SOFTWARE BUILT AROUND YOUR BUSINESS

Your business. Less busywork.

Turn the spreadsheets, documents, and processes your business already relies on into connected software and practical automation.

01 / UNDERSTAND

Your processes & information

Spreadsheets, PDF forms, documents, and systems.

→

02 / BUILD

Your business, working digitally

Applications, databases, portals, and websites.

→

03 / CONNECT

Less chasing. More getting done.

Connected workflows and AI grounded in your data.

Custom business software · Web applications & portals · AI & automation

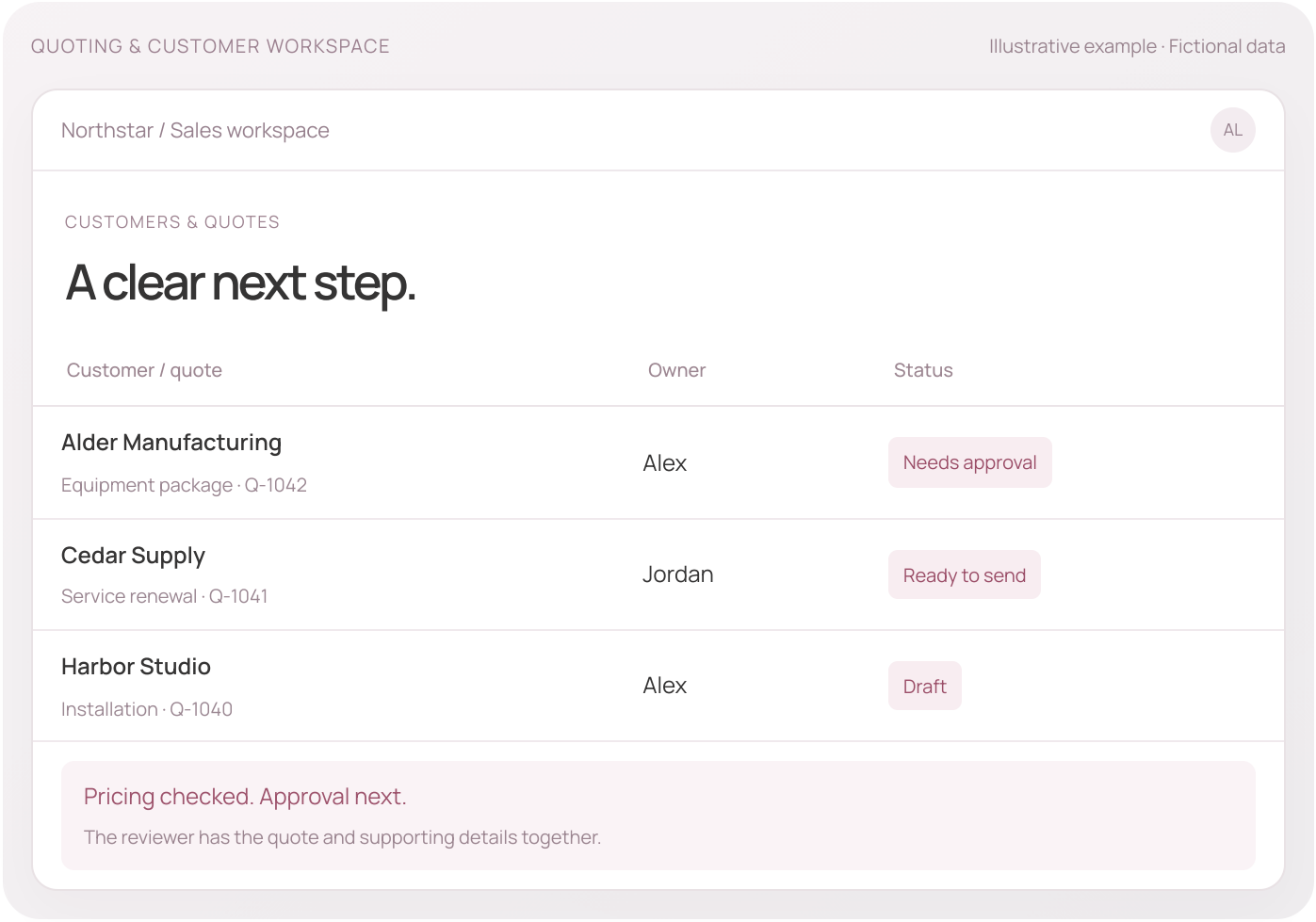
For established businesses ready to work better.

Let's talk ↗

EXAMPLE 01 · FROM SPREADSHEETS TO SOFTWARE

Customers, quotes, and the next step. Together.

When work lives across Excel files, emails, and individual memory, the effort around the task can become the task.



THE FRICTION

Repeated updates and handoffs.

Customer information is copied between files. Quotes wait in an inbox. Reporting depends on someone assembling it.

