YuSMP group

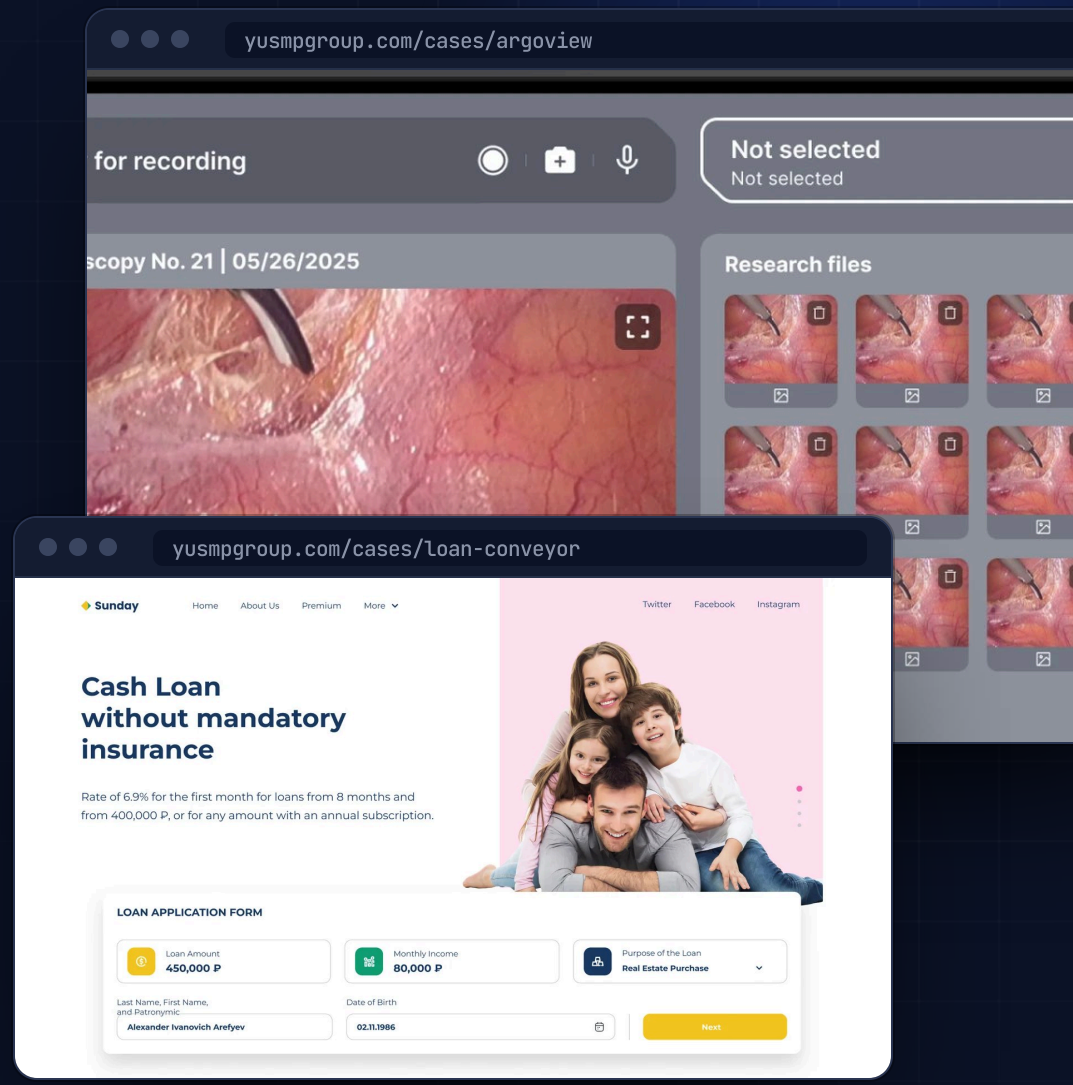
COMPANY PRESENTATION · 2026

Digital products, end to end

From the first idea to launch and growth: analytics, design, development, QA and marketing in one team. You see progress every week.

9+	120+	80+	71
YEARS IN BUSINESS	PRODUCTS DELIVERED	CLIENTS	NPS

Head office in Yerevan, Armenia



60 published case studies on yusmpgroup.com/cases

Building products since 2017, and clients stay with us

KEY METRICS

2017 — 2026 · yusmpgroup.com/cases

PRODUCTS DELIVERED

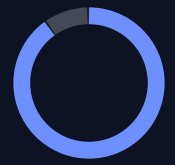
120+



- 60 published as case studies on yusmpgroup.com/cases
- 60+ more products delivered

