Producement

Startup Product Engineering

Experienced in building products from
fintech to adtech, and renewable energy

Founded in 2017 by three
ex-TransferWise engineers

ABOUT
Producement

Flexible cash & equity
model for startups

A startup-minded team delivering scalable
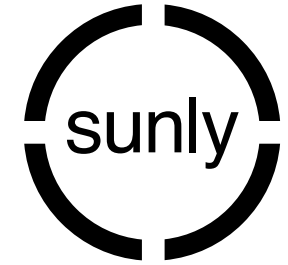products through customer-centric engineering

Core skills in prototyping,
building and iterating MVPs;
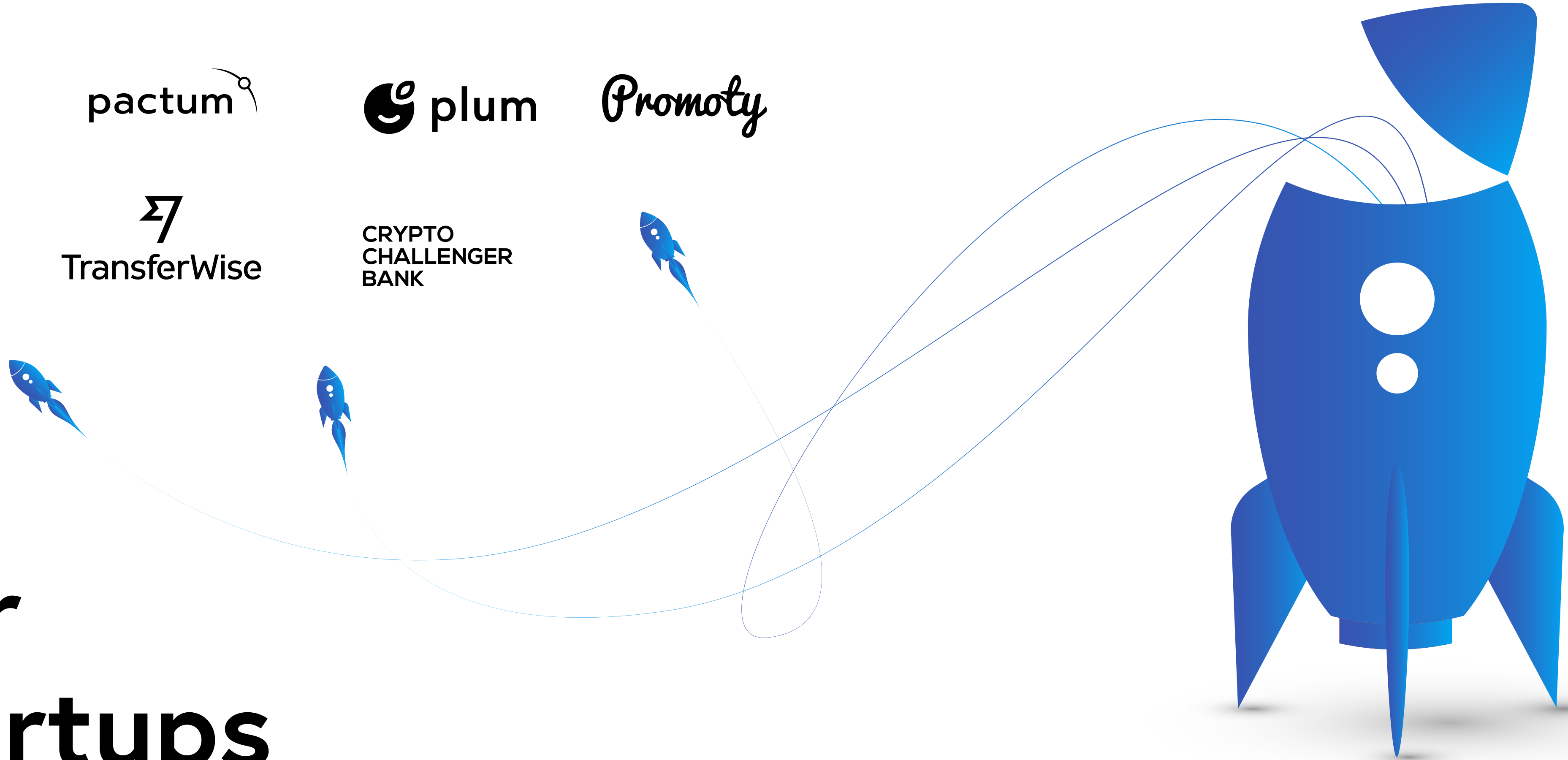hiring and building teams

