



**FOUNDERS EDGE**  
**Consulting**

Empowering Your Journey from Start-up to Success

# Founders Edge Consulting

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Marketing

Website

Apps

Software

[www.foundersedgeusa.com](http://www.foundersedgeusa.com)



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# ABOUT US

**Call Now.**

**+1 (469) 799-1621**

At Founders Edge USA, we specialize in building modern websites, mobile apps, and custom software that elevate your brand and streamline your business. With a strong focus on design, performance, and usability, we craft digital experiences that leave a lasting impression. Whether you're a startup or an established company, we bring your ideas to life with precision and creativity.

Beyond development, we offer result-driven marketing strategies to help you grow and scale. From SEO and social media to targeted campaigns, our team ensures your brand reaches the right audience. We're your all-in-one partner for digital success.



# OUR VISION AND MISSION



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## OUR VISION

FoundersEdge USA, our mission is to empower entrepreneurs with essential digital solutions—from sleek websites and apps to custom software and targeted marketing—so their ventures can thrive in today's competitive landscape

## OUR MISSION

We envision a future where every ambitious business, regardless of size, can harness cutting-edge technology and strategic design to achieve bold goals. By combining technical know-how with data-driven insight, we aim to be the trusted growth partner startups and growth-stage companies turn to for innovation, scalability, and long-term success.





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# WE HELP EMPOWERING BUSINESSES TO SCALE WITH SMARTER TECHNOLOGY



At Founders Edge USA, we help businesses unlock their full potential through tailored digital solutions.

Whether you're a startup looking to build your first platform or an established company scaling operations, we bring the technical expertise to move you forward. Our team develops high-performance websites, mobile apps, and custom software designed to grow with your business. We focus on clean architecture, modern UI/UX, and future-ready code that supports your vision. From MVP to enterprise scale, we're your technical partner at every stage.

We don't just build products — we solve problems and create opportunities.

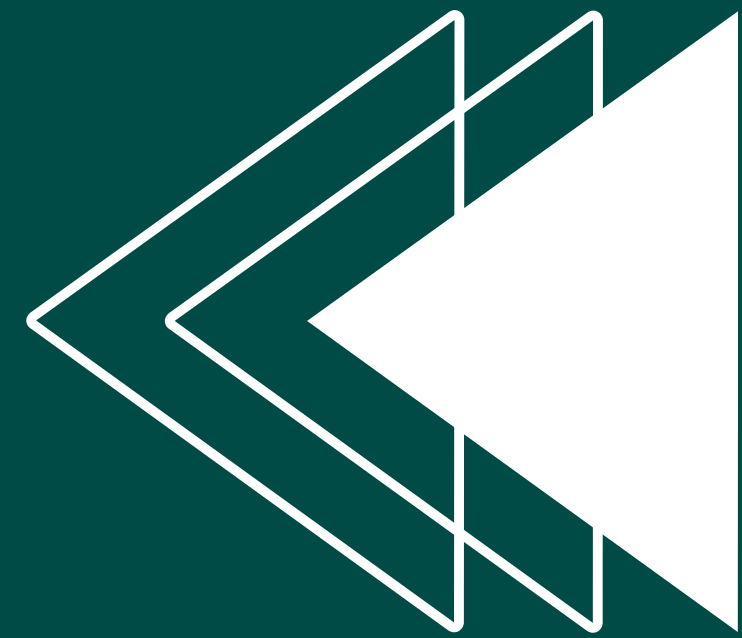
Our approach is collaborative, agile, and always goal-driven. Let's turn your ideas into impactful, scalable digital products. Partner with us to grow smarter, not just bigger.

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# Services & Technology

## Why Choose Us ?

We're more than just developers — we're your strategic digital partner. We bring together expert design, scalable technology, and growth-focused marketing to deliver results that matter. Our team is committed to understanding your business goals and turning them into powerful digital solutions. With a focus on quality, speed, and transparency, we ensure every project is delivered on time and built to scale. Choose us for a seamless, collaborative experience that drives real growth.

