



Software built around how your business actually runs.

We study your operations first, then design and build the system your team needs. Websites, apps, AI and automation, under one plan.



Websites



Apps



AI Automations



AI Solutions



Custom Platforms

Most software asks your business to change. **We build it the other way round.**

Sparta Labs is an IT solutions company that designs, builds and runs the systems businesses depend on.

Most businesses do not need more software. They need software that fits how they actually work. Most of what they are sold does the opposite, asking a school, a production house or a distributor to rearrange itself around a product built for someone else.

We start with how the work really happens, not how the org chart says it does, and we build the system to match. It is slower to begin and far faster to live with.

Every engagement gets a specialist for every layer of the system, and one named lead who owns the whole thing from the first call to long after launch.

Does this sound familiar?

- ⊗ Records live in spreadsheets that never quite agree with each other.
- ⊗ Your team types the same information into three different tools.
- ⊗ You bent your process to fit off-the-shelf software, and it still does not fit.
- ⊗ Your website looks dated and does not bring in enquiries.
- ⊗ Simple questions like “how much is outstanding?” take a week to answer.

→ **These are exactly the problems we solve.**

Industries we have delivered for

Education

Learning portals, AI tutoring and multi-campus school management.

Film and media

Production scheduling, asset review and client sign-off.

Advertising

Brand showcases the agency can edit without a developer.

Operations

Custom platforms for work that off-the-shelf tools cannot handle.

4

Industries served, from education to film and media

8

Specialist pods covering every layer of a system

1

Named lead who owns your project end to end

100%

Source code and IP handed over to you

Business first. Software second.

Our difference is simple. Before anyone writes a line of code, we understand your operations and draft a professional solution. The website, the app and the automation come after, and they all fit together.

01

Understand your operations

We sit with the people who do the work, map every workflow from enquiry to invoice, and find where time, money and data are leaking.

- ✓ Process mapping
- ✓ Stakeholder interviews
- ✓ Bottleneck audit

02

Draft the solution blueprint

A clear, professional plan: the system architecture, key screens, scope, timeline and cost, with the trade-offs written down so there are no surprises later.

- ✓ Solution architecture
- ✓ Dated delivery plan
- ✓ Fixed or flexible budget

03

Build the system, piece by piece

Then we build what the blueprint calls for: a custom platform, a website, a mobile app, AI and automation, all sharing one source of truth.

- ✓ Web and mobile
- ✓ AI and automation
- ✓ Integrations



“We do not start with a template. We start with a walk through how your business actually runs.”

Everything your business runs on, from one team.



Custom business platforms

An operating system for your organisation. The tool your team lives in all day: operations, workflows, records and reports, shaped exactly to how you work.

ERP and CRM systems

Workflow tools

Dashboards and reports

Internal tooling



AI solutions and automation

AI pointed at one job it does well, plus automations that remove repetitive work.

AI assistants and chatbots

WhatsApp and email automation

Document data extraction

Smart search

AI tutors



Websites

Sites that make a serious company look serious and load fast on any phone.

Business websites

Portals

Easy-edit CMS



Mobile apps

iOS and Android apps people keep on their home screen, built once for both.

Customer apps

Field and staff apps



Brand and concept

Positioning, identity and product concept, so what we build has something to be true to.

Identity

Positioning



Operate and support

Launch is the middle of the job, not the end. We keep your systems running, secure and improving, with response times you can hold us to.

Monitoring

Security patching

Monthly improvements

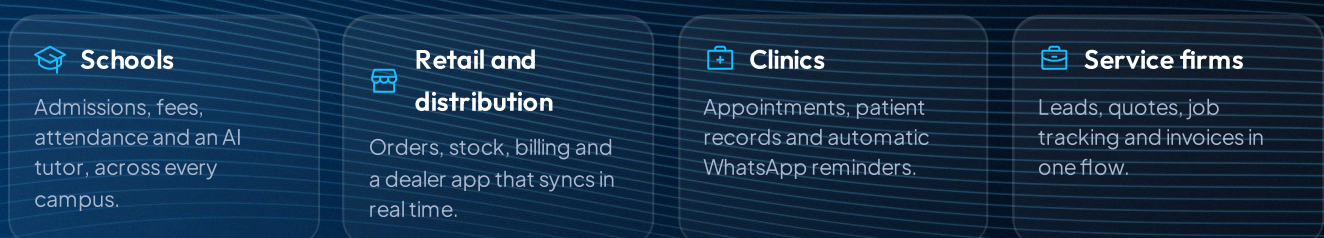
Agreed SLA

Not a pile of apps. A connected system built for you.

