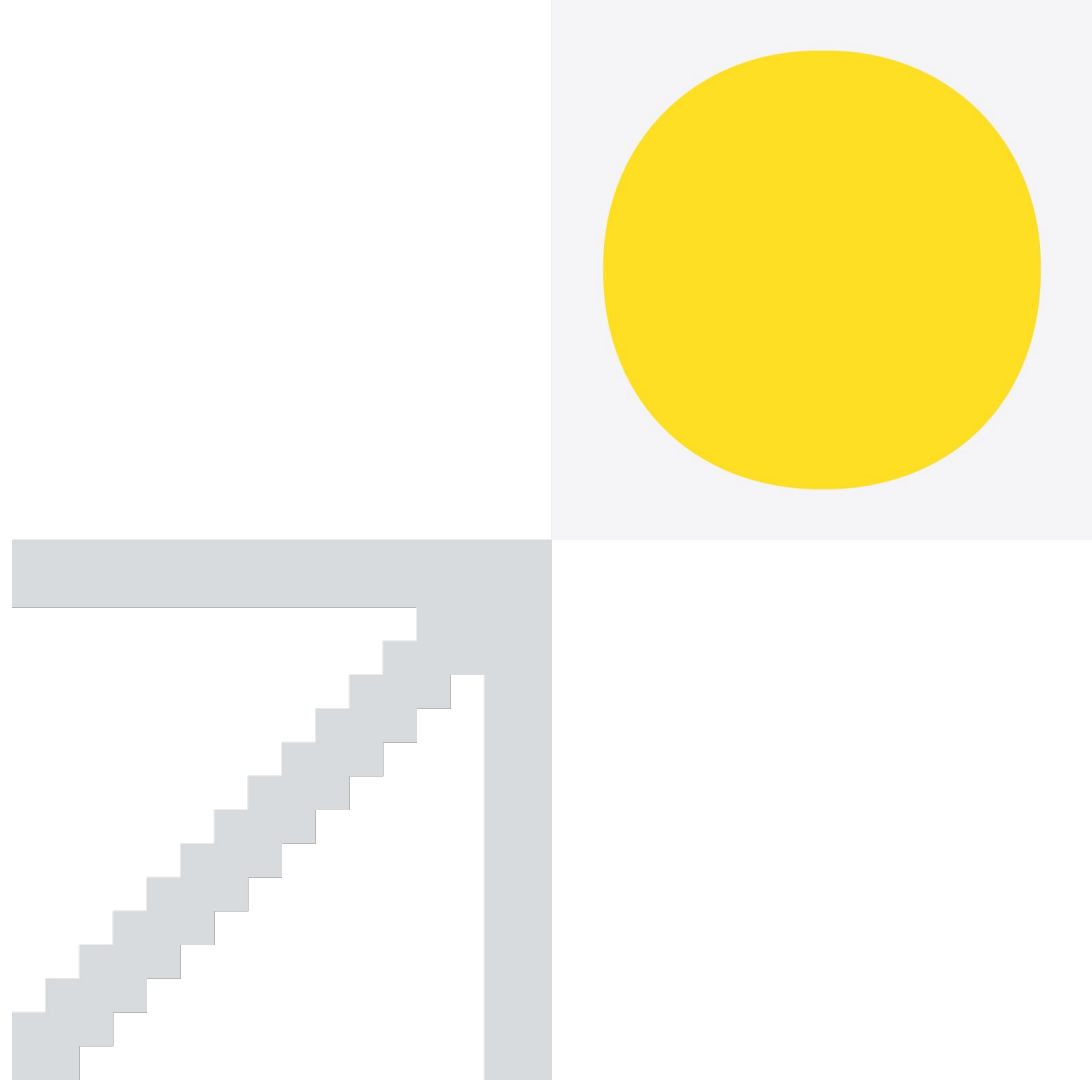


Disrupt the FinTech  
sector with premium  
quality solutions.

OO● MOONCASCADE

Mooncascade is an advisory, design and software development company that guides businesses through the ever-changing digital landscape.

Whether it's defining clear business goals, revivifying an existing service, or launching a new Fintech product – Mooncascade knows the way.