SUPPORT

90%



of clients stay with us for support after launch

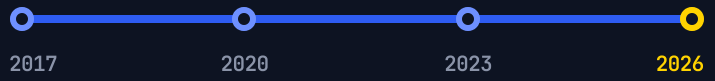
CLIENT LOYALTY, NPS

71



YEARS IN BUSINESS

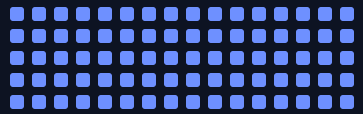
9+



since 2017

CLIENTS

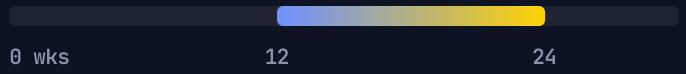
80+



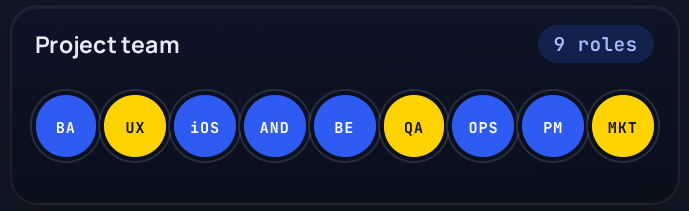
companies trusted us with their product

AVERAGE TIME TO MVP

12–24 weeks

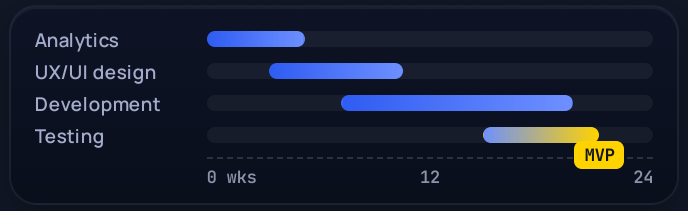


Six reasons to trust us with your product



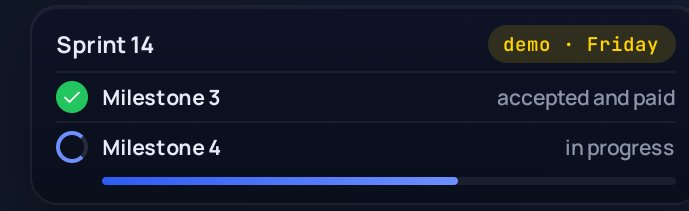
Full cycle in one team

Analytics, UX/UI, mobile and web development, backend, QA, DevOps and PM. After launch: marketing with SEO, SMM and paid search ads. No need to juggle vendors.



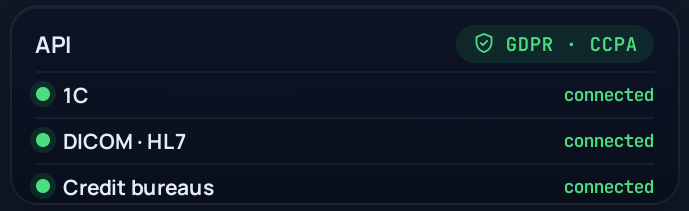
MVP in 12–24 weeks

That is the average time from kick-off to the first working version you can put in front of users.



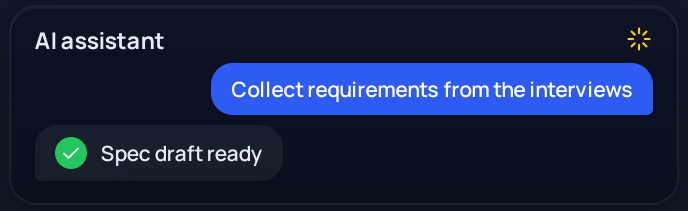
Transparent every week

We work in SCRUM: a demo of real results every week, and you pay for accepted milestones.



GDPR, CCPA and complex integrations

Privacy built in from day one in the Unilab, JoyJet and Loan Conveyor cases. Integrations with 1C, DICOM, HL7 and credit bureaus.



AI in our process and your product

We use AI assistants and LLM-based text analysis in our own work, so timelines are shorter. We build AI features into client products.



Support and growth after launch

90% of clients stay with us for support: we evolve the product, market it and keep it stable.

Every skill an end-to-end product needs

Mobile apps, web services and platforms: we design, build, launch and grow them.

01

Design

We understand the task and shape the product

Analytics
Research, requirements, specs

UX/UI design
Prototypes, interfaces, design system

Project management
PM, SCRUM, weekly demos

02

Build

Mobile, web and server-side code

Mobile development
Swift · Kotlin · Flutter

Web development
React · Next.js

Backend
PHP Laravel/Symfony · Node.js · Python

03

Launch & grow

We test, release and evolve

QA / AQA
Manual and automated testing

DevOps
Infrastructure, CI/CD, releases

Marketing
SEO · SMM · paid search ads

INTEGRATIONS

1C · ElasticSearch · DICOM · HL7 · Credit bureaus · Delivery services · Google Maps

