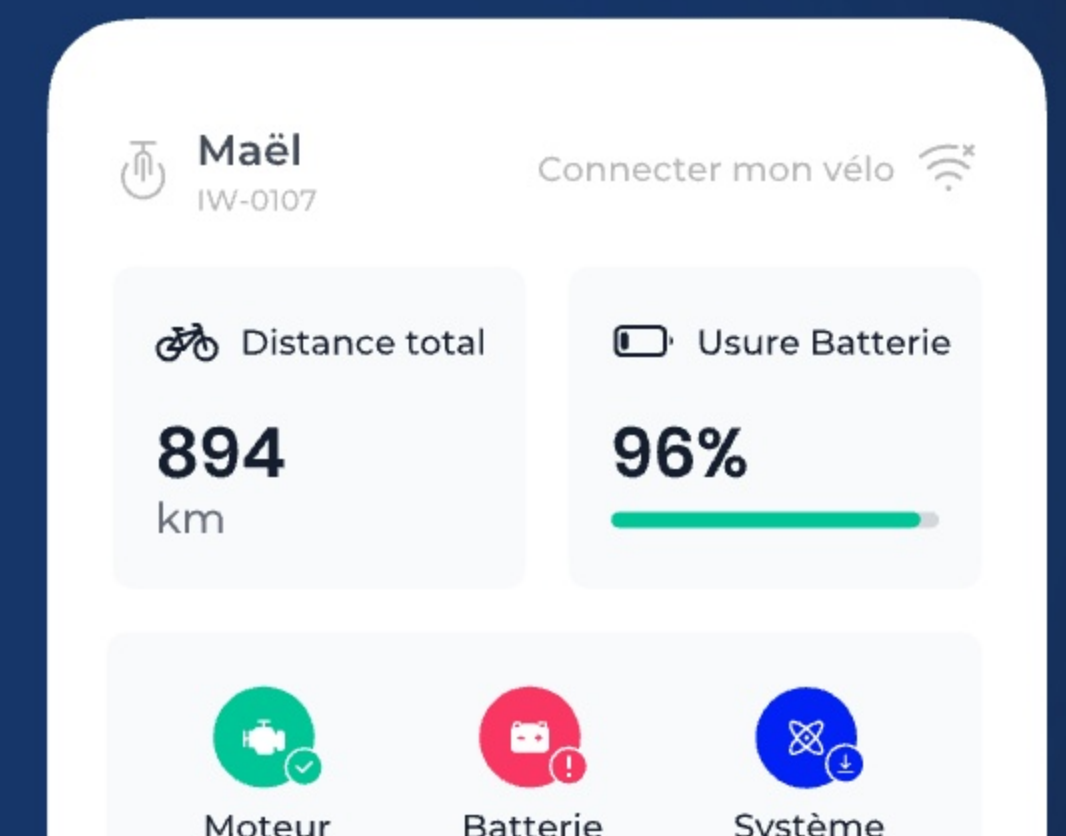
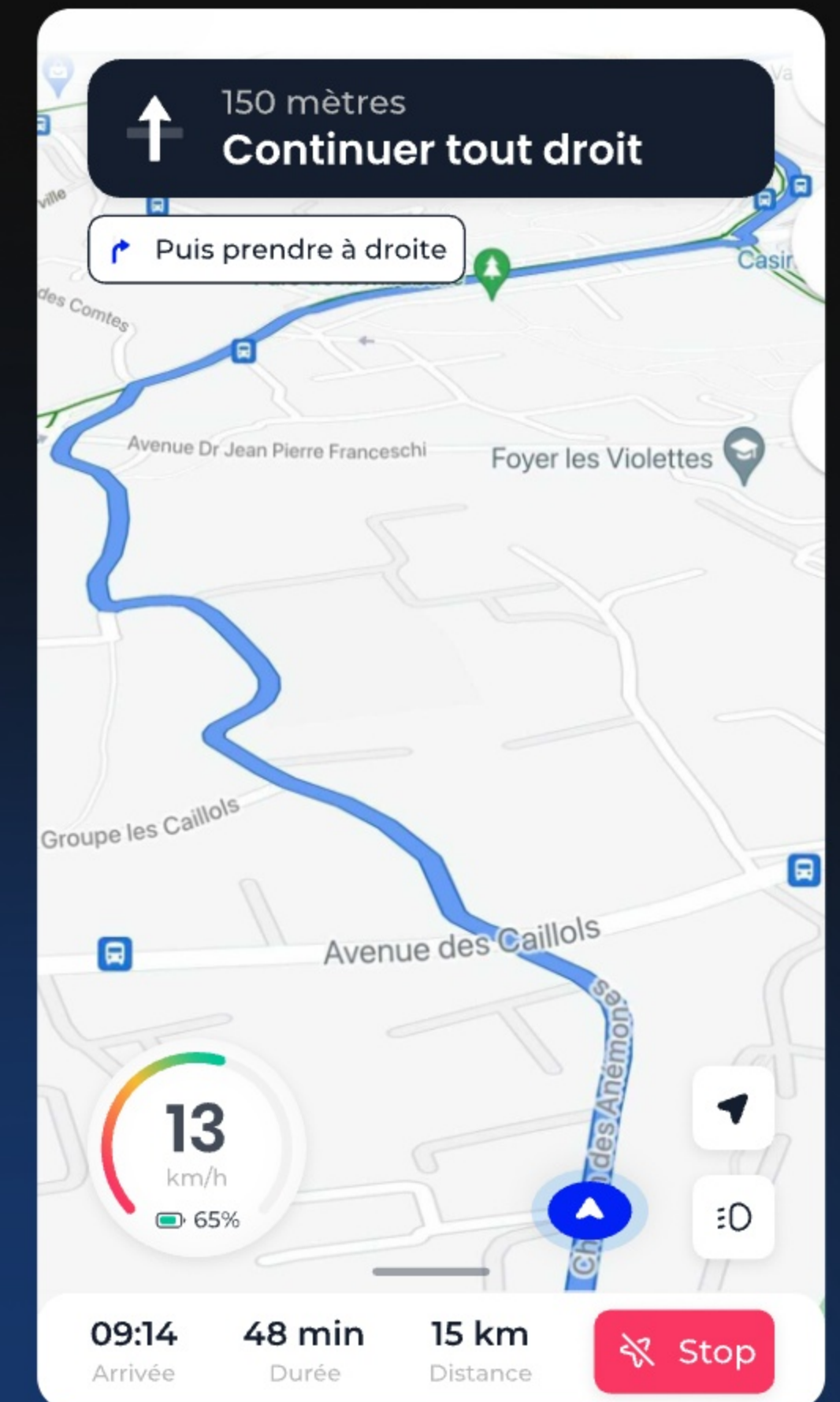
65%

