



Awesomity

INNOVATE FROM WITHIN, OWN YOUR FUTURE

To foster an environment where individuals within organizations proactively drive innovation and shape the future of their industry.

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Overview

Part I

The Next-Generation Technology Department

At Awesomity, we leverage technology to decrease costs, create new revenue streams, and increase resilience of businesses. We understand the challenges organizations face in building and maintaining effective technology departments, which is why we've created our flagship offering: **TECHNOLOGY DEPARTMENT-AS-A-SERVICE**.

Our Technology Department-as-a-Service is built on **Two Foundational Pillars**:

TECHNOLOGY DEPARTMENT-AS-A-SERVICE

ELITE TALENT ECOSYSTEM

We scout and train exceptional software talent with AI-native skills, robust software architecture knowledge, business acumen, and strong collaborative abilities. These high-impact engineers form the backbone of our service offering.

We implement proven processes and governance structures that align technology initiatives with business objectives. This framework ensures consistent delivery, measurable outcomes, and seamless integration with your organization.

IT GOVERNANCE FRAMEWORK



Through the combination of exceptional talent and structured governance, we deliver technology departments that function as strategic business assets rather than cost centers.

Our **Technology Department-as-a-Service** provides:



A fully operational technology department that integrates seamlessly with your organization.



Measurable business impact through increased efficiency, resiliency, and productivity.



Clear visibility for stakeholders into technology investments and return.



Effortless adoption of emerging technologies across your organization.



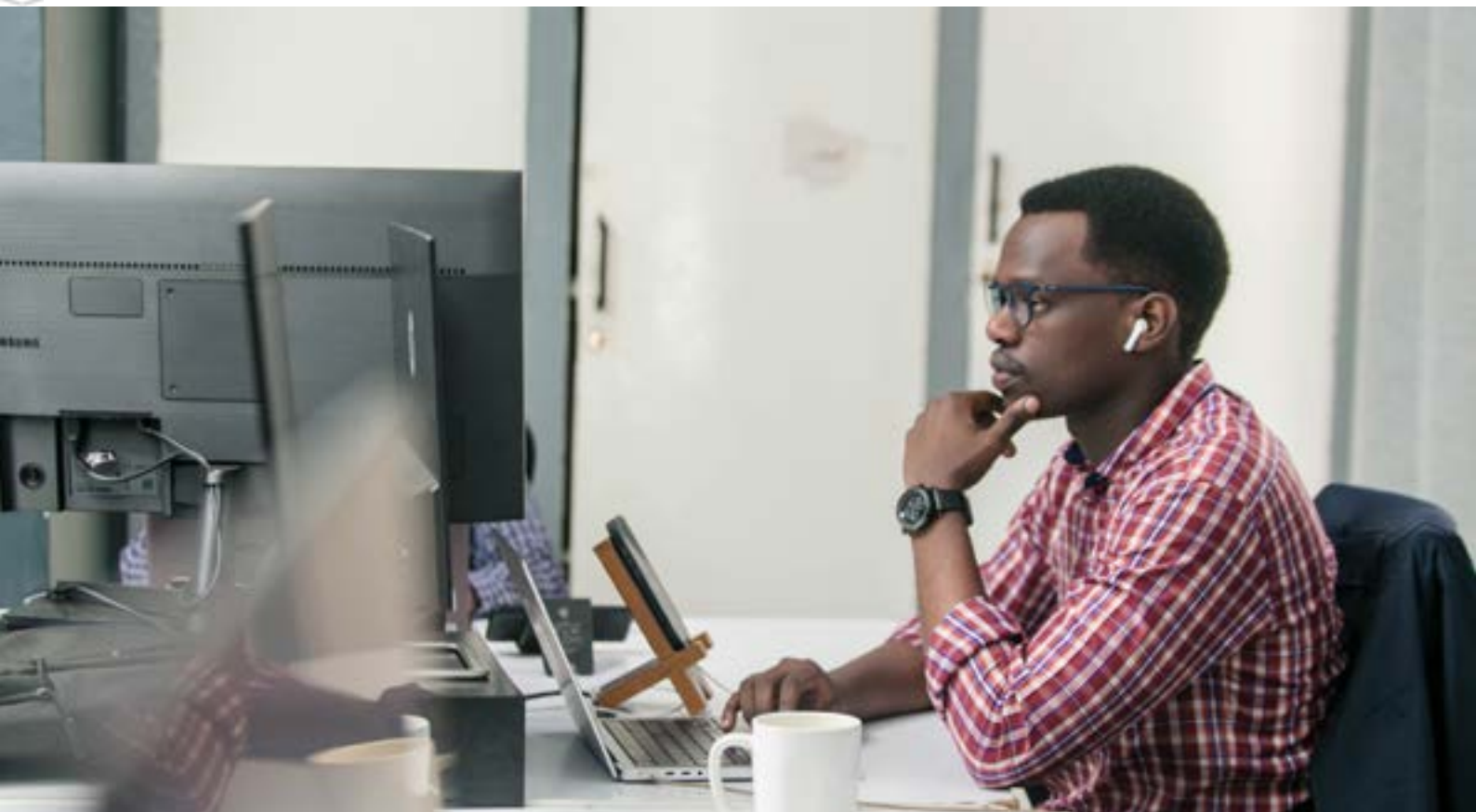
Scalable technical capabilities that grow with your business needs.



Reduced overhead and management complexity compared to building in-house departments.



With Awesomity's Technology Department-as-a-Service, you gain all the benefits of a high-performing technology function without the recruitment challenges, management overhead, and organizational complexity typically associated with building such capabilities internally.



Innovation Through Collaboration: **The Awesomity Approach**



The Human Element in Innovation

In today's fast-paced business environment, the true catalyst for innovation lies within the heart of organizations: their people. Employees possess an intimate understanding of the challenges faced by both their colleagues and the organization as a whole. This knowledge and experience form the foundation upon which meaningful innovation can be built.

The Awesomity Solution

At Awesomity, we address this challenge by fostering an environment where our engineering teams collaborate closely with end-users from the outset. This approach ensures that the technology we develop is aligned with user needs, driving higher adoption rates and continuous improvement. By involving those who will ultimately use the technology, we create solutions that are more likely to be embraced and effectively utilized.

The Adoption Challenge

The path to successful innovation is fraught with challenges, particularly the adoption of new technology. Too often, beneficial technological advancements are rejected simply because end-users were not involved in the early stages of development. This lack of early engagement creates a disconnect between the technology's intended benefits and the actual needs of its users.

Our Collaborative Philosophy

Our philosophy is rooted in the belief that bringing technology and people together is more important than ever. Involving users early in the development process fosters a sense of ownership and understanding, which is crucial for the successful implementation of new systems. This collaborative mindset is further amplified by the productivity gains achieved through AI-assisted engineering. With AI, organizations can design and implement software at unprecedented speeds, allowing them to stay ahead in an ever-evolving market.

Transforming Knowledge Into Opportunity

We unlock the knowledge within your organization and transform it into opportunities for enhanced business performance. By embracing a collaborative approach to software development, we ensure that the solutions we create are not only technically sound but also aligned with the unique needs and goals of your organization. This collaborative ecosystem fosters a culture of continuous improvement and innovation, driving long-term success and growth.

Empowering Organizations to Own Their Future

The key to unlocking innovation lies in empowering the people within your organization. By creating an environment where technology and end-users co-evolve, we can overcome the challenges of adoption and pave the way for transformative change. At Awesomity, we are committed to this collaborative approach, helping organizations innovate from within and own their future.

Technology **Department**— as-a-Service

For a monthly fixed rate,
we offer a **fully serviced**
technology department,
including



Dedicated engineering teams of three to five software engineers, specializing in front-end and back-end development, quality assurance, data science and engineering, and UI/UX.



Product owners who manage the technology roadmap and bridge the gap between business and technology.

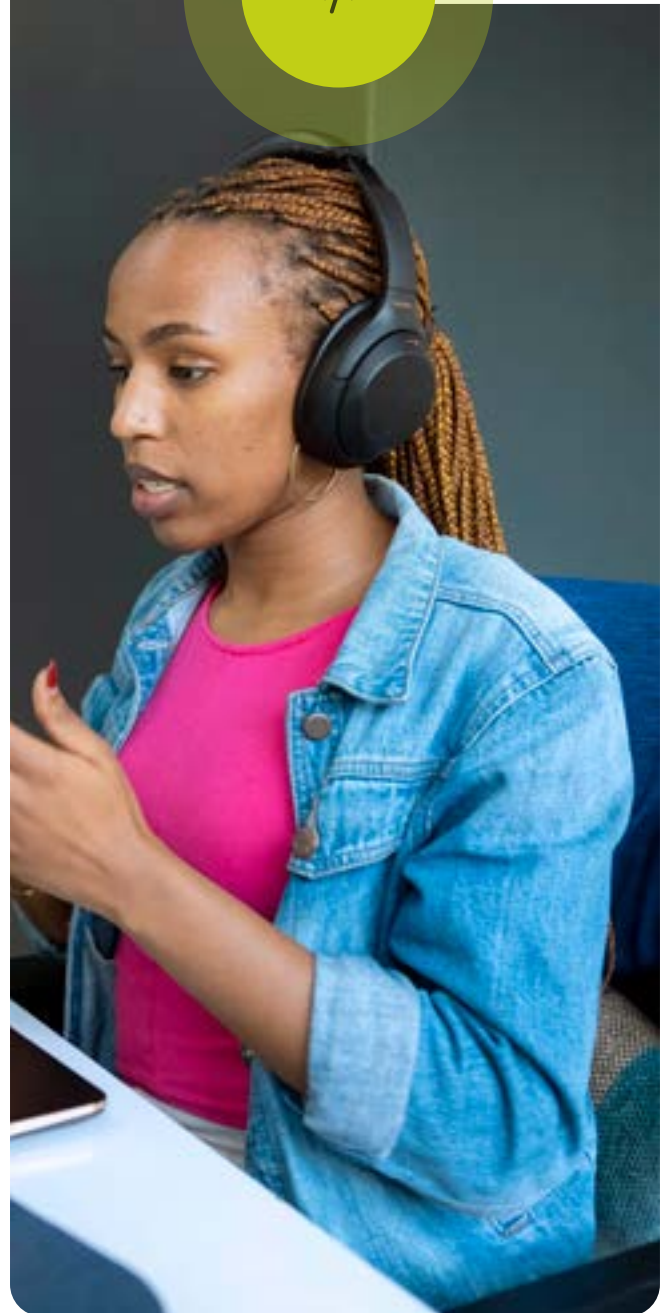


Processes to ensure predictable and measurable software implementation cycles.



This allows you to focus on your core business while we handle the complexities of managing a technology department.

</>



Focus Areas



Product Engineering

Enhance business operations by driving efficiency and growth across your organization. We bring the technology expertise, and you provide the domain knowledge. Together, we can achieve transformative results.

Make your company stand out with improved customer interactions and effectively scale your customer base without expanding your operational team.

Automate compliance with new policies and regulations, assure quality of service by digitizing business processes, and leverage data to drive insightful decision-making.



(Generative) AI

Become an industry leader by leveraging generative AI, computer vision, and classification to boost productivity and stay ahead of the competition.

With the rapid adoption of generative AI in our own industry, we cross-pollinate these innovative ideas to benefit other sectors.

Explore our case studies to see how we've designed AI models that are successfully adopted and utilized across various industries.



Visualizing Business Requirements

Dialogue and conversation are crucial for understanding business needs and identifying opportunities to improve processes within organizations.