## Our Services

➡ Web Application Development

➡ Apps Development

➡ Software Development

➡ WordPress development

➡ WP Plugin Development

➡ SEO

➡ Shopify Development

➡ API Development

➡ QA

➡ UI/UX with Figma

➡ Laravel Development

➡ React Node Development

➡ Google Marketing

➡ Facebook Ads campaign

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# WEB APPLICATION DEVELOPMENT

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Web application development is at the core of what we do at Founders Edge USA. It involves creating interactive, browser-based software solutions that help businesses automate processes, engage users, and operate more efficiently. Unlike static websites, web applications are dynamic and capable of performing complex functions like handling user input, processing data, managing workflows, and integrating with third-party systems. Whether it's a client portal, an internal dashboard, a CRM, or a custom SaaS product — we build solutions tailored to your exact needs.

Our approach begins with a deep understanding of your business goals and user requirements. We start with wireframing and UI/UX design, ensuring your web app is not only functional but also intuitive and user-friendly. Our developers then bring the design to life using modern technologies like React, Angular, ASP.NET, Node.js, and Laravel, paired with secure and scalable backend architectures like SQL Server, PostgreSQL, or MongoDB. We also ensure your application is optimized for speed, responsive across all devices, and built with clean, maintainable code.

Security and performance are top priorities. We follow industry best practices for data protection, authentication, and encryption. Features like role-based access, activity logs, API integrations, and real-time data updates are common across our projects. We test rigorously across browsers and devices to ensure smooth functionality and a consistent user experience. Every app we build is WCAG-compliant and GDPR/CCPA ready when needed.

After deployment, we offer hosting, maintenance, and continuous improvement support. As your business grows, your web app can evolve with it. We design with scalability in mind so you won't need a full rebuild as you expand. Whether you're a startup looking to launch an MVP or an enterprise in need of a robust internal platform, we deliver web applications that are future-proof and built to perform.



# APPS DEVELOPMENT

We specialize in building powerful, intuitive, and scalable mobile applications that connect brands to users in meaningful ways. Whether you need an iOS app, Android app, or a cross-platform solution — we design and develop mobile experiences that align with your business goals and engage your audience.

From idea to app store, we handle every stage of development, starting with strategy, wireframing, and UX/UI design to ensure a seamless user journey across all devices.

Our developers use modern frameworks like Flutter, React Native, Swift, Kotlin, and native SDKs to build high-performance apps that are fast, secure, and future-ready. We prioritize clean code, modular architecture, and offline capabilities where needed. Whether it's a B2B tool, customer-facing app, eCommerce platform, or an on-demand service app — we craft each solution with precision and care.



We build apps that not only look great but perform seamlessly with features like real-time notifications, geolocation, and secure payments.

Our development process includes rigorous testing, performance optimization, and full compliance with app store standards.

Security is a top priority, with encryption, secure APIs, and strong user authentication built in from the start.

Post-launch, we provide continuous support, updates, and monitoring to keep your app running smoothly.

By collaborating closely with you, we turn your vision into a powerful mobile solution that scales with your business.





# SOFTWARE DEVELOPMENT

We develop custom software solutions that solve real business problems and drive growth. Whether you need an internal management system, ERP, CRM, or a fully cloud-based SaaS product, our team delivers secure, scalable, and user-centric software tailored to your operations. We begin with deep discovery sessions to understand your goals, processes, and challenges — turning your requirements into a clear development roadmap.



- Our developers use modern technologies such as .NET, Python, Laravel, and Node.js along with robust databases like SQL Server, Oracle, and PostgreSQL. We prioritize modular architecture, clean code, and seamless integration with third-party systems like payment gateways, APIs, and legacy tools. Every software we build is designed for performance, with intuitive interfaces and automation capabilities to reduce manual work and boost productivity.
- Security is embedded into every stage of our process — from user authentication and access control to encrypted data handling and audit logging. We also provide testing, QA, deployment support, and ongoing maintenance to ensure your software stays stable, fast, and relevant over time. Whether you're digitizing operations or building a platform to serve thousands of users, we deliver reliable software that helps you scale with confidence.





# WORDPRESS DEVELOPMENT

We specialize in custom WordPress development that’s fast, secure, and tailored to your business goals. Whether you need a sleek corporate site, a feature-rich blog, or a full-fledged WooCommerce store, we craft WordPress websites that are visually compelling and functionally robust.