# We help small companies grow and established businesses move quickly.

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## BRIDGE THE HIRING GAP

We know it's hard to find the right talent quickly. Let us bridge your resource gaps while you focus on hiring.

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## DECREASE TIME-TO-MARKET

Save time on recruitment by plugging in our team of experts. We know how to build products right - and fast.

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## END TO END DELIVERY

Our team of experts will ensure that your product development entire life-cycle can be covered by one trusted partner. We strive to build long-term partnerships in order for our customers to be able to increase the cooperation value and maximize product performance.

# Our offices

We are located in  
Estonia, Northern  
part of Europe



## Tallinn

Tartu mnt 43, 10128,  
Tallinn, Estonia

## Tartu

Narva mnt 9, 51009,  
Tartu, Estonia

## Berlin

Mindspace

Skalitzer Straße 104,  
10997 Berlin, Germany

# Mooncascade in numbers

2009

Founded in 2009 in  
Tartu, Estonia

250+

More than 250  
products built to date

4

Shared path with  
four unicorn startups

# Here's how we can help you -

## STRATEGY & WORKSHOPS

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Finding unique value of your business, your customer's needs.

Product strategy, MVP workshop

## MOBILE DEVELOPMENT

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Your product needs to be fast, dynamic and easy to use.

Android, iOS, Hybrid apps

## BACK-END DEVELOPMENT

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A well architected back-end will support future growth and scaling for your product.

Golang, Python & Node.js

## FRONT-END DEVELOPMENT

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Your product front-end is the face of your business. We help it stand out.

TypeScript, React

## UX/UI DESIGN

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You don't just need an pretty interface. You also need a profitable conversion funnel.

User-research  
Prototyping  
UX & UI design

# Here's how you can work together with us –

Mooncascade focuses on reliable, secure, and user-focused product development. We know that FinTech product development doesn't come without challenges. Our comprehensive experience and tech strategy knowledge will help you make the product safe and compliant, all while standing out from the competition.

We will help you navigate through the KYC and AML setups, and advise you on the best software development solutions for your business.

# Our promise to you -

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## WE ARE OPEN AND TRANSPARENT

We believe that any great relationship is based on openness and transparency. This means that we strive to always keep you in the loop about the progress and own up to our mistakes

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## WE DELIVER VALUE

We work in a sprint-based way. This means that we deliver value to you every sprint (usually 1 to 2 weeks long) so you don't have to wait until the end of the project, to see results

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## WE ARE COMMITTED TO SHARE KNOWLEDGE

Our seasoned product development experts will gladly share their industry best practices with your team, to ensure your business success even after our collaboration ends

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## WE HAVE SATISFACTION GUARANTEE

We want you to be satisfied with the outcome of our work. That's why you can ask for a discount on the sprint if you're not happy with the results



# Our clients

We work with great companies  
and even greater people

Eesti Energia

Global Track

Cint

pinga

elisa

MERCK

coop | Pank

pilet

TELE2

INDIGO

TICKMILL

TWINO

Swedbank



masabi

Bolt

Fitek

TUNE

Solarisbank

laif telecom

3play

troy

[SNACK]ABLE



chipto



MONESE

# Getting Business Off The Ground

The Monese app allows its users to get UK and EU bank accounts without needing a proof of address or credit score - common barriers to many customers in high street banks.

Mooncascade built the Monese Android and iOS apps that the company used to grow from zero to about 100,000 customers.

The company has since then won multiple awards, has raised about \$80m and is one of the fastest growing fintech companies in Europe.

Services included:

iOS and Android development, product implementation, quality assurance in development and delivery.