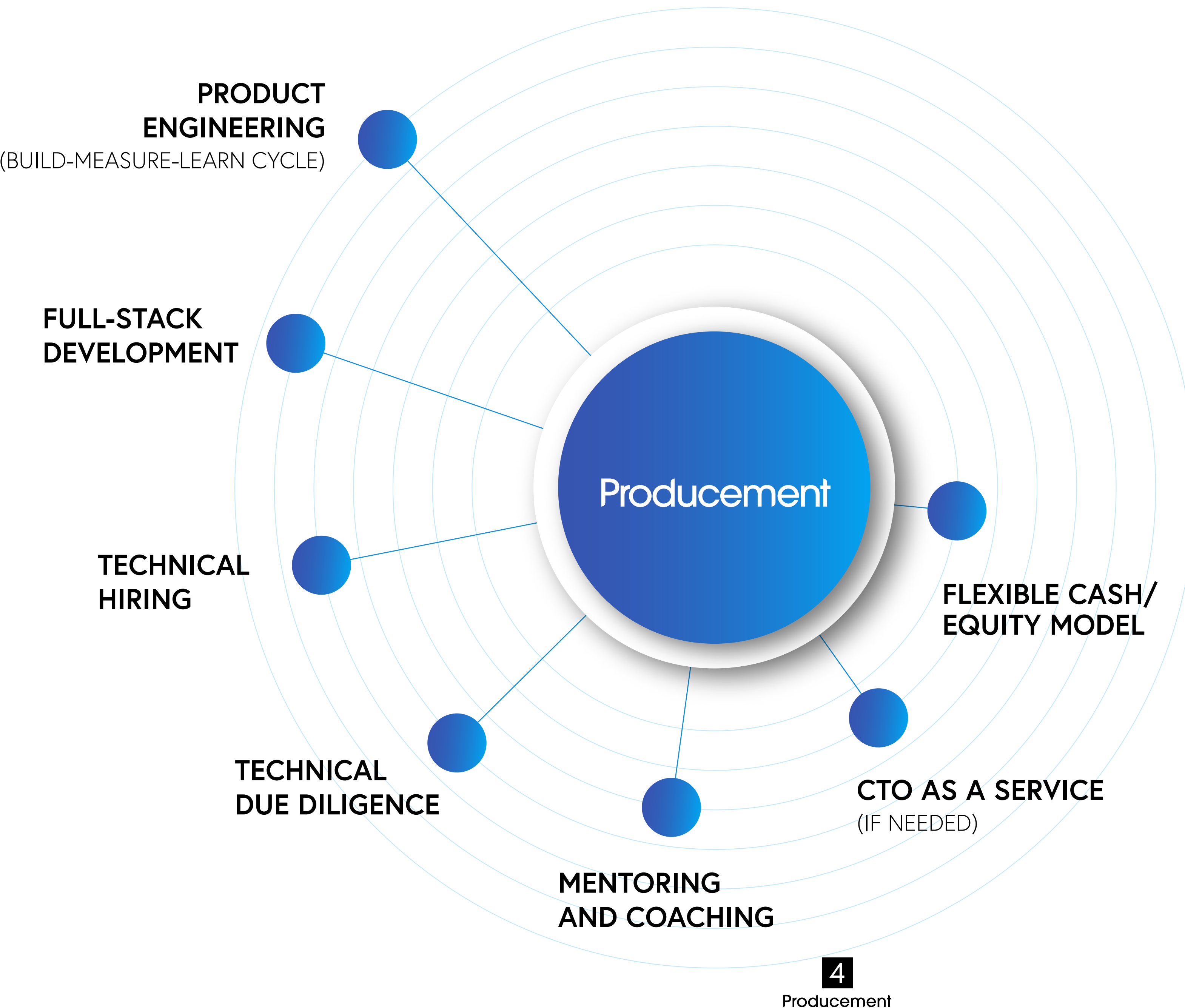EURO2   salv   Tuleva   PayQin

sunly   pactum   plum   Promoty

Foundik   TransferWise   CRYPTO CHALLENGER BANK

Our Startups

PRODUCT
ENGINEERING
(BUILD-MEASURE-LEARN CYCLE)

FULL-STACK
DEVELOPMENT

TECHNICAL
HIRING

TECHNICAL
DUE DILIGENCE

MENTORING
AND COACHING

CTO AS A SERVICE
(IF NEEDED)

