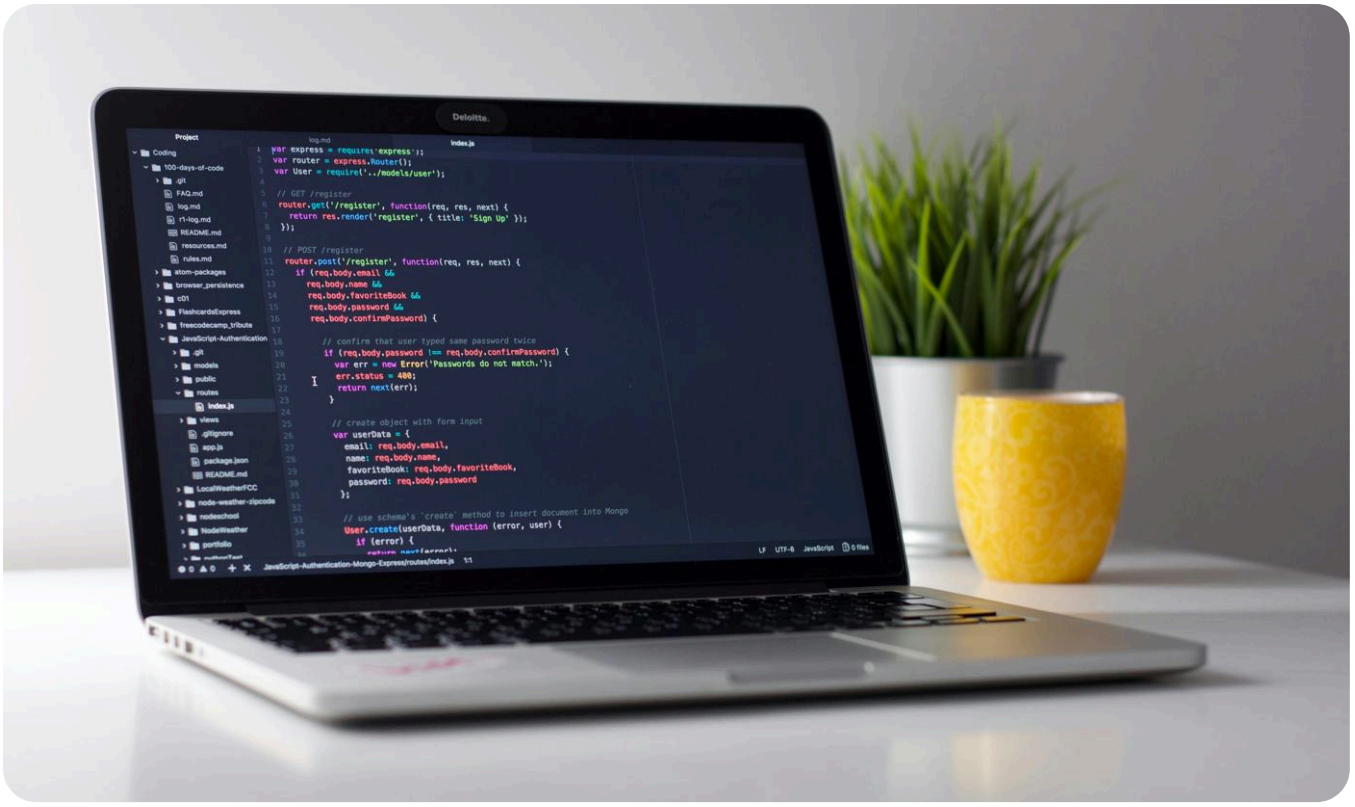


Web application · Service guide

SaaS Products

Turn your idea into a product people can subscribe to.

We help founders and companies plan, design and build web-based software products, starting with a focused first version.

Build project

How it works	Built for you. Can connect to messages and calls
Best for	Founders with a validated idea, Companies turning an internal tool into a product, Industry experts solving a known problem, Teams replacing an old product, Businesses adding a subscription service
You stay in control	You approve the design before we build
First step	A short call with no obligation

How this helps

What it means for your business

Many new products try to do too much too soon.

You get a product designed around how your business works: clear for your customers, comfortable on any device and ready to grow with you.

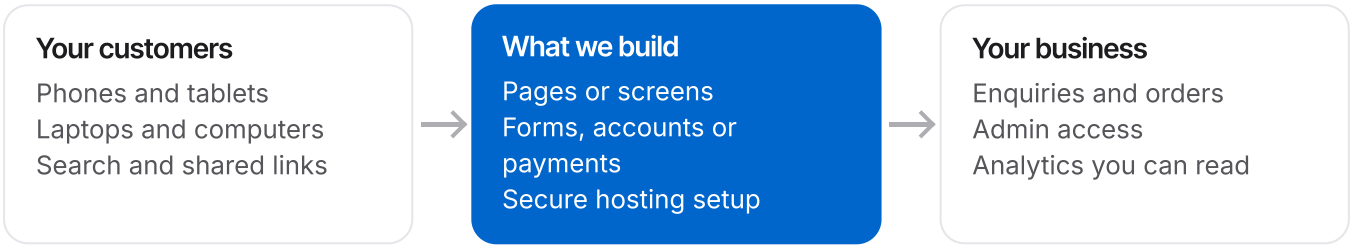
What you get

- Product planning and a clear feature list
- User experience and interface design
- Accounts, onboarding and password recovery
- Subscription plans and billing
- Team accounts, roles and permissions
- An admin area for running the product

