ELEVEN.
APP STUDIOS

COMPANY PROFILE · 2026




CUSTOM SOFTWARE DEVELOPMENT COMPANY

# Engineering digital *futures*.

Custom software, mobile apps, AI and cloud, built by senior teams in India and shipped with a demo every Friday.

**1.2M**
downloads for an on-demand delivery app

**−38%**
stockouts across 480 retail stores

**+220%**
ARR growth for an enterprise SaaS platform

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01 · WHO WE ARE

# A partner, not a *vendor*.

Eleven App Studios started in 2023 with three engineers and one belief: great software comes from small, senior teams working closely with the people who use it.

Today we are 60+ designers, engineers and strategists across Gurgaon, Noida and Patna, building for startups and enterprises in India and abroad. Every project is led by a senior architect and a design lead: no juniors thrown at the problem, no hidden layers of account managers.

**2023**
Founded with three engineers

**60+**
Designers, engineers and strategists

**3**
Studios: Gurgaon, Noida, Patna

**6**
Disciplines under one roof

OUR STORY

## 2023

**Three engineers, one belief**

Started in a shared office with a promise: small senior teams, close to the users.

## 2024

**First million-user launch**

Our on-demand delivery client crossed 1M downloads across three markets.

## 2025

**AI, in production**

Shipped RAG copilots and vision models with measurable ROI for enterprise clients.

## 2026

**60+ people, three studios**

Gurgaon, Noida and Patna: same standards, same seniors, wider reach.

11

HOW WE SHOW UP

Senior, in-house talent. Weekly demos and shared roadmaps. Support after launch included. Fixed-scope, predictable pricing.

02 · WHY US

# Why teams *choose* us.

01
### Craft over shortcuts
We sweat the small stuff, because your users will feel it.

02
### Transparent by default
Shared roadmaps, weekly demos and honest trade-offs.

03
### Ship, then iterate
Momentum matters. Value in users' hands early and often.

04
### Long-term partners
Support after launch is part of the work, not an upsell.

ALWAYS INCLUDED

## What every project *includes*.

### A senior lead
Scoped the work and reviews every pull request.

### Your repository
Your code, cloud and accounts from the first commit.

### Weekly updates
A written update every week and a live Friday demo.

### Design before code
A clickable Figma prototype before screens are built.

### Clean handover
Tests, docs and runbooks the next team can pick up.

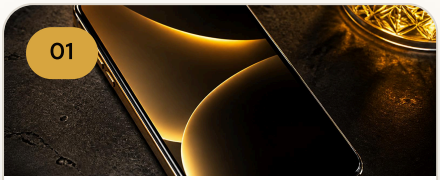
### Paperwork first
NDA, IP assignment and a services agreement up front.

**INDIAN CLIENTS**
GST invoices from Eleven Apps Studio Private Limited.

**CLIENTS ABROAD**
USD, GBP, EUR, AED or AUD, with reverse-charge wording.

**THIRD-PARTY COSTS**
Cloud, app stores, SMS and AI usage: paid by you, at cost.

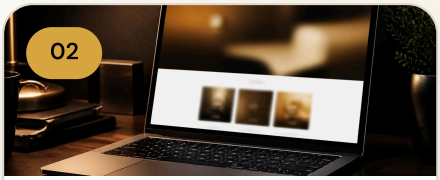
# Six disciplines, one senior *team*.




### Mobile apps

Native iOS and Android, and cross-platform apps built for scale.

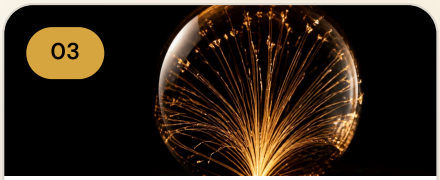
Swift · Kotlin · Flutter




### Web development

Sites, dashboards and portals, built for speed, SEO and conversion.

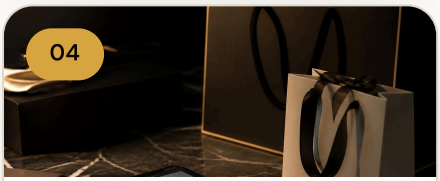
React · Next.js · Node.js




### AI and machine learning

Copilots on your private data, vision, forecasting and automation.

