



nform

App & Platform Development, done properly.
We design, build and run apps and platforms for growing companies.

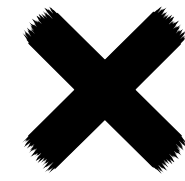
To build a successful app or software platform, you need an invested, experienced partner who can take you from idea to scale.

But most companies struggle because...



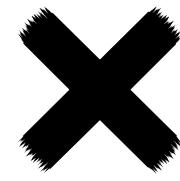
They don't have the team to deliver end-to-end.

From Idea to Production to ongoing evolution



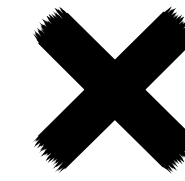
Have built something but its not scalable.

MVP's, no-code or previous builds that can't go further



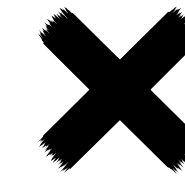
Delivery is too slow

6-9 month delivery cycle that miss the market



Decisions aren't validated early enough

Too much is built before its tested with real users.



Their delivery partner isn't a part of their team

There isn't shared ownership in the outcome.

There is a better, faster, more reliable way to deliver apps and platforms



nform

An embedded team
that takes you from
idea to scale.

NuForm is a software development partner that designs, builds and manages web, mobile and AI-powered apps and platforms.

We operate as your in house product delivery team with end to end capability.

Our engineering team

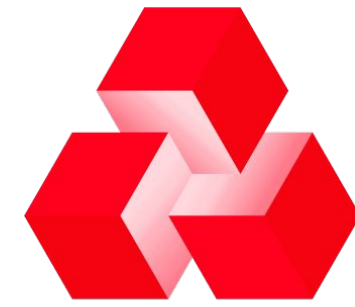


Founded 2020.

20 years experience.

100's of Projects Delivered.

Global delivery model.



NatWest



**Innovate
UK**

Trusted by



What we do

Core offerings

The overarching areas where we support our customers

Digital Strategy

Commercial clarity, business case, customer insight, technical planning board ready validation.



End to End App and Platform Development

End to end strategy, design, engineering, and delivery of web, mobile and ai powered apps and platforms



Product Evolution and Ops.

Integrated partner providing insourced teams, SLA-backed ops, and continuous product evolution.



Modular engagements

Not every project starts with a full end-to-end partnership.

Our modular engagements let you plug Nuform into a specific stage — small, focused, and fast-moving.

Ideation & Concepting

Innovation as a service – manage your internal product roadmap.

Innovation playbook

A guide and documented visualisation of how a company should innovate.

Prototyping

Building out low, mid or high level prototypes based on your vision.

CX Strategy

Improving how your customers interact with your business digitally.

Service Design

Improving the service layer of your current digital assets.

Business Design

Creating models that help businesses achieve their goals

Discovery & Concept

Understanding what you should be doing in digital and why.

Maintenance & Ops

Maintenance and operations as a service. Monitor your existing platforms & digital products.

Staff Augmentation

Specific team members to fill in your temporary gaps.

**Principles
are powerful.
Tools make
them real**

Our teams deliver with a modern stack designed for speed, certainty, and scale.

Frontend

Web: React, Next.js
Mobile: React Native, Flutter, iOS,
Android
Low-code: Retool, Bubble, Lovable

AI & Emerging Tech

Vertex AI, SageMaker, Azure AI
OpenAI, Gemini, Llama, LangChain
BigQuery, Snowflake, S£
dbt, Spark, Glue
Analytics: Amplitude, GA

Backend

Node.js, Java, Python
Microservices, Event-Driven
REST/JSON & GraphQL
PostgreSQL, MongoDB

DevOps & Delivery

GitHub, GitLab, Gerrit
GitHub Actions, Jenkins
Testing: Jest, Cypress, xUnit
Quality: SonarQube, ESLint
Copilot AI Assist

Cloud & Infrastructure

AWS, Google Cloud, Azure
Docker, Kubernetes, ECS
Terraform, CloudFormation
CDN: Cloudflare, Cloudinary, AWS
CloudFront

Observability & Ops

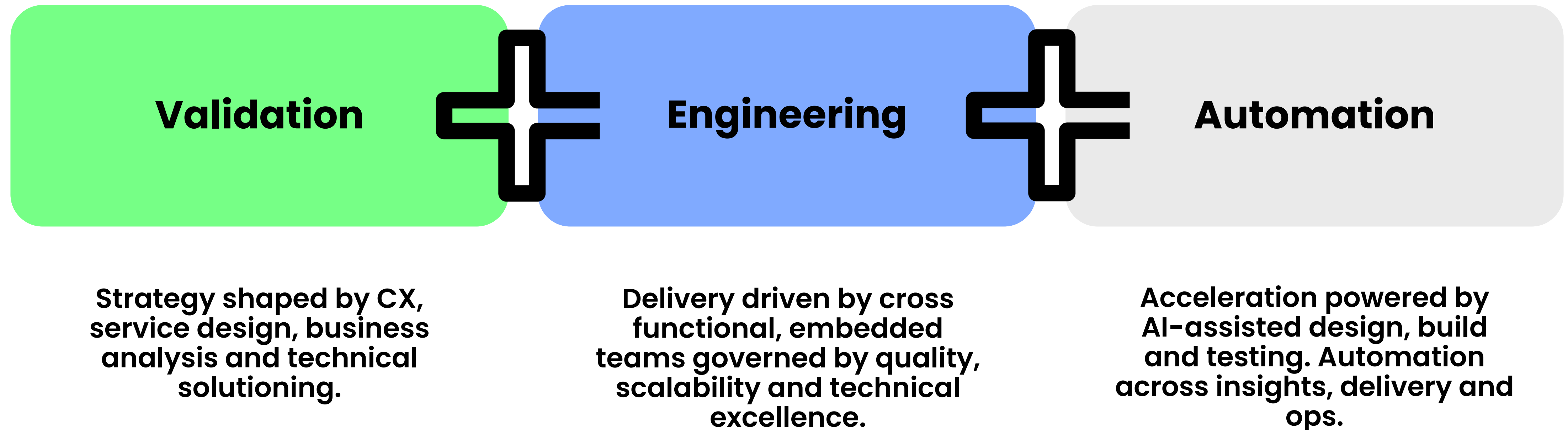
Monitoring: Sentry, Datadog, New Relic
Logging: ELK, Splunk
Ops: SLAs, Scaling, Maintenance
Management: Jira, Linear, Confluence

Why are we different?

1. Capability

We take a cross functional approach to app and platform strategy and delivery that integrates:
validation + engineering + automation.

That's how you can deliver digital products that get better results, are delivered faster, and cost less.