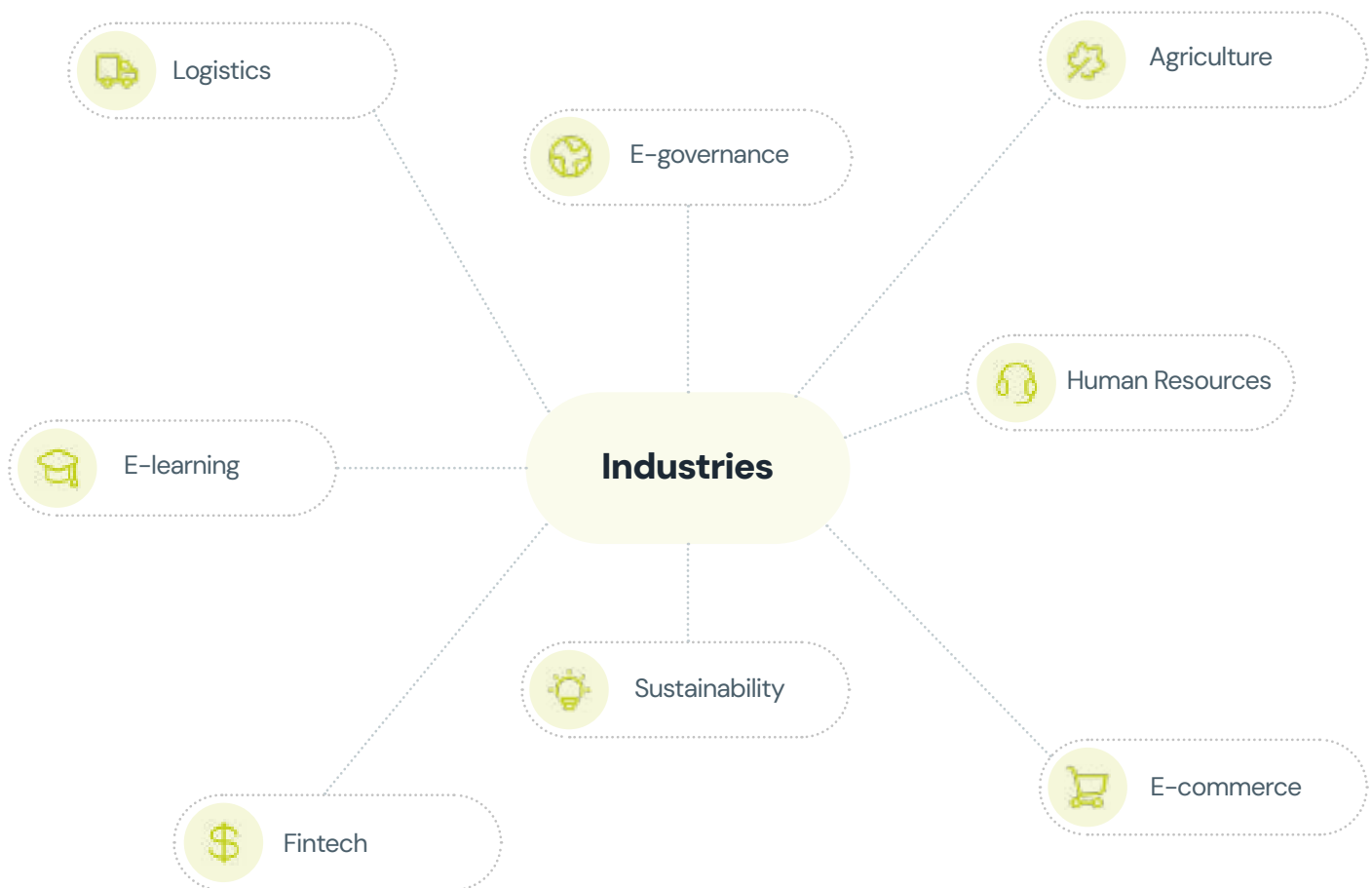
We use the common visual language of user experience design, such as mock-ups and clickable prototypes, to validate business requirements in an engaging way.

Early validation of user experiences is essential to increase technology adoption rates and encourage feedback, fostering better ideas with a low barrier to entry.



Technologies

Frontend	     
Backend	         
Mobile	     
AI	      
Infrastructure	     
QA	       



Our Partnership Advantages



Continuity

Ensure knowledge retention through robust processes and people, maintaining deliverable quality with comprehensive documentation and testing.



Access To Talent

Scale your team across disciplines (backend, front-end, UI/UX, QA, data science) with flexible resource allocation as project needs evolve.



Predictability

Achieve high-frequency deliverables and timely roadmap implementation, providing dependable alignment with your business operations.



Easy of Doing business

Test our partnership with a trial period and contract locally through region-specific entities in North America, Europe, or Africa.



Cost Effective

Reduce development costs by up to 60% with affordable talent, while maintaining budget predictability through fixed monthly fees.



Fully Managed

We provide our talent with necessary tools, workspace, and training, upholding communication best practices and high code quality standards.



Strong Communication

We facilitate stakeholder dialogue to address change resistance and identify improvement opportunities, adapting to your timezone.



Speed

Build teams in weeks to shorten time-to-market, maintaining focus and avoiding go-to-market delays.



Business Impact

Leverage software to reduce costs, increase revenue, and maintain market resilience against competitors.



Knowledge

Benefit from Awesomity's expertise and entrepreneurial experience, bringing cross-industry innovation to your organization.

Notable Achievements

Part II



Cases

Successful partnerships with the Government of Rwanda, Volkswagen, OX Delivers, Hallo, Grun, GLZ, Tearfund, NSFO, NL-IX, and others.

9+

Years in Market
(From 2015)

4 Awards

\$45M+

Invested in companies we work with

50+

Successful Projects
(In 8 different countries)

30+

Experts

2

Offices
(Rwanda & The Netherlands)

Gov.rw Web Presence



Rwanda

Industry:



Government

Technologies:

Adobe XD

Typo3

Disciplines:

UI/UX

Frontend

Backend

Project Management

Business Case:

Improving branding and user engagement, enabling scalability through reusable components, and reducing maintenance and new website costs.

Awesomity enhanced the online presence of the Rwandan government by developing a cohesive and user-friendly design theme for all government websites, including the official website (www.gov.rw).

We created reusable web templates for Ministries, Embassies, and District offices, all integrated into TYPO3, a Content Management System. This approach ensured consistent branding, simplified website management, and improved user engagement across government portals.



OX Delivers ERP Platform



United Kingdom

Industry:



Logistics

Technologies:

React Native

Java Bootspring

Next.js

AWS

Disciplines:

UI/UX

Frontend

Backend

Mobile

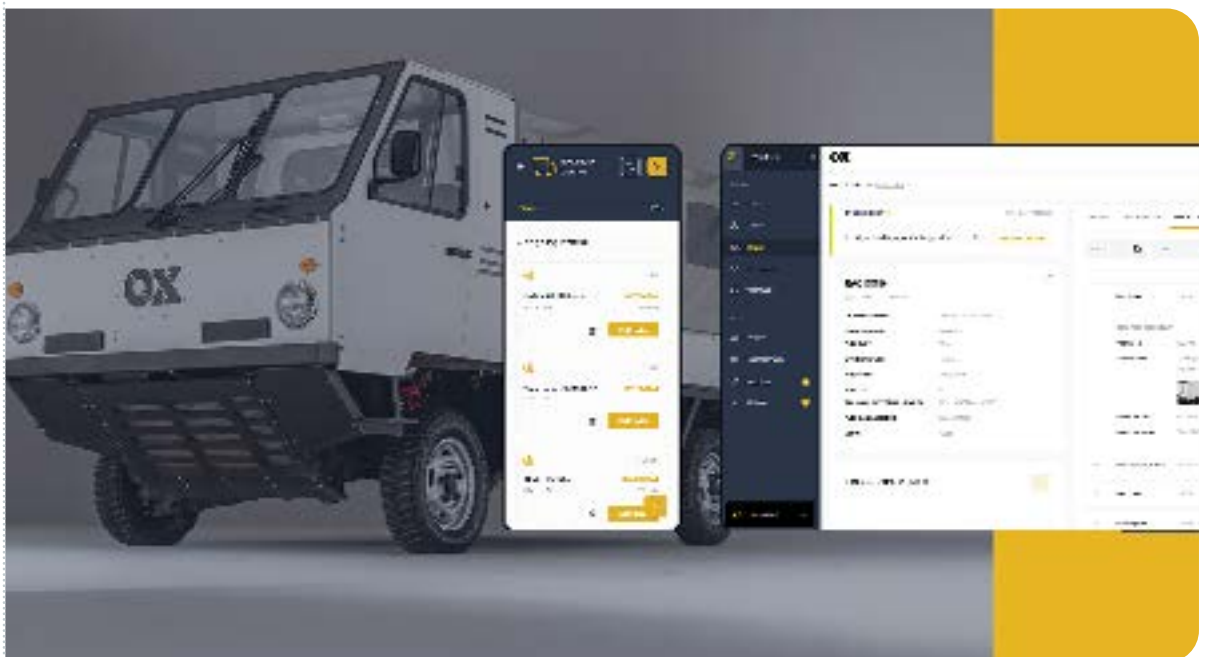
Project Management

Business Case:

Enabling suppliers to use electric trucks, boosting throughput and productivity, and providing strategic insights through dashboards and reporting.

Awesomity partnered with OX Delivers to design and implement a custom ERP platform, tailored to their innovative farm-to-market logistics model using electric trucks.

The platform features client order management, comprehensive truck health reports, and optimizes logistics efficiency through a pay-as-you-go system that tracks vehicle usage and gathers supply chain data. Recognized by TIME MAGAZINE in 2022 as one of the year's best inventions.



Move by Volkswagen



Industry:



Technologies:

Android SDK

Swift

AWS

Disciplines:

UI/UX

Frontend

Backend

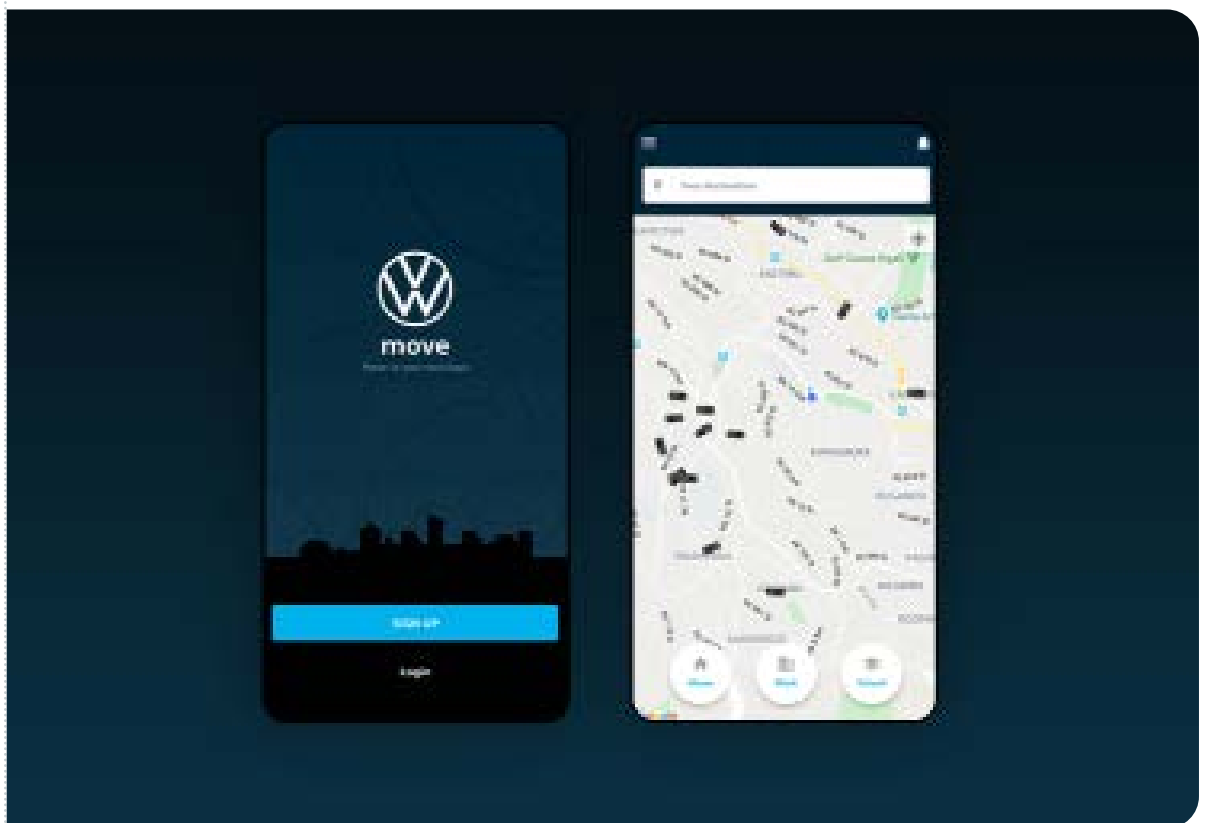
Mobile

Project Management

Business Case:

Facilitate 100,000+ rides in under a year.