20+

niches whose specifics we know

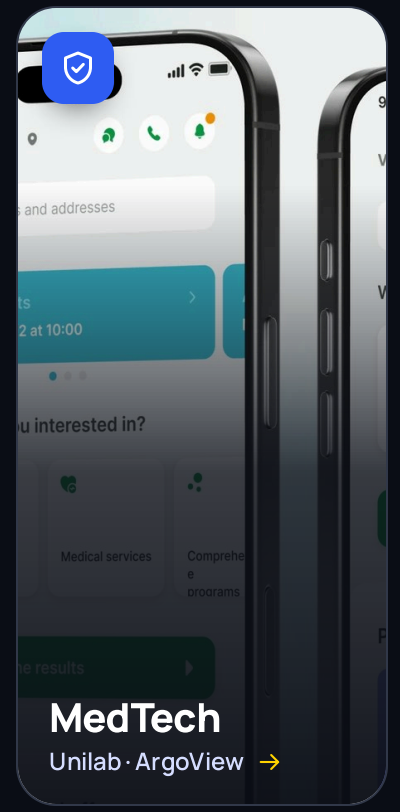
Every industry has its own regulation, integrations and users. We have already walked that path with clients.

ALSO

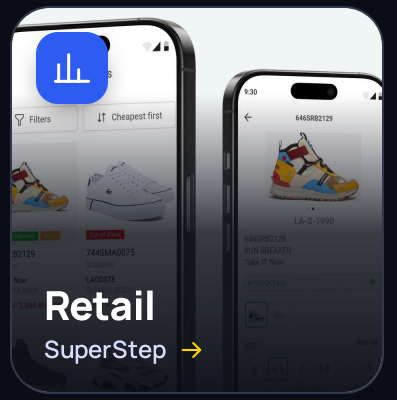
- EdTech
- PropTech
- LegalTech
- AgriTech
- Mobility



FinTech
Loan Conveyor →



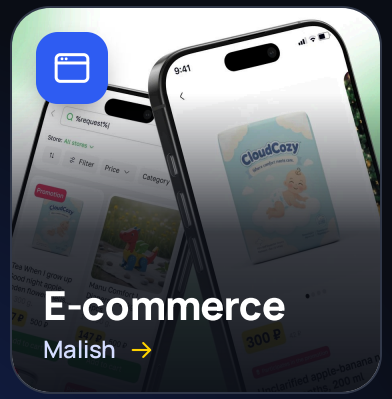
MedTech
Unilab · ArgoView →



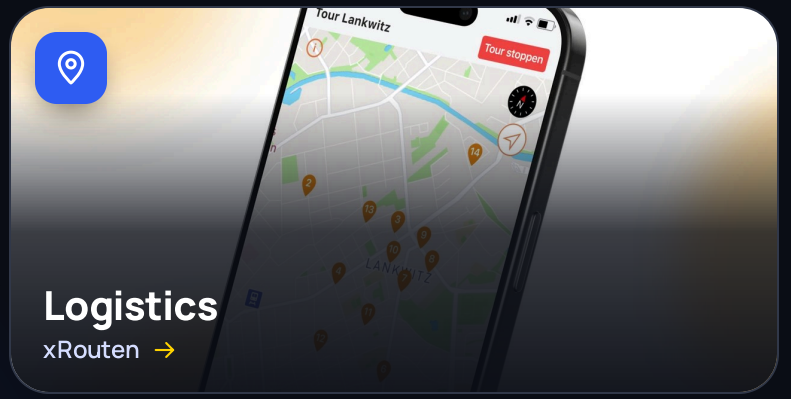
Retail
SuperStep →



Social
JoyJet →



E-commerce
Malish →



Logistics
xRouten →

20+
niches in our portfolio

all cases →

SuperStep

Store consultants see stock across the whole chain instantly

- App for iOS and Android
- Search that handles typos and synonyms
- Barcode scanning with the phone camera
- 1C integration