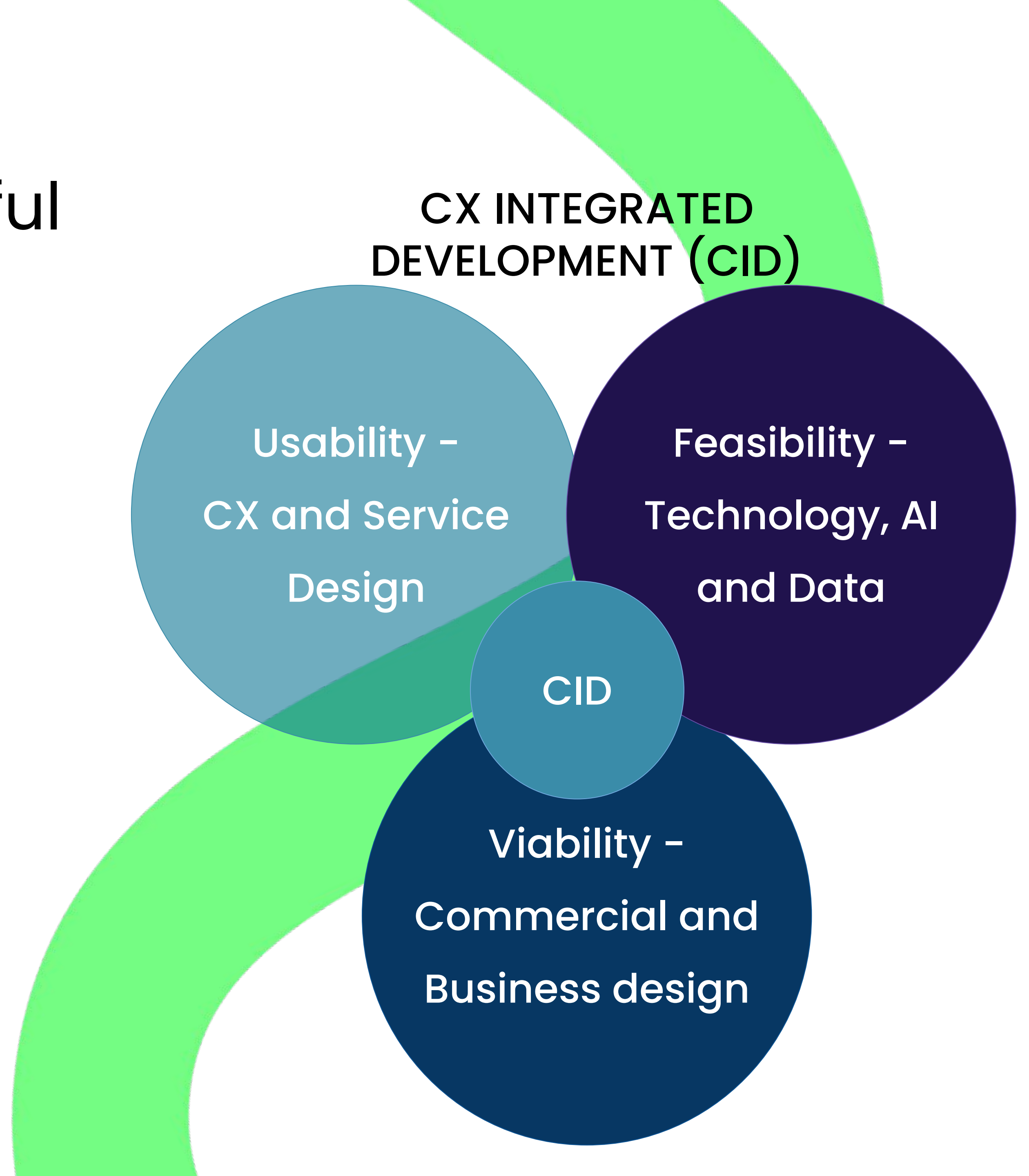
2. Process

The Foundation of Successful Apps and Platforms

Most app and platform builds fail because teams treat user needs, business goals, and technology as separate tracks.

Our process integrates all three from the start — ensuring every idea is desirable to users, viable for the business, and grounded in technical reality.

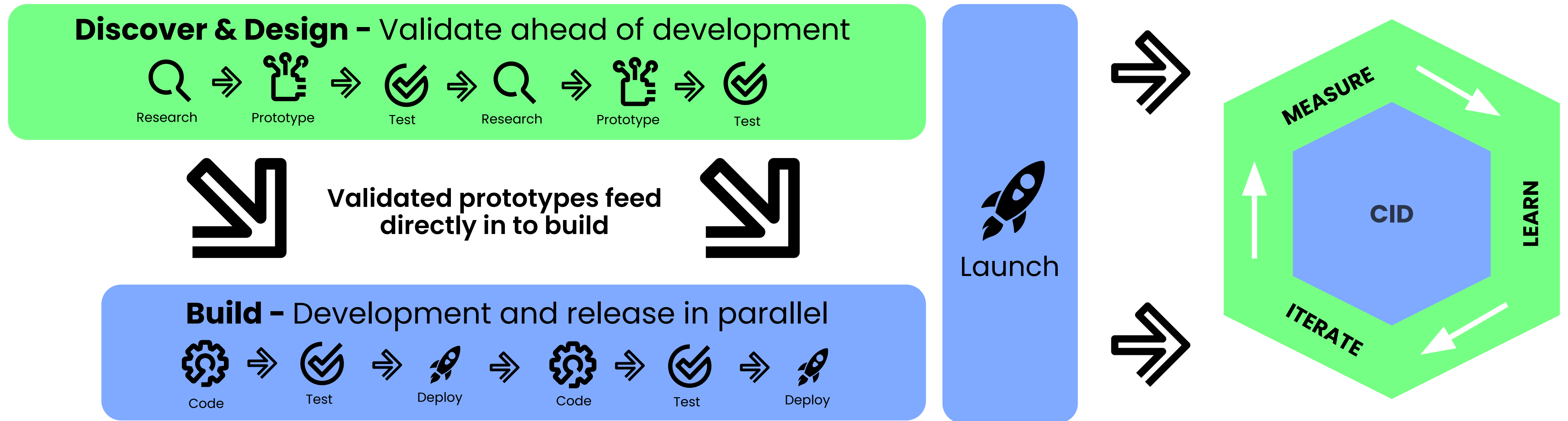
It's how we deliver projects that's not just creative, but credible — built to work in the real world.



Hyper Agile Development:

How we take apps and platforms from idea to continuous growth. Fast.

Dual Track MVP Delivery



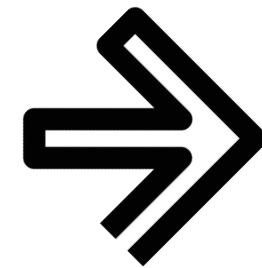
Example Project Approach

Hyper Agile Product Development

Traditional development spends weeks planning before anything exists. We build live, functional software from day one, getting to MVP in 6 weeks.

Define – Week 1:

Strategic Alignment.
Agree the MVP goal,
key user flows,
priorities, and
success criteria.



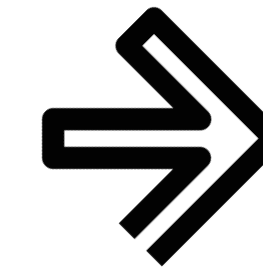
Design & Build : Weeks 2–5

Design, frontend,
and backend
progress in parallel,
iterating in real time



Validate & Launch – Week 6

Test with real users,
refine critical flows,
and deploy.



Evolve – Ongoing

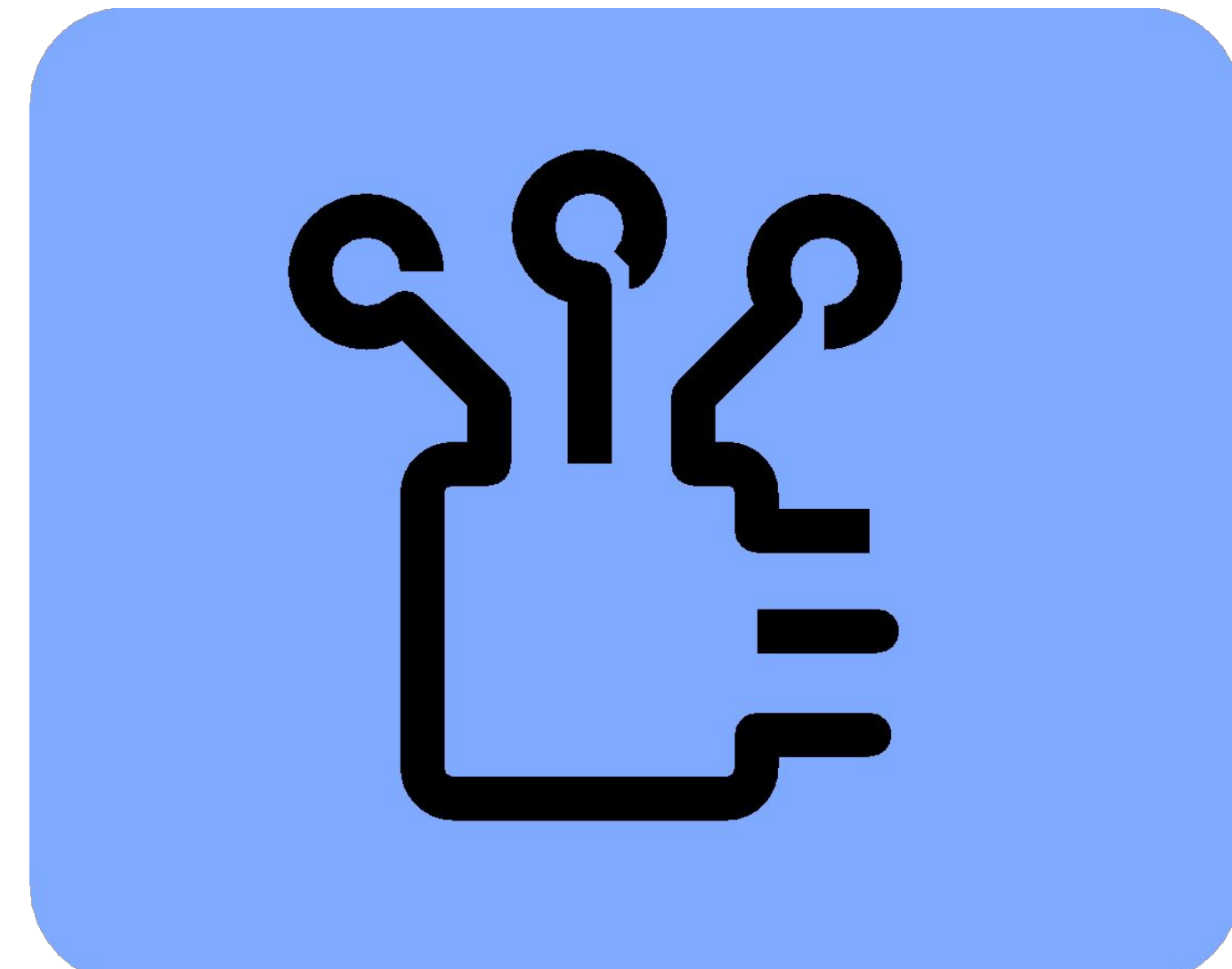
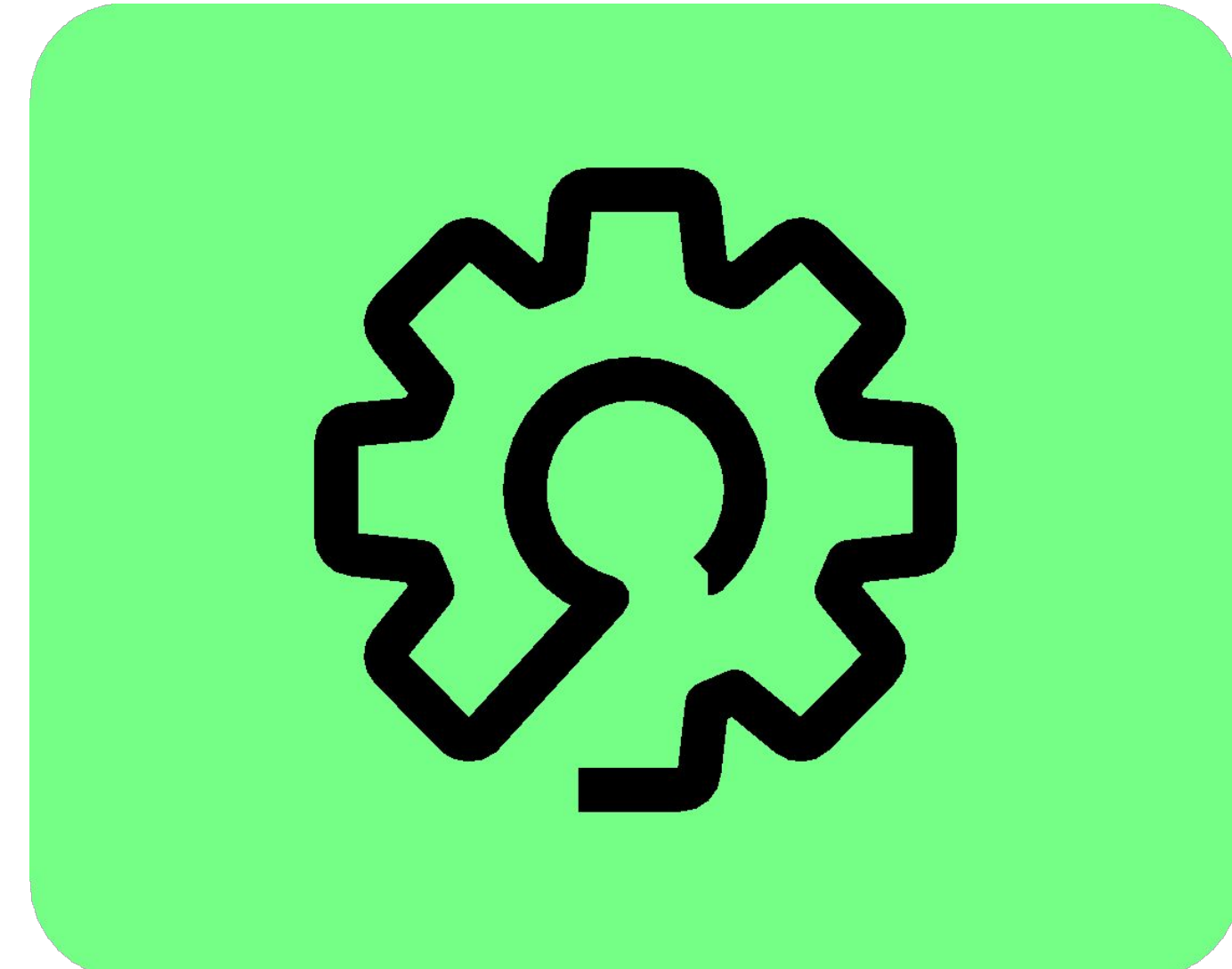
Iterate and expand
based on real
usage, feedback,
and data.

3. Partnership

How we Partner

We work as an extension of your team – pragmatic, flexible, and evidence-driven.

- Flexible → every team is different and an engagement model needs to be adapted.
- Passionate → our team is insanely committed to what they do.
- Fully integrated - our team is your team
- Governance - we have built a toolchain and governance model to ensure smooth projects.
- We care about your success - we are invested like you are in your success.

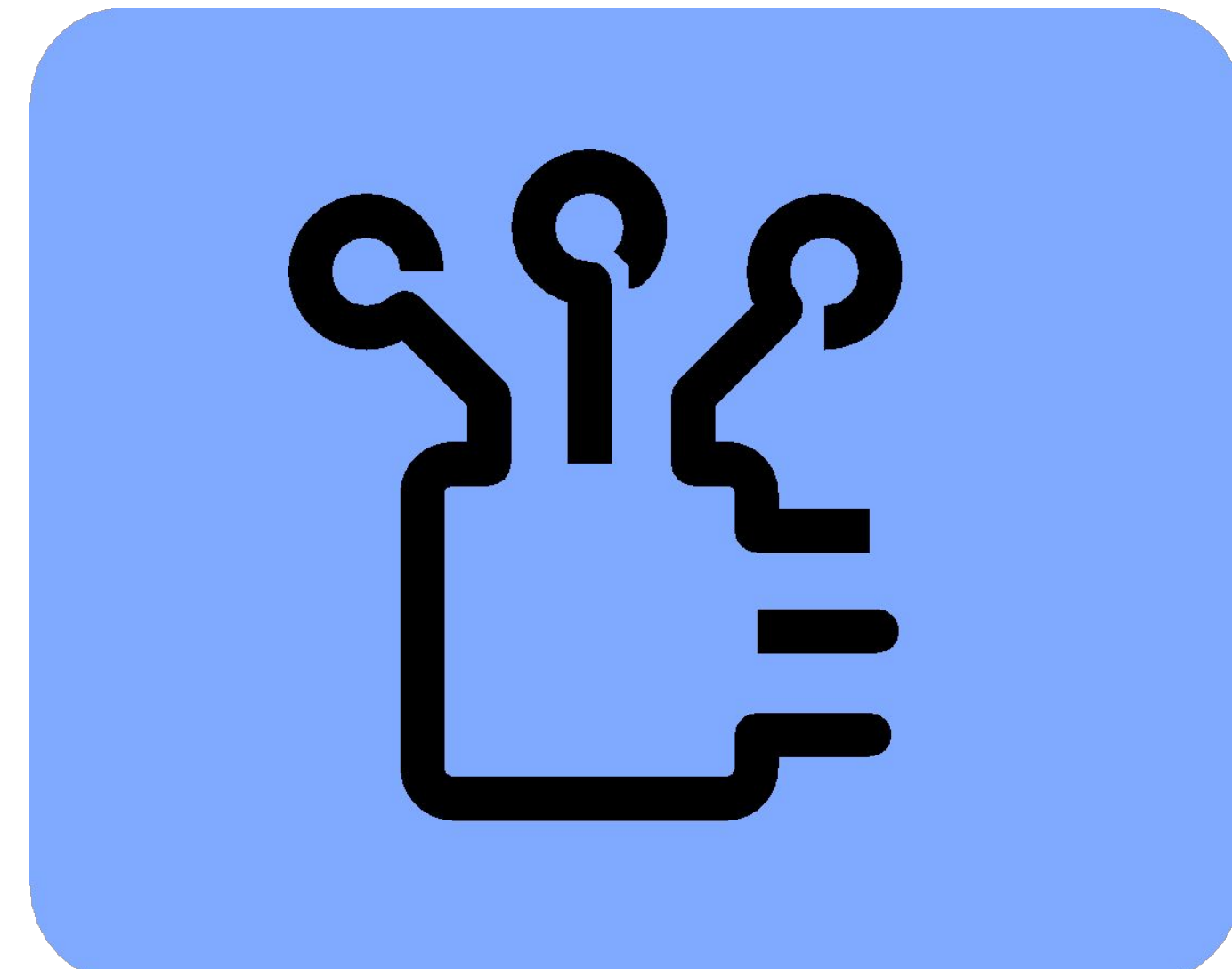
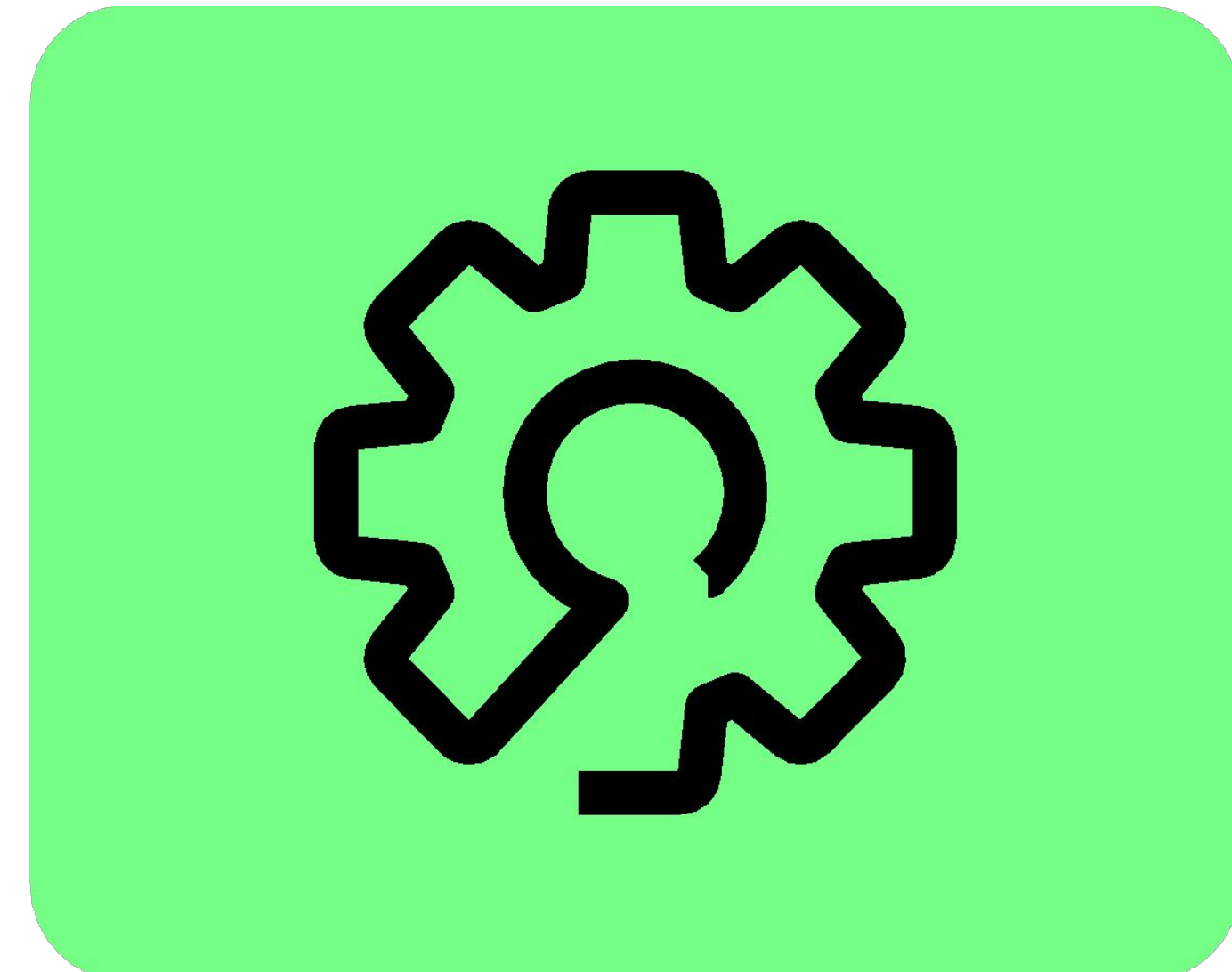


4. Experience

Decades of Experience

We were building apps before the iPhone...

- Pedigree - Daniel our CTO build and sold Golden Gekko, the leading global app and platform company globally.
- 100's of Projects → we have worked across start ups, enterprise clients in all sectors.
- We know what works → we adapt and evolve as the market does.
- Modern tools → AI, low-code, and proven platforms to increase speed and reduce cost.
- Repeatable excellence → frameworks that bring structure without slowing you down.



Nuform case studies

Case study

Innocent Drinks

Innocent Drinks

The Situation

Innocent, famous for their creative marketing, needed to re-engage customers in the face of rising costs, supermarket brand competition, and debates about product healthiness. Digital platforms offered potential, but they lacked a clear strategy and capability to use them effectively.



innocentdrinks.co.uk

- Extensive digital strategy engagement
- Opportunities mapped to users, business, and tech
- *Innocent Innovation Playbook* to connect strategy to execution
- Tested digital concepts with customer impact
- Stronger competitive position and brand loyalty
- Clear roadmap for ongoing digital innovation

Our Role

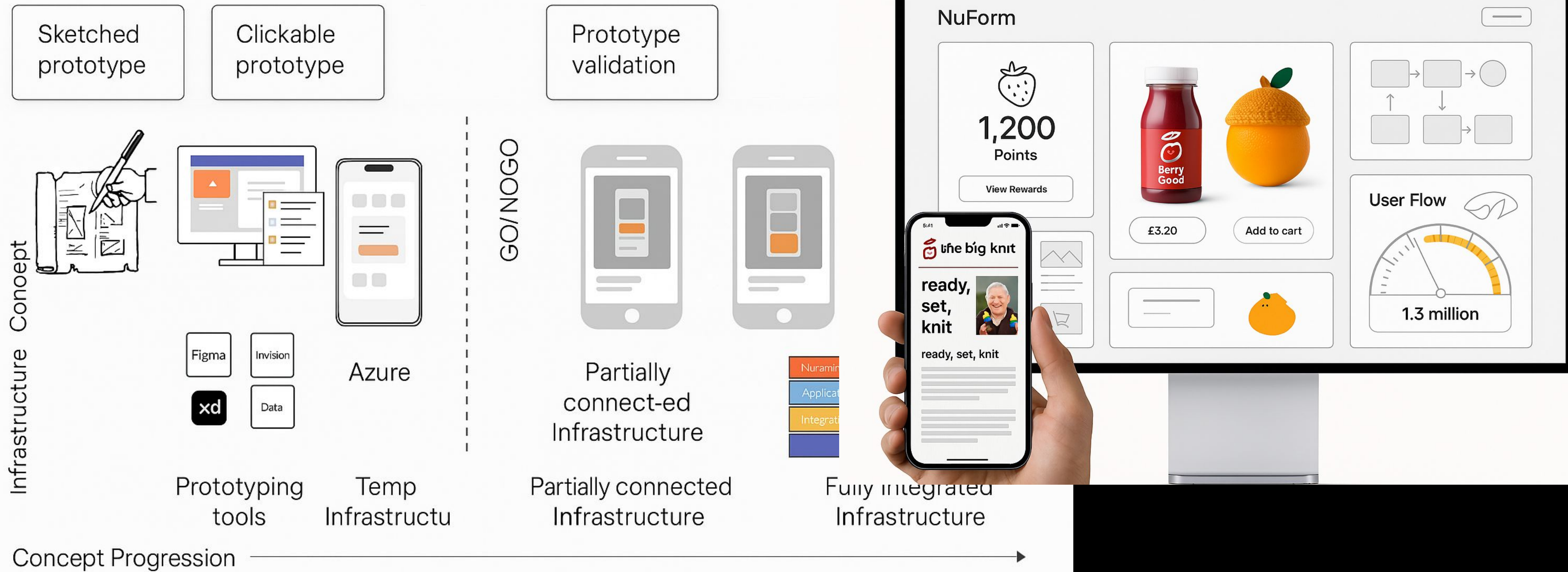
We brought clarity and structure to Innocent's digital ambitions. Through an extensive strategy engagement, we identified opportunities and tested concepts that aligned with user needs, business goals, and technology. To support execution, we created the *Innocent Innovation Playbook* — a practical framework connecting ideation to implementation and enabling teams to move forward with confidence.

The Results

Innocent introduced new digital concepts that resonated with customers, strengthened brand loyalty, and unlocked growth opportunities. By aligning strategy, business objectives, and technology, they built a stronger competitive position and a clear pathway for ongoing innovation.

innocentdrinks.co.uk

What's next



Case study

Vizzy

Vizzy

The Situation

Vizzy helps employers hire for what really matters — cultural fit, skills, and potential — by letting candidates showcase their full selves. As a growing startup, Vizzy needed a partner they could trust to design, build, and maintain their entire digital platform.

VIZZY

vizzy.me

- Full cross-functional retained team (design, dev, QA, architecture, ops)
- End-to-end product build, evolution, and maintenance
- Reliable, stable platform enabling client to focus on growth
- Technical flexibility to adapt to evolving client needs
- Partnership now in its 3rd year and expanding
- Robust operations & SLA-backed support underpinning scale