Awesomity played a pivotal role in launching Rwanda's first large-scale mobility solution, developing a mobile app that saw over 100,000 rides in under a year. Our emphasis on intuitive UI/UX design and robust backend support ensured Volkswagen delivered a reliable and seamless user experience.



NSFO



The Netherlands

Industry:



Agriculture

Technologies:

Symfony

React Native

Next.js

AWS

Strapi

YOLOv7

Disciplines:

UI/UX

Frontend

Backend

Mobile

Project Management

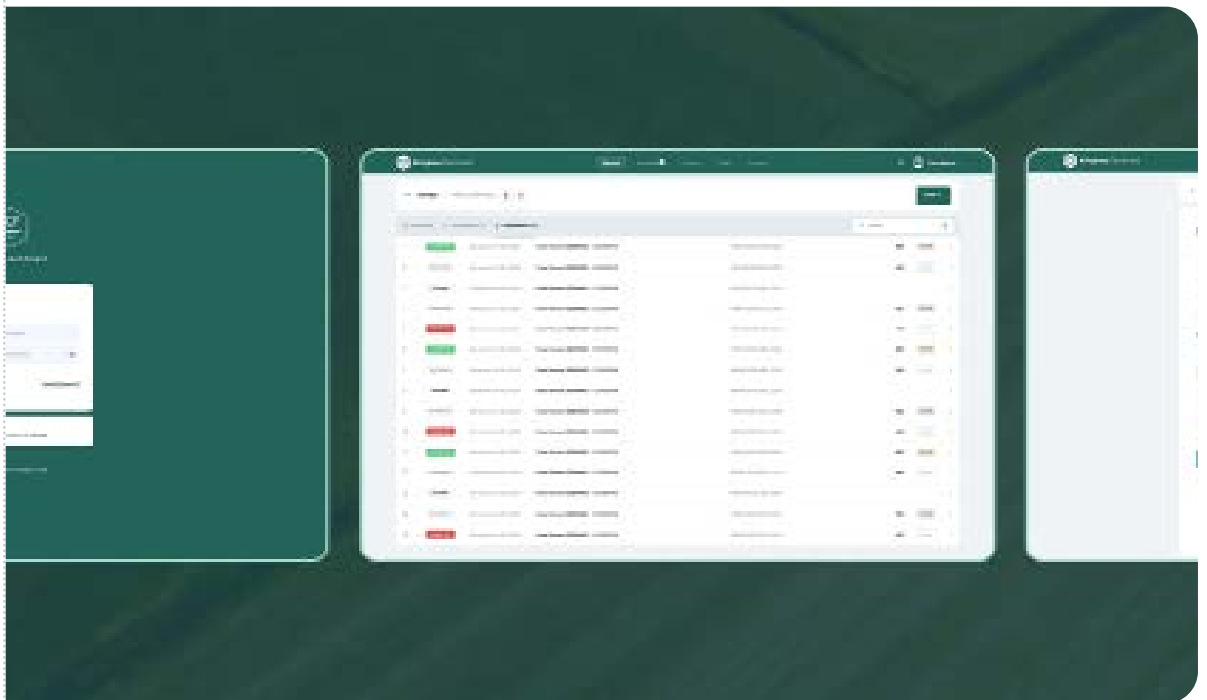
Data Science

Business Case:

Generate new revenue streams, lower costs, and increase productivity for sheep breeders.

In collaboration with NSFO, Awesomity developed several products to modernize sheep farming in the Netherlands. These include machine learning algorithms to determine breeding values, monitor animal welfare, and analyze the botanical composition of meadows.

Additionally, the Circular Quality Mark certifies sustainable sheep farms, allowing them to communicate their environmentally friendly practices to industry stakeholders and end-consumers.



Hallo



The Netherlands

Industry:



Telecom/E-commerce

Technologies:

OpenAI

Whisper

.NET

C#

Azure

Disciplines:

UI/UX

Frontend

Backend

Mobile

Project Management

Business Case:

Increasing employee productivity and enhancing customer satisfaction, reflected in improved Net Promoter Scores

Hallo, a significant player in the Dutch market, is internationalizing its business. To scale efficiently without expanding the operational team, Awesomity developed a series of microservices to automate critical processes, enhancing productivity.

These microservices cover areas such as supply chain management, customer service sentiment analysis, and automatic proposal and quotation generation.

To support this growth, Awesomity assisted Hallo in hiring and training product owners based in the Netherlands, fostering strong collaboration.



Horticulture Market Linkage System



Rwanda

Industry:



Agriculture

Technologies:

Spring Boot Micro-services

PostgreSQL

GRPC

Next.js

Ant Design

React Native

Gitlab

AWS EC2

Disciplines:

UI/UX

Frontend

Backend

Mobile

Project Management

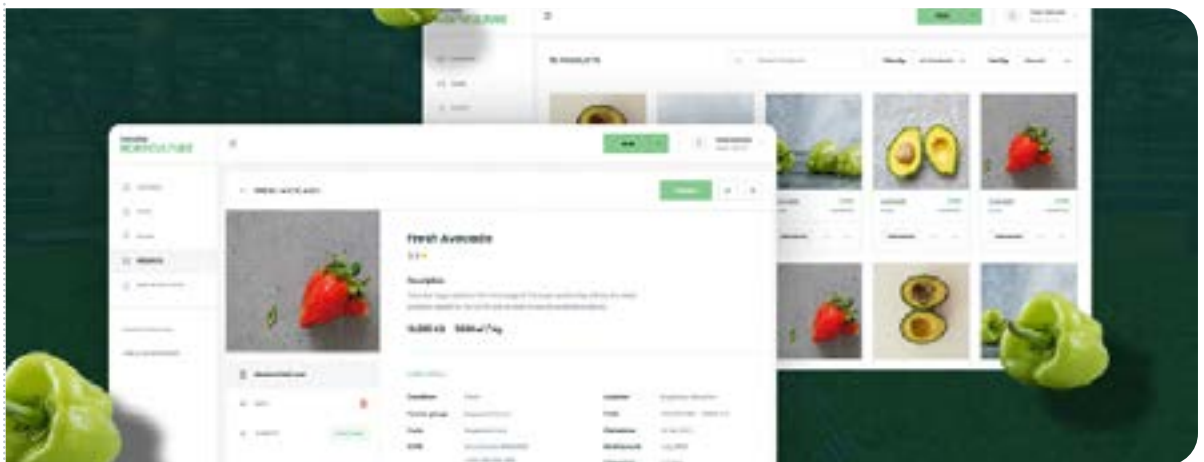
Business Analysis

Business Case:

Improving the access-to-market for smallholder farms and continuity of crops for international buyers.

In partnership with Tearfund, Rwanda's Ministry of Agriculture, and the Rwanda National Agriculture Export Development Board, Awesomity expanded the Esoko Marketplace platform to better link sellers and buyers, with the overarching goal of boosting agricultural efficiency and income opportunities for smallholder farmers.

The project aims to link smallholder farmers with local and international buyers through a scalable digital platform that improves market access and price transparency. It addresses key challenges like limited information and poor decision-making tools. The solution targets 30,000 farmers across 300 Commercial Zones, with potential to scale further.



Global Climate – Product Carbon Footprint



Germany

Industry:



Sustainability

Technologies:

ShadCN

PostgreSQL

Next.js

Redis

Spring Boot Micro-services

AWS EC2

Github

Vue.js

Disciplines:

Frontend

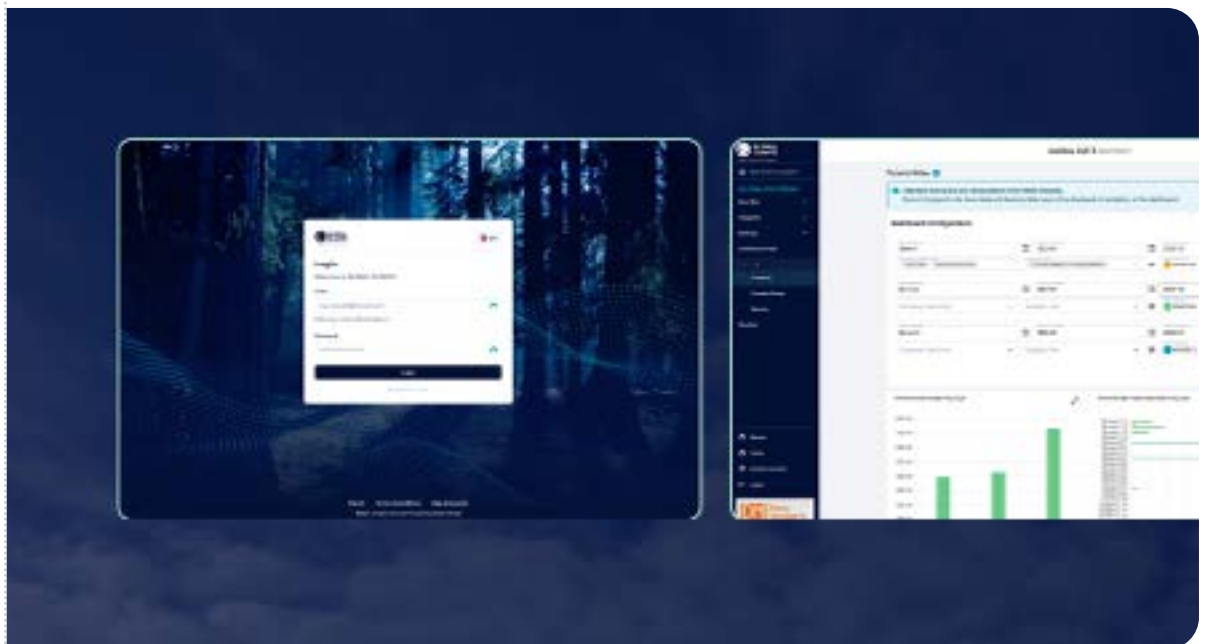
Backend

Business Case:

Lowering the cost of complying with the EU CSRD guidelines.

Awesomity is working with Global Climate to create a digital solution that simplifies the calculation of a product's carbon footprint (PCF).

The platform aggregates data from various sources across the product lifecycle, such as suppliers, production facilities, transportation, and end-of-life disposal. This solution enables companies to determine the PCF of their products with a single click, aiding in sustainability efforts and regulatory compliance.



BaaS Platform



The Netherlands

Industry:



Governance & Finance

Technologies:

Vercel

Hasura

Next.js

GraphQL

Disciplines:

Frontend

Business Case:

Decreasing the cost of mapping out organizations by 95% compared to traditional methods, such as hiring PwC, Deloitte, EY, and KPMG.

BaaS creates digital twins of large financial institutions to simulate the impact of market changes and regulatory shifts on departments and workflows.

The interface visually and textually displays all informational flows and workflows, providing a quick overview of the organization's blueprint. Built with Configuration-over-Code, this technology offers flexibility in mapping out organizations and is currently used by ten major financial institutions.