We don’t use bloated templates — we build clean, responsive, and lightweight custom themes that reflect your brand. Every site we create is optimized for speed, SEO, and mobile responsiveness, ensuring smooth performance across all devices.





# WP PLUGIN DEVELOPMENT

We develop custom WordPress plugins that extend functionality, enhance performance, and solve unique business needs that off-the-shelf plugins can't address. Whether you need a custom booking engine, advanced form logic, membership system, third-party API integration, or a tailored admin tool — we build it from scratch to work seamlessly with your WordPress site.

Our plugin development process starts by identifying your exact functional requirements. We then architect secure, efficient code that integrates cleanly into your existing setup without bloating your website. Every plugin is optimized for speed, built with WordPress coding standards, and fully compatible with the latest WordPress core updates.

We also focus on scalability and usability — with intuitive admin interfaces, flexible settings, and modular features so your team can manage everything easily. Our plugins are tested across browsers and devices, and we ensure compatibility with Gutenberg, Elementor, WooCommerce, and other major platforms.







# SEO SERVICE

Our SEO strategy is tailored to your business goals — whether you’re targeting local customers, a national audience, or a global market. We start with in-depth keyword research, competitor analysis, and technical audits to uncover opportunities and eliminate obstacles to your site’s performance.

Our on-page SEO includes optimizing titles, meta descriptions, URLs, image alt tags, internal linking, and content structure to ensure your site is search engine friendly. We also fix technical issues like broken links, slow loading times, crawl errors, and mobile responsiveness to improve overall site health.

For off-page SEO, we build high-quality backlinks, manage local citations, and enhance your online authority with white-hat link-building practices. We also help optimize your Google Business Profile for better local rankings. Content is a major part of our approach — we create SEO-optimized blogs, landing pages, and service pages that rank well and engage your audience.

We track everything — from keyword rankings and page speed to click-through rates and conversions. Through detailed monthly reporting and analytics, you’ll always know how your SEO is performing. With Founders Edge, you get a long-term partner focused on measurable results, not just rankings.







# API DEVELOPMENT

We design and develop custom APIs that connect systems, streamline data exchange, and power seamless integrations across platforms. Whether you need a RESTful API for a mobile app, a secure backend for your SaaS product, or integration between third-party services — we build robust, scalable, and well-documented APIs tailored to your business needs.



Our development process begins by understanding your data structure, user flow, and integration goals. We follow best practices in API architecture, ensuring clean endpoints, proper versioning, rate limiting, and detailed error handling. We work with technologies like Node.js, .NET, Laravel, and Python to build secure APIs that can handle high volumes and complex business logic.

Security is critical — we implement authentication layers like OAuth 2.0, JWT, and API key access to protect sensitive data and restrict unauthorized use. Whether your API will be used internally or exposed to partners and developers, we deliver full documentation, sandbox environments, and testing tools for smooth adoption.

We also specialize in integrating APIs with payment gateways, CRM, ERP, third-party platforms, and legacy systems. Post-deployment, we provide support, performance monitoring, and version control to keep your APIs efficient and reliable.