WHAT CHANGES

One shared working system.

Build quoting, client management, approval rules, and performance views around the way your company operates.

The result: clearer ownership, less duplicate entry, and a visible next step.

EXAMPLE 02 · FROM PDF TO A WORKING PROCESS

Enter it once. Keep the work moving.

Turn familiar forms into web-based tools that capture information, check required fields, and create records your team can use.

THE SAME PROCESS, WORKING DIGITALLY

Illustrative example · Fictional data

PDF Service request

Company name

Site / location

Requested service

Requested date

Download → Fill in → Email → Re-enter

Northstar / Operations

In review

SERVICE REQUEST / SR-208

Ready for review.

Company	Site
Alder Manufacturing	North facility

Service	Preferred date
Equipment inspection	18 November

Complete. Saved. Routed.

Supporting documents stay with the request.

A searchable record, ready for the next step.

Shared database

Record	Company	Next step
SR-208	Alder Manufacturing	Operations review
SR-207	Cedar Supply	Schedule visit

A form becomes part of the operation.

Connect the information to approvals, customer records, reporting, and existing systems. Define who can see it and who can move it forward.

EXAMPLES 03 & 04 · PUT COMPANY DATA TO WORK

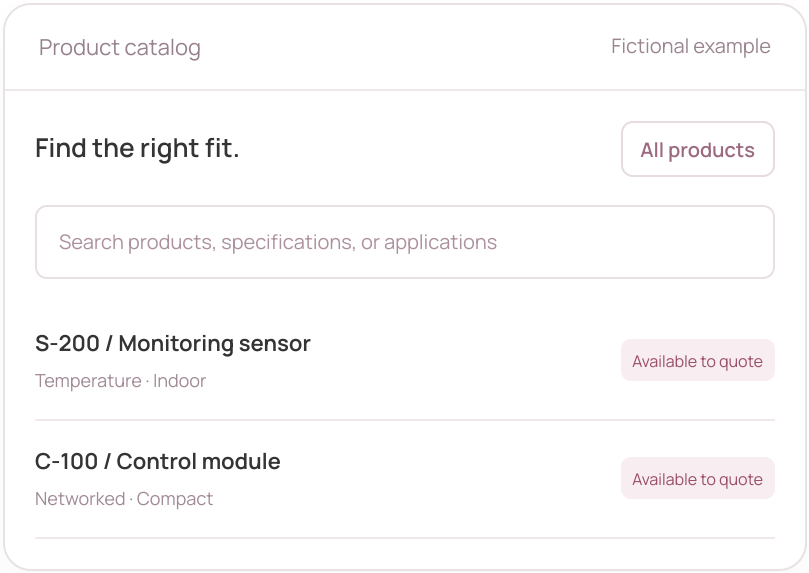
A connected website. A more helpful business.

Your website can use the same information your business runs on. AI can help people find and work with the knowledge behind it.

DATA-DRIVEN WEBSITES

Update the data. The website follows.

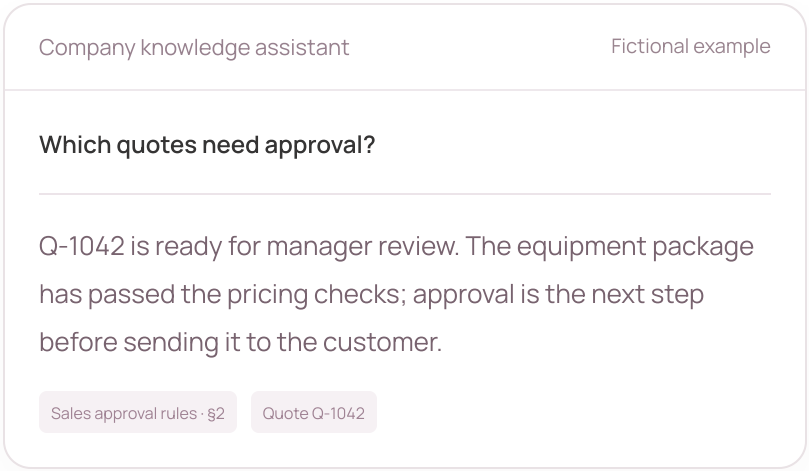
Connect product catalogs, filters, menus, inquiry tools, and customer portals to a database. Build analytics around the actions that matter, with appropriate consent.



AI ASSISTANTS & AUTOMATION

Your knowledge. Within reach.

Connect approved documents and company data to internal or customer-facing assistants. Find information, prepare work, and route the next action for review.