Every piece we build shares one source of truth. Your website feeds your platform, your app reads the same records, and automation moves the data so your team does not have to.



What that can look like for a business like yours



Real systems, running in real organisations.



Education

AI-tutor learning portal

THE CHALLENGE

A K-12 school group ran coursework, assessment and student support in three disconnected places. Teachers could not give individual attention at the scale the group had grown to.

THE OUTCOME

One learning portal with an AI tutor that helps a student the moment they get stuck, and gives teachers a per-student picture they could never build by hand.

- ✓ Live and supported by a dedicated Sparta pod

One place for the course

Lessons, submissions and grades in a single structure.

An AI tutor with a narrow job

Scoped to the course content, so it helps and never distracts.

A per-student picture

Progress and stalls in one view a teacher reads in a minute.



Education

Multi-campus school management

THE CHALLENGE

Admissions, attendance, fees and staff records ran on spreadsheets that each campus kept differently, so no two reports agreed.

- ✓ One platform across every campus, with reports the group office can trust.



Film and media

Film production system

THE CHALLENGE

Scheduling, asset review and client sign-off happened over email and chat, and approvals went missing between departments.

- ✓ Two projects delivered with scheduling, assets and approvals in one traceable place.



Advertising

Brand agency showcase website

The agency was pitching brand work from a site that undersold it: slow, dated and impossible to update between campaigns.

- ✓ A showcase built around the work itself, fast on mobile and editable by the agency without a developer.

🔒 Client names are withheld to protect confidentiality. References are available on request.

A clear path from first call to a system that runs.

1

Discover

We sit with the people who will use the system and map how the work actually happens, not how the org chart says it does.

YOU GET

A written map of your operations and where they leak time and money.

2

Blueprint and scope

Architecture, screens and a scope you can hold us to, with the trade-offs written down rather than discovered in month three.

YOU GET

A solution blueprint, a dated plan and a clear price.

3

Build in sprints

Two-week sprints against a working build. You set the priorities each sprint and see real progress, not status decks.

YOU GET

A working demo every Friday on the real product.

4

Harden and launch

Load, security and edge cases are tested before launch day. Then data migration and go-live, with a rollback plan ready.

YOU GET

A calm launch, trained users and full documentation.

5

Operate and evolve

Monitoring, patching and the next round of improvements. The system keeps working long after the invoice clears.

YOU GET

Support with response times written into the agreement.



You see it working, every single week.

No black-box months and no surprises at the end. Feedback at a Friday demo is cheap; feedback after launch is not.

A specialist for every layer. One lead who owns the whole.

Projects rarely fail on skill. They fail when some part of the system has no owner. So every Sparta engagement is staffed by a dedicated pod, with a specialist for each layer.



Product and UX

Flows, screens and deciding what not to build



Frontend

Everything your users touch, down to the last detail



Backend and platform

Data, APIs and the parts that must never lose a record



Mobile

iOS and Android, from build to store release



AI and ML

Models aimed at one job, with testing that proves they work



QA and automation

Finding the problems before your users do



DevOps and cloud

Deployments, monitoring, security and cost



Brand and design

Identity, art direction and visual quality



One named engagement lead

From the first call to the day after launch. You never have to explain your project to a new person.

Three promises on every project



You see it every week

A working demo every Friday, on the real build. You always know exactly where things stand.



Your code, your IP

Full, documented source handover. No licence, no lock-in.



Early warnings

If a deadline is at risk, you hear the week we see it.

