Company History

One veteran marketer (worked for Telenor, advertising companies and software companies) and two senior software engineers founded Nascenia. The founders used to work together in a US based software JV. The company shut down its operation in Bangladesh. The unemployed trio formed Nascenia on July 1st 2010.

Derived from the word Nascent, Nascenia tried to emerge as a fresh growing company. Not doing what many of the conventional software companies used to do and adapt all the emerging ideas those are crucial for a knowledge-based company.

Nascenia focused only on web applications using cutting edge new technology Ruby on Rails. It purely used Scrum (Agile) to manage the project.

Starting from a four persons company in 2010 Nascenia grew organically at a tremendous speed to become a 48 persons company now. The service was extended to other technologies of web like PHP, to mobile platforms like iOS and Android and to Big Data area using Hadoop and infographic.

Nascenia served about 30 companies from five continents. Happy customers referred to their friends who led to even more customers. That was the key factor behind the growth. You make your customers happy and they will be your marketers.
Who we are

Nascenia is formed by three veteran professionals from software industry:

Sheikh Shaer Hassan (CEO) has 15 years of experience working in transportation, telecommunication, advertising and IT sector. He holds an MBA from the top-ranked business school in the country.

Fuad Bin Omar (COO) has over 8 years of industry experience of programming and project management. He is a Bachelor in Computer Science and Engineering. He is also an MBA majoring Finance.

Fattahul Alam, the CTO of the company has over 8 years of experience working in different software projects including in complex business domain like project management, financial products, multi-level-marketing and social networking. He is a Bachelor in Computer Science and Engineering.

The team size is now 48 and growing about 50% rate yearly.

What we do

Nascenia is a custom software service provider focused on web application using Ruby on Rails, PHP and mobile applications on iOS, Android. It also provides support to its client in front-end design. Key personnel of Nascenia have been working on RoR since 2008. Nascenia is now one of the largest and oldest RoR teams in this region.

Nascenia has referable customers in Bangladesh, India, Denmark, Sweden, UK, Nigeria, The Netherlands, Canada and USA.

Industry Focus

Our industry focus is on education, tourism, electronic, betting, internet and development sectors.
## Expertise: Focus on Mobile and Web Technologies

<table>
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<th>Language</th>
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<th>Java</th>
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<th>Ruby</th>
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<tr>
<td>Framework</td>
<td>Titanium, Sencha Touch, jQuery Mobile, Codelgniter, Yii, Ruby on Rails</td>
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<td>Database</td>
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<td>Mongo</td>
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<td>Big Data</td>
<td>Hadoop (HDFS, MapReduce etc.)</td>
<td>Infographic</td>
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<td>Picasa</td>
<td>Amazon AWS</td>
<td>Amazon Product Advertising API</td>
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<td>indeed.com</td>
<td>SimplyHired.com</td>
<td>smugmug.com</td>
<td></td>
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</tbody>
</table>
| Javascript framework | jQuery  
|---|---  
| jQuery UI  
| Charts | Highchart  
| | Open flash chart  
| Source Code Management | GIT, SVN  
| CMS | ModX  
| | WordPress  
| | Joomla  
| | Refinery  
| e Commerce | Magento  
| | nopCommerce  
| Design | Responsive Design  
| | HTML 5 with CSS3  
| | Twitter Bootstrap  
| Project Management Tool | Trello  
| | Basecamp  
| | Pivotal Tracker  
| | Scrumpad  
| | Unfuddle  
| | Trajectory  
| Collaboration Tool | Skype  
| | gTalk  
| | Teamviewer  
| | Google drive  
| IDE | Xcode  
| | Eclipse  
| | RubyMine  
| | NetBeans  
| UI, Photo and Video Editing | Balsamiq  
| | Adobe Photoshop  
| | Adobe Illustrator  
| | Adobe Premiere Pro  
| Methodologies | We practice **Scrum** since 2008. Two of our lead developers are Certified Scrum Masters (CSM)  

Portfolio: Mobile Applications

1. DayTripFinder mobile application:

This is a mobile application built on both Android and iOS. (https://play.google.com/store/apps/details?id=com.nascenia.dtf&hl=en)

You will be able to get the perfect deal with the free DayTripFinder offers app. With more than 10000 UK visitor attractions, you will be able to get offers for many places. It will be more fun with more offers at your hand!

You will also be able to find basic information of the attraction as well. Based on your location, it will show you nearby attraction deals. You can browse deals of attractions by county and regions.

2. BettingExpert Mobile Application: This is a mobile application built for Android platforms. The application is built with conjunction with the web app: www.bettingexpert.com. This is about betting in sports.

3. HorseCount Mobile Application: This is a mobile app built for iOS. We built this in conjunction with the web application. Through this app horse breeders and trainers can manage their horses. Built for a Dutch client.
Portfolio: Web Applications

4. [http://snapknot.com](http://snapknot.com)

This Techcrunch featured application enables wedding photographers to get listed and showcase their work. People can search through a list of photographers based on individual need. Also, people can evaluate wedding photographers by comparing photography based on one’s area.

- Built with Ruby on Rails 3.2 and MySQL.
- SnapKnot helps user to find perfect wedding photographer. We used delayed job for handling background processes.