Open Data Portal – MINICT



Rwanda

Industry:



Government

Technologies:

React

Adobe XD

CKAN

Disciplines:

UI/UX

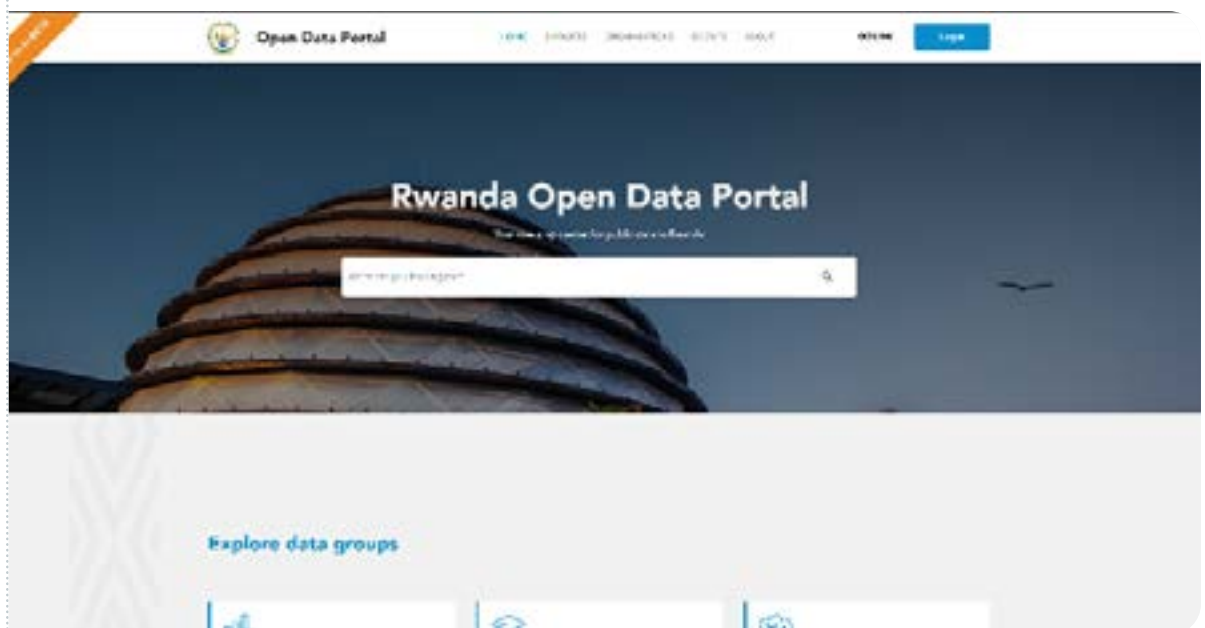
Frontend

Business Case:

Enhancing transparency, supporting decision-making, driving innovation, and reducing administrative costs.

Awesomity collaborated with the Ministry of ICT Rwanda and GIZ to design and implement an Open Data Portal that centralizes public data, enhancing transparency, accountability, and public participation.

The portal is user-friendly and designed to make public data easily accessible, thereby fostering greater civic engagement.



GIANT Platform – Intelligence Group



The Netherlands

Industry:



Human Resources

Technologies:

Figma

Data Science

Disciplines:

UI/UX

Business Analysis

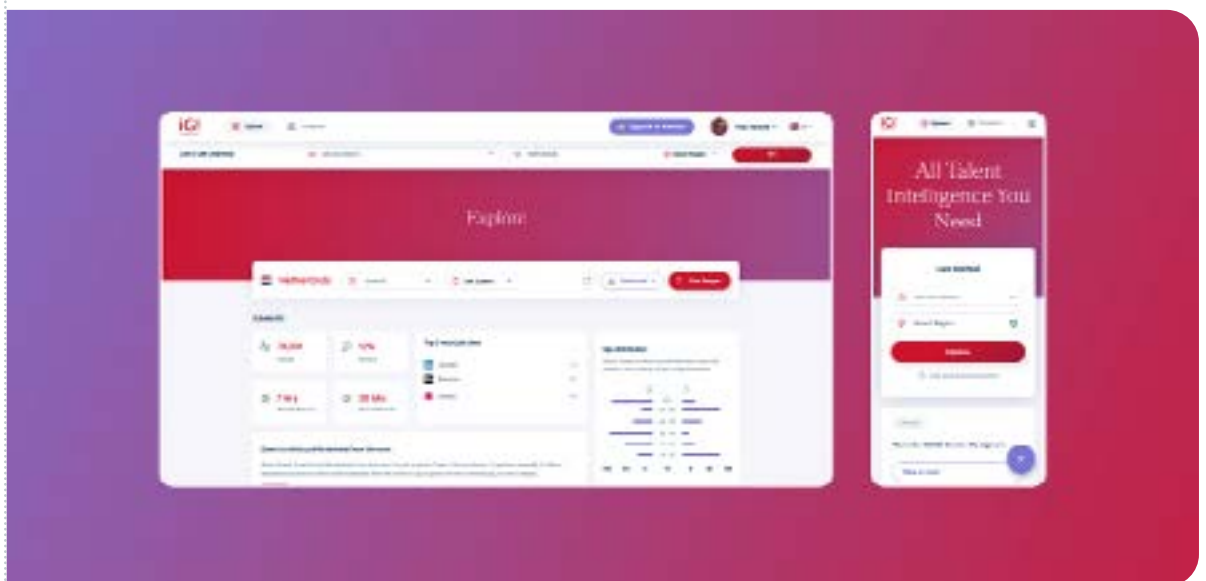
Business Case:

Enhancing the user experience for gaining strategic insights concerning talent.

Awesomity collaborated with Intelligence Group to create an intuitive platform enabling European clients to explore and compare talent data seamlessly, collected from 190,000 individuals annually.

By mapping talent across 250+ data points, the platform provides strategic insights into talent availability and retention.

Its user-friendly interface simplifies complex data visualization, enhancing hiring decisions and workforce management strategies.



Terrassign



Germany

Industry:



Agriculture

Technologies:

Adobe XD

NestJS

AWS

Next.js

Disciplines:

UI/UX

Business Analysis

Frontend

Backend

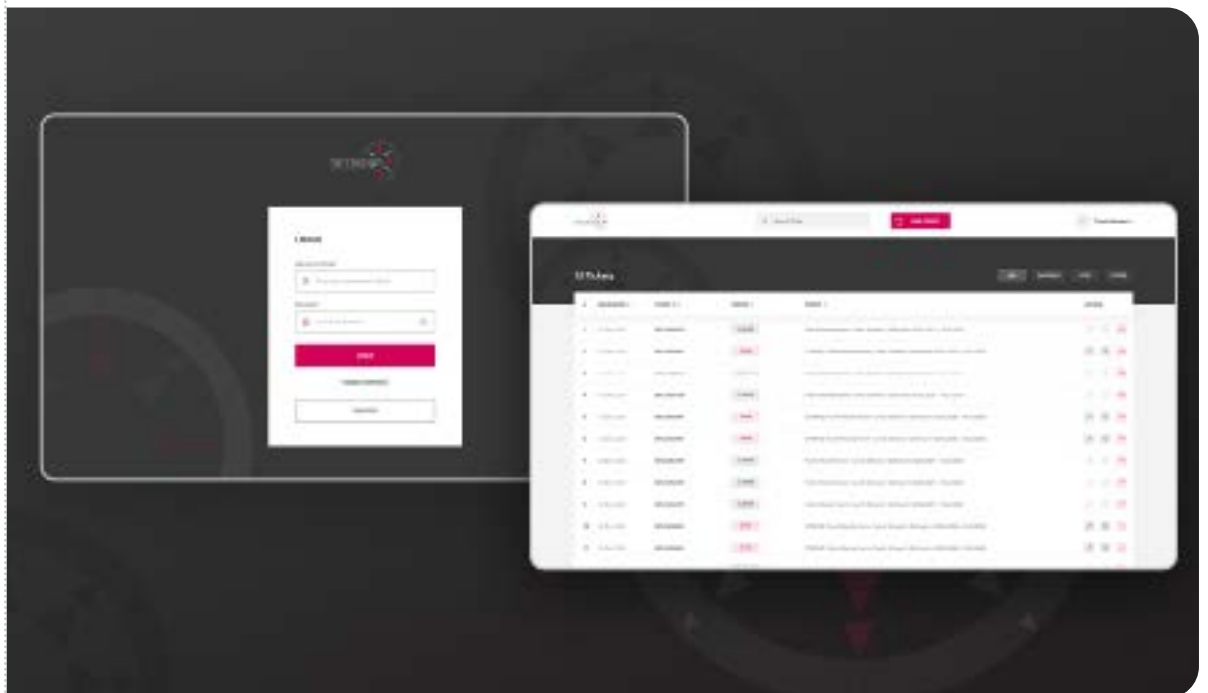
Project Management

Business Case:

Increasing productivity to process more requests per Terrassign employee.

Awesomity worked with Terrassign to enhance its global mobility consulting services by developing comprehensive solutions.

These included creating mockups for various portals, refining business processes, and developing an administration and client portal to improve the management of customers' requests.



NL-ix Data Center Asset Management System



The Netherlands

Industry:



Telecom

Technologies:

Adobe XD

NestJS

Next.js

Disciplines:

UI/UX

Business Analysis

Frontend

Backend

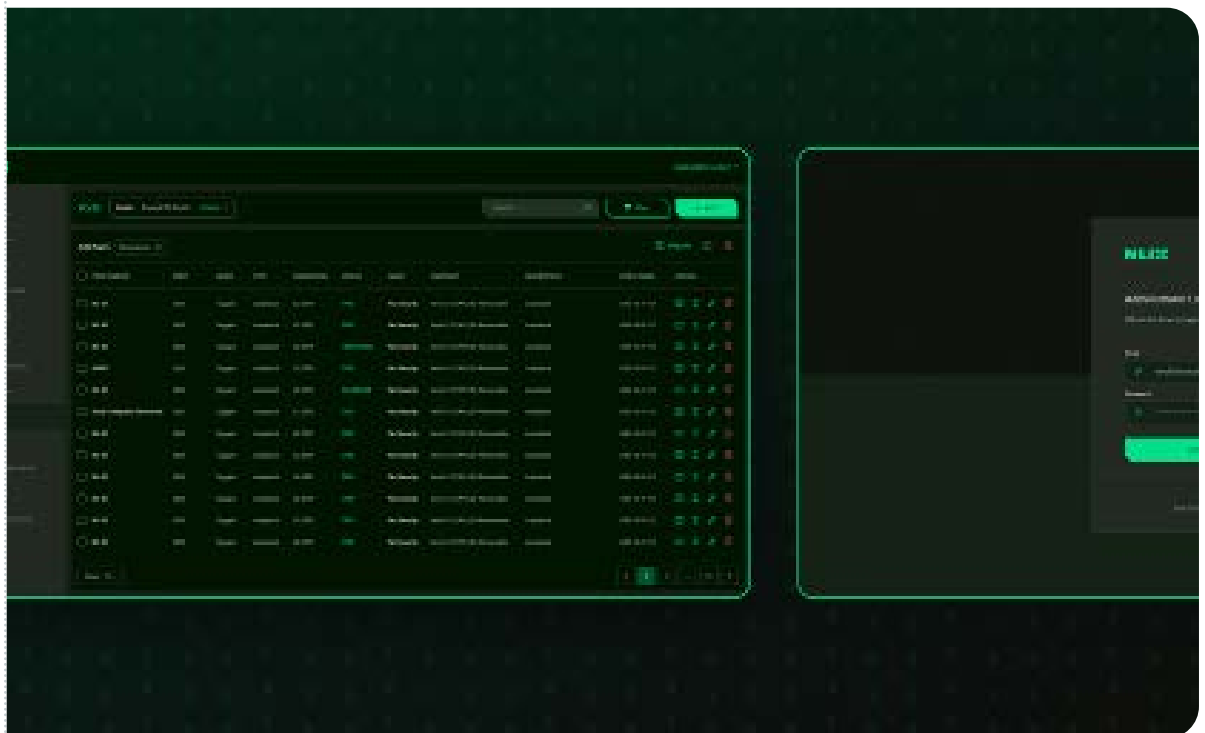
Project Management

Business Case:

Increasing productivity of network engineers to maintain data center hardware.

