

**M10**  
LABS

**BY:**



# M10 Labs

Custom Software, Exceptional Results





# WHO WE ARE

**M10 Labs is a high-velocity, cost-effective product development partner for organizations that desire smooth execution with great outcomes.**

We build custom software with senior talent only, using **fixed-fee** scopes and fast iteration cycles. **No retainers.** No hand-holding. Just polished digital products delivered with **speed, clarity, and accountability.**



## Why We Are Better

### Radical Clarity

Product delivery is clearly defined before we begin, including the scope, timeline, milestones, and fixed fee cost, so you know exactly what to expect.

### Product Partnership

Our team extends your organization's capabilities, helping you scale delivery, move faster, and tackle more ambitious builds without the overhead.

### Collaborative Delivery

We work through high-touch collaboration with clear communication and complete transparency. From Slack check-ins to weekly demos, you always know what's happening.



# WHO WE WORK WITH

## Creative & Marketing Agencies

Design and development partner for high-impact platforms and interactive experiences. We integrate seamlessly to deliver large-scale digital builds, on brand, on time, and white-labeled if needed.

## Incubators & Startups

From prototypes to MVPs in 8–12 weeks. We provide full-stack execution for early-stage teams that need speed, clarity, and senior talent, no equity, no retainers.

## Enterprise Teams

Startup agility with enterprise-level reliability, documentation, and integration.



# OUR SERVICES

## Specialized AI Services, Your Business Advantