

IT SERVICES · SOFTWARE · DIGITAL GROWTH



Empowering businesses to soar above the competition.

Software, fintech platforms and ready-built products, plus the demand generation that fills them. One partner from architecture to acquisition, across India, the UAE and the United States.

WEB & SOFTWARE

FINTECH

MOBILE APPS

AI SOLUTIONS

CLOUD

PRODUCTS

MARKETING

DESIGN

Contents & company at a glance

2019

INCORPORATED

25+

IT PROFESSIONALS

52

SERVICES & PRODUCTS

24x7

SUPPORT COVER

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WHO WE ARE

A single IT partner, from first line of code to first thousand customers.

Innoventure Fintech Pvt. Ltd. delivers 28 engineering and marketing services, 14 fintech solutions and 10 ready-built products, served by 25+ IT professionals working from Noida, Dubai and Virginia Beach.

- ✓ One accountable team for build and growth, with no handoffs between vendors.
- ✓ Senior engineers with 20+ years of combined delivery experience.
- ✓ Clean code, documented handover, transparent reporting.

WHERE WE WORK FROM

CORPORATE

Noida One, Tower-C,
Unit 1017
Sector 62, Noida 201309

REGISTERED

Defence Enclave
New Delhi

MIDDLE EAST

Bur Dubai
United Arab Emirates

NORTH AMERICA

Virginia Beach
Virginia, USA

We increase business success **with technology**

Innoventure is a global IT solutions company delivering web and mobile development, custom software and AI, fintech platforms, licensed business products, cloud and consulting for startups through to enterprises, from three delivery centres.

OUR BUSINESS PHILOSOPHY

Our clients' success is our success, and it is the only measure of growth we take seriously.

That belief has built durable relationships with a clientele spread across the globe. We commit to delivering maximum value to every client, helping them succeed in a constantly changing and challenging business world.

One-stop provider

Web, mobile, application development and consulting under a single contract and one delivery lead.

Business-model fluency

We start from how you make money, not from a technology preference, then choose the stack.

Senior by default

Dedicated, competent teams led by specialists with deep domain and platform experience.

PROCESS

First-growing process

ENGINEERING

Clean, reviewed code

HANDOVER

Documented throughout

QUALITY

CMMI Level 3 practices

Defined, measured processes applied to every engagement, whatever its size.

SECURITY

ISO/IEC 27001 aligned

Access control, data handling and review discipline built into delivery.

COMMERCIAL

NDA & IP assignment

Signed before kickoff. The work we produce for you belongs to you.

Vision, mission & core values

OUR VISION

Long-term goals, healthy collaborations.

We believe in giving our clients the best service we are capable of, and in partnerships that compound over years rather than quarters. Let's nurture and grow together. Our quality practices follow CMMI Level 3 and ISO/IEC 27001 information-security standards.

OUR MISSION

Every business deserves a chance at exposure.

Too many small and mid-scale ventures collapse for want of visibility and support, not for want of a good idea. We stand with our clients to give them both, because we believe in the cycle of happy employees, happy company, happy clients.

CORE VALUES

Exceed expectation

The brief is the floor, not the ceiling.

Partner with clients

Your roadmap and constraints become ours.

Trust & teamwork

One team across your side and ours.

Ingenuity

Simple solutions before clever ones.

Total transparency

Clear scope, clear cost, clear status.

Exceptional quality

Reviewed, tested, documented, supported.

WHAT WE DO

Comprehensive, integrated IT services: strategic consulting, software development, mobile application development, and the design and implementation of world-class e-business applications.



What we do

Four ways to work with us: engineering services delivered by our teams, domain-specific fintech platforms, ready-built products you can license and configure, and the industry knowledge that shortens all three.

Services 28

Web, software, mobile, backend, marketing, cloud and consulting, engaged as a project, a retainer or embedded engineers inside your team.

Fintech 14

Payments, banking and lending, investing, insurance, blockchain and RegTech, built with compliance in the architecture, not bolted on at audit.

Products 10

CRM, HRMS, billing, inventory, hospital, school, restaurant, real estate, commerce and WhatsApp marketing. Live platforms, configured to you.

