

# Sevendyne Sales Brochure

App Development, India Tech Teams & Payroll for Founders and SaaS Companies

## 1. Who We Help

- **Startup founders** who need an MVP or v1 built without assembling a full in-house team.
- **SaaS companies** that want a small, steady India engineering team instead of a large outsourcing vendor.
- **Companies hiring in India** that need a reliable Employer of Record (EOR) for payroll, PF/ESI/TDS, and HR.
- **Service and engineering firms** that want to move from ad-hoc freelancers to a stable India operation.

If you want the benefits of an India tech team without building a full local organisation, Sevendyne is designed for you.

## 2. What Sevendyne Does

Sevendyne is an India IT operations partner based in Kerala, active since 2016.

We combine **custom app development, team building & staffing, and payroll & HR operations** into one lean offering:

### 1. Custom App & MVP Development

- Web, mobile, desktop, dashboards, and internal tools.
- Stacks we already use in production: C++/Qt, Python, Ruby on Rails / Spree, Laravel, Vue, Angular, CodeIgniter, Django, OpenAI integrations, Zoho integrations.
- Examples:
  - Zoho Recruit + OpenAI recruitment automation.
  - AI-powered e-commerce scraping & store builder (Spree).
  - Restaurant and IoT dashboards in Angular.
  - SIP call manager, trading tools, and a Qt/QML game in C++.

### 2. Team Building & Offshore Development Squads

- We source, vet, and manage India-based developers and engineers.
- Teams work full-time on your roadmap; we run HR and payroll underneath.
- Examples:
  - PLC/SCADA and SolidWorks engineers for a UK engineering company (multi-year).
  - C++ specialists for a German navigation company.
  - PHP developers for a payment gateway company.
  - Ongoing app and data teams for German SaaS and analytics products.

### 3. Payroll & HR / Employer of Record in India

- Three clear tiers already in production for current clients:
  - **Basic Payroll** — salaries, payslips, TDS, PF/ESI/PT, CA coordination.
  - **HR Operations & Payroll Management** — everything in payroll plus onboarding, attendance, leave, exits, and HR records.
  - **Global Workforce / EOR** — India employees and consultants for foreign companies; we handle contracts, payroll, and compliance.

### 4. Practical IT Skills Training

- Whole-day and whole-month training on our own HRMS, planners, and anonymised client code.
- Tracks in web apps, AI & automation, and C++/Qt.
- Many trainees later join the teams we operate for clients.

## 3. Typical Engagement Models

### 3.1 For Startup Founders (MVP / v1)

- **Goal:** Get a usable MVP into the hands of real users in 8-16 weeks.
- **Model:** Small build team (1-3 developers + part-time architect).
- **Scope examples:**
  - SaaS dashboard with subscription billing and basic analytics.
  - Internal tool that replaces spreadsheets and manual workflows.
  - Recruitment or HR workflow on top of Zoho or your existing stack.
- **Output:**
  - Deployed product with source code and documentation.
  - Option to extend into a long-term team under Seventyone payroll & HR.

### 3.2 For SaaS Companies (Product Teams)

- **Goal:** Build a stable India squad that behaves like part of your in-house team.
- **Model:** 2-10 engineers on Seventyone payroll, reporting into your product/engineering leads.
- **What we handle:**
  - Sourcing, hiring, and onboarding in India.
  - Monthly payroll, benefits, PF/ESI/TDS, and compliance.
  - HR operations (attendance, leave, exits, documentation).
  - Training and backups so you are not dependent on one person.

### 3.3 For Companies Hiring in India (EOR / Payroll)

- **Goal:** Hire in India without opening a local entity.
- **Model:** Employer of Record (EOR) or consultant payroll under Seventyone.
- **Scope:**
  - You choose and manage the people and day-to-day work.
  - We act as legal employer in India, running payroll and HR operations.
  - Transparent monthly reporting and coordination with your CA/statutory advisors where needed.

## 4. Indicative Pricing (High Level)

These ranges mirror the public website and may be refined per engagement:

- **Custom app / MVP builds**
  - Always scoped per project based on complexity, timelines, and team size.
  - We avoid “per feature” menus; instead, we agree on milestones and estimates up front.
- **Payroll & HR Operations**
  - Basic Payroll typically starts around ₹10,000/month for smaller teams (up to ~10 staff).
  - HR Operations & Payroll usually starts around ₹25,000/month and scales with headcount.
  - Global Workforce / EOR is usually **5-15%** of gross monthly payroll, depending on model and size.
- **Team Building & Staffing**
  - Fees are embedded into the same payroll / EOR model (no extra staffing commission layered on top).
- **Training & Enablement**
  - Internship-style training on our own platforms is free for selected candidates.
  - Client-specific enablement is scoped on a simple **people × days** basis.

Exact numbers are agreed once we understand your scope, locations, and headcount.

## 5. Why Clients Stay

- **Since 2016** — founder-led, not a new agency.
- **Small and lean** — you speak with the people actually running your team, not a separate sales layer.
- **Long-term relationships** — multi-year staffing and payroll engagements with UK and German companies.
- **Honest scope** — we offer only what we already run in reality: custom apps, staffing, payroll & HR, and training.
- **Care for people** — engineers and staff are treated as long-term colleagues, not temp resources.

## 6. How We Work Together

1. **Short discovery call (30 minutes)**
  - Clarify whether you need an MVP, a team, payroll & HR, or a mix.
  - Check if we are the right fit technically and operationally.
2. **Simple proposal**
  - One-to-two-page proposal with scope, model (project, team, EOR), and indicative budget.
  - For teams: roles, seniority mix, and onboarding plan.
3. **Start small, then extend**
  - MVP or pilot team to prove fit.
  - Add scope and people once you see value.
4. **Steady operations**
  - Monthly cadence for payroll, HR, and delivery.
  - One stable point of contact and clear documentation.

## 7. Next Steps / Call to Action

- **Book a discovery call:** <https://calendly.com/sevendyne/30min>
- **Send a brief:** email [hr@sevendyne.com](mailto:hr@sevendyne.com) with a short description of your app, team, or payroll needs.

## 8. Case Studies & Portfolio Proof

If you want to see what this looks like in practice, we can share short, anonymised case studies such as:

- **App development** — AI-powered e-commerce store builder on Spree Commerce and OpenAI, turning scraped catalogues into ready-to-use stores.
- **Team building & staffing** — PLC/SCADA and SolidWorks team in India for a UK engineering company, including HR, payroll, and compliance for around five years.
- **Payroll & EOR** — Ongoing app development and data analytics teams for German clients, where Sevendyne handles India hiring, payroll, and HR operations under an EOR model.

More examples are available in the **Sevendyne Portfolio Brochure (PDF)** and on the **Portfolio** page of [www.sevendyne.com](http://www.sevendyne.com).

**One-line summary:** Sevendyne helps you build and run your India tech team — from first MVP to long-term payroll and HR — without you having to build a full local organisation.