5S TECHNOLOGIES

# Labor Union Market Digitalization

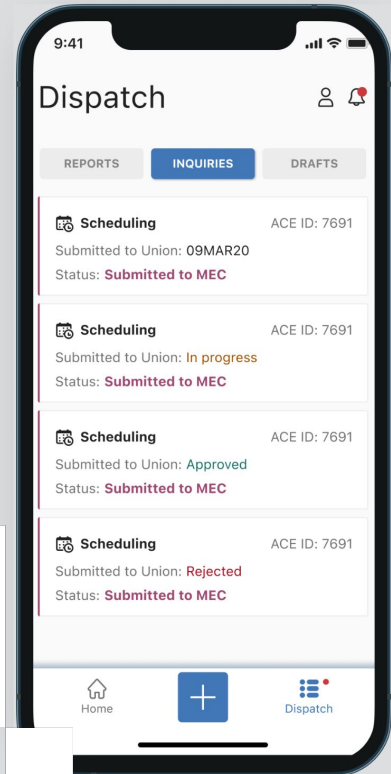
5S Technologies is a SaaS company with a mission of delivering digital transformation solutions to labor market organizations through the Ace for Unions web and mobile app.

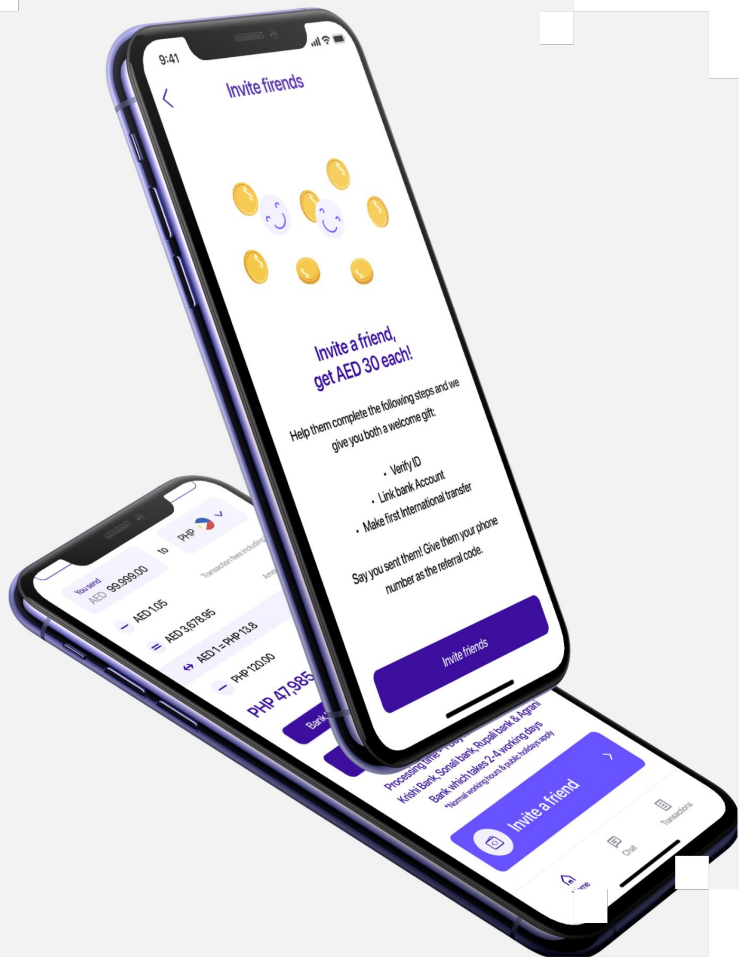
The level of open communication and confidence the Mooncascade project management team brought to the 'ACE for Trade Unions' app gave 5S Technologies the peace of mind they needed to focus on other essential parts of the whole project.

Services included:

Strategy, MVP Scoping, Android and iOS Mobile App Development, UX/UI Design, Web App Development, AWS Strategy

Find full version - [mooncascade.com](https://mooncascade.com)





HUBPAY

# Optimising Conversions Through User Testing

Hubpay is providing an e-wallet remittance platform designed to increase financial inclusion in emerging markets. Hubpay approached Mooncascade in hopes to improve the customer sign-up process and conversion rate.

Mooncascade run UX-focused live user testing. It gave actionable information on how Hubpay's audience viewed their existing services and enabled to propose solutions and implement quick-wins whilst designing onboarding flows that work for Hubpay's target audience.

Outcome: 40% increase in new user conversions.

Services included:

User Testing, UX/UI Review, UX Design.