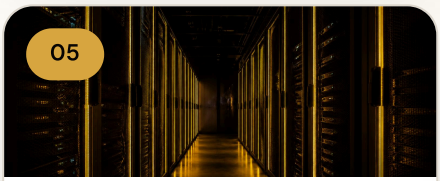
OpenAI · LangChain · PyTorch




### E-commerce

Shopify storefronts, custom checkout and multi-vendor marketplaces.

Shopify · Stripe · Medusa




### Cloud and DevOps

AWS, GCP and Azure with infrastructure as code and monitoring.

AWS · Terraform · Kubernetes




### UI/UX design

Research, prototypes and design systems people return to.

Figma · Framer · Rive

CAPABILITY MATRIX

## Every service, wired to every platform.

| SERVICE | IOS | ANDROID | WEB | CLOUD | AI / ML |
|---|---|---|---|---|---|
| **Mobile apps** | Swift · SwiftUI | Kotlin · Compose | React Native | Firebase, Supabase | On-device ML |
| **Web** | PWA · Capacitor | PWA · TWA | Next · TanStack | Edge · Workers | RAG copilots |
| **AI products** | Core ML | TF Lite | LangChain · SDKs | GPU · vector DB | LLM, vision, NLP |
| **E-commerce** | Native checkout | Play Billing | Shopify Hydrogen | Stripe · Medusa | Recommendations |
| **Cloud, DevOps** | TestFlight CI | Play CI | Vercel · CDN | AWS · GCP · K8s | MLOps |
| **UI/UX design** | HIG · SwiftUI | Material 3 | Tailwind, tokens | — | AI design ops |

**42+** Production tech stacks

**0.9s** Median LCP on the sites we ship

**GitOps** CI/CD on every project

# A process built for *outcomes*, not theatre.

Four phases that overlap on purpose: design starts while discovery wraps up, and engineering starts on a screen as soon as its prototype is approved. Weeks shown are for a typical first release.

01 · WEEKS 1–2

## Discover

Led by strategy and design lead

- Stakeholder workshops
- User and market research
- Success metrics
- Feasibility review

You get

**Product brief and roadmap**

02 · WEEKS 2–5

## Design

Led by design lead and pm

- Information architecture
- Clickable prototypes
- Design system foundation
- Usability testing

You get

**A prototype you can click through**

03 · WEEKS 5–12

## Develop

Led by Senior engineers

- Two-week sprints
- Weekly demos
- Automated tests and CI
- Senior code review

You get

**A working build every week**

04 · WEEK 12 ONWARD

## Deploy

Led by SRE and PM

- Zero-downtime release
- Monitoring and alerting
- Product analytics
- Ongoing iteration

You get

**Live product and runbooks**

THE RHYTHM

## Demo in two weeks. Live in *twelve*.

| | Mon | Tue | Wed | Thu | Fri |
|---|---|---|---|---|---|
| WEEK 1 | **Planning** | **Build** | **Build** | **Build** | **Demo** |
| WEEK 2 | **Planning** | **Build** | **Build** | **Build** | **Prototype demo** |

EVERY MONDAY

### Planning

Priorities, owners and blockers, visible to your team by 10am.

EVERY FRIDAY

### Demo

A live walkthrough of what shipped, with a recording by 5pm.

EVERY MONTH

### Retro

Metrics, misses, and what we change in the next sprint.

▶ Watch the 1:42 film of how we work at **elevenappstudios.com/process**

# Case studies from the *field*.



MOBILE APP · FOOD AND BEVERAGE · 2024

## QuickBite Delivery

**The challenge.** The client needed a delivery app that could compete on speed, personalisation and driver economics.

**What we built.** A Flutter app with AI-powered menu recommendations and live driver ETA, plus a driver-side app tuned for low-end devices, launched in three markets.

| 1.2M | 23 min | 4.8 ★ |
|---|---|---|
| App downloads | Average delivery | App Store rating |



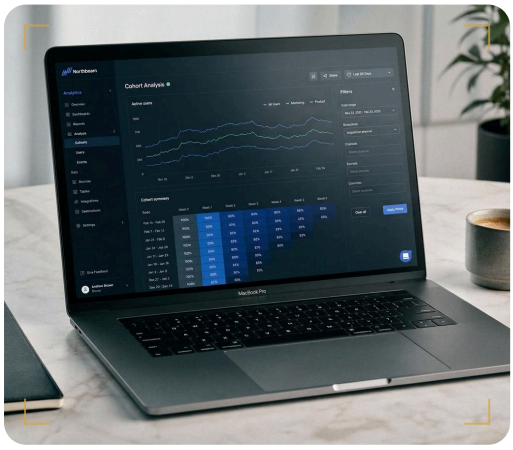
DASHBOARD · RETAIL · 2025

## Retail Analytics Suite

**The challenge.** Legacy nightly reports left the store managers of a national retailer blind to fast-moving trends and stockouts.