FLEXIBLE CASH/
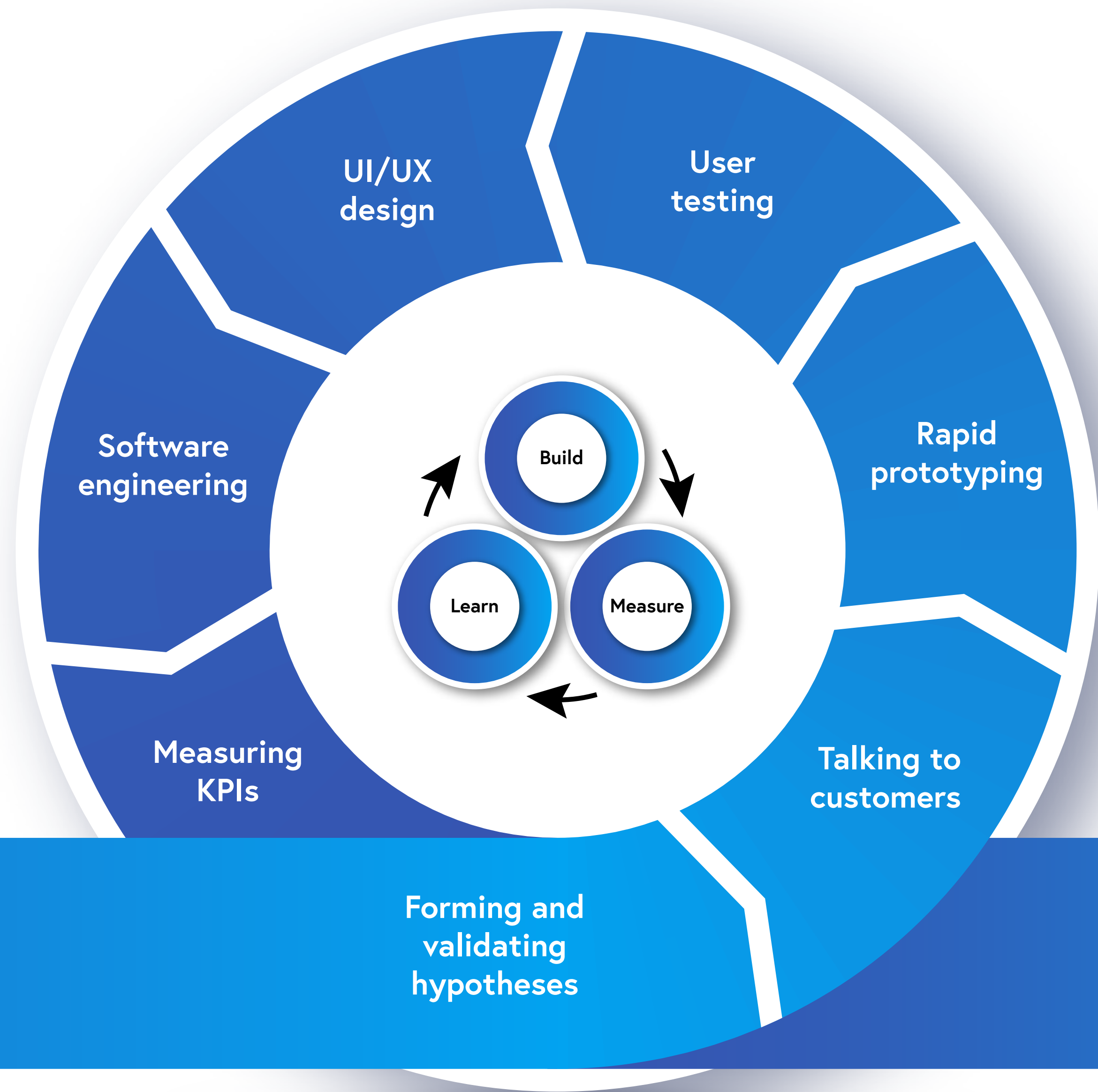EQUITY MODEL

Producement

We've got you covered

We will help you build a team and the right culture for engineers to take your product to new heights.

Product Engineering:

iterating the **Build**-**Measure**-**Learn** cycle

UI/UX design

User testing

Software engineering

Build

Rapid prototyping

Learn

Measure

Measuring KPIs

Talking to customers

Forming and validating hypotheses

How working with us looks like

Step 1
Vetting calls

- Is your team coachable?
- Are you capable of remote work?
- Is your product concept semi-validated?
- What will be the split of cash/equity?

Step 2
Understanding the problem

- Customer development
- Writing down the user stories
- Establishing the hypothesis, KPIs and metrics
- Prototyping if needed and presenting to the users

Step 3
Building and iterating the MVP

- User testing prototypes and the product
- Building the product (Build-Measure-Learn cycle)
- Starting a planning cycle (weekly, monthly/quarterly)
- Starting to hire a team (if necessary)

Step 4
Hiring and building the team

- Hiring a CTO (if needed)
- Hiring top tech-product talent