5. [www.bettingexpert.com](http://www.bettingexpert.com)

bettingexpert is a rapidly growing sports betting community. In 2012 bettingexpert had more than 7,500,000 visits, most of them from UK, Denmark, Austria, Serbia, Sweden and Australia.

bettingexpert provides a platform that ultimately aims to improve sports betting and online casino experiences from the user perspective. This platform includes full transparency about bookmakers, online casinos, tipster performance, and contains comprehensive betting information, and data-driven blogs supported by a large community of passionate tipsters.

This application is built on PHP and Modx.

6. [www.simplesignup.se](http://www.simplesignup.se)

This is an event management web application. This is very popular in Sweden. Event organizers can create events here. Event subscribers can buy tickets for a registered event. Event subscribers can pay for their subscription in different methods such as payex, paypal and payson. They can even pay offline if they want. For
event organizers it has two versions, Free and Premium. Currently both of the versions have full set of features. Using premium version event organizers can organize their event without any commercial text/advertisement of simplesignup.

- Built with Ruby on Rails.
- We integrated payments API like payex, payson and paypal.
- We integrated clickatel for SMS gateway.
- This site supports both English and Swedish language.
- We are responsible for managing server hosted on Glesys cloud server. We use backup_fu to take daily database backup.

7. www.daytripfinder.co.uk

Daytripfinder offers users to see the list of tourism attractions in UK along with google map. A user can comment, review attractions. Attraction owners can claim and maintain attractions. This application serves the information of more than 10,000 daytrip attractions in UK.

- Built on Ruby on Rails and MySql and consumes Google map API using geokit.

8. www.sibme.com

Sibme was built to allow busy teachers, administrators and instructional coaches the ability to collaborate in a more informative, authentic, and efficient way. Sibme is a simple, elegant, video collaboration platform that is flexible enough to meet the needs of an entire school or institution. From instructional coaching, professional development trainings, and even screening teacher applicants, Sibme’s video tools will take your school or institution to the next level.

It is built with Ruby on rails 3.1, mySQL, hosted on Amazon EC2 instance, leveraged API of zendcoder for encoding and Braintree as payment service.
9. **www.wairever.com**

Wairever, Inc. has been innovating healthcare since 2005 with operations in Canada and the US. They are a full service company offering software, services and support to meet all of your clinical content management needs for EHR implementation and maintenance. Their affiliations include COACH, CHIEF, AMDIS, HIMSS, AMIA, AHIMA, ANHIX, and HIMSS Canada.

We have been working on different products on wairever built on RoR, Java and Python.

10. **Lockstateconnect**

This is a website for managing smart home devices. Users add different smart devices like thermostat, lock, power plug, camera and many more to their home of a specific hardware vendor to their home. Then registers those devices to Lockstate portal. They control the devices from the portal. Devices communicate directly with an intermediate API server and our portal communicates with the API server to control the devices. This portal is still in development.

- Built on Ruby on Rails 3.0.


Sample email: lockstatetest@lockstate.com

Sample pass: lockstate

11. **Mobber**

Advertisers and musicians set up "mobs" and offer exclusive rewards (free downloads, coupons, etc.) as incentive for users to join and, in return, users agree to 'Tweet' or 'Status Update' a short message designated by the advertiser. When the "mob" fills, the advertiser releases all of those aggregated Tweets and Status Updates at once, and the rewards are e-mailed to all participants one hour after the release.

- Built on Ruby on Rails 3.0 and MySQL, leverages Facebook and Twitter API and hosted in Amazon EC2 instance. We integrated Stripe and Paypal for payment.
- This application is [featured on Techcrunch](http).

12. **www.bdipo.com**

This is a high traffic site made and owned by Nascenia. This is a hub of IPO (Initial Public Offering) for the investors in Bangladeshi market.
It helps users by automatically filling up IPO forms. Users need to put their accounts detail once. bdipo generates filled up forms automatically for rest of their lives. Hundreds of forms get filled up in seconds. bdipo provides result search service of IPO lottery. It keeps the customers updated by latest news of IPO. It also sends IPO alerts through emails in case new IPO is opened or result is published.

- Built on Ruby on Rails.
- Currently it has more than 45,000 registered users.
- It won eAsia2011 (http://www.e-asia.org) award for "Driving Economy: Best ICT Initiative Boosting Business Productivity"
- The product is developed and owned by us.

13. **www.khanacademybangla.com**

In collaboration with Khan Academy (awarded by Google and Microsoft, and endorsed by Bill Gates), Nascenia worked to educate learners of the world! We translated and narrated 381 videos of Science (Physics, Chemistry, Organic Chemistry and Biology) playlists. The videos ended up being very popular. The content is licensed under Creative Commons. This is built on Ruby on Rails embedding youtube videos.
Awards and Accolade

1. Nascenia won the top 100 Red Herring Asia 2013 award.

2. Nascenia was shortlisted for Redherring Asia 100 2012.
3. Nascenia won E-Asia Award, an Asia based award for the best IT initiatives.

4. Nascenia won Award from Microsoft and Grameenphone (leading telecommunication company in Bangladesh) for developing mobile Application.

5. CEO of Nascenia, Shaer Hassan is recognized by US State Government as Young Entrepreneurs in Bangladesh and participated in entrepreneurship exchange program in USA.

Further Information

- Check our site: [www.nascenia.com](http://www.nascenia.com)
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