**What we built.** A streaming analytics platform with a live inventory map, predictive reorder alerts and role-based dashboards, deployed across 480 stores.

| -38% | 4.2k | 480 |
|---|---|---|
| Fewer stockouts | Daily active managers | Stores live |



SAAS · ANALYTICS · 2024

## MetricsHQ

**The challenge.** Turn a scrappy internal tool into an enterprise-grade product with SSO, audit logs and multi-tenant isolation.

**What we built.** We rebuilt the platform on TanStack and Postgres with an AI insights layer, an audit trail ready for SOC 2 reviews and self-serve billing.

| 42 | +220% | 99.98% |
|---|---|---|
| Enterprise customers | ARR growth | Uptime SLA |

Full case studies at **elevenappstudios.com/work**

# Three ways to *work* with us.

Most new clients start with a paid discovery sprint, then choose fixed scope for a bounded first release. Every model comes with the same senior leads, demos and ownership terms.



## 01 Fixed scope

A defined release at a fixed price and timeline, paid by milestone.

**Best when scope is clear**

- Discovery sprint first, always
- Changes priced before any work
- Scope, price and dates in writing
- Two-week cycles with a demo



## 02 Time and materials

A team at an agreed monthly rate, working through a backlog you prioritise.

**Best for evolving products**

- Monthly invoice, hours logged
- Scale the team month by month
- A ceiling you set, with alerts
- Same leads, demos and rituals



## 03 Dedicated developers

Named engineers who join your team full time, in your tools and process.

**Best with product leadership**

- 160 hours per engineer a month
- Senior lead reviews the work
- Three-month minimum
- Replacement guaranteed; white-label for agencies

PAYMENT

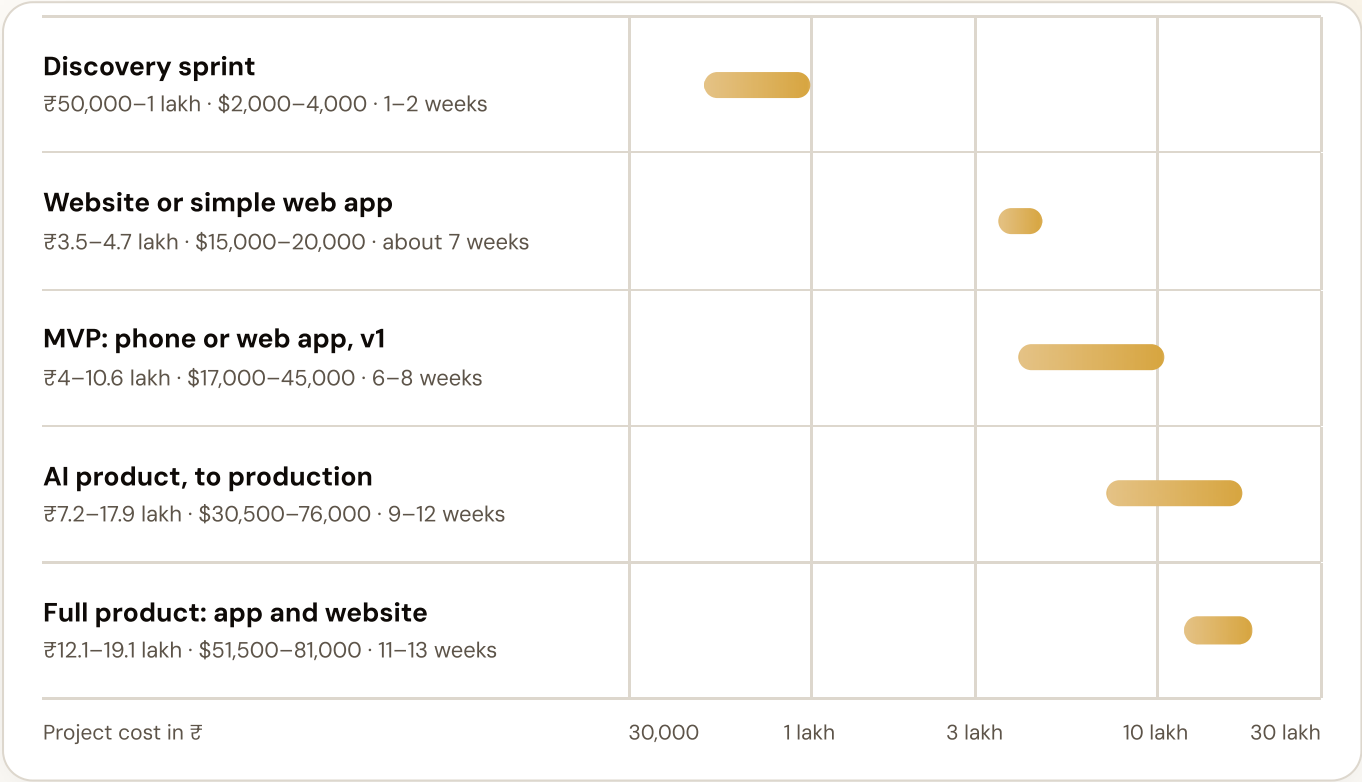
Fixed-scope projects are usually a deposit on signing and the balance in two or three stages. Third-party services sit in your own accounts, at cost.