- Goal is to make sure the startup becomes independent
- Making sure the team works as a cross-functional, customer centric, autonomous product team

Step 5
The Startup is independent

- Producement will be available for backup, but the startup should have tech and product capabilities to proceed independently

We work LEAN

Development by agile iterations
(weekly sprints, daily standups, quarterly plans, bi-weekly retrospectives)

Test Driven Development (TDD) and 80%+ code coverage

Lean Startup Methodology
(MVP, Build-Measure-Learn)

Continuous integration and continuous deployment
(daily releases)

Pair programming

Our Technical Skillset

TOOLING
Gradle
Maven
Docker
GitLab CI
Circle CI

PLATFORMS
Linux
macOS

LANGUAGES
Java
Kotlin
JavaScript
TypeScript
Dart
Solidity

MESSAGING
RabbitMQ
Kafka

FRAMEWORKS
React-Redux
Spring Framework
Spring Boot
Vaadin
OpenAPI
Flutter

TESTING
TDD
Junit
Spock
Jest
Enzyme
Codecov

INFRASTRUCTURE
Amazon Web Services
Elasticsearch
Logstash
Kibana
SpringCloud
Hazelcast
Cloudflare

MONITORING
OpsGenie
VictorOps
NewRelic
Sentry
Papertrail

DATABASES & DATA SCIENCE
PostgreSQL
Oracle
H2
Superset
Metabase
Blockchain
Data science tools