iOS + Android

iOS Android

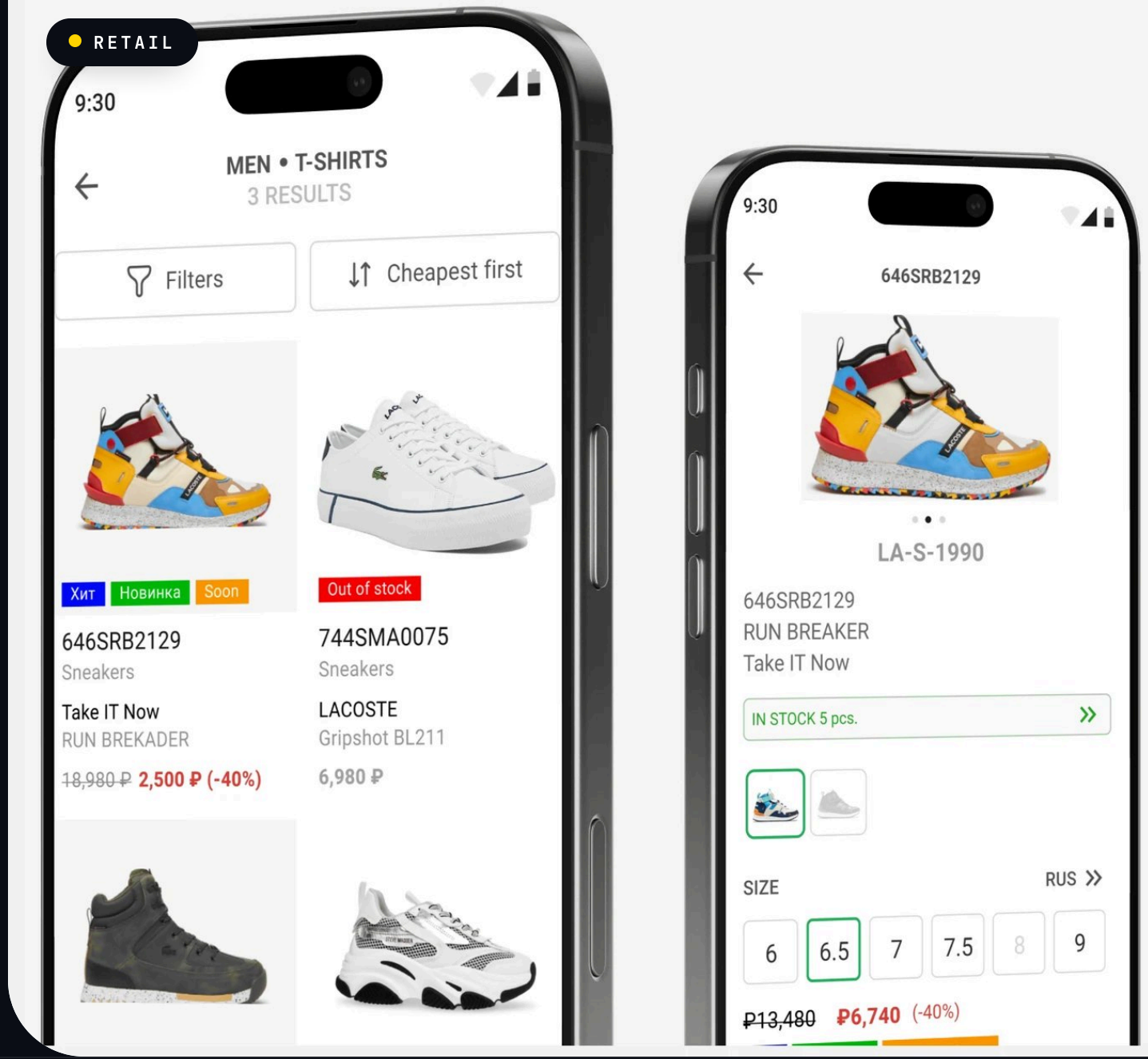
one app for store staff

1C

1C ⇄ app

live stock across the chain

→ View case: yusmpgroup.com/cases/superstep



Unilab

Online booking and lab results in one app

- Results are delivered with no manual work by admins
- Integrations with the booking system and 1C
- Privacy aligned with GDPR and CCPA