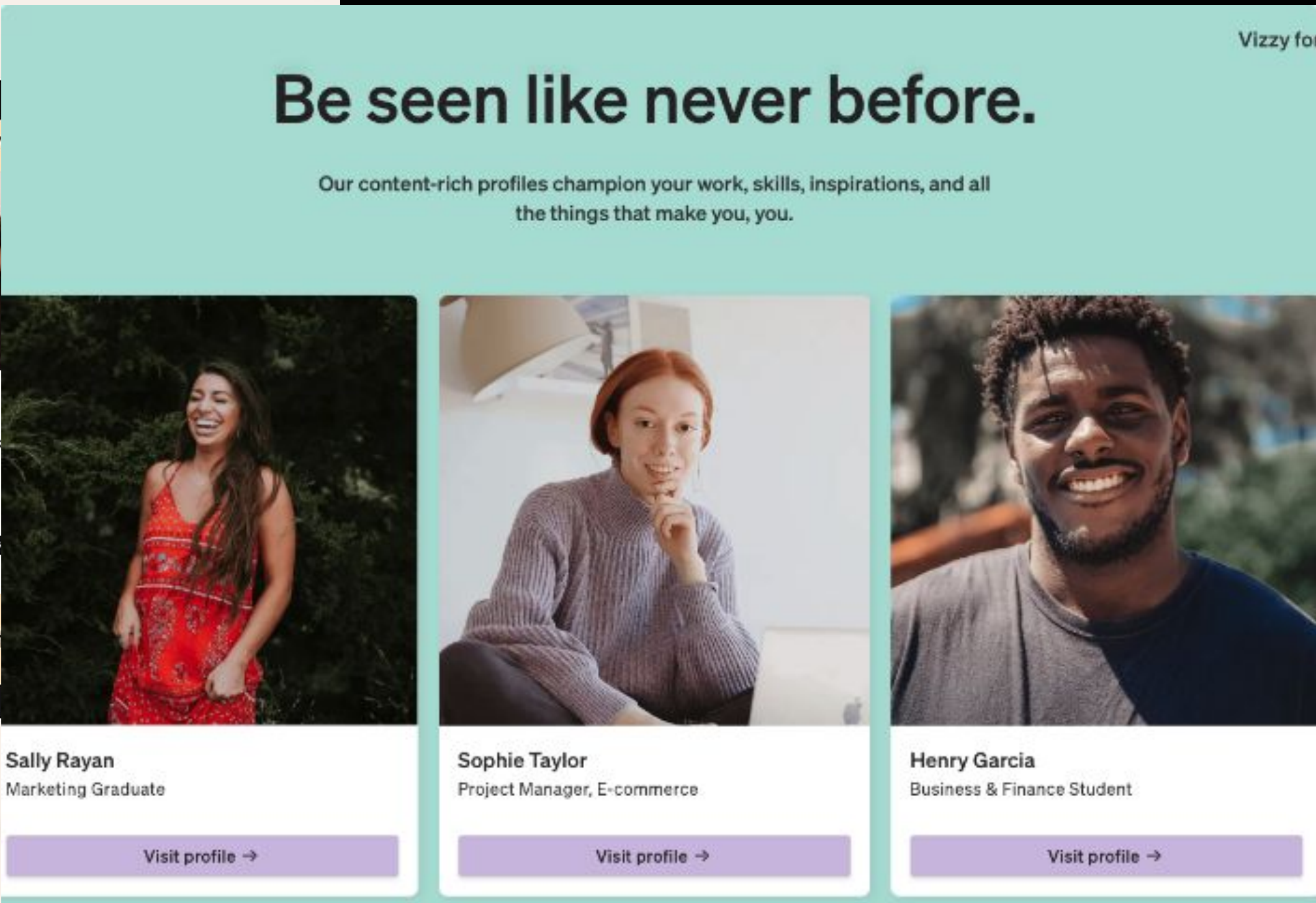
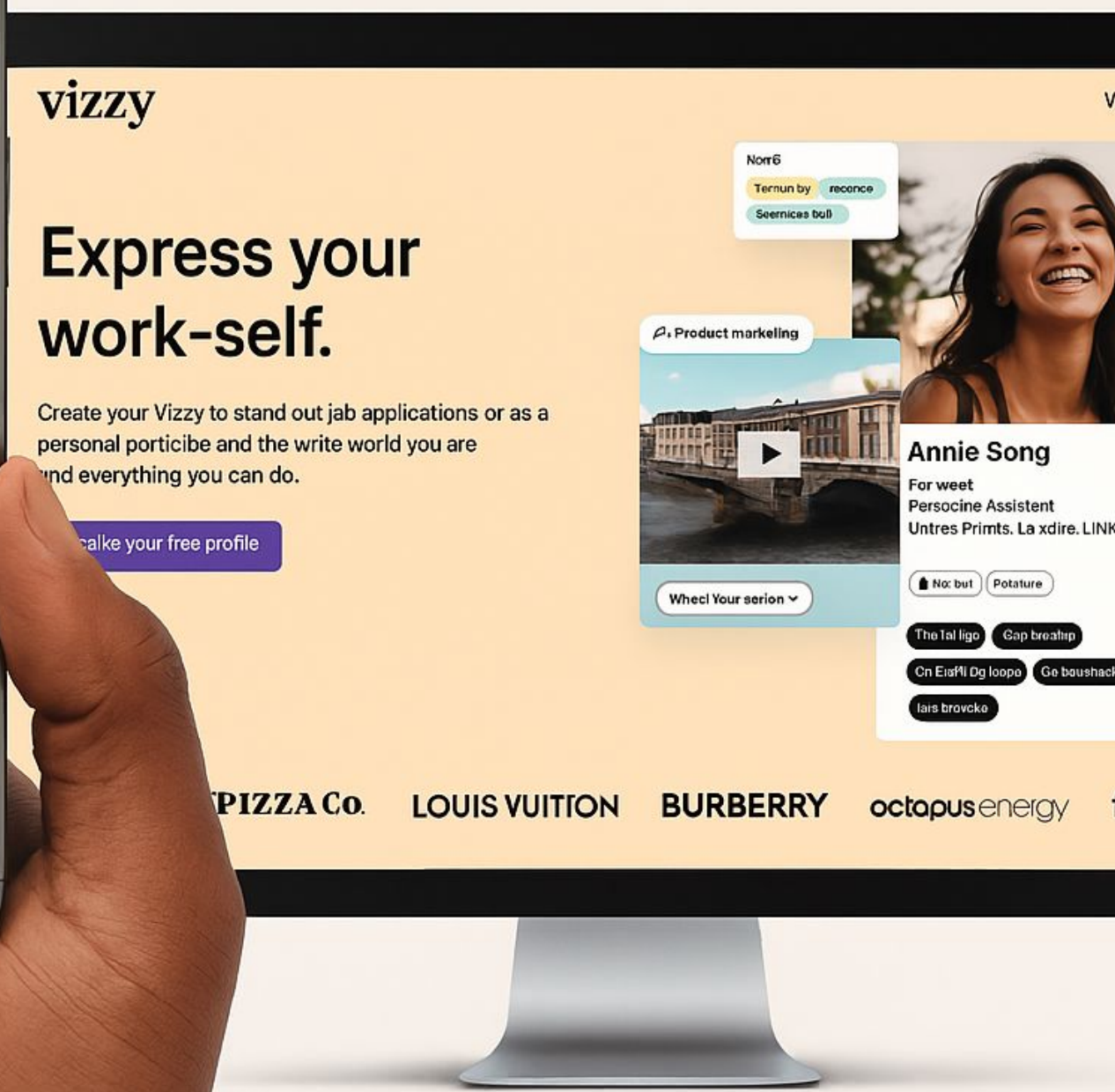
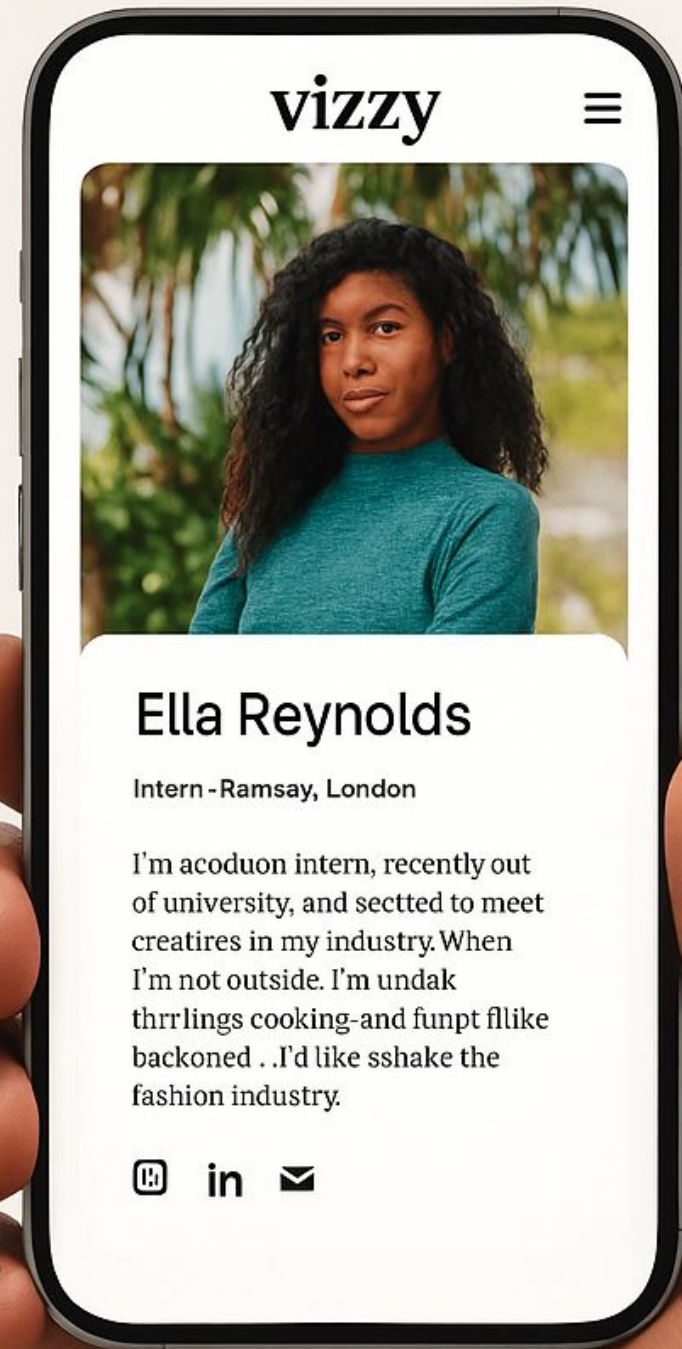
vizy.me

Our Role

We became Vizzy's integrated technology partner — providing a retained, cross-functional team covering design, development, QA, solution architecture, and full operational support. Functioning as their in-house team, we gave Vizzy the flexibility, stability, and quality they needed without building a large internal department.