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Producement
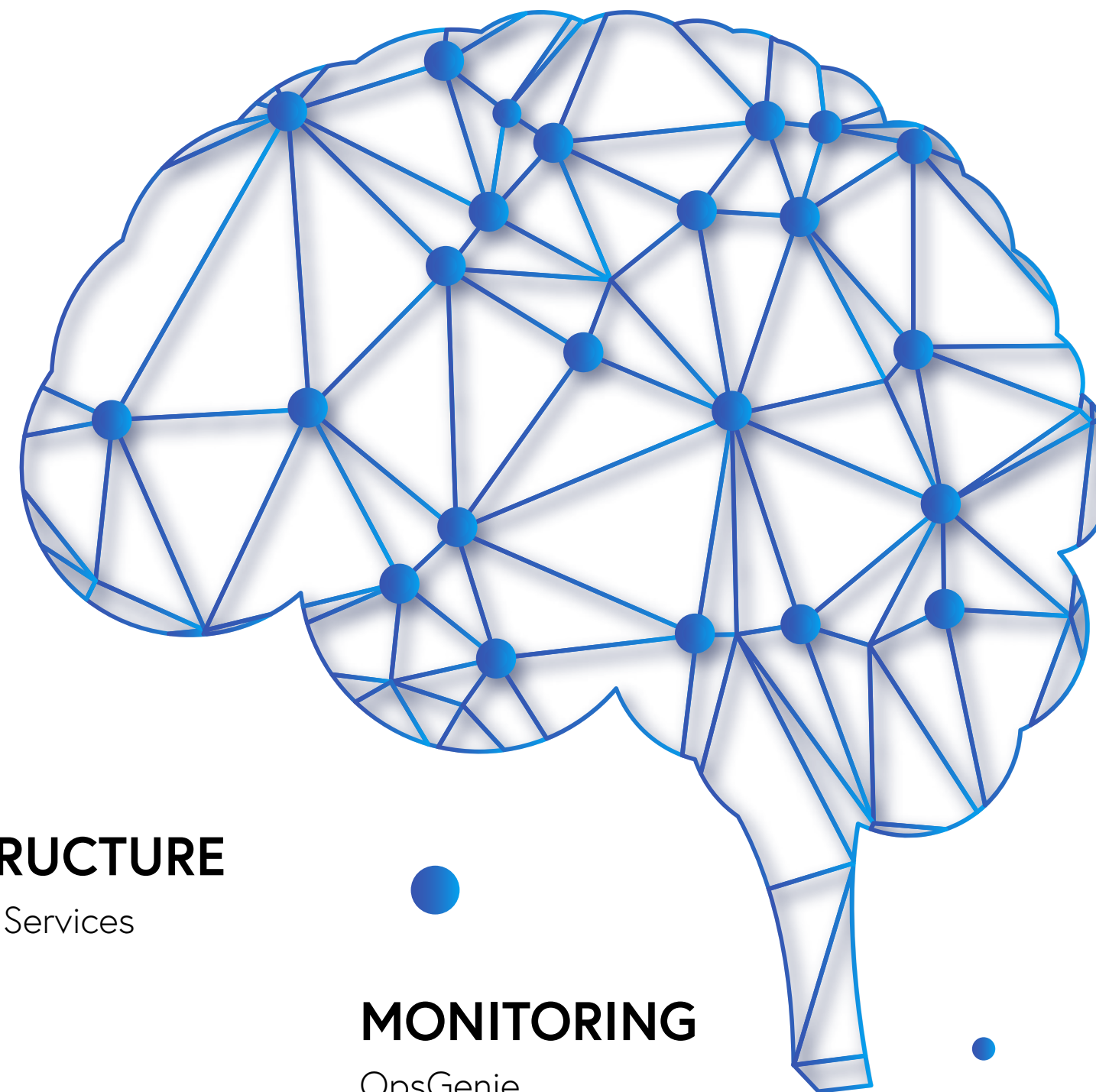
Our Team

+ more than 14 talented product engineers – team growing rapidly

JORDAN VALDMA

CEO & Co-Founder

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Jordan is an experienced fintech-focused engineer with a strong business background. He has contributed to several startups as a CTO, and recruited and coached hundreds of engineers. Additionally, Jordan is a sought after public speaker, technical startup mentor and angel investor.

MAIDO KÄÄRA

CTO & Co-Founder

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Maido is a true software development powerhouse who can make the wildest of product ideas come to life in well written code. Being a man of few words, he lets the quality of his work speak for itself.

ERKO RISTHEIN

CFO & Co-Founder

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With more than 13 years of experience in software development and engineering, Erko has a strong command of numerous programming languages, expertise in finance, the skills for leading high-performance engineering teams and a thirst for building disruptive fintech products.

Want to scale with us?

Let's have a chat and see if we're a match!

KEITH VOOGLA

Partnerships & Communications

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Keith has 5+ years of sales experience in B2B SaaS solutions. She loves helping early stage startups set up their sales engines.