GDPR + CCPA

EU US

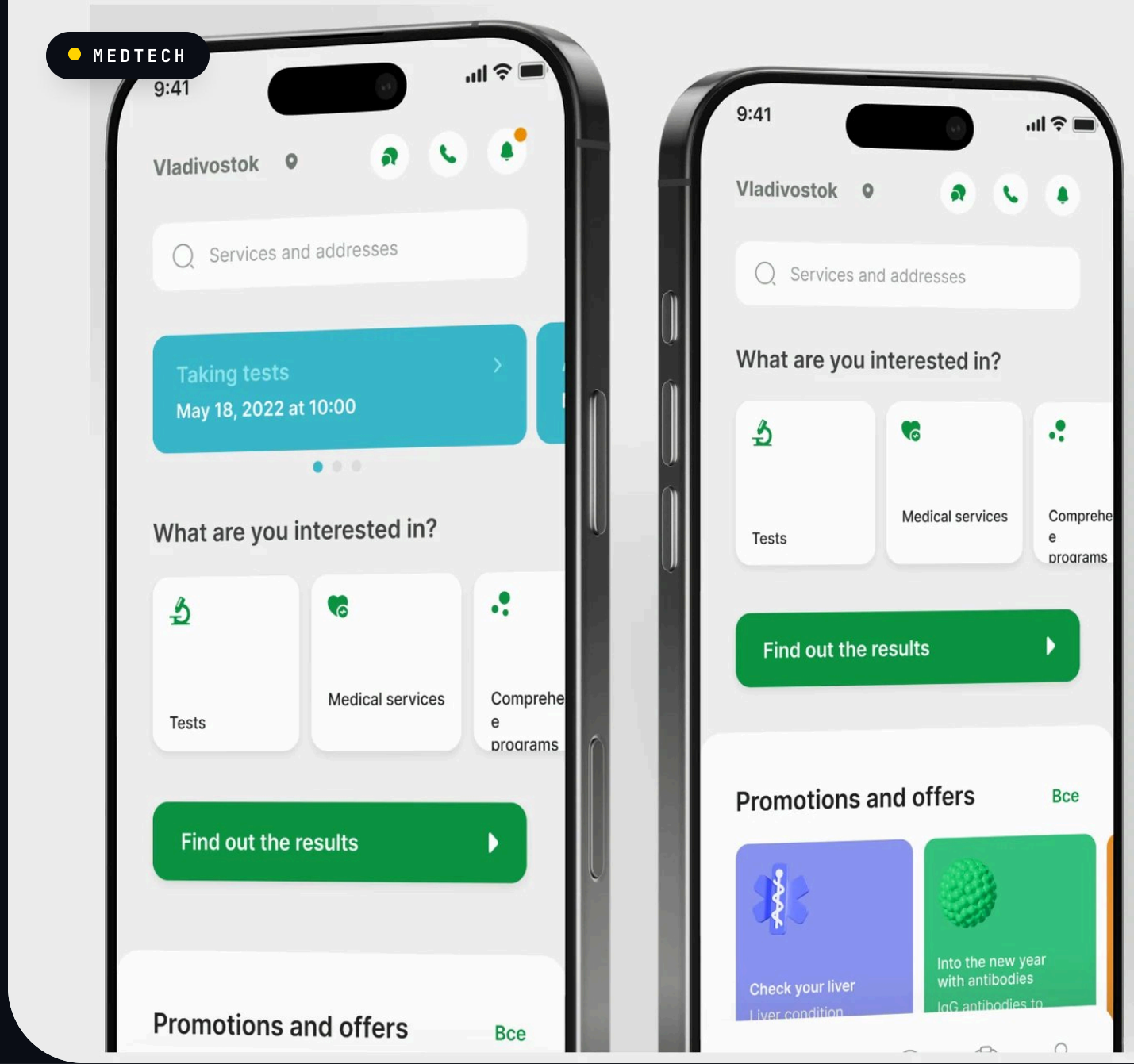
privacy posture from day one

1C

1C booking

and booking system in one flow

→ View case: yusmpgroup.com/cases/unilab



JoyJet

A “Radar” of people nearby: from 50 m to 11,000 km

- iOS, Android and web on one API
- Interface in 4 languages
- Privacy aligned with GDPR and CCPA