The Results

Now in its fourth year, the partnership has scaled with Vizzy's growth. Their platform has evolved continuously, supporting major client wins and giving them a robust, flexible foundation for expansion. Vizzy's team can focus on business growth with the confidence that their technology is stable, scalable, and in safe hands.



Ella Reynolds

Intern - Ramsay, London

I'm a coding intern, recently out of university, and excited to meet creatives in my industry. When I'm not outside, I'm undertaking thrillings cooking- and fun projects like backoned. I'd like to shake the fashion industry.



vizzy

Express your work-self.

Create your Vizzy to stand out job applications or as a personal portfolio and the world you are in and everything you can do.

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Vizzy for

Be seen like never before.

Our content-rich profiles champion your work, skills, inspirations, and all the things that make you, you.



Sally Rayan
Marketing Graduate

Visit profile →



Sophie Taylor
Project Manager, E-commerce

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Henry Garcia
Business & Finance Student

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Case study

Natwest Bank

Natwest Bank

The Situation

NatWest had a strong digital experience team with resources in CX, UX, service design, research, content, and project management. But a full pipeline of projects and sizeable programmes created gaps in capacity, leadership, and specialist skills — threatening delivery timelines and quality.



[natwest.com](https://www.natwest.com)

- Critical capacity gaps filled across Research, CX, UX, service design, PM & content etc.
- Leadership roles supported with embedded expertise
- New processes and ways of working introduced
- Backlog cleared and delivery timelines protected
- Internal teams upskilled and strengthened long term
- Flexible, cost-effective resourcing vs. traditional models

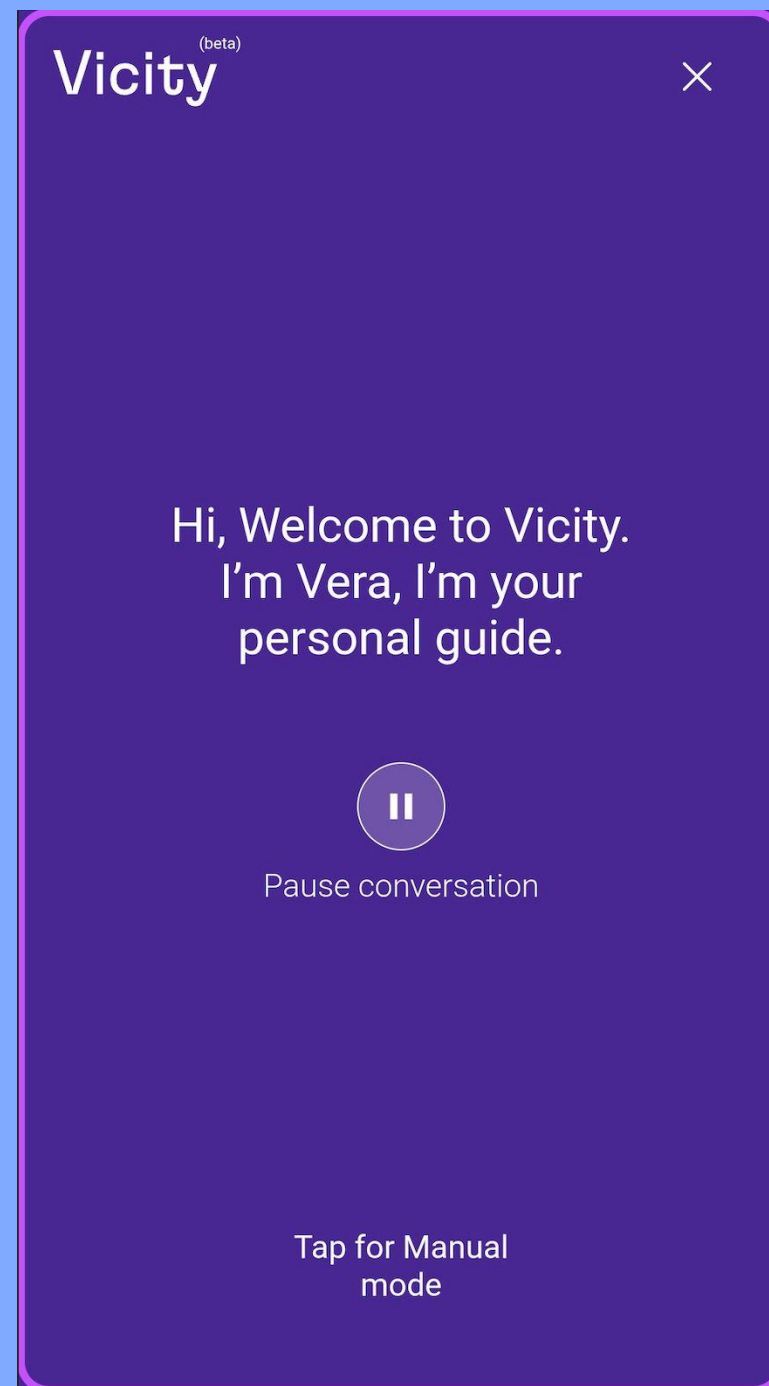
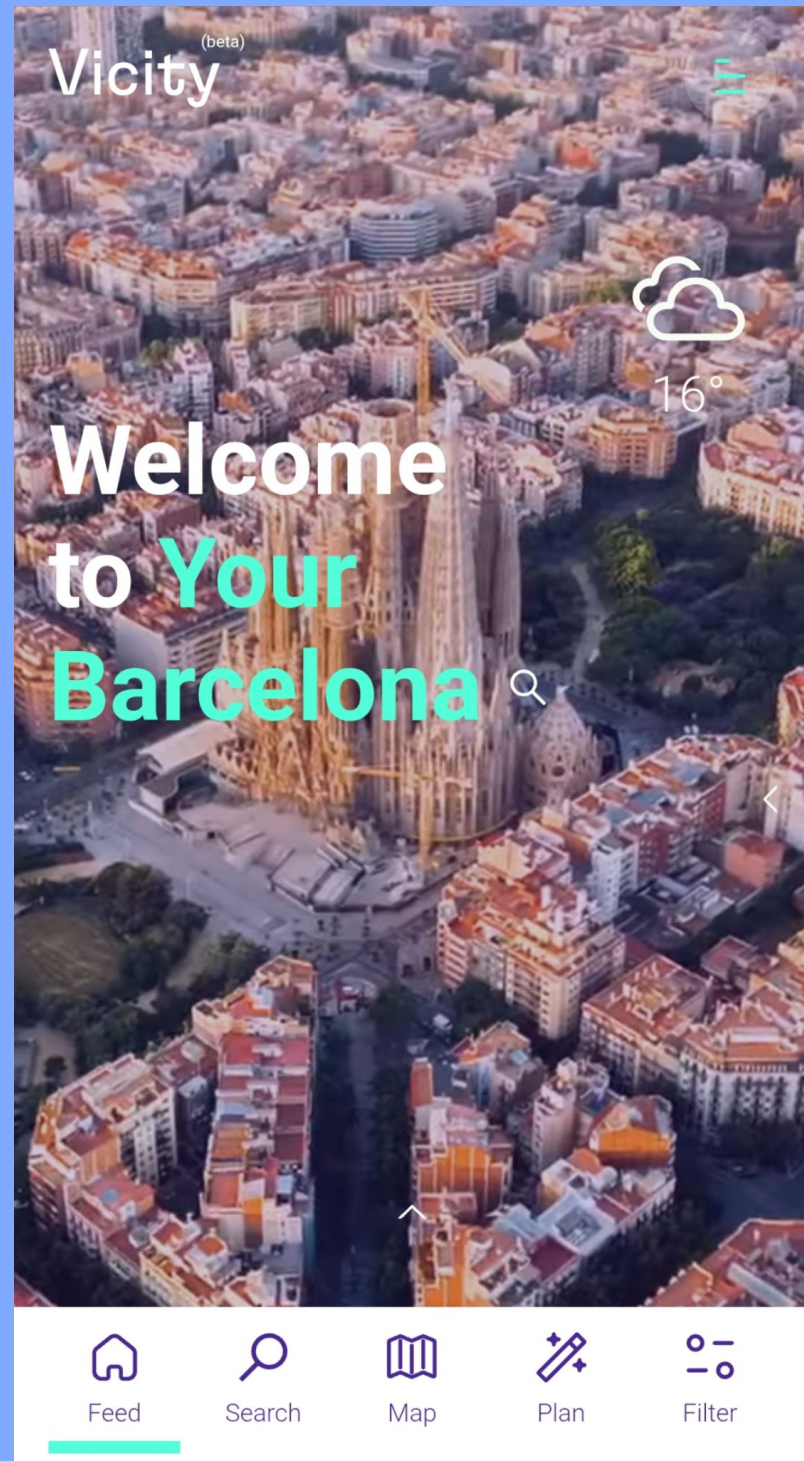
natwest.com