SOLARISBANK

# Helping To Bridge The Hiring Gap

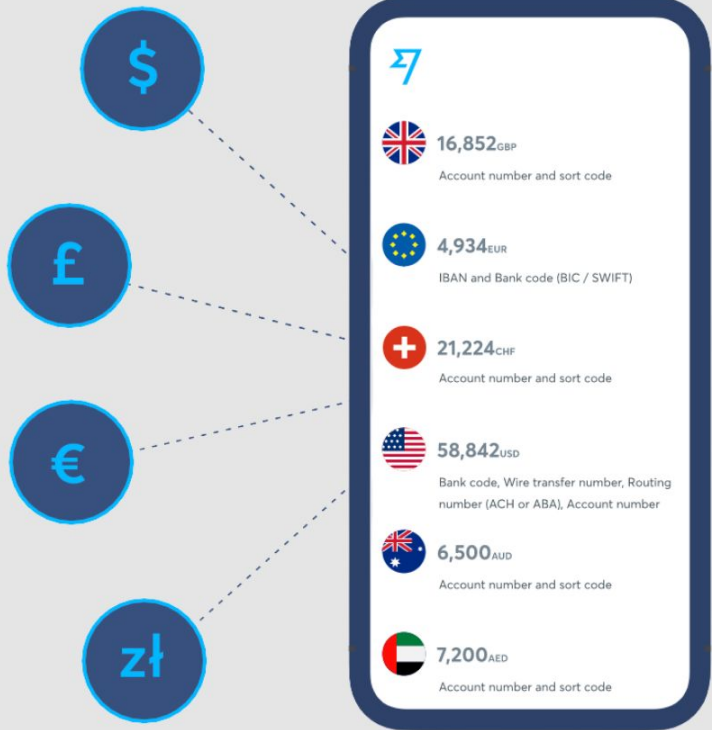
Solarisbank offers a completely digital banking-as-a-service (BaaS) platform to which other businesses can connect in order to offer financial services.

Mooncascade helped Solarisbank bridge the hiring gap by providing a group of experienced developers to work as part of their Core Banking team. Together with Solarisbank's internal team, we helped to improve Solarisbank's core banking platform by modernising parts of the system to ensure better scalability.

Services included:

Golang, AWS, Event Sourcing, CQRS architectural patterns, Asynchronous processing, Infrastructure as code





WISE

# Designing And Building The First Mobile Apps

Having secured nearly \$1.1B in funding from people such as Richard Branson, Peter Thiel and Andreessen Horowitz, Wise is the global disruptor of money transfer services.

Wise is a tool for exchanging currency and making foreign payments with an order-of-magnitude less expenses than by traditional banking means.

Mooncascade built the first Android and iOS apps for Wise and we were responsible for developing their core product for 1.5 years.

Services included:

iOS and Android development, Product implementation, Quality Assurance in development and delivery

TICKMILL

# Adding A Mobile App To An Existing Product Lineup

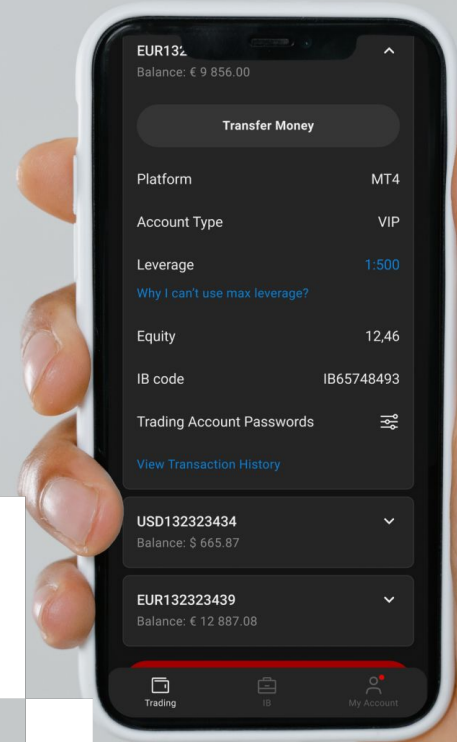
Tickmill approached Mooncascade looking for help developing a native mobile app that offered the same functionalities as their webpage. Tickmill saw their customers' increasing mobile usage and decided that the time was right to add a mobile app to their existing product.