- NDA, IP assignment, services agreement
- GST invoice, or USD, GBP, EUR, AED, AUD
- No equity deals, no surprises

07 · INDICATIVE PRICING

# What projects typically *cost*.

India prices before GST, from the same model as our app cost calculator. The proposal after discovery is the price. Each bar runs from the low to the high end of a range; every gridline is about three times the last, so small and large projects both read clearly.




MONTHLY ENGAGEMENTS

Dedicated developer, 160 hours

**₹1.4 lakh**

a month · $6,000 outside India

Maintenance by the same team

**₹35,000**

a month · $1,000 outside India

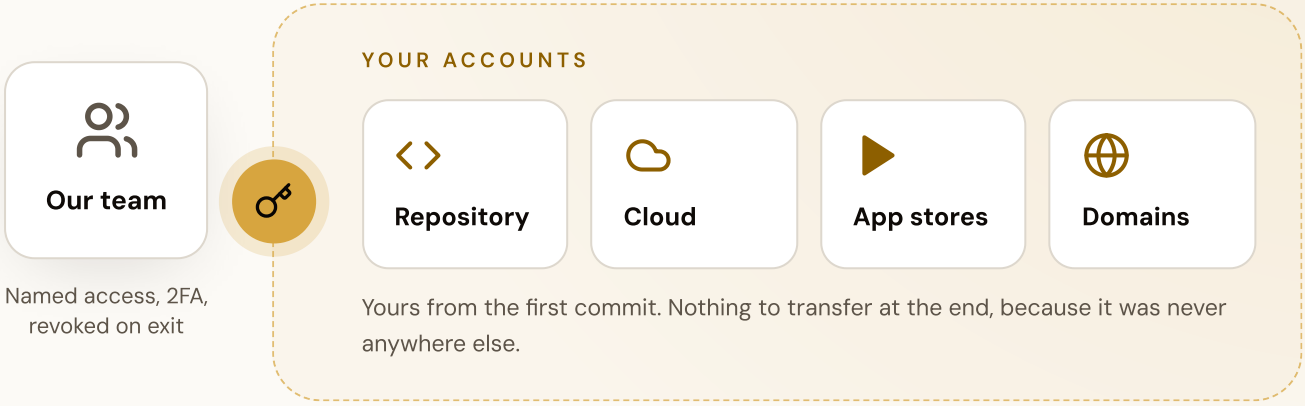
In Bihar, under Bihar Udaan

**₹60,000**

developer a month · maintenance ₹20,000

**Registered in Bihar?** You are quoted at our Patna-studio rates under Bihar Udaan, on every engagement model. See page 11.