Our Role

We provided flexible resourcing to plug those gaps: embedding high-quality specialists across their skill sets and leadership roles, while introducing new processes and ways of working. We didn't just fill seats – we upskilled NatWest's internal teams, enhanced their approach, and provided expertise and capacity to take on projects their in-house team couldn't cover.

The Results

NatWest gained a cost-effective, reliable way to deliver at pace without sacrificing quality. Projects were delivered, backlog was cleared, and internal capability was strengthened for the long term. By flexibly scaling to meet demand, we ensured their digital initiatives progressed smoothly and at lower cost than traditional resourcing models.



Vicity

Rapid AI Prototyping

Challenge: Vicity needed to quickly test the viability of a conversational Voice AI agent for personalised travel planning.

Solution: We built Vera, a functional Voice AI prototype that demonstrated the concept's potential in just a few weeks. This allowed the client to gather user feedback and build stakeholder confidence without requiring a lengthy or complex systems integration project.

Outcome: Vicity received a working conversational AI prototype that validated user demand and technical feasibility, proving value rapidly and safely. The business secured internal buy-in and a clear business case for production – all achieved with minimal internal IT lift or risk.



Scale up Recruitment Tech Business

Compliant AI at Scale

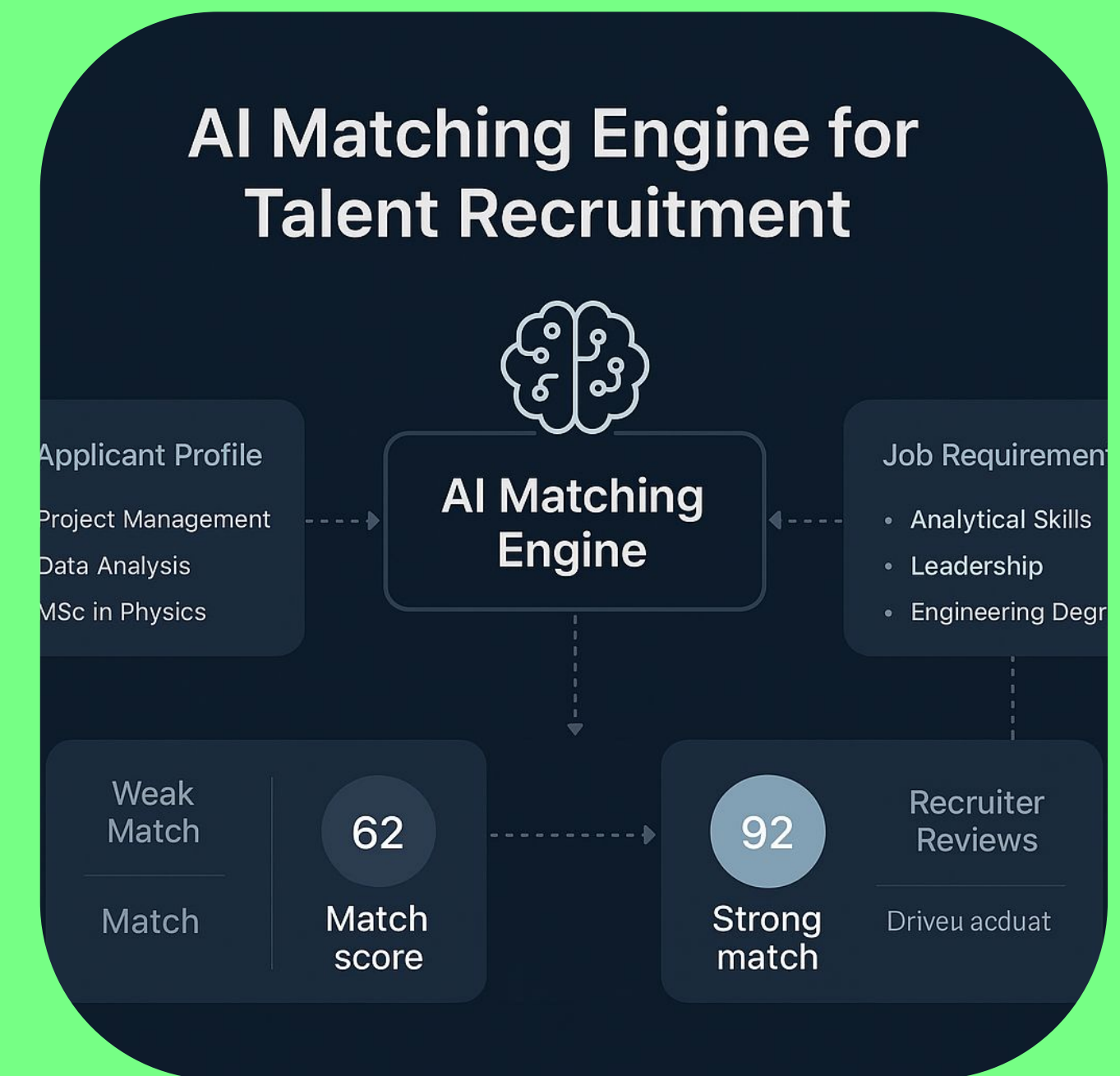
Challenge: Our client needed an AI engine to automate candidate-to-job matching — but in a regulated industry, it had to ensure fairness, transparency, and legal defensibility.

Solution: We delivered an end-to-end governed AI matching engine, incorporating bias mitigation, a human-in-the-loop oversight system, and full traceability documentation for auditability.

The system was built to evolve responsibly, learning from feedback over time.

Outcome: Our client received a production-grade, compliant AI engine with governance and auditability at its core.

The client platform now operates with greater efficiency, fairness, and confidence — supported by a scalable, transparent model that aligns with ethical and regulatory standards.





Thank you.

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