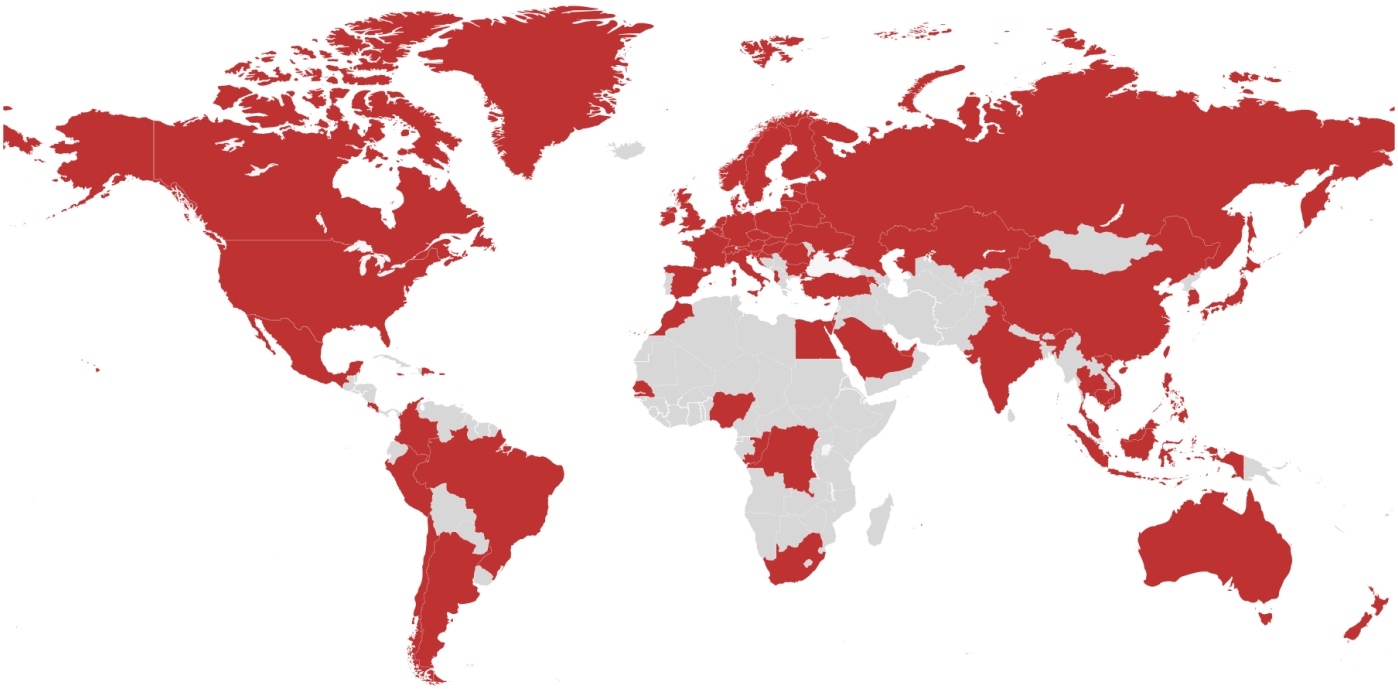


People stay in control. Set the sources, permissions, and approval steps around each task. Use straightforward software rules where they fit, and AI where it adds practical value.

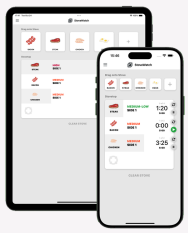
BUILT FOR REAL USE

Built here.
Used around the world.

70+ countries reached by our products in our published portfolio.

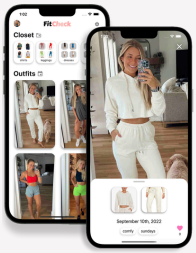


Karalewich's published product-usage footprint.



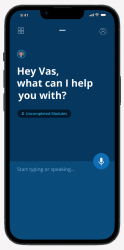
StoveWatch

Planning & timers



FitCheck

Social & lifestyle



TIAA consulting concept

AI & engagement exploration

AN ONGOING DEVELOPMENT PARTNERSHIP

Start with your business. Build the right next step.

You don't need a software specification to begin. Show us how the work happens today; we'll help identify what could work better.

01 Discover the opportunity.

Discuss your team, systems, documents, and recurring friction. A relevant private walkthrough can help make the possibilities easier to picture.

02 Map the process and agree priorities.

Review the information, handoffs, access needs, and integrations. Define a focused scope and a useful starting point together.

03 Build, review, and refine.

Review working software as it develops. Test it against everyday tasks and shape the experience around the people using it.

04 Launch and keep improving.

Bring the agreed tools into use and continue developing them as your business evolves. Ongoing partnerships are our preferred model.



Engineering experience. Business understanding.

Founder Vasili Karalewich has been building software since 2018 and holds an Electrical and Computer Engineering degree from Stevens Institute of Technology.

Let's talk.

Tell us about the processes your business relies on.
We typically respond within the business day.

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Start a conversation at karalewich.com/contact ↗