Mooncascade team built Tickmill's native Android and iOS mobile applications.

Services included:

MVP, iOS, Android, UX/UI Design, Project Management, QA

Find full version - [mooncascade.com](https://mooncascade.com)



BOLT

# Building Bolt Scooters Backoffice App

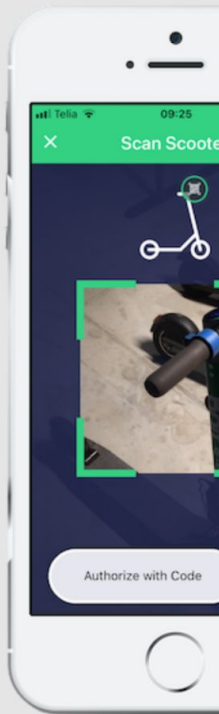
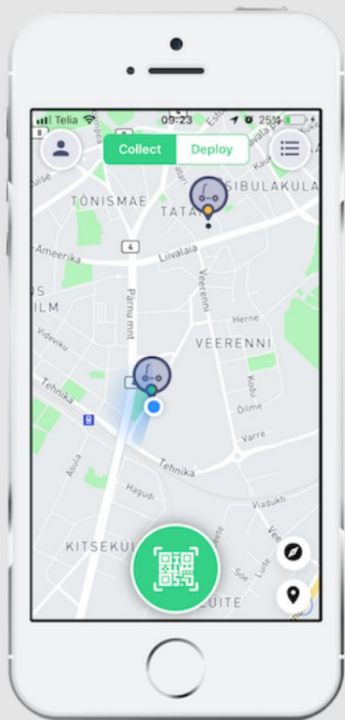
Bolt is the leading European transportation platform providing ride-hailing and scooter sharing services.

Bolt needed a back-office app to manage their fleet of scooters that had to be charged every night, repaired if needed and redistributed to designated spots in the mornings.

Mooncascade's team did thorough user-research and delivered the features in small batches which, one by one, started contributing to reducing the cost and waste of time. Mooncascade as well facilitated handover to their internal team.

Services included:

React Native, Redux, Product Management, QA





SWEDBANK

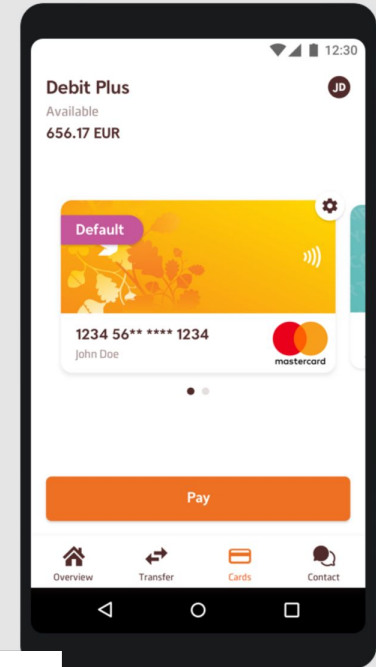
# Rebuilding The Mobile Applications

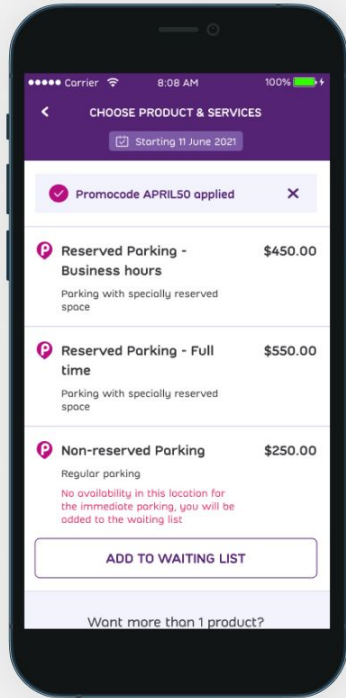
Swedbank is Sweden's largest bank in terms of number of customers, and a market leader in their other home markets such as Estonia, Latvia and Lithuania.

Mooncascade helped Swedbank rebuild their mobile app through in-depth user research and implementation of its key findings. We designed and developed the architecture and features for Swedbank's native iOS app and the UX/UI for their native Android app.