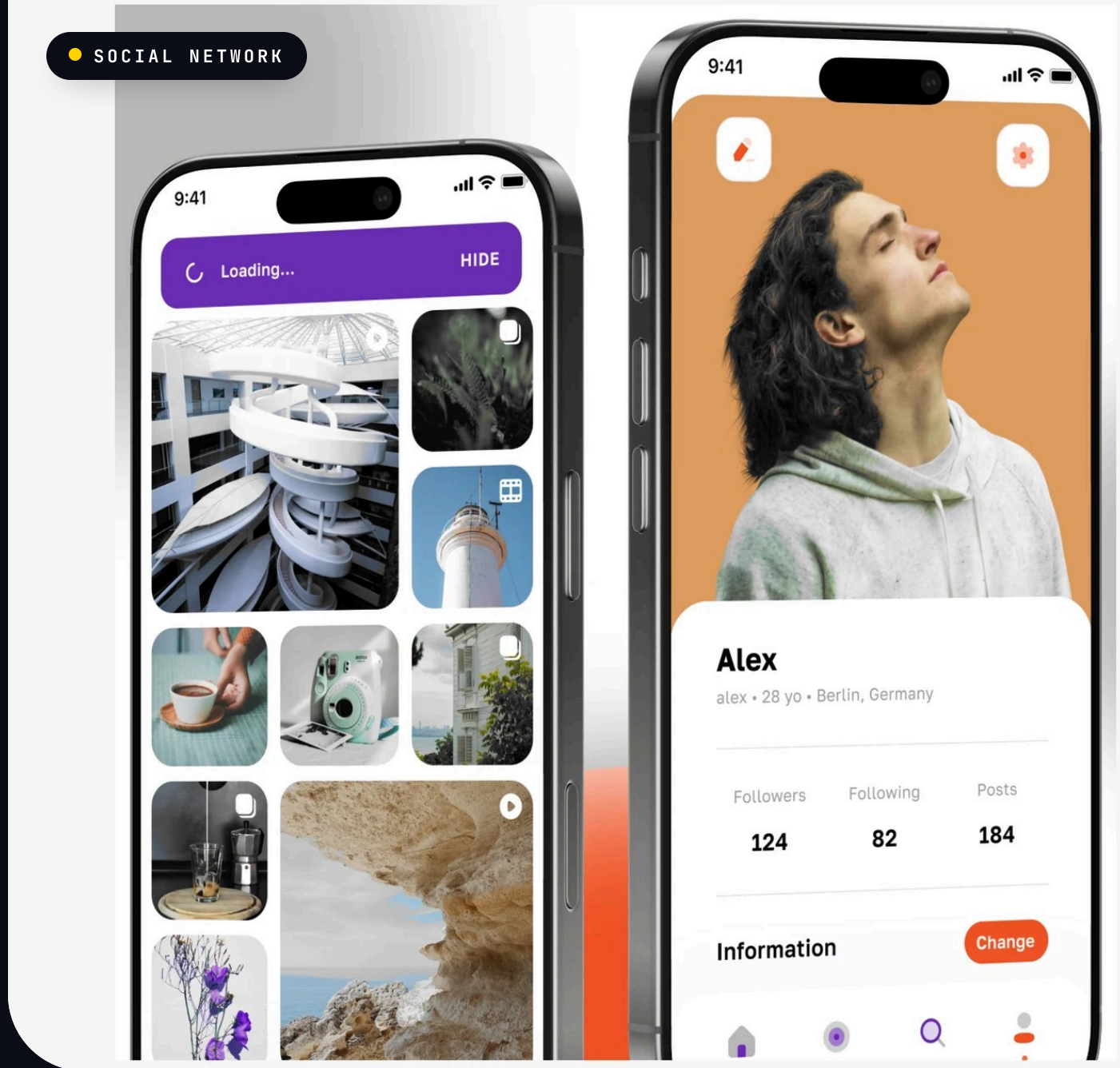
50 m – 11,000 km

Radar range

4 languages

of interface · iOS + Android + web

→ View case: yusmpgroup.com/cases/joyjet



Loan Conveyor

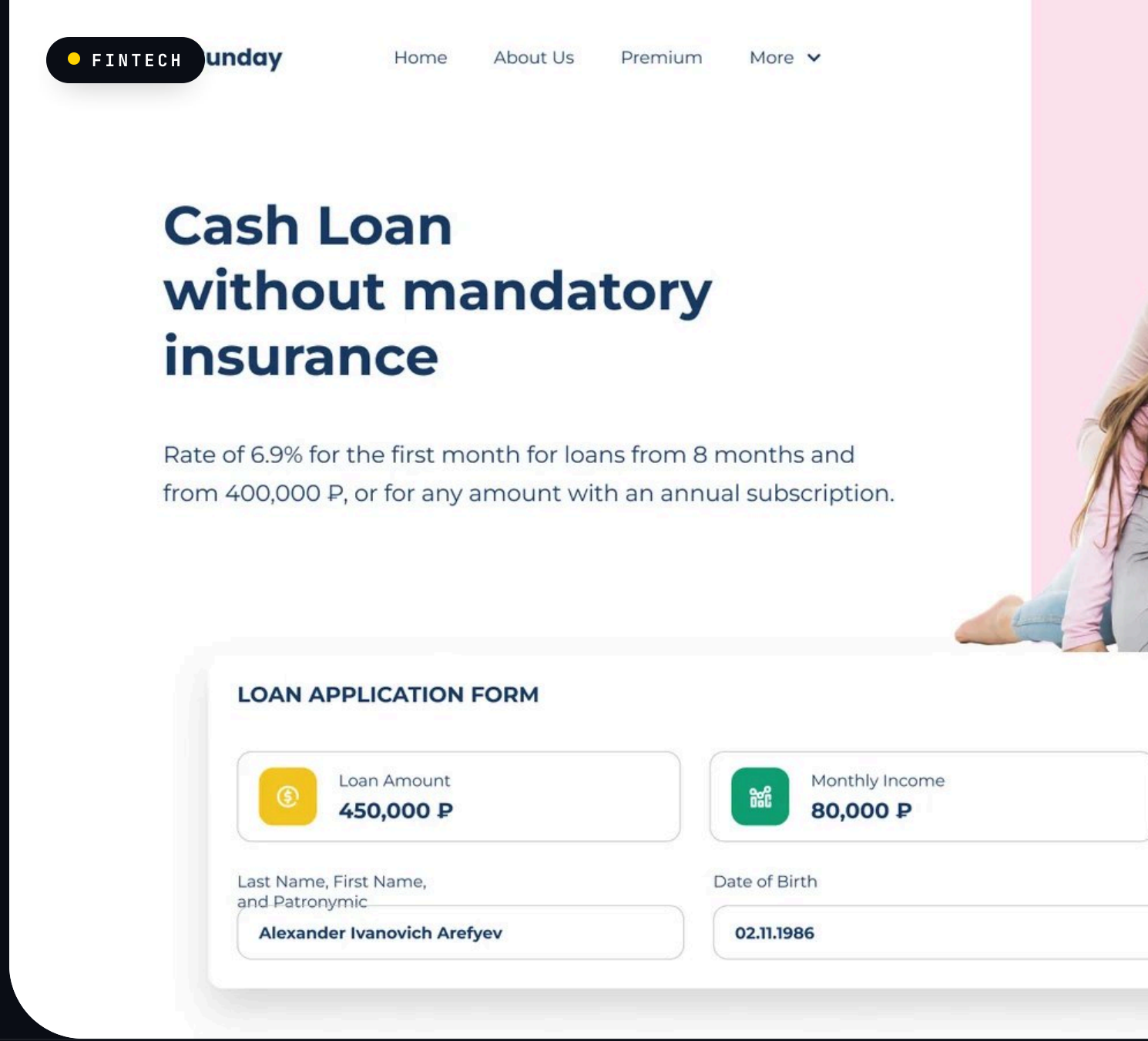
A scoring module rolled out with zero business downtime