Industries 14

From healthcare and education to logistics, manufacturing, hospitality and startups. Sector patterns we have already solved once.

SERVICE GROUPS AT A GLANCE

Web 6

Design, development, commerce, CMS platforms

Software & AI 6

Custom, ERP, CRM, AI, chatbots, voice agents

Mobile 3

Android, iOS, Flutter

Backend 4

React, Laravel, PHP, Python

Marketing 6

SEO, ads, social, digital, brand, design

Cloud & consulting 3

Cloud, IT consulting, staff augmentation

WHY ALL FOUR TOGETHER

Most vendors sell one of these four.

Holding all of them lets us licence a product where a custom build is not justified, build where a product would be a compromise, and market what we shipped, instead of recommending whichever one we happen to sell.

Build the platform

Twelve of our twenty-eight services cover the product itself: the site or storefront your customers meet, and the system your own team runs the business on.

WEB		6	SOFTWARE & AI		6
Website Design	UI/UX & prototypes		Custom Software	Bespoke platforms	
Website Development	Fast, SEO-ready sites		ERP Development	One source of truth	
Ecommerce Development	Stores that sell		CRM Development	Sales, automated	
WordPress Development	Custom & headless WP		AI Solutions	LLMs & automation	
Shopify Development	Shopify & Hydrogen		AI Chatbot	Chatbots & assistants	
Magento Development	Adobe Commerce		AI Voice Agent	Voice bots & IVR	
Built to be handed over			Commerce that converts		
Version-controlled, reviewed and documented. Nothing stays locked behind us.			Checkout, payments, tax and logistics wired up and tested on real order flows.		
EVERY BUILD INCLUDES			AI with a business case		
✓ Hosting, domain and SSL configured and documented			✓ Analytics and conversion tracking live before launch		
✓ An admin training session and a written handover			✓ Source code in your repository, under your account		
			✓ SEO baseline: titles, schema, sitemap, Core Web Vitals		
			✓ 24×7 support cover once you are live		

WHERE AI ACTUALLY PAYS

Support deflection with a trained chatbot, first-line qualification with a voice agent, and document or data work that currently occupies a salaried person for hours a week. We scope against those numbers, then build.

Run it at scale

Native and cross-platform apps, the back ends that serve them, and the cloud and consulting support to keep the whole estate running once it is live.

MOBILE

3

Android App

Native Kotlin

iOS App

Native Swift

Flutter

One codebase, both stores

BACKEND

4

React Development

Modern front-ends

Laravel Development

Robust back-ends

PHP Development

New builds & rescues

Python Development

Web, data & automation

CLOUD & CONSULTING

3

Cloud Solutions

AWS, Azure & GCP

IT Consulting

Independent advice

Staff Augmentation

Vetted engineers, fast

Apps that survive year one

Store submission, crash and performance monitoring and a maintenance window for OS releases are part of the engagement, not a change request after launch.

Engineers inside your team

Staff augmentation with vetted developers who work your hours, in your tools, reporting to your leads, with our technical oversight behind them at no extra cost.

Rescue & takeover

Inherited a stalled PHP or WordPress build? We audit, stabilise, then move it forward.

Cloud cost review

Right-sizing, reserved capacity and architecture fixes that cut the monthly bill.

Independent advice

Consulting engagements where we are not the vendor for what we recommend.

STAFF AUGMENTATION: HOW IT WORKS

- ✓ You interview and select every engineer before they join
- ✓ They work your hours, in your tools, reporting to your leads
- ✓ Rolling monthly contracts, so you scale the team up or down
- ✓ Our technical leads review their work at no extra cost
- ✓ All IP assigned to you from the first commit
- ✓ If the fit is wrong, we replace at our cost

Build the pipeline

The demand side, run by the same company that built the product, so the site, the tracking and the campaigns are never three vendors blaming each other.