# You own *everything* we build.




### NDA first
Signed before you share a roadmap or a line of code.

### IP assignment
Everything we make for you is yours. No client code reused.

### Your repository
Code lives in your GitHub, GitLab or Bitbucket from day one.

### Your accounts
Cloud, app stores, domains and analytics stay in your name.

### Least privilege
Named accounts through your identity provider, 2FA on all.

### Safe test data
Anonymised or synthetic data; production access is logged.

### Vaulted secrets
Never in repos, chat or docs. Keys rotate when people leave.

### Clean exit
Access revoked the day work ends, confirmed in writing.

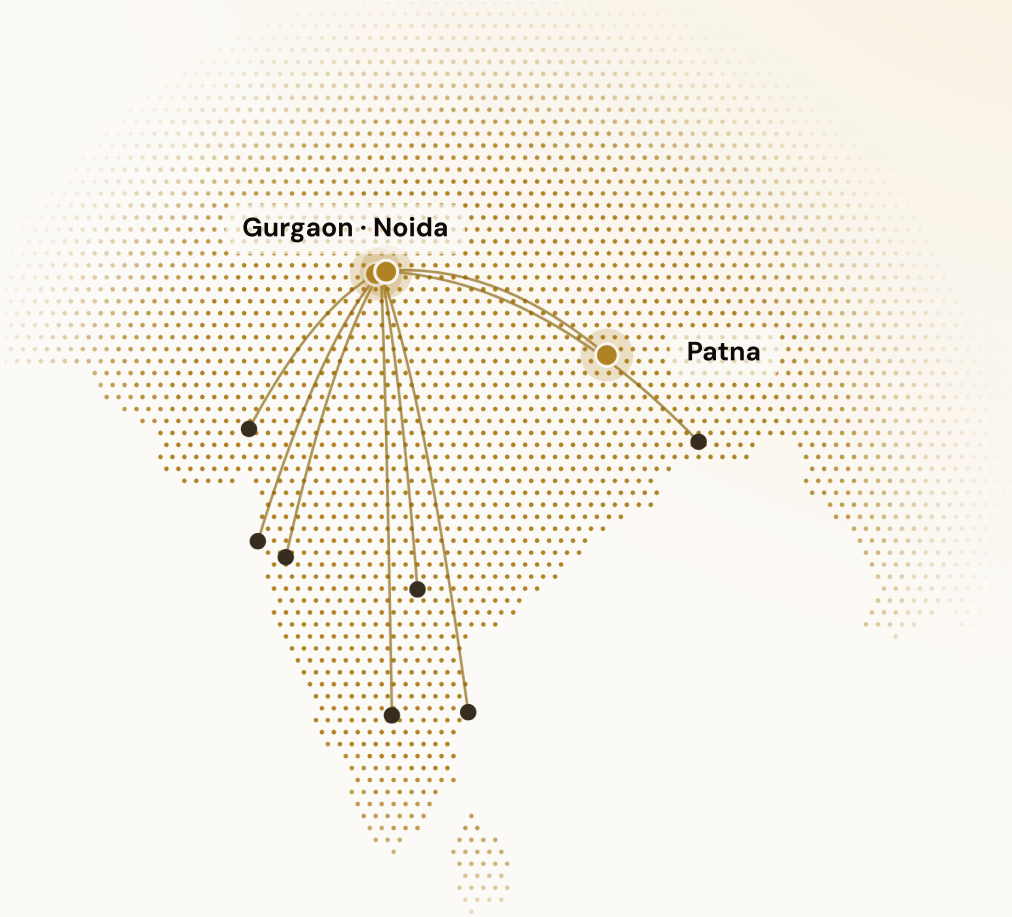
BUILT FOR DPDP Act · GDPR · HIPAA-aligned health data · PCI-aware payments · DPA with UK and EU clauses

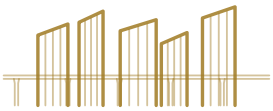
We do not hold a SOC 2 report or an ISO 27001 certificate of our own. Our practices are built to those frameworks, and we complete client security questionnaires in full.

09 · WHERE WE ARE

# Three studios, one *standard*.

Every studio works under the same senior leads, the same two-week cycles and the same rule that code lives in your repository.