DISTANCE

32.5 km

TEMPS

10:15:22



“Profico offers a complete set of skills;

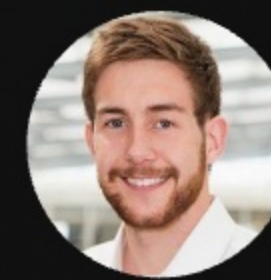
from design and development to strategic planning and project management. They're more than a provider, so we consider them an essential part of our product development team.”



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



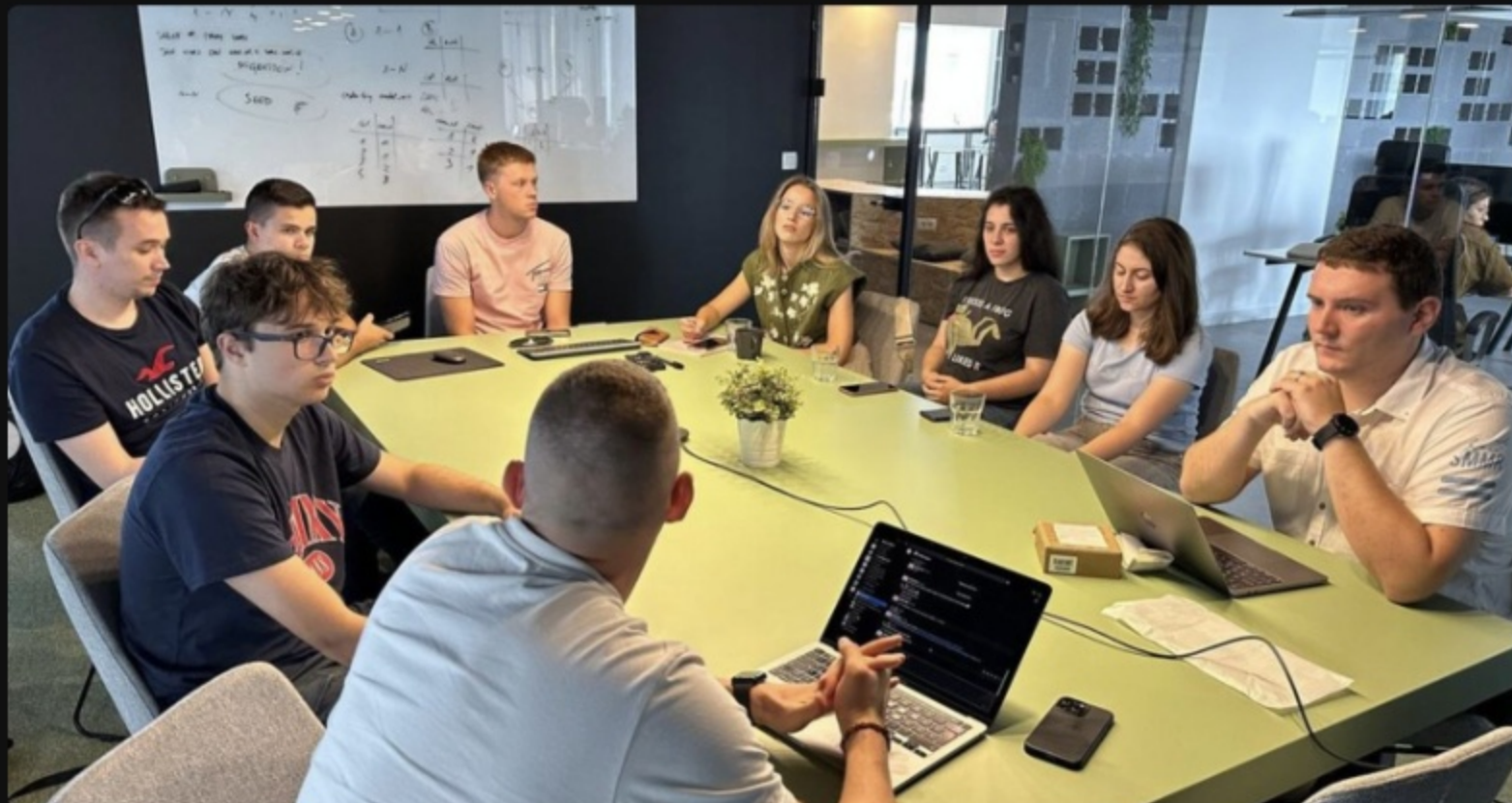
2023, 2024

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.

180

APPLICANTS IN
2023

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

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