Services included:

User Research, UX/UI for Android, App Development for iOS





INDIGO

# Building B2C Mobile Apps & Websites

Indigo Group is a world leader in parking and individual mobility. Active in more than 750 cities in 10 countries.

Together, we rebuilt their B2C mobile apps and websites from scratch. The project involved various sub-brands, 8 countries with 8 different languages, separate back-end and CRM systems, and three different platforms (native Android and iOS apps, and web with CMS).

We integrated all those platforms to Indigo's core parking management system and Salesforce CRM (using a custom middle layer in Java to reduce costs for Indigo).

Services included:

Native iOS and Android Mobile app Development, Web Development with CMS

TPILET

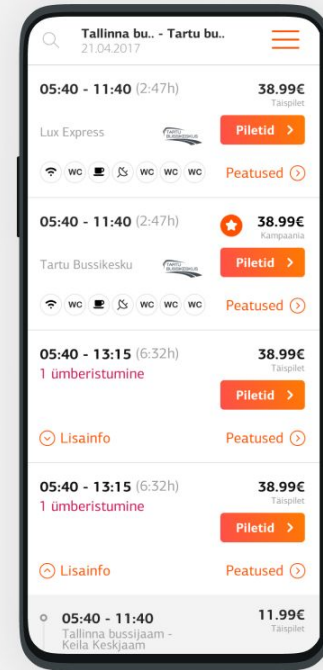
# Brand New Front-end For Web And Applications

Tpilet is a long-distance bus ticket sales platform with the biggest user base in Estonia with millions of rides conducted and tickets sold every year.

We built a brand new front-end for web and self-service kiosk applications. Our development also included custom APIs for the ticket printers and payment terminals. We did thorough user research prior to redesigning the ticket sales platform, to make it more intuitive and faster to navigate. In addition, we also updated the visual design and made the web look aligned with Tpilet's brand.

Services included:

JavaScript, React, Redux, Redux-Saga, Golang, .net, Web, UX/UI Design



MASABI

# Helping Passengers Move Swiftly From A to B

Masabi offers SaaS ticketing solutions to public transport agencies and operators around the globe.

Mooncascade has helped Masabi create several customer-specific extensions to the Justride platform over the last 8 years. Examples include developing a Java SDK to enable reading of tickets from an ITSO specification smartcard (the UK's national ticketing smart card scheme), and an Android app for ticket inspectors that uses the SDK to verify that appropriate tickets are present on a passenger's card.

Services included:  
NFC, Android, Java SDKs



TUNE

# Cutting-edge Tech And Approaches

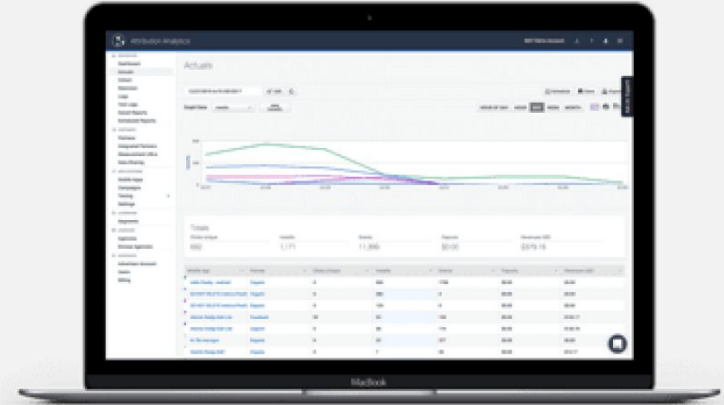
TUNE makes the industry's most flexible SaaS platform for managing marketing partnerships across mobile and web.

Mooncascade has been working with TUNE since 2015, delivering various solutions alongside their R&D team and working on their core products.

The projects we've built together have varied over the years, from geofence-based mobile apps to microservice-based back-end solutions. With TUNE, we've always had the opportunity to engage with cutting-edge technologies and approaches.