- Scoring module built in about 4 months
- Not a single session timeout after rollout
- Built for GDPR and CCPA expectations

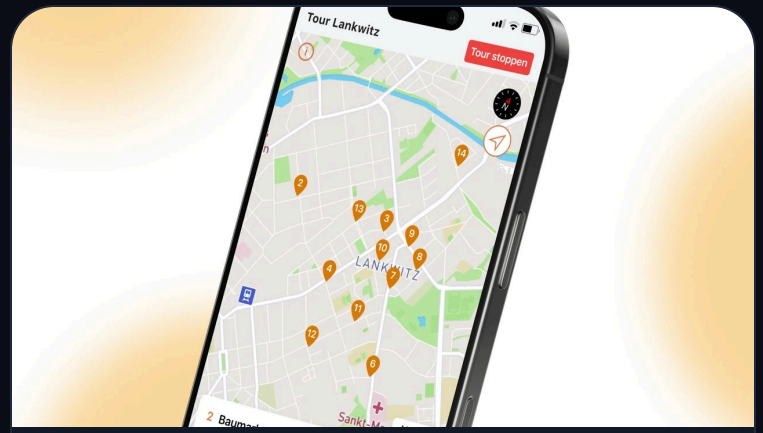
~4 months
to build the scoring module

0
STABLE SESSIONS
session timeouts after rollout

→ View case: yusmpgroup.com/cases/loan-conveyor



We take on the hard stuff: legacy, marketplaces, medical software

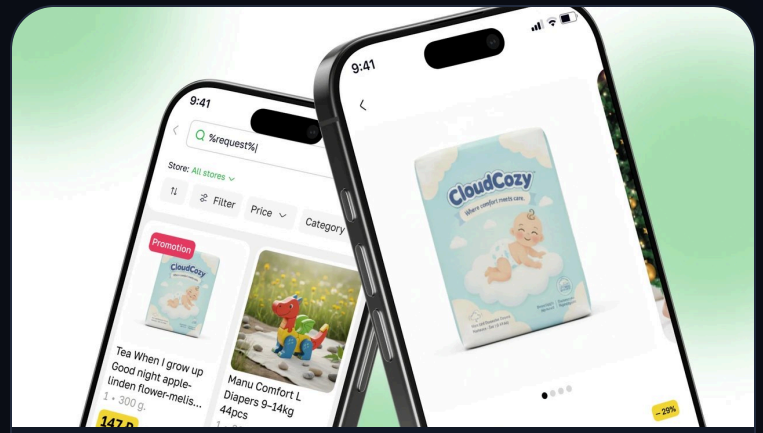


LOGISTICS

xRouten

Stabilised someone else's legacy code without a rewrite. Real-time driver tracking.

0 critical bugs after stabilisation

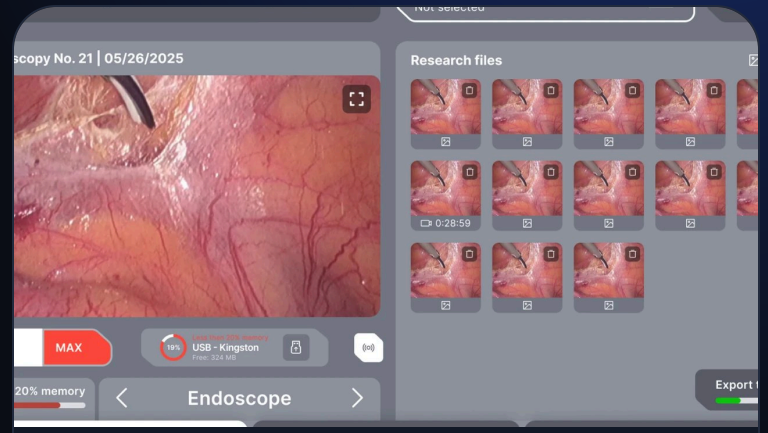


E-COMMERCE

Malish

A marketplace with 1C sync, delivery integration and two-tap ordering.