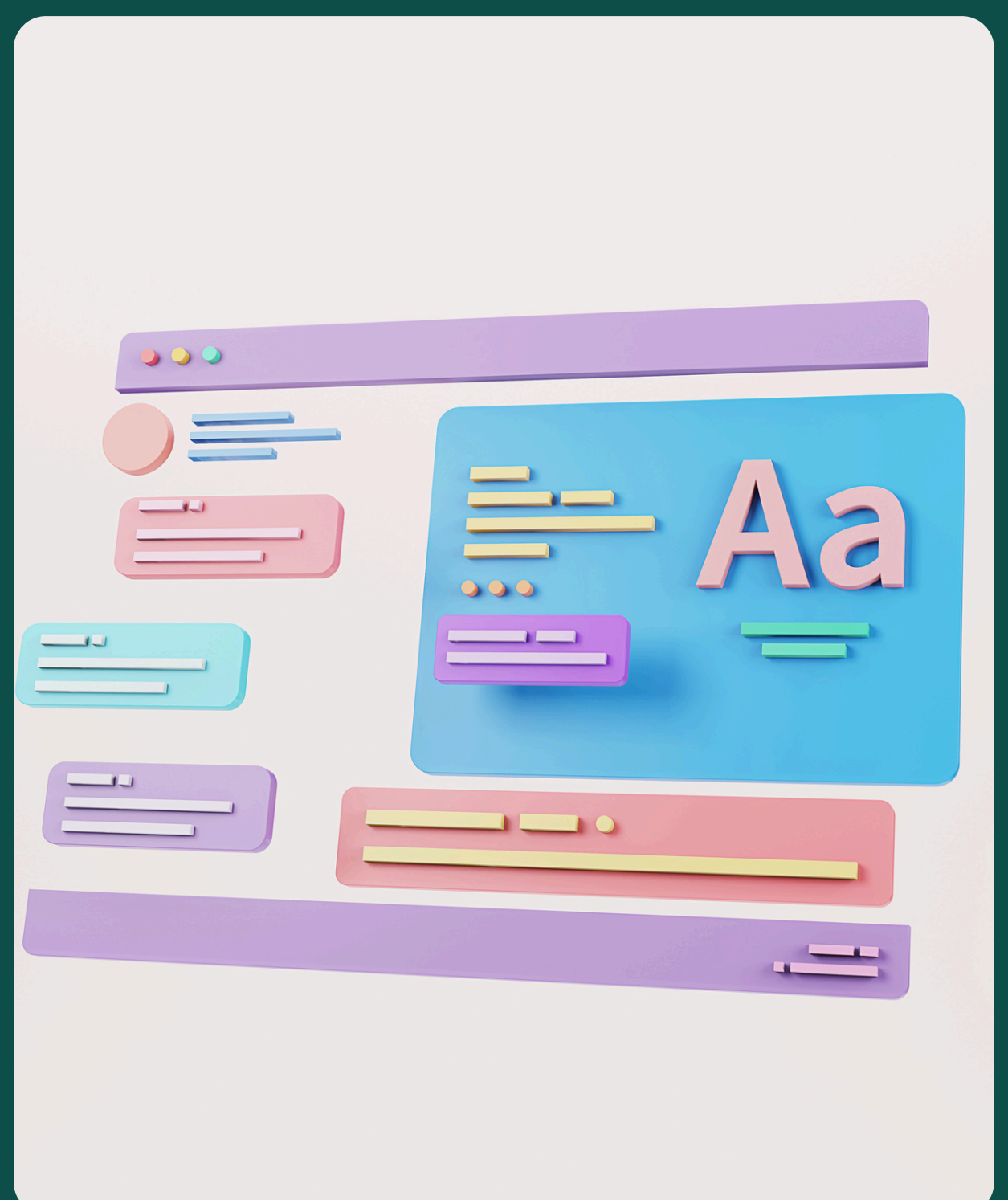
# SHOPIFY DEVELOPMENT

We specialize in custom Shopify development that helps businesses launch beautiful, high-converting eCommerce stores. Whether you're starting from scratch or scaling an existing Shopify store, we design and develop online shops that are fast, secure, and tailored to your brand. Our team builds custom Shopify themes, integrates powerful apps, and ensures your storefront delivers a seamless shopping experience across all devices.

We begin by understanding your business goals, product structure, and customer journey. Then we craft clean, responsive, and user-friendly designs that highlight your products and drive conversions. From product pages and custom collections to optimized checkout flows and upsell features — every detail is built with sales in mind.

Our developers also integrate essential tools like payment gateways, shipping platforms, inventory systems, CRM, and marketing automation tools. We can create custom Shopify apps if your business needs functionality beyond what existing apps offer. SEO optimization, fast load times, and mobile responsiveness are standard in every Shopify project. We also ensure your store is secure with SSL, GDPR/CCPA compliance, and regular performance checks.

Post-launch, we provide training, documentation, and support so you can manage your store with confidence. Whether you're a small business or a growing brand, Founders Edge builds Shopify solutions that scale with you.







# QUALITY ASSURANCE

Quality Assurance (QA) is a vital part of our development process, ensuring every product we deliver is stable, secure, and user-ready. We go beyond just finding bugs — we focus on delivering flawless digital experiences that function exactly as intended across browsers, devices, and platforms. From websites and mobile apps to complex software and APIs, we implement rigorous testing strategies at every stage of development.