What changes day to day

	Common today	With this service
First impression	Depends on an old or generic setup	Designed for your brand and customers
On phones	Often an afterthought	Designed and tested for phones
Everyday work	Spreadsheets and manual steps	Clear pages or screens built around your process
Search and speed	Often left until the end	Considered from the start
Changes	Hard to know what to do next	A clear plan for what comes next

How it fits with your business



How it works

What we focus on

Starts with
A user signs in

→ Focus 1
A focused first version

→ Focus 2
Designed for real users

→ Focus 3
Billing built in

→ Focus 4
Separate customer data

→ Result
The work gets done in one place

Focus 1
A focused first version
The features that matter, ready for real users.

Focus 2
Designed for real users
Clear flows from sign-up to first success.

Focus 3
Billing built in
Plans and subscriptions are part of the product.

Focus 4
Separate customer data
Each account keeps its own data apart.

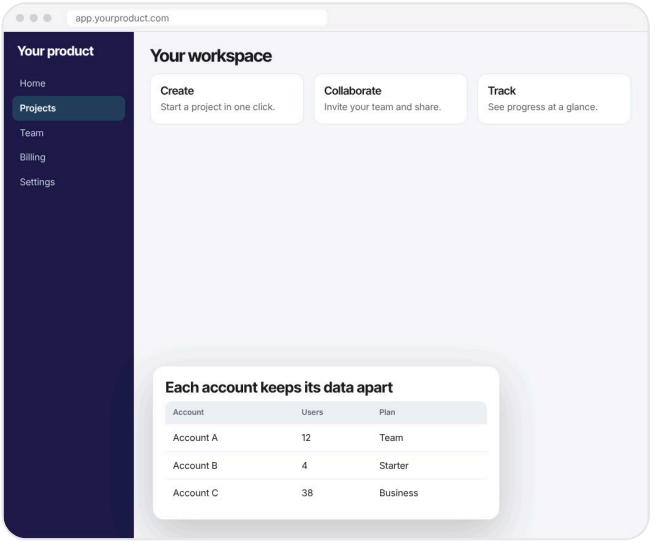
Example · How it is used

You have an idea for a software product that people can subscribe to.

Built for you. Can connect to messages and calls

What happens next

Customers can sign up, use the product and pay, and you can manage it all.



How easy it is

We do the heavy lifting

Most of the work happens on our side. You make the decisions, and we tell you exactly what we need.

What we handle

- Plan the pages or screens with you
- Design it and show it to you first
- Build and test it on phones and computers
- Set up the launch with you
- Hand over what you need to run it

What you do

- Share your goals and content
- Approve the design
- Test the first version
- Name one person for decisions

Service levels

Start simple, go further when you are ready

Level 1

First version

One main workflow for a small group of users, so you can test the idea.

Level 2

Connected

Logins and roles, payments, email and your existing tools.

Level 3

Advanced

Dashboards, deeper integrations, AI features and ongoing improvements.

The right level is confirmed during discovery, based on your business and the tools you use.

What we need from you

- Your goals and the people you want to reach
- Your logo, content and examples you like
- Your domain and hosting details, if you have them
- One person who can approve the design

How we get started

1. A short call about your business
2. A clear plan and scope
3. Setup and testing with you
4. Go live with your approval

Why Calvyrn

Why businesses choose to work with us

Built for your business
Your rules, your wording and your tools. Not a one-size template.

You approve first
Nothing goes live until you have seen it and said yes.

Start small
Begin with one service or one first version, then add more if it helps.

One team
AI systems, automations, websites and web applications in one place.

Plain language
You always know what is being built, why, and what comes next.

Honest limits
We tell you what a system cannot do and where a person should stay involved.

You stay in control

- You approve the design before we build
- You see progress as it comes together
- Scope and timeline are agreed in your proposal

Questions you may have

Does this include calls or messages?
Not by itself. It can connect to our message and call systems if you want them.

Who approves the design?
You do. We start building after you approve it.

I only have an idea. Can you still help?
Yes. We start by turning the idea into a clear plan and a first-version feature list.

Who owns the product?
Ownership is set out in your proposal before any work starts.

Important notes

- Examples in this guide use fictional businesses, names and details.
- Results depend on your business, tools, customers and how the service is set up. We do not guarantee revenue, bookings or search rankings.
- AI can make mistakes. That is why approvals, clear limits and human hand-off are part of the setup.
- Features depend on your plan and on the tools you use. The final scope is confirmed during discovery and in your proposal.
- This guide is not legal, medical, tax or financial advice.

See how it would work for you
Tell us about your business. There is no obligation.

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