## Gurgaon

Haryana · Delhi NCR



## Noida

Uttar Pradesh · Delhi NCR



## Patna

Bihar · registered office

ACROSS INDIA

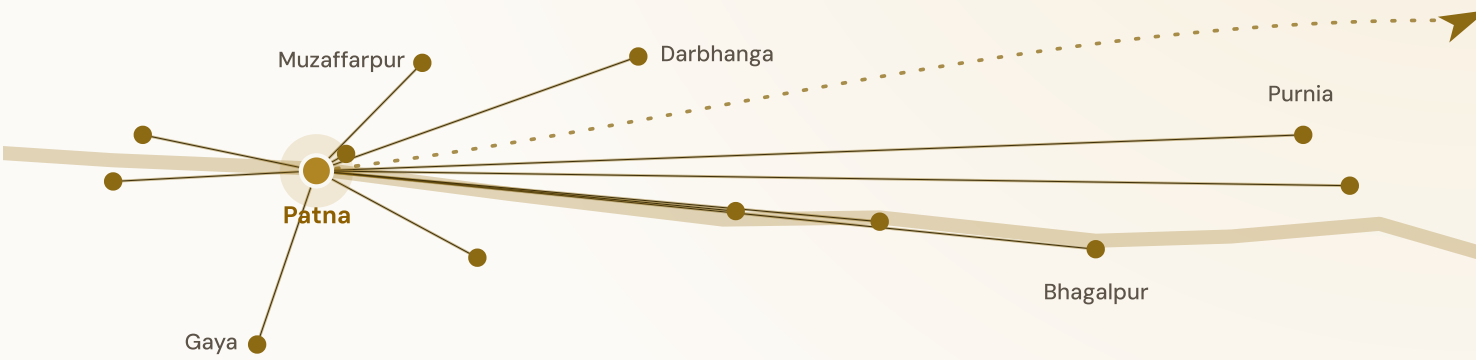
Mumbai, Delhi, Bengaluru, Hyderabad, Chennai, Pune, Kolkata and Ahmedabad.

ABROAD

The USA, the UK, the UAE, Australia and Europe, with call windows that overlap your day.

# Bihar Udaan: a state taking *off*.

Udaan means flight. Our registered office is in Patna, and Bihar Udaan is how we put that to work for companies, institutions and startups registered in Bihar.




ANY BIHAR-REGISTERED COMPANY

## Bihar rates

- Patna-studio rates on every model
- Same senior leads and review
- GST invoice from our Bihar entity

EARLY-STAGE BIHAR STARTUPS

## Free discovery sprint

- A week with our Patna team
- Backlog, prototype and a fixed price
- Yours to keep, no obligation

MADE FOR THE DISTRICTS

## Built for Bihar

- Hindi, English and bilingual
- Offline-first, light on data
- Tested on budget Android phones

PATNA-STUDIO RATES, EXPLAINED

The same senior team and the same standards, priced on our Patna cost base. That base is lower than NCR and Bengaluru, so Bihar prices are less than half of our India prices.

**Who qualifies**

Any company, institution or startup registered in Bihar, including colleges, hospitals and government departments. Registration is the eligibility.

**What it covers**

Every engagement model, from the first conversation: fixed scope, time and materials, dedicated developers.

**How it works**

Tell us where you are registered; we quote at Patna-studio rates; the exact figure is in your proposal.

WE BUILD Education and coaching · Agri and distribution · Healthcare · Government services · Startups · Logistics

11 · HOW TO START

# From first call to first *demo*.

1

TODAY

### Free discovery call

30 minutes on what you are building. We reply within one business day.

2

WITHIN 48 HOURS

### Tailored proposal

Scope, team, timeline and price in writing, built from the call.

3

WEEKS 1–2

### Discovery sprint

Workshops that end in a backlog, a clickable prototype and a fixed price.

4

THEN, ON A MONDAY

### Build starts

Access set up in week one, and your first demo on the second Friday.

**Bihar-registered startup?** Your discovery sprint is free under Bihar Udaan.

SAY HELLO

# Let’s build something worth *remembering*.

We reply within one business day with a real person, a tailored plan and next steps you can act on.


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WhatsApp +91 99906 10627

elevenappstudios.com

Monday to Friday · 9:30am to 6:30pm IST


Watch the film

Book a free call


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