Our QA team uses both manual and automated testing methods to cover all aspects of functionality, usability, performance, and security. We create detailed test cases, user scenarios, and workflows based on real-world use to catch issues before they reach your users. Regression testing, unit testing, integration testing, and cross-browser/device compatibility testing are all part of our standard QA process.

Security is also a top priority. We test for vulnerabilities such as broken authentication, insecure data handling, and injection flaws — ensuring your product meets modern security standards. We document every test cycle and provide transparent reports with actionable feedback.

Whether it's an MVP launch or a large-scale platform rollout, our QA services ensure your product goes live with confidence. At Founders Edge, we help you deliver quality users can trust.







# UI/UX WITH FIGMA

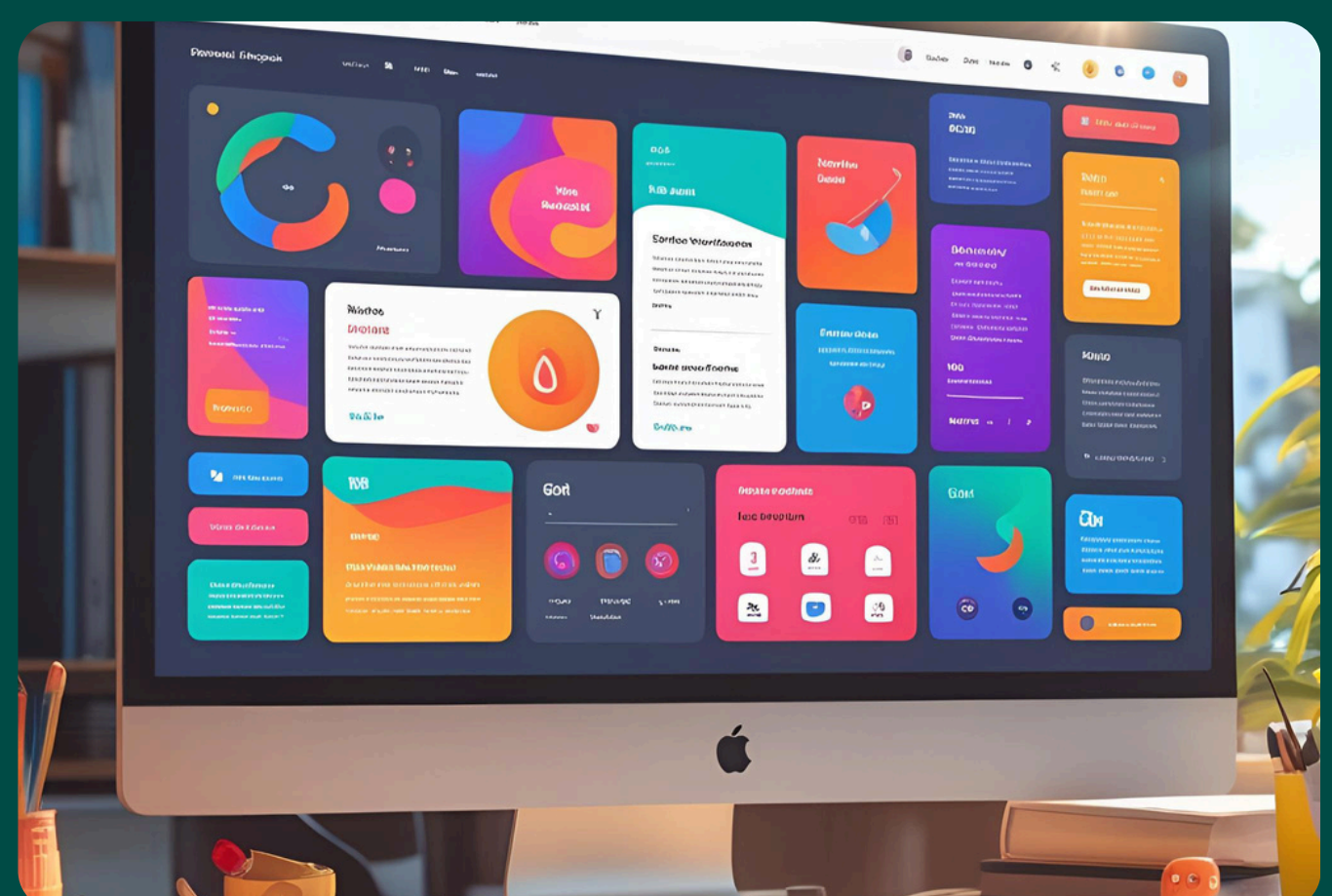
We craft intuitive and visually engaging UI/UX designs using Figma — the industry-standard tool for modern digital product design. Whether you're launching a mobile app, website, SaaS platform, or dashboard, our design process starts with understanding your users, business goals, and brand identity. We turn ideas into interactive, high-fidelity prototypes that deliver exceptional user experiences and seamless journeys.