MARKETING	6	INSIDE AN SEO RETAINER	6
SEO	AI SEO, GEO & AEO	Technical SEO	Crawl, speed, schema
Digital Marketing	Full-funnel growth	On-page & content	Templates, briefs, editing
Social Media	Content & paid social	Off-page & links	Digital PR, authority
Google Ads	PPC to target CPA	Local & multi-location	Maps, citations, reviews
Branding	Identity & guidelines	Commerce & marketplace	Category, PDP, Amazon
Graphic Design	On-brand creative	CRO & reporting	Tested, monthly, plain

SEARCH IS NO LONGER JUST GOOGLE'S TEN BLUE LINKS

AI SEO Content and structure that language models can read, attribute and cite.	GEO Generative engine optimisation. Being the source an AI answer is built from.	AEO Answer engine optimisation for voice, assistants and zero-click results.
Ethical approach White-hat only. Nothing we do puts your domain at risk of a manual action.	One number that matters Campaigns are optimised weekly against a cost per acquisition you set.	Transparent reporting You see the same dashboards and the same data we do.

WHAT ARRIVES EVERY MONTH

- ✓

Ranking and traffic movement on commercially useful terms
- ✓

Spend, clicks, conversions and cost per acquisition by channel
- ✓

What we changed, what it did, and what we are testing next
- ✓

A named account manager reachable between reports

Design, brand & experience

Affordable, interactive and visually considered design that makes the product easier to use, and therefore easier to sell.

Website design

UI/UX and clickable prototypes

Branding

Identity, logo system and guidelines

Wireframing

Structure agreed before pixels

Graphic design

On-brand creative for every channel

Mobile app design

Platform-native patterns

Product design

Design systems that scale

Wearables design

Glanceable, constrained, precise

Design handover

Tokens and specs developers can build from

25+

IT PROFESSIONALS

3

DELIVERY CENTRES

5+ yrs

AVERAGE EXPERIENCE

4.8/5

CLIENT RATING

HOW A DESIGN ENGAGEMENT RUNS

01

Research

Users, competitors, constraints.

02

Wireframe

Structure signed off early.

03

Prototype

Clickable, tested with real users.

04

Handoff

Specs, tokens, assets, support.

DESIGN AND BUILD IN ONE TEAM

The people who drew it sit with the people who ship it, so what launches matches what you approved, and there is no second round of billing to make the two agree.

Fintech, built to be audited

Fourteen fintech capabilities across payments, banking, lending, investing, insurance and compliance. The domain the company is named for.

PAYMENTS

4

Payment Gateway	Cards, UPI & wallets
UPI Solutions	NPCI rails & QR
Digital Wallets	E-wallets & P2P
POS & Processing	Cloud POS & settlement

BANKING & LENDING

4

Neobanking	BaaS & card issuing
Mobile Banking	Secure banking app
Lending & Loans	LOS & LMS
Buy Now Pay Later	Checkout instalments

INVESTING & MARKETS

4

Stock Trading	Share market & broking
Wealth & Robo	Advisory & SIPs
Personal Finance	Budgets & insights
InsurTech	Quotes to claims

BLOCKCHAIN & COMPLIANCE

2

Blockchain & Crypto	Contracts & DeFi
KYC, AML & RegTech	Compliance built in

Compliance in the architecture

Audit trails, consent and reconciliation from day one.

Integration-heavy by nature

UPI rails, bank and card APIs, KYC and bureau vendors.

Tested against money

Refund, chargeback and failure paths exercised first.

WHERE FINTECH PROJECTS USUALLY FAIL

- ✓ Reconciliation designed after launch instead of before
- ✓ No audit trail on the day a regulator asks for one
- ✓ Refund, chargeback and partial-failure paths never tested
- ✓ Lock-in to a single gateway, KYC or bureau vendor

We build to PCI-DSS practice and the RBI and NPCI guidance for your licence category, and hand over the evidence your auditor asks for.

Ready-built products

Ten platforms already in production. Licence and configure one instead of funding a build from scratch, then extend it with our engineering team when you outgrow the defaults.