Awesomity revamped NL-IX's data center asset management system by enhancing the user interface and experience, and improving existing features.

Operators and network engineers can now quickly view hardware status, including in-use, storage, or replacement needs, for managing internet exchange across data centers.



Uzuri E-commerce Platform



Rwanda

Industry:



E-commerce

Technologies:

PostgreSQL

NestJS

Next.js

Ant Design

Gitlab

DHL

DPO

AWS EC2

Disciplines:

UI/UX

Business Analysis

Frontend

Backend

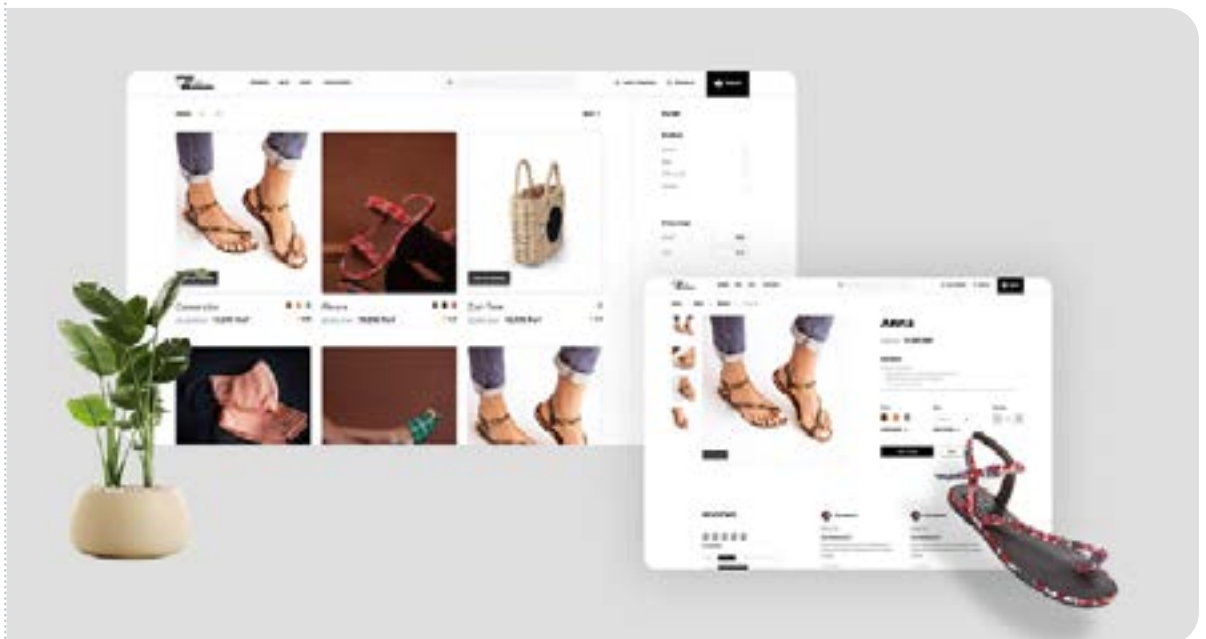
Project Management

Business Case:

Boosting revenue streams through digital e-commerce channels.

Awesomity developed a comprehensive e-commerce platform for Uzuri K&Y, tailored to their specific business requirements. The platform includes a customer-facing online store and an administrative dashboard for managing products, inventory, and orders.

Features such as product catalogs, shopping carts, payment gateways, and order management tools have provided Uzuri K&Y with a robust online presence and streamlined their operations, helping them manage their customers and online orders effectively.



Greater



The Netherlands

Industry:



Human Resources

Technologies:

Figma

Disciplines:

UI/UX

Business Analysis

Project Management

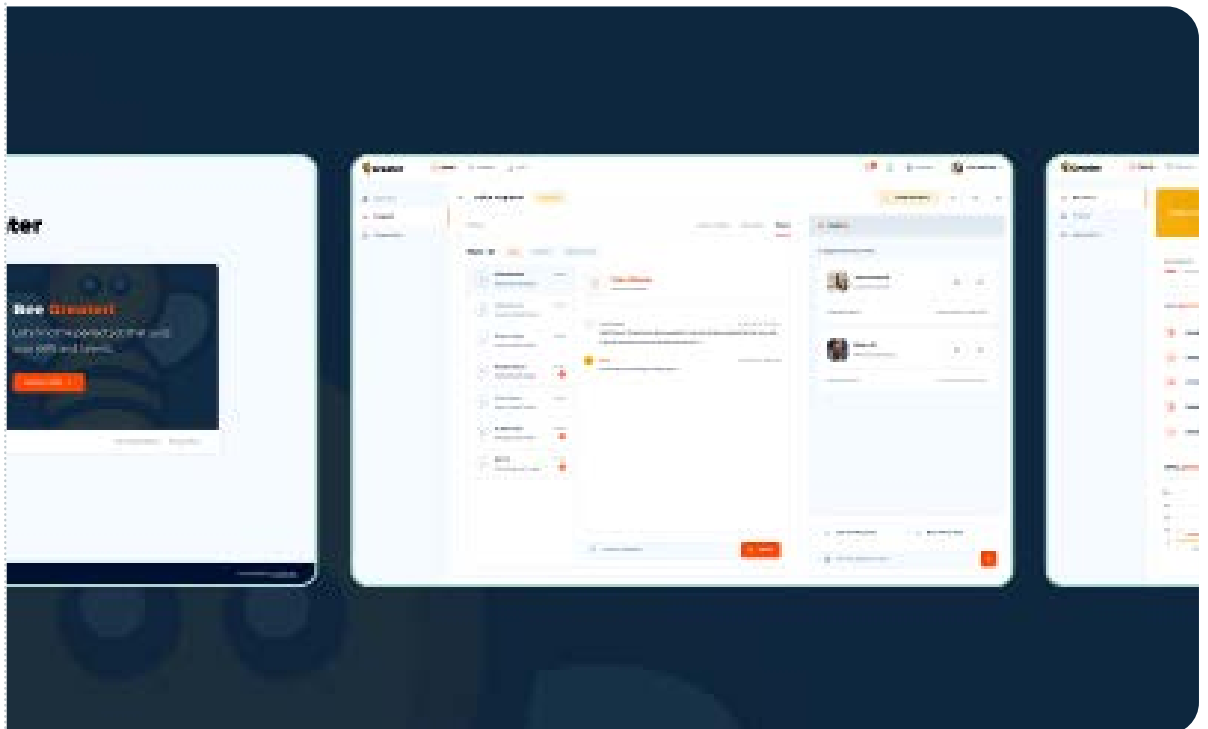
Data Science

Business Case:

Increasing back-office productivity and boosting revenue through effective matching of opportunities and availability.

At Awesomity, we researched leveraging LLMs for a smoother placement experience for engineers at Greater. We match incoming requests with engineering availability.

Two portals were designed for back-office and consultants, with a matching algorithm helping the back-office qualify engineers and adjust resumes based on service partner requests.



Dartona



Industry:



Technologies:

Springboot

Kotlin

Next.js

YOLOv8

AWS

Disciplines:

UI/UX

Business Analysis

Product Management

Data Science

Business Case:

Generate new revenue streams for advertisers.

We have built an algorithm to detect the location of darts on a dartboard, enabling a streaming app for remote play.

This platform supports advertisements, promotes the sport, and identifies new talent for PDC championships.



Testimonials



No one can build an app for someone they don't understand. I first met Awesomity in Jan 2020 when we were figuring out who to partner with to build our technology. It was great to be back reviewing the awesome app they have built for us and discussing our data strategy.

So if you are looking for a software development team I can highly recommend Awesomity

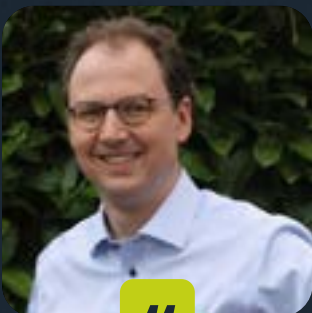
Simon Davis

Founder and CEO @ OX Delivers

With Awesomity, we are confident in a team of developers who actively think along and understand where they can make a difference in taking our applications to the next level. Experts in their field who are not only willing to go the extra mile when needed but also dare to critically examine processes and ways of thinking.

Henny Mugge

Head of Development & AI @ Hallo



Working with Awesomity is a great pleasure. These hardworking, skilled individuals consistently deliver awesome results for our company and our clients, time and time again.

Reinard Everts

CEO @ NSFO

Background & Appendices

Part III

IT Governance Framework



Introduction

Software technology serves as a means to an end, but before building software, it's essential to understand the business context in which it will operate. We take a systemic approach to how our Technology Department-as-a-Service interfaces with partner organizations.

Software quality is measured through both technical and social implementation. This means we evaluate quality based on the codebase, architecture choices, and implementation, as well as how effectively users adopt the software product.

To ensure consistently high software delivery quality, we follow processes and guidelines that align people and establish appropriate checks and balances.

This system of processes constitutes our IT Governance Framework, a set of flexible guidelines. We recognize that every company and project is unique, and we adapt these processes to maximize business impact while ensuring seamless implementation of the IT Governance Framework.

At its core, business impact is achieved by gathering business requirements, setting priorities on a timeline, and developing, implementing, and reviewing within a collaborative framework.

Roles & Responsibilities

People are at the heart of any innovation, they initiate the idea of change. Multiple roles are involved in identifying new opportunities to drive business processes forward.

Our processes are driven by people from both ends of the Partnership:

Partner (The Business)

Operational Stakeholders

(e.g. clients, suppliers, customer service agents, data analysts, human resources specialists or project managers.)

Strategic Stakeholders

(e.g. directors, managers, investors)

Partner Liaison

(e.g. internal product owner, sponsor)

1. The stakeholder of which the implemented features and software products are going to change the way they work.
2. Explaining domain knowledge and giving insights in how the company currently operates.

1. The stakeholder responsible for the strategic direction of the Partner organisation.
2. Validating the priorities and business impact on the roadmap.

1. The single point of contact from the Partner validating the effectiveness of the implementation of IT Governance Framework in relation to the business impact output.

1. Ensuring that the IT Governance Framework is implemented and works well for everybody.

1. Implementing tasks, documenting and testing them.
2. Developing technical designs

1. Translating business requirements from text to visuals.
2. Advising on the user experience and best practices.

1. The bridge between the Engineering Team and The Business.
2. Ownership of the Roadmap and ensuring it's validated and specced.
3. Ownership of the agile scrum ceremonies.
4. Managing the stakeholders involved in the project.

Awesomity (Engineering Team)

Partnership Manager

Engineers

(e.g. cloud specialists, frontend developers and data engineers.)

UI/UX Designers

Product Owners



To ensure effective implementation and adaptation of the IT Governance Framework, Partnership Manager and Partner Liaison oversee process adherence. The Product Owner manages stakeholders and bridges Engineering and Business, owning the roadmap and product decisions. Technical team members engage with Business through the Product Owner, maintaining clear communication channels and accountability.

Governance



Partnership Manager
Awesomity

Joint responsibility
for implementation
and adaptation of
the IT Governance
Framework



Partner Liaison
Partner

Stakeholder Management & Product Ownership



Product Owner
Awesomity

Acts as a bridge between
Engineering Team and The Business

Manages
Stakeholders



Operational Stakeholder
Partner



Strategic Stakeholder
Partner

Engineering

UI/UX Team
Awesomity



Engineering Team
Awesomity



From Blueprint to Implementation

1

Fostering Dialogue

The Product Owner leads in identifying business requirements and exploring business case opportunities. They maintain an overview of stakeholders and coordinate meetings between the Engineering Team and both Operational and Strategic Stakeholders.

Through dialogue, the Product Owner and Engineering Team take notes that inform roadmap scheduling. The Product Owner ensures the roadmap stays current, while the Sponsor validates feature priorities. Once consensus is reached, the roadmap is ready for detailed discussion with engineers during refinement sessions.

2

Visualizing Requirements

Visualizing business requirements helps validate their accuracy. These requirements can be illustrated through mock-ups and diagrams.

Products used by Operational Stakeholders require user interfaces. Tools like Figma or Adobe XD create clickable visualizations that demonstrate the user experience to stakeholders. These visualizations help align on requirements and provide effective guidance for engineers during implementation.

3

Technology Roadmap

Numerous stakeholders require alignment, which the Technology Roadmap provides as an essential document. It features a timeline of prioritized features based on business cases identified during requirements gathering sessions. Each case includes both business justification and engineering time estimates.

Though priorities may shift as the Roadmap evolves, it remains the primary planning tool for engineers and the key input for refinement sessions. These sessions help engineers understand what to build, why it matters, and the partner's priorities.

A Roadmap should contain features for at least 4-6 upcoming iterations, but ideally extends to cover half a year, giving the Engineering Team adequate perspective for design and implementation planning.

	Week 8	Week 9	Week 10	Week 11
Web Portal	CI/CD Set up deployment pipeline to Azure	Auth Token-based authentication	Dashboard Implement design and components visualized in mockup	
Scraping Engine		Research Document sources for scraping finance data	Scraping skeleton Implement puppeteer to act as a chromium agent to scrape forbes and tech crunch	
Reporting Module		Technical design How to leverage snowflake for BI	Implementsnowflake data structure Implement proposed data structure	

Figure: An example of a roadmap.

4

Filling the Backlog

Software engineers need a clear overview of tasks and features to build, which are documented in the backlog.

A structured development cycle maintains consistency, predictability, and measurable implementation velocity. Awesomity works most effectively with Agile/Scrum, using two key ceremonies for backlog management: Refinement and Planning.

Based on the roadmap, the Engineering Team and Product Owner identify what needs to be built in upcoming iterations. During Refinement, features are broken into tasks with accurate estimates and supporting information, making them ready for implementation. Tasks with complete specifications are considered "enriched" and ready for development.

During Planning, the Product Owner and Engineering Team schedule tasks for the upcoming iteration based on available capacity and task impact.

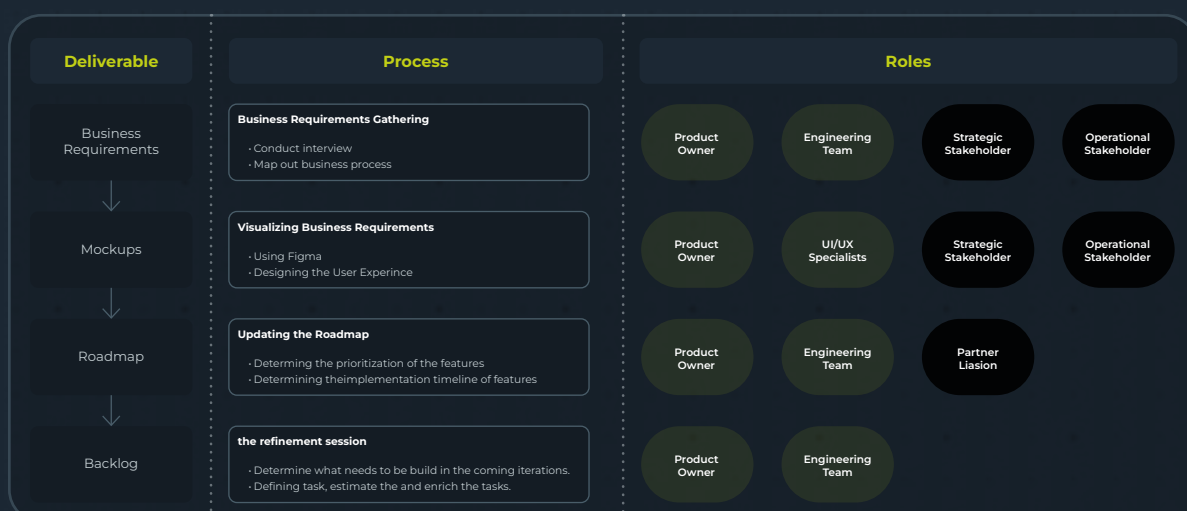


Figure: How we built the deliverables from requirements to backlog tasks for the engineers.

The Agile Engine: Powering Your Development

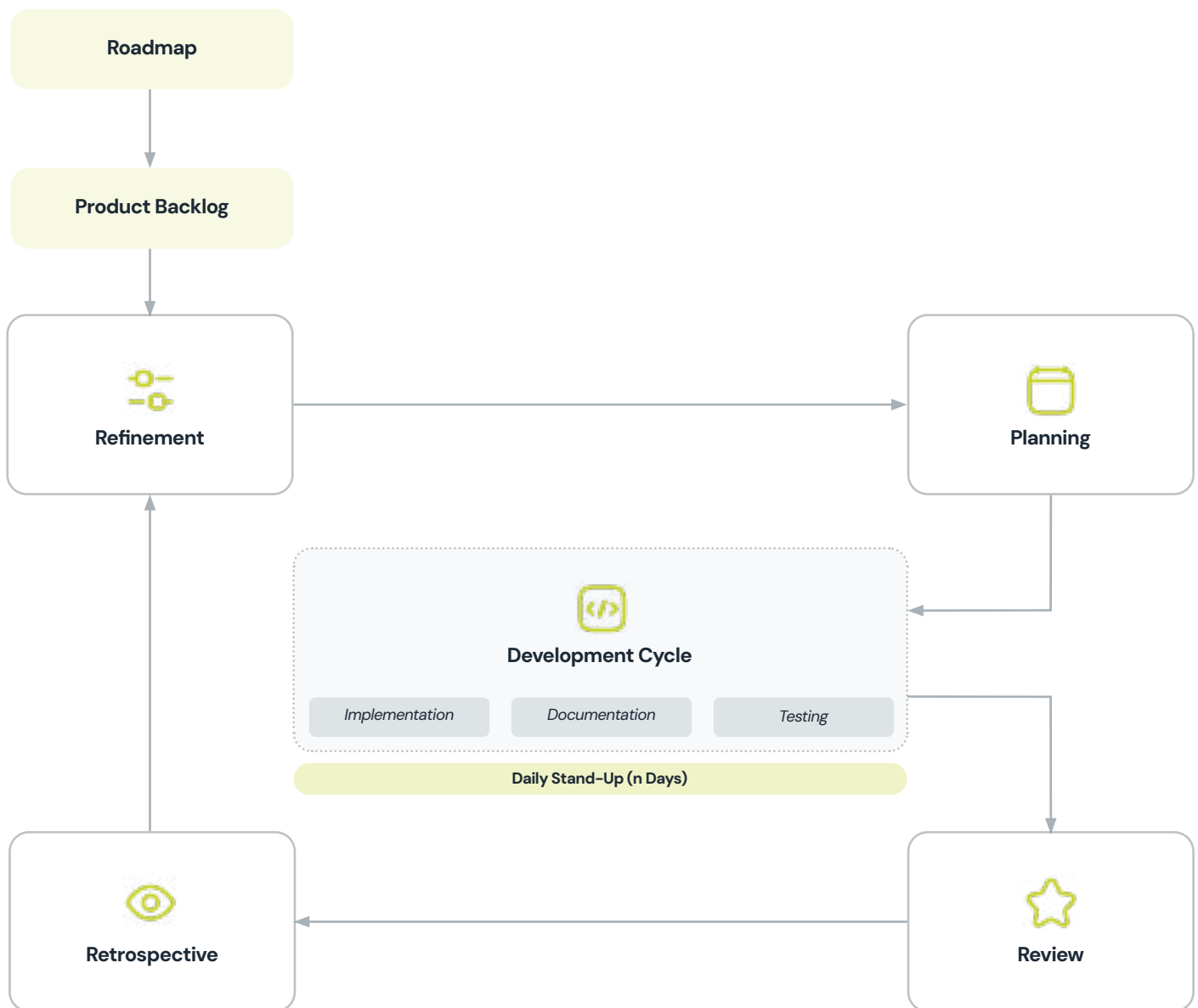


Figure: Agile Scrum processes, the four ceremonies, the dev cycle and how requirements are gathered and enter the process.



To ensure robust software development, adherence to guidelines and processes is essential. While implementation varies by Partner, these guidelines provide a foundation for a general framework. At its core, the five ceremonies are always incorporated.

The framework ensures tasks are implemented predictably and work is reviewed regularly. Agile/Scrum operates as an iterative process structured around Sprints. These Sprints typically last between one and four weeks, with the specific duration customized for each Partner based on what proves most effective for their particular circumstances.

CEREMONY	DESCRIPTION
Refinement	During this session, the Product Owner may invite various Stakeholders to discuss features, while the Engineering Team helps define the tasks needed for implementation. These task definitions are added to the Backlog and must be described clearly enough that any Engineering Team member can pick them up and implement them after assignment during The Planning.
Planning	The Product Owner defines the Sprint Goal and selects tasks from the backlog that align with the team's capacity in dialogue with the Engineering Team. The Engineering Team commits to the planned sprint's tasks so the work reflected in this sprint can be communicated effectively with stakeholders and ensure alignment between the Engineering Team and The Business.
Review	At the Sprint's conclusion, the Engineering Team demonstrates implemented features and tasks to involve Stakeholders through a demo. This ceremony invites progressive insight, new ideas for future sprints may be formulated on the backlog. Sometimes bugs or unforeseen issues arise during the Review. These are documented and planned for the next sprint.
Retrospective	In the retrospective, we verify whether the collaboration and IT governance framework are delivering intended results. This ceremony allows us to review internal processes, identify and learn what works well in the collaboration, and recognize areas for improvement.
Daily Stand-Up	When the day begins, the Engineering Team discusses among themselves: • What did I accomplish yesterday? • What will I do today? • What blockers or impediments might prevent me from completing tasks I've committed to? This practice creates accountability among Engineering Team members. Additionally, notes from these standups are shared with the Partner Liaison, enabling them to understand the current implementation status, anticipate challenges, and provide updates to involved Stakeholders. This allows for the Liaison to understand the current status of the implementation and anticipate challenges, but also updates for involved Stakeholders.
Development Cycle	We manage tasks in an active sprint using a Scrumboard with four columns (Lanes): To Do, In Progress, Testing, and Done. Engineering Team members move tasks from "To Do" to "In Progress" to indicate what they're currently working on. When a task is completed, it moves to "Testing," where the Product Owner or an assigned Quality Assurance Engineer validates the implementation. If validation succeeds, the task moves to "Done"; otherwise, it returns to "In Progress." During the Development Cycle, new tasks are implemented, research and features are documented, and implementations are tested.

Essential Best Practices for Agile/Scrum



Best Practices for Backlog Preparation

Maintain a well-structured backlog extending 3–4 sprints ahead, guided by the roadmap's business impact priorities:

- Fully refine immediate sprint items with detailed acceptance criteria, while allowing future items to be progressively less detailed
- Break larger roadmap initiatives into implementable stories that deliver cohesive value each sprint
- Involve stakeholders early to validate priorities and ensure alignment between technical implementation and business objectives
- Regularly reassess backlog priorities as market conditions evolve, while maintaining the roadmap's strategic direction

A roadmap-driven backlog balances efficient delivery with adaptability, ensuring engineering efforts consistently produce the highest business impact.



Defining a Good Sprint Goal

A good Sprint Goal is clear, concise, and outcome-focused rather than task-oriented. It should be:

- Expressed in simple language everyone understands
- Focused on value delivery and business impact
- Measurable with clear success criteria
- Cohesive, creating a unifying theme for the sprint's work
- Meaningful to both technical and non-technical stakeholders

For example, "Enable customers to successfully complete purchases using saved payment methods" is stronger than "Complete user stories **#45**, **#67**, and **#89**."