Using Figma, we collaborate in real time, allowing stakeholders to view progress, comment directly on designs, and stay involved throughout the creative process. We focus on usability, accessibility, and consistency, ensuring every screen is user-friendly, responsive, and aligned with your visual language. From wireframes and mood boards to design systems and micro-interactions, we cover the full spectrum of UI/UX.

Our goal is to create interfaces that not only look beautiful but also solve real user problems. We design with purpose — reducing friction, increasing engagement, and driving conversions. Every element is thoughtfully placed, every interaction is intentional.

Once the design is approved, our handoff process is seamless. Developers receive organized, pixel-perfect files with full specs, components, and assets — making implementation fast and accurate.

With Founders Edge, you get UI/UX design that's clean, conversion-focused, and built to perform — powered by the precision and collaboration of Figma.







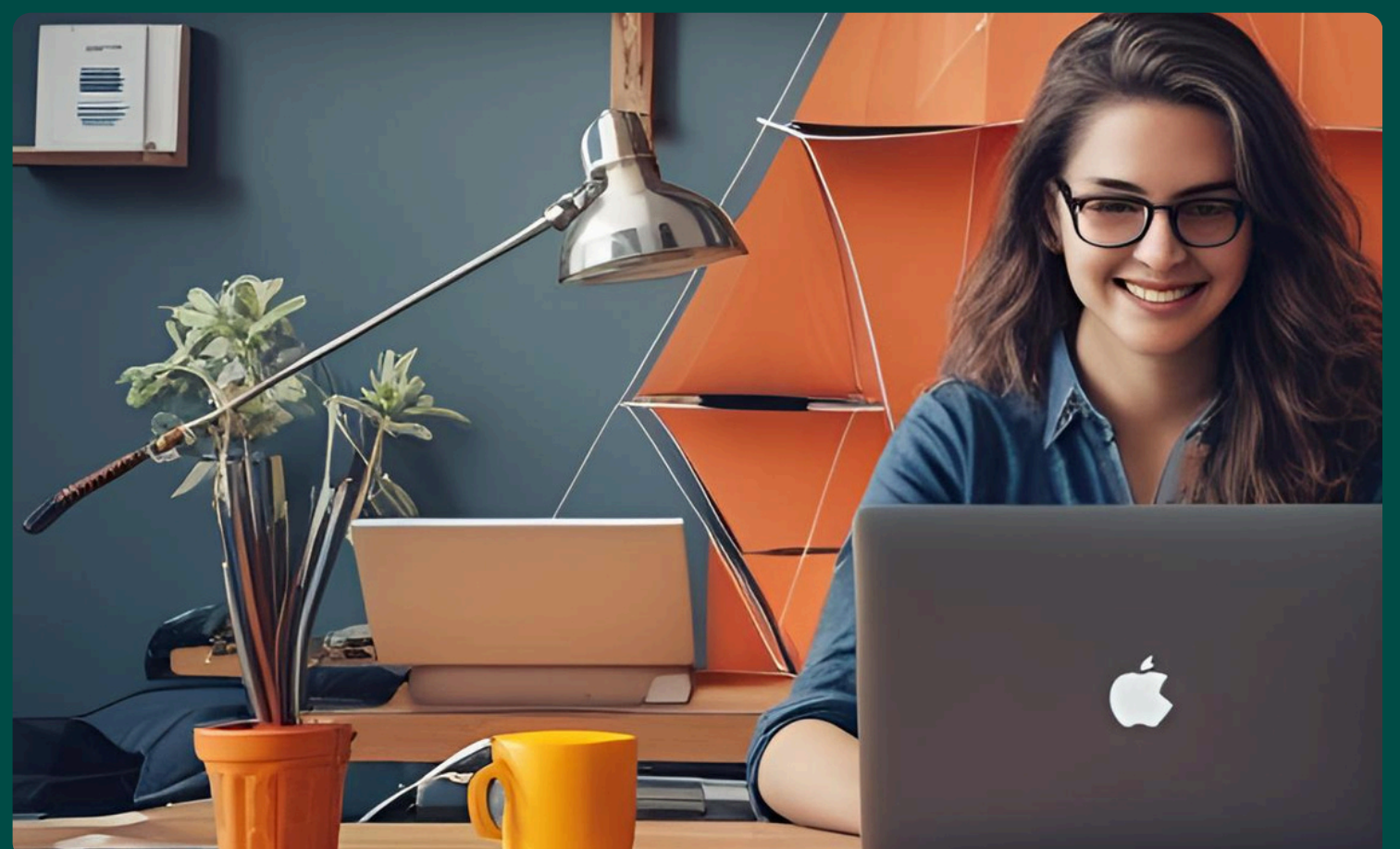
# LARAVEL DEVELOPMENT

At Founders Edge USA, we leverage the power of Laravel, a modern PHP framework, to build robust, scalable, and high-performing web applications. Laravel is known for its elegant syntax, speed, and strong security features — making it an ideal choice for both startups and enterprises looking for custom backend solutions. Whether you're developing a web portal, SaaS platform, CRM, or API-driven application, we tailor Laravel to meet your exact business needs.

We use Laravel's built-in features like Eloquent ORM, Blade templating, middleware, and queue services to build clean, modular, and maintainable codebases. Performance and scalability are always top of mind — we optimize queries, use caching strategies, and ensure the backend is ready to handle traffic at scale.

Security is a core focus. We implement CSRF protection, hashed passwords, secure authentication systems, and robust validation to safeguard your data. Whether integrating payment gateways, building custom dashboards, or managing third-party APIs — Laravel allows us to move quickly without sacrificing quality.

We also offer post-launch support, version upgrades, performance monitoring, and ongoing improvements. With Founders Edge, you get Laravel solutions that are fast, secure, and built to evolve with your business.