BUSINESS SOFTWARE

4

CRM Software Sales pipelines & deals

HRMS HR, payroll & attendance

Billing Software Invoicing & GST

Inventory Management Stock & warehouses

INDUSTRY SOLUTIONS

4

Hospital Management OPD, IPD & billing

School ERP Admissions to results

Restaurant POS Orders, KOT & tables

Real Estate CRM Bookings & channels

COMMERCE & MARKETING

2

Ecommerce Platform Storefront & app

WhatsApp Marketing Campaigns & broadcasts

Licence, configure, extend

Start on the standard build with your branding, users and workflows configured. Custom modules, integrations and reports are added by the same team, on the same codebase.

10

PRODUCTS LIVE

14

INDUSTRIES SERVED

3

DELIVERY CENTRES

24x7

SUPPORT COVER

Your data stays yours

Export on demand, and a documented schema you can leave with.

Migration included

We bring across the spreadsheets or legacy system you are running today.

Training & 24x7 support

Onboarding sessions for your team, then round-the-clock cover.

BUILD OR LICENCE

We will tell you which one your case needs.

If a configured product covers 80 per cent of your requirement, that is the cheaper and faster answer and we will say so. Custom development is worth paying for only where the remaining 20 per cent is what makes you money.

Sectors we know

Fourteen industries where we have already solved the pattern once: the workflows, the compliance and the integrations that a generalist team would discover halfway through your project.

PUBLIC & FINANCE 4		COMMERCE & HOSPITALITY 4	
Healthcare	Hospitals & clinics	Retail	Stores & POS
Education	Schools & EdTech	Food	Restaurants & delivery
Finance	Banks & fintech	Hospitality	Hotels & resorts
Government	Public services	Travel	Booking & tours
INDUSTRIAL 4		PROPERTY & GROWTH 2	
Manufacturing	Factories & MES	Real Estate	Property & brokers
Logistics	Fleet & delivery	Startups	MVP to scale
Construction	Projects & sites		
Automobile	Dealers & service		

WHAT SECTOR EXPERIENCE SAVES YOU

- ✓ Statutory and compliance formats already built once
- ✓ Integrations already written for common sector vendors
- ✓ The workflow exceptions we know to ask about in discovery
- ✓ A view of what good looks like in your sector, not in general

WHY SECTOR EXPERIENCE SHORTENS A PROJECT

Most of what delays a build is discovered, not designed: the exception in the billing rule, the regulator's report format, the integration nobody documented. In these fourteen sectors, we have met those already.

How we work for our customers

Four stages, each with a defined output you sign off before the next one starts. No stage runs on assumptions carried over from the last.

01

Discovery

Goals, users, constraints and success metrics, written down and agreed.

02

Planning

Scope, architecture, timeline and cost, with the trade-offs named.

03

Execute

Sprint delivery, demos you can click, reviewed code throughout.

04

Deliver

Launch, documentation, handover and ongoing support.

WHY CLIENTS STAY

Experienced members

Highly skilled specialists with deep expertise in their own fields.

24x7 support

Round-the-clock cover so issues are handled in your business hours.

Free consultation

A complimentary session to scope the work before you commit budget.

Fixed-scope projects

Defined deliverables, milestone billing.

Monthly retainers

Ongoing build, growth or support.

Staff augmentation

Our specialists inside your team.

OUR COMMITMENT

Every business deserves a chance. We offer the exposure and the engineering to take it.

Delivery inside the agreed timeframe, with the right set of professionals on your account from the first day to the last.

GET IN TOUCH

Let's scope your next build.

Tell us the outcome you need and the constraints you're working inside. You'll get a written scope, a timeline and a cost, at no charge, and with no obligation to proceed.

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Bur Dubai

USA

5740 Bayside Rd, Virginia
Beach, VA 23455, United
States

WHAT HAPPENS NEXT

01

Send us the brief

A paragraph is enough: the outcome you want, your deadline and any budget ceiling.

02

Free consultation

A call with the people who would actually run the work, not an account handler.

03

Scope, timeline, cost

In writing, with the assumptions and trade-offs stated so you can compare quotes fairly.

WEB DEVELOPMENT

SEM

STAFF AUGMENTATION

MOBILE APPS

SOCIAL MEDIA

UI/UX

ACCOUNTING SOFTWARE

SEO

IT CONSULTING