The Sprint Goal helps teams stay aligned when challenges arise and provides autonomy to make adjustments while still delivering intended value.



Engineering Capacity Allocation: The 70/20/10 Rule

To maximize engineering effectiveness, allocate the typical 155 monthly work hours using the **70/20/10** rule:

- **70%** (108 hours) for planned roadmap features
- **20%** (31 hours) for ad-hoc tasks, bugs, and urgent business requests
- **10%** (16 hours) for slack, learning, and technical debt

This balanced approach enables teams to make realistic sprint commitments while maintaining flexibility for unexpected work. It recognizes that sustainable development requires both structured feature work and room for addressing emergent issues. Implementing this framework helps prevent burnout, improves estimation accuracy, and ensures continuous progress on strategic initiatives while accommodating operational realities.

Sprint Zero: Launching Successful Collaborations



When a new team is allocated, it's important to align on goals for the new Partnership. The Kick-Off session provides an overview of who comprises the Awesomity Engineering Team and how we envision the collaboration beginning. The Partner delivers a high-level presentation of their company, sharing their goals and expectations for the collaboration. It's beneficial for all key Stakeholders to participate in the kick-off to become acquainted with everyone involved and lower communication barriers.

Before starting the collaboration, some groundwork should already be completed. To ensure the roadmap contains features before implementation begins, we conduct preliminary interviews and define a rudimentary roadmap that can be refined throughout the process.

Every collaboration begins with **Sprint 0**. This special sprint establishes project and product foundations, defines initial backlog items, and prepares the team for collaboration. Setting up communication channels is also essential:

- WhatsApp Group for urgent communication
- Slack for asynchronous, volatile communication
- Company emails for scheduling video calls and sharing important, non-volatile information



Sprint 0 typically lasts a maximum of one week, after which Sprint 1 begins with the previously determined sprint length, and actual implementation work commences. The Kick-Off consists of a meeting featuring presentations from both Awesomity and our Partner, usually supported by slides.

A man with short dark hair, wearing a blue and orange t-shirt and dark trousers, is sitting on a black office chair. He is holding a basketball in his right hand and a Rubik's cube in his left hand. He is looking directly at the camera with a slight smile. In the background, there is a white desk with a small green Christmas tree and a white container. A potted plant is also visible.

Talent Ecosystem of Awesomity

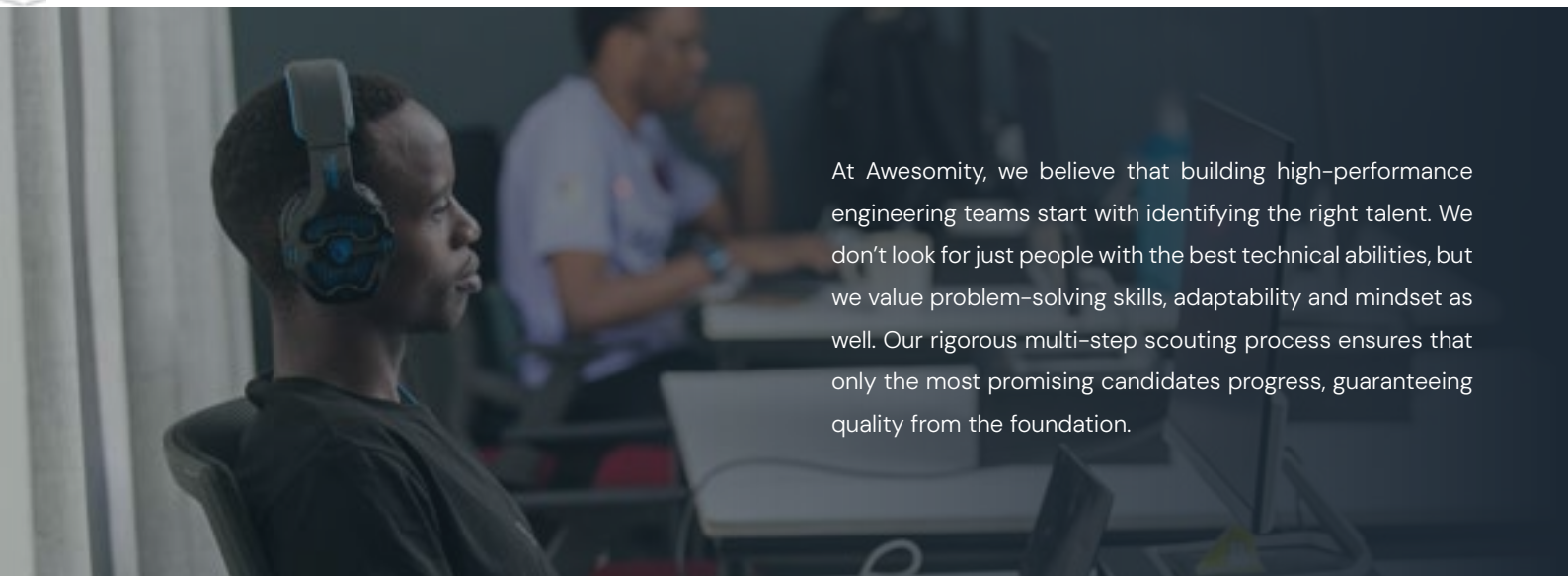
The foundation of the products and services we offer are built on top of our ecosystem, where **we scout and train software talent.**

Over the past decade, we have built a structured, demand-driven approach to identifying and guiding the career of world-class software engineers, data scientists and product designers.



What sets us apart is our ability to scout high-potential talent, upskill them with market-relevant expertise and integrate them seamlessly into teams working for companies across Europe. This process ensures that engineers not only meet industry standards but also exceed them, making them immediately effective in real-world projects.

Scouting Process: Ensuring Quality from the Start



At Awesomity, we believe that building high-performance engineering teams start with identifying the right talent. We don't look for just people with the best technical abilities, but we value problem-solving skills, adaptability and mindset as well. Our rigorous multi-step scouting process ensures that only the most promising candidates progress, guaranteeing quality from the foundation.

Identifying high-potential talent



Strategic Talent Sourcing

We cast a wide net, targeting university students, recent graduates and self-taught engineers with a strong technical skillset. Our outreach spans social media, university partnerships, developer communities, and engineering-themed WhatsApp groups to attract a diverse and highly motivated applicant pool.



Real-World Assessment Challenge

Rather than relying solely on resumes or leet-code assessments, we test candidates with progressively challenging, real-world problems designed by Awesomity's senior engineers and business analysts. This hands-on approach ensures we evaluate candidates not just on knowledge, but problem-solving skills, creativity and attention to detail.



Rigorous Filtering & Selection

From the 200 to 500 applicants per cycle, we conduct a structured evaluation based on:

- Code Quality
- Problem-solving approach
- Technical expertise

METRICS	DESCRIPTION
Code Quality	Clean, well-documented and scalable solutions. The application of proper design patterns and concepts of software architectures.
Problem-solving	Logical reasoning and efficiency in tackling challenges, ensuring an optimized approach to algorithms and maintaining simplicity of implementation to promote better collaboration in teams and transferability of work.
Technical Expertise	Ability to work with modern technologies and best practices, such as leveraging queuing structures, scalable data structures and application of frameworks.
AI-assisted Development Readiness	We assess candidates on how well they leverage AI-powered coding assistants (e.g. Copilot, Cursor AI) in their projects. While we value AI-enhanced productivity, we ensure that engineers can explain their code, justify decisions, and critically assess AI-generated solutions rather than blindly relying on them.
Soft Skills & Communication	Clear articulation of thought processes and adaptability and a high factor of empathy when dealing with various involved internal and external stakeholders.

A recent study on AI Copilot and its code quality highlights a critical trade-off:

“While AI-assisted coding significantly boosts productivity and helps maintain high-quality standards in the short term, it can lead to challenges in long-term maintainability and sustainability. AI accelerates development by automating repetitive tasks and providing intelligent suggestions, but without proper oversight, it may introduce inefficiencies, hidden bugs, or code that becomes harder to manage over time.”

This is why we prioritize engineers who can collaborate effectively with AI-tools while maintaining strong fundamentals in software development. We seek talent that can leverage AI as an enhancement, not a crutch, ensuring long-term code quality, maintainability and extensibility.



In-Depth Interviews

The top candidates undergo technical and behavioral interviews to assess their ability to communicate, collaborate, and thrive in teams that operate in an international context.



Exclusive Selection & Bootcamp Invitation

The applicants are filtered down to the best ten to twenty candidates per cohort and are invited to participate in the TaskForce BootCamp, where they undergo intensive, structured training before being integrated in teams taking on real-world challenges and projects.

Training: Developing Market-Ready Engineers

At Awesomity, training isn't just about teaching technical skills: It's about nurturing engineers who think beyond the code. Our training program ensures that every engineer is not only technically proficient, but also is capable of bringing real business value to projects and partners. We don't train "yes people", we train critical thinkers who challenge ideas, propose solutions, and actively contribute to a partner's success.

A Demand-Driven Curriculum

Our curriculum is carefully designed by Awesomity's experienced engineering and training team, in collaboration with international partners and, in some cases, clients who want to tailor the program to their specific needs. Each cohort follows a specialized track based on industry demand, ensuring that engineers are trained for high-impact roles with a blend of technical expertise, real-world experience, and client-driven innovation, rather than just theoretical knowledge.

Our core training areas includes:

Backend Development	Dive deep into modern backend technologies, focusing on API design, database management, scalable system architectures, and cloud infrastructure (e.g. AWS, Azure and GCP). While we train extensively in Java, .NET, TypeScript and Go, our program adapts to industry needs, ensuring engineers are proficient in the most relevant and in-demand backend frameworks.
Frontend & Full-stack Development	Training for modern frontend technologies such as React, Vue, and Angular with TypeScript, combined with backend fundamentals to develop versatile, high-performance full-stack engineers. Our approach ensures adaptability to different frameworks and development environments.
AI & Data Engineering	Covering model training, refinement, and deployment using PyTorch, OpenCV and TensorFlow, and leveraging cloud-based AI/ML services, while remaining flexible to emerging AI frameworks. Engineers gain hands-on experience building intelligent systems that power modern applications.
DevOps & Security	Engineers are equipped with knowledge on infrastructure automation, continuous integration and deployment pipelines, cloud security, and monitoring tools, ensuring they can work with a range of cloud services and DevOps solutions to deliver efficient, scalable and secure software.

Hands-On Learning & Soft Skill Development



Project-Based Training & Real-World Scenarios

Rather than passive learning, engineers work on real projects in team-based environments, gaining experience in agile workflows, sprint planning, and cross-functional collaboration settings. They are encouraged to question, challenge assumptions, and bring new ideas to the table rather than simply following instructions.



AI-Readiness & Modern Development Practices

As AI-assisted software development becomes more prevalent, we train engineers to responsibly integrate AI tooling into their workflow while maintaining high-quality, maintainable code. We ensure they understand AI-generated outputs, critically evaluate suggestions, and adhere to best coding practices, avoiding and over-reliance on automation.



Soft Skills & Business Impact Awareness

Technical expertise alone is not enough, our engineers are trained to understand the business impact of their work and contribute meaningfully to client goals:

Client-Centric Mindset	Engineers learn to see beyond the code, focusing on how their work drives efficiency, innovation, and business success.
Critical Thinking & Problem-Solving	They are trained to challenge assumptions, suggest improvements, and proactively solve problems, rather than just executing tasks in isolation.
Presentation & Communication Skills	Engineers undergo live training on articulating ideas, conducting demos, and engaging with stakeholders.
International Exposure & Mentorship	Senior mentors from the UK, the Netherlands and Germany, guide talented candidates gaining insights into global best practices and cultural understanding.



Continuous Evaluation & Final Showcase

Throughout the bootcamp, engineers are assessed through live coding, technical reviews, and project milestones, ensuring consistent improvement.

The program concludes with a Final Showcase, where engineers present their work to industry experts, demonstrating the skills they've gained through the projects they've built. This event allows them to showcase their problem-solving abilities, technical expertise, and professional growth. Upon completion, participants receive a Certificate of Completion from Awesomity, recognizing their achievement and readiness for real-world projects.