# REACT/ NODE DEVELOPMENT

We build high-performance web applications using React for the frontend and Node.js for the backend — a powerful JavaScript stack that ensures speed, scalability, and seamless user experiences. Whether you're launching a dynamic dashboard, a real-time application, or a full-stack SaaS product, our React/Node solutions are tailored to meet your business goals with modern, maintainable architecture.

Using React, we create fast, responsive, and interactive interfaces that deliver a smooth experience across all devices. Our components are reusable, optimized for performance, and styled to match your brand. From user portals to admin panels, we ensure your UI is not only beautiful but also highly functional and intuitive.

On the backend, Node.js allows us to build event-driven, scalable APIs and real-time functionalities like chat, notifications, and live updates. We use Express.js, MongoDB, PostgreSQL, and RESTful or GraphQL APIs to handle data efficiently and securely. This JavaScript-based stack enables faster development and better synergy between frontend and backend.

With Founders Edge, you get a full-stack development team that moves fast, communicates clearly, and delivers results that scale with your success.







# GOOGLE MARKETING

We provide data-driven Google Marketing services to help your business stand out, attract the right audience, and convert clicks into customers. From Google Search Ads and Display Campaigns to YouTube Ads and Google Shopping, we build targeted campaigns that deliver measurable ROI. Whether you're looking to drive traffic, generate leads, or boost product sales, our certified experts handle every aspect — from strategy and setup to daily optimization.

We begin by researching your market, identifying high-converting keywords, and analyzing your competitors. Then, we craft compelling ad copy, create visually engaging display assets, and set up precise targeting based on location, audience behavior, and device preferences. Our campaigns are structured for performance — using A/B testing, smart bidding strategies, and conversion tracking to improve results continuously.

Whether you're running local ads or national campaigns, our goal is simple: drive qualified traffic, lower your acquisition cost, and grow your business through smart, scalable Google marketing strategies.