2 taps to place an order



MEDTECH

ArgoView

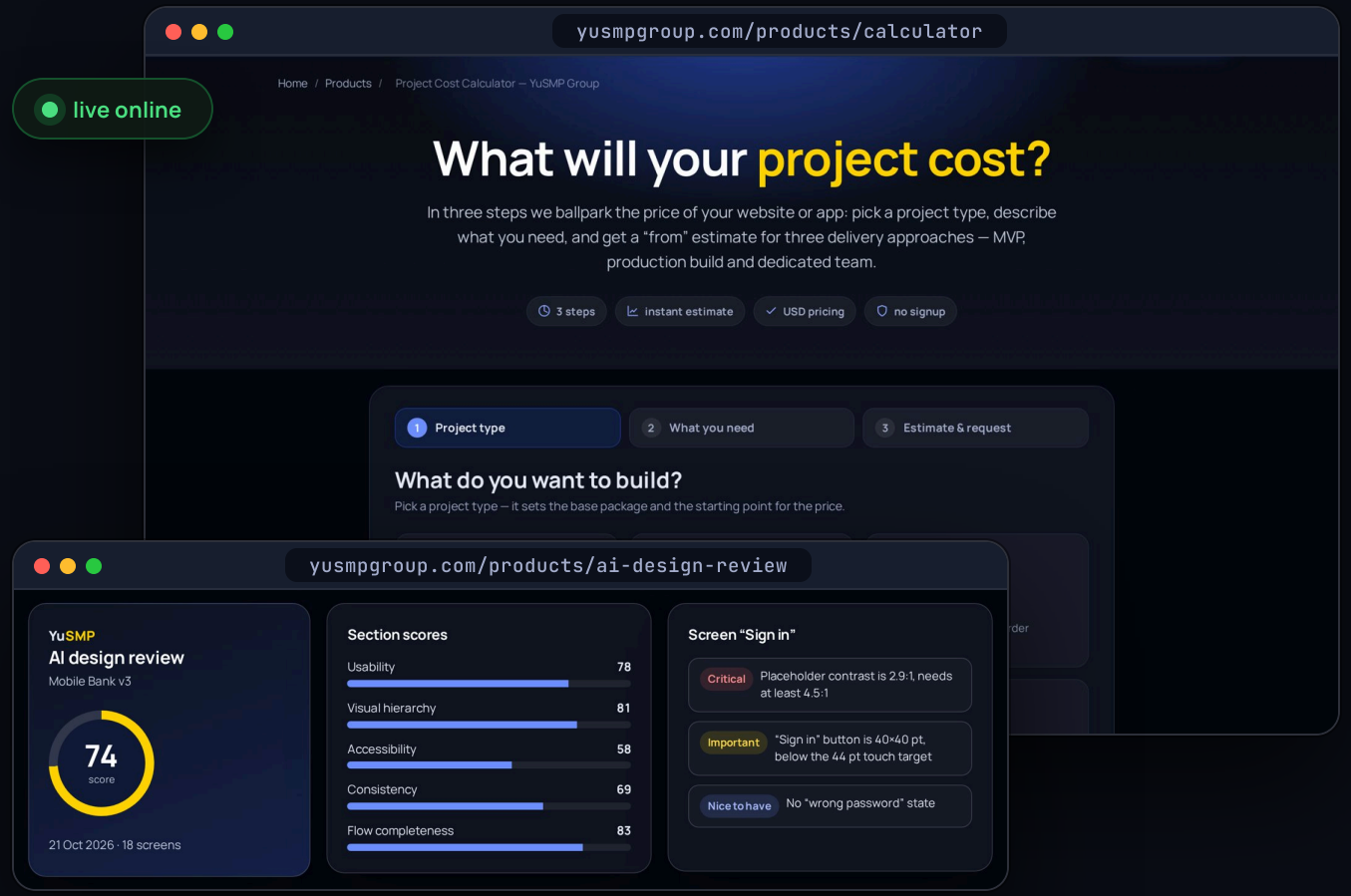
Endoscopy software supporting the DICOM and HL7 medical standards.

DICOM and HL7 in one product

We build and run our own products, not just write code to order

35+ free online tools on yusmpgroup.com/products

10 of them below



We walk the whole product path ourselves, from idea to users and support, and bring that experience to client projects.

01 Full website check	02 Brand visibility in AI assistants	03 AI text detector	04 Development brief generator	05 Project cost calculator
06 Development quote review	07 App Store & Google Play readiness	08 AI design review from a Figma link	09 Accessibility scan: WCAG 2.2 & EAA	10 NIS2 applicability check

A clear process from idea to growth

1 Analytics

We unpack the task, business goals and users

YOU GET
Requirements, spec and milestone plan

2 UX/UI design

We design user flows and interfaces

YOU GET
Prototype and all screen layouts

3 Development

SCRUM sprints with a demo every week

YOU GET
A working product, milestone by milestone

4 Testing

Manual and automated QA

YOU GET
A verified release

5 Launch

Store and server release, DevOps

YOU GET
Your product in users' hands

6 Marketing

SEO, SMM and paid search ad setup

YOU GET
Users and leads

7 Support

We evolve the product and keep it stable

YOU GET
Stable operation and new versions

SCRUM
We work in short iterations

Weekly demo
You see results, not reports

Pay per milestone
You pay for accepted work

80+ companies trust us

Our clients include companies in retail, medtech, e-commerce and other industries. 60 published case studies on yusmpgroup.com/cases.

SuperStep | UNILAB | PLONA | Galamart
GROM SECURITY COMPANY | move 2 ARMENIA | MOSCOW WINDOWS | FORK & SPOON farm café
xrouten | AIS Telecom | REHAU | Malish

80+ companies trusted us with their product

60 published as case studies on yusmpgroup.com/cases

90% of clients stay with us for support after launch

71 client loyalty, NPS

Let’s talk about your project

Tell us about your task: we will review it and propose a path to MVP with a milestone plan.

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HEAD OFFICE