The Awesomity Quality Framework

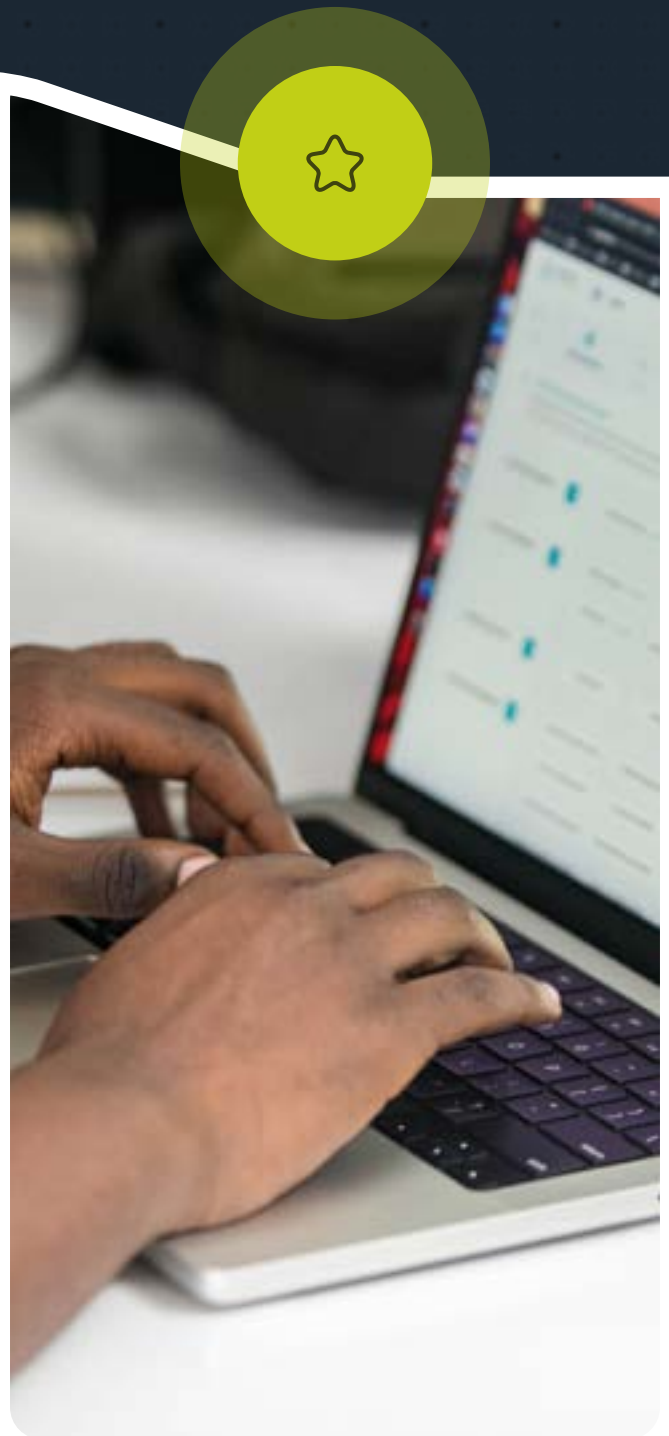
At Awesomity, training through the **TaskForce Bootcamp** is just the beginning.

While we identify and develop a large pool of talented engineers, we strategically hire only a select few because we choose to grow organically, aligning our hiring with industry demand and matching with opportunities developed together with our partners. This approach ensures that every engineer we bring on board has a clear, long-term trajectory within our team and in the context of the client partnership.

We prioritize long-term collaborations, working with clients and partners who seed dedicated engineering talent for sustained, high-impact projects.



Through our structure management approach, we focus on seamless onboarding, continuous performance monitoring, and professional growth, ensuring that our engineers adapt and evolve with the changing needs of the market.



Structured Onboarding & Mentorship

We ensure that every new engineer integrates smoothly into teams and starts adding value immediately. Every new hire is paired with a senior mentor, a buddy, who continuously guides them through Awesomity's workflow and best practices, and project-specific expectations:



The first month

Within the first month, engineers join client teams already trained in best practices and technical workflows. Their paired buddy provides guidance and supports the new hire and support as they adapt to the client's environment and expectations.



Regular check-ins

Regular check-ins from senior Awesomity staff ensure they understand both the technical and business aspects of their role.



Clear expectations

We collaborate and align with clients to set clear expectations based on whether engineers are junior or intermediate, ensuring they take on the right level of responsibility from day one and guide their growth to take on more responsibility during their professional development journey.



Performance Monitoring & Continuous Growth

At Awesomity, we believe that high-quality engineering is a continuous journey. Our structured approach to talent nurturing ensures support for our engineers to meet and exceed performance expectations:



Quarterly performance reviews

Quarterly performance reviews with the Head of Engineering, focusing on technical proficiency, collaboration skillset, and impact on client projects



KPIs

KPIs tailored to client objectives, ensuring measurable contribution and desirable outcomes that match the expectation of our partners and their business.



Technical and soft skills training

Ongoing technical and soft skills training, with participation in Awesomity's Knowledge Retention Friday Sessions, keeping engineers updated on industry trends and best practices.



Training budget

Engineers are getting a fixed budget every year to spend on certification and training, the budget is free to spend for the engineer how they like to see their career evolve, but can also be discussed with senior staff to identify a new personal growth path.



Friday Session and the Code Dojo

Every Friday we alternate between the Friday Session and the Code Dojo.



The Proven Model for Talent Retention and Client Success

A well-managed engineer is an engineer who stays. We are proud to boast a 90% retention rate. This is how Awesomity ensures stability, continuity, and long-term impact for the teams we build and manage for our partners:



High retention rates

High retention rates result in clients spending less time on hiring and onboarding.



Ready-to-deploy teams

Ready-to-deploy teams that integrate seamlessly into projects, reducing the ramp-up time.

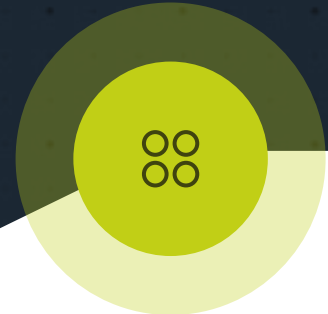


Scalability and flexibility

Scalability and flexibility is offered to clients to expand with various disciplines or downsize their teams tailored to their needs, with Awesomity handling the team allocation process smoothly.



The Organisation



Our governance reflects our mission to relay responsibilities and accountability deeper to our software engineering team. We believe that an environment where engineers are taking on responsibilities and have the control to show their accountability, is an environment where you can grow professionally and that taking ownership is a part of our DNA which reflects into the services we provide to our clients and partners.



Engineering Teams

We have defined seven divisions in our organisation. The division leader is responsible for maintaining the quality and training of each division.

We believe in small teams that are cross functional with a high level of responsibility and accountability. Each team can consist of three to five engineers selected across different divisions, with the leadership of a product owner. A roadmap is defined for each team to maintain overview and accountability.

If a partner needs more capacity, an additional team with a dedicated roadmap is allocated. Each engineer is dedicated to a single roadmap, and a product owner can manage 2-3 roadmaps. In case a partner needs different disciplines, these teams can be adjusted as requested.

Management

Each division leader takes on the responsibility of ensuring that the talent within their division grows, maintains and that the quality is consistent. The division leader is responsible for hiring, quarterly skill assessments.

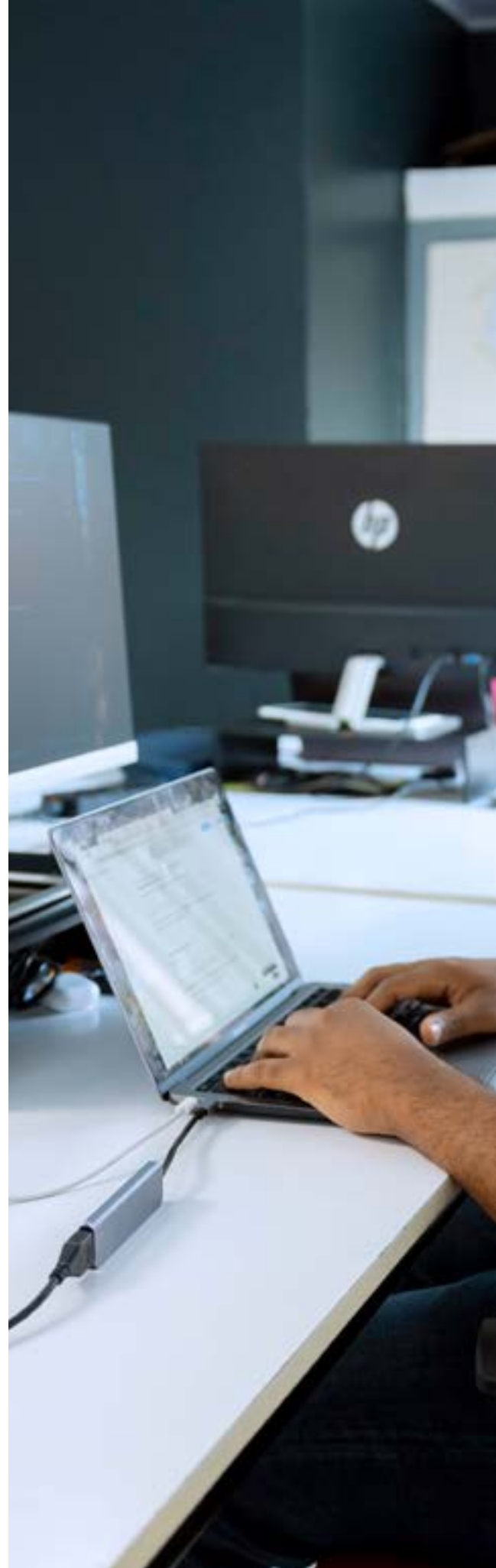
There are five divisions designated under the Head of Engineering who is responsible for the comprehensive quality of the various software engineering disciplines.

The Chief of Staff is responsible for the coordination of people and maintaining continuity in the business facing talent, such as product owners, but also ensures that management staff responsible for training and continuous development are on track.

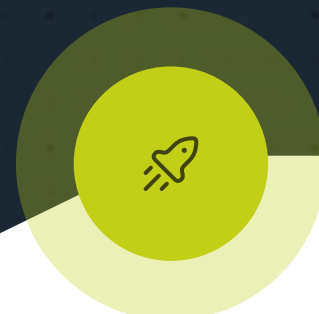
Board of Directors

Executive members of the board are responsible for strategic decisions and setting out the route for the company. Our main operating model is building technology departments for companies across Europe, but developing new products and setting up joint ventures is also important.

The goal is to ensure continuity, operational excellence.



Own your Future, **Innovate from Within**



Unlock the innovation potential from within your organisation and take **leadership in your industry** with our Technology Department-as-a-Service.

Our people are eager to take on new challenges and deliver results. Let's start the discussion and share the challenges of your organisation and industry.

We start with analyzing your existing technology landscape and getting an understanding on where we could define quick wins. We offer a trial period on our collaboration and can show our expertise by formulating a small scoped collaboration, where we could build a product in a short couple of weeks and audit software in your current landscape.

We aim to set up a fruitful partnership, so we evaluate the trial period, adjust our processes and communication to match the fabric of your organisation and build a long-term partnership.

Partnership Structure

We aim to deliver our service for a predictable cost structure to evaluate the investment within your organisation. Our partnerships are constructed based on the following terms.

Start Date	What is the date for the start of kick-off?
Commitment	How long are we going to collaborate?
Retainer	To build up the workforce, we need some investment up front.
Notice Period	How much time in advance do we know that a partnership is going to end?
Development Capacity	Which disciplines and how much fte is being allocated?
Monthly Commitment	The monthly amount is fixed, making the financing of it investment predictable.



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