# DIGITAL MARKETING





# FACEBOOK ADS CAMPAIGN



We create targeted and engaging Facebook Ads Campaigns that connect your brand with the right audience to drive awareness, leads, and sales. Leveraging Facebook's powerful ad platform, we design campaigns tailored to your business goals—whether it's boosting page likes, promoting products, or generating high-quality leads.

Our process starts with deep audience research and segmentation to identify demographics, interests, and behaviors that match your ideal customers. We craft compelling ad creatives, including images, videos, and copy, designed to capture attention and encourage action. Using Facebook's advanced targeting tools, we reach users by location, age, interests, and custom audiences like website visitors or email lists.

- We continuously monitor and optimize campaigns using A/B testing, bid adjustments, and performance analytics to maximize your return on investment. Our team tracks key metrics like click-through rates, conversions, and cost per acquisition to ensure every dollar spent drives results.

- Additionally, we integrate Facebook Pixel and Conversion API for accurate tracking and retargeting, allowing you to re-engage visitors and nurture leads effectively. Whether you're launching a new product, growing your brand, or running seasonal promotions, Founders Edge USA delivers Facebook Ads campaigns that scale your business and boost revenue.





# OUR SUCCESS IS YOUR SUCCESS

At Founders Edge USA, your success is the driving force behind everything we do. We don't just deliver projects — we build partnerships rooted in trust and shared goals.

Your growth challenges inspire us to innovate and push boundaries. We listen carefully, tailor solutions precisely, and stay agile to meet your evolving needs. Our team is dedicated to turning your vision into impactful, measurable results. When your business thrives, it fuels our passion and purpose. We're committed to transparency, quality, and delivering on time — every time.

Through collaboration and communication, we ensure you're part of every step. With Founders Edge, you gain a partner invested in your long-term success. Together, we'll turn today's ideas into tomorrow's achievements.







# OUR CORE VALUES

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Our core values guide everything we do — shaping how we work with clients, deliver solutions, and grow as a team. These principles keep us focused on what truly matters: creating lasting impact and trusted partnerships.

## **Client-Centric Approach**

We put our clients at the heart of every project, listening carefully to their needs and tailoring solutions that drive real business value.

## **Innovation & Excellence**

We embrace the latest technologies and creative thinking to deliver cutting-edge digital products that exceed expectations.

## **Integrity & Transparency**

Honesty and clear communication build trust. We keep our clients informed at every step and honor our commitments.

## **Collaboration & Teamwork**

Great results come from working together — within our team and with clients. We foster open dialogue and value diverse perspectives.

## **Continuous Growth**

We're committed to learning and evolving — staying ahead of industry trends to deliver scalable, future-proof solutions.

**Integrity &  
Transparency**

**Client-Centric  
Approach**

**Continuous  
Growth**

**Integrity &  
Transparency**

**Collaboration &  
Teamwork**





# OUR COMMUNICATION TO YOU

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We believe that clear, consistent, and honest communication is the foundation of every successful partnership. From the very first conversation to post-launch support, we keep you informed, involved, and confident in the process.

We assign a dedicated project manager to be your main point of contact — ensuring your feedback is heard, your questions are answered promptly, and your project stays on track. Weekly updates, milestone reviews, and transparent timelines help you stay in the loop at every stage.

We value collaboration, not just execution. That means we welcome your input, explain our decisions, and work with you — not just for you.

With Founders Edge, you'll never be left in the dark. Communication is not just part of our process — it's a promise.







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# WE ARE GLOBALLY RUNNING SUCCESSFUL BUSINESS



"THE SOONER YOU UNDERSTAND THE CUSTOMER'S  
EXPECTATIONS, THE BETTER YOU CAN PLAN YOUR  
DELIVERY."





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## OUR TOP CLIENTS

**dazzle™**



**The Learning Lounge**  
Where we learn through play

**BIG POINT**



**MyLedgerSource**

**NorahLux®**  
LOVE AT FIRST LIGHT

**NorahLux®**  
LOVE AT FIRST LIGHT

**SmartOffice**



**Premier Elevator & Engineering**  
*Get the best one for your building*

**MANZAAR**





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# Get In Touch With Us.



Have Questions? We're Just a Message Away!

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Get in touch with the most dependable  
IT service provider.

**THANK  
YOU**