Pick the model that fits your project and budget.

Defined projects

Fixed scope

When the requirement is settled and you need a defined thing by a defined date: a website, a launch, a migration.

One agreed price after discovery, paid against milestones.

- ✓ A dated plan
- ✓ Milestone demos
- ✓ Handover and documentation
- ✓ 30 days of post-launch fixes

Growing products

Dedicated pod

When your system will evolve as you learn from it, which is true of almost every business platform.

A monthly rate for a named team. Scale up or down with a month's notice.

- ✓ A named engagement lead
- ✓ Two-week sprints
- ✓ A working demo every Friday
- ✓ You set priorities each sprint

Live systems

Retainer and managed

When a system is live and must stay that way, whether we built it or you inherited it from someone else.

A monthly retainer sized to your system, with response times in writing.

- ✓ Monitoring and incident response
- ✓ Security patching
- ✓ Monthly budget for changes
- ✓ An agreed response SLA

What makes a project succeed

We keep our side of the bargain. These four things from your side make the biggest difference.



One decision-maker

Someone who can settle a question in a day, not a committee that meets every fortnight.



Honesty about the current mess

Every business has workarounds. Show us those first. They are the requirements.



Access to the people who do the work

An hour with the person who runs the process beats a month of documents.



Attention at the demo

Thirty minutes every second Friday keeps the build on target.

The difference you will feel from the first meeting.

	Off-the-shelf software	Typical IT vendor	 Sparta Labs
Starting point	A product built for someone else	A template and a feature list	✓ How your business actually operates
Fit	You change your process to suit the tool	Close, after rounds of rework	✓ Designed around your workflow
Scope	One piece of the puzzle	Website or app, sold separately	✓ One connected system: web, app, AI, automation
Visibility	Not applicable	Status updates, then a big reveal	✓ A working demo every Friday
Ownership	Monthly licence, forever	Often unclear, sometimes locked in	✓ Your code and IP, fully handed over
After launch	Generic support ticket queue	Handover, then goodbye	✓ Monitoring, fixes and improvements

How we behave, in writing

We flag a slip the week we see it

Not the week it lands. A risk you know about is one you can act on.

We turn down work we are wrong for

If a product you can buy solves it, we will tell you on the first call.

We write down the trade-off, not just the decision

You can always see which doors a choice closed, and why.

We leave you able to run it without us

Documented and handed over. A client who cannot leave is not a client.

Straight answers before you ask.

? Who owns the code we pay for?

You do. Full source handover, documented, deployed to your own infrastructure if you want it there. No licence to renew.

? How long does it take?

A business website takes four to six weeks. A custom platform takes three to six months to first release, then keeps improving.

? Can you work with our existing team?

Yes. We can be the whole build team, a pod alongside your in-house team, or the people who take over a system someone else left behind.

? What happens after launch?

Monitoring, security patching and improvements under a support agreement with response times written into it.

? How do you price a project?

Fixed scope when the requirement is settled, a dedicated pod when it will evolve, and a retainer for live systems. We recommend one after discovery.

? Will you sign an NDA?

Yes, before the first detailed conversation. Send yours or use ours.

? Do you take on existing systems?

Yes. We start with an audit that tells you plainly what to keep, what to replace and what it will cost.

? Is my business a good fit?

If your work does not fit neatly into off-the-shelf software, almost certainly. If a product you can buy solves it, we will tell you.

Getting started takes one conversation.

No lengthy sales process. Here is exactly what happens next.

STEP 1

Discovery call

You describe the problem. We tell you honestly whether we are the right team for it.

STEP 2

Operations walkthrough

We map how your business runs today and where software can make the biggest difference.

STEP 3

Blueprint and proposal

A clear solution, a dated plan and a price you can take to your team.



IDEAS → PRODUCTS → REAL IMPACT

WEBSITES | APPS | AI AUTOMATIONS | AI SOLUTIONS

Let's map your business.

Tell us how your business runs today. We will show you what it could look like with the right system behind it.

 **Book a discovery call**

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