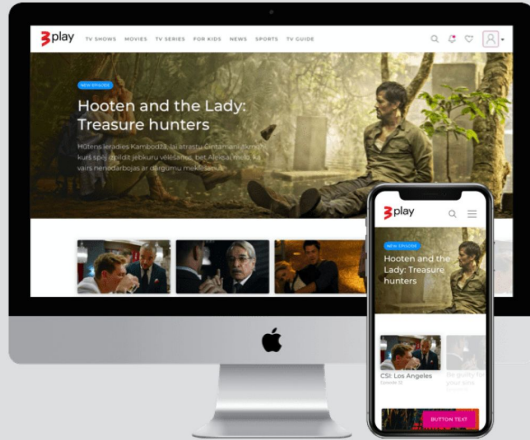
Services included:

Golang, Microservices, Natural language processing, AI, Machine learning, React, Redux, JavaScript, ES6, Android, iOS, Geofencing



3PLAY

# Responsive Web Solutions



TV3 Group is the largest media provider in Baltics, providing various TV channels, radio stations and web-based video-on-demand services. One of the many high-end services offered is an online streaming platform with high-quality content. TV3 Play content can be viewed in a web browser and mobile apps.

Mooncascade created a responsive web solution to provide users both local and foreign video content ranging from series to movies and local news to live broadcasts.

Services included:

OTT service, streaming, video, subscription, payments, DRM, Widevine, FairPlay, PlayReady, Chromecast, JWPlayer, JavaScript, Node.js, React, Next.js, Jest, Kubernetes, Docker, Varnish, OpenShift, Google Cloud Platform

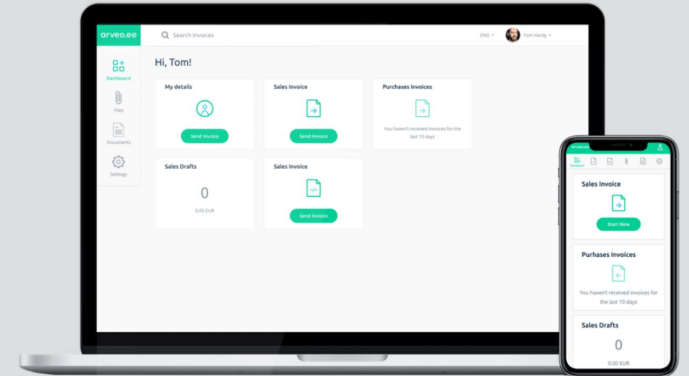
FITEKIN

# E-invoices Self Service Ecosystem

Fitekin provides financial technology related services and solutions, such as e-invoices to automate companies' finance processes and reduce resource needs related to these.

Mooncascade helped Fitekin design and build their Self-Service Platform (SSP) which allows users to handle all invoicing digitally. The service is provided under trademark invoicegate.com and its subsets in different regions (e.g. arved.ee in Estonia). With user research-based design, development and quality assurance, Mooncascade helped tie together the complex integrations with effortless UX.

Services included:  
Design, Web, QA



COOP BANK

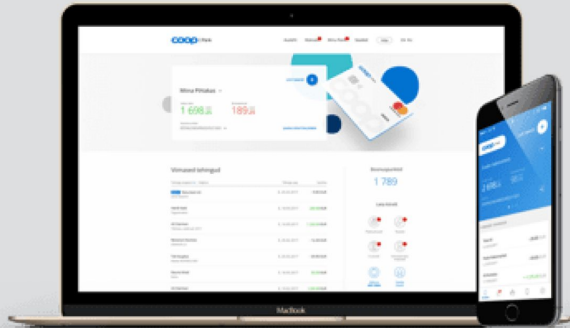
# Creating UX/UI Design For Online Banking

Coop Bank is the financial branch of the biggest Estonian retail company Coop that brings everyday banking services closer to their customers.

Mooncascade created the UX/UI design for Coop's online banking platform and apps, characterized by simplicity, contemporaneity, and freshness. We also built the Cordova web app container for iOS and Android that will make everyday banking even more accessible to its customers.

Services included:

UX/UI design, Google Material, Cordova, iOS, Android





OO● MOONCASCADE

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[LINKEDIN](https://www.linkedin.com/company/mooncascade) →

[CLUTCH](https://www.clutch.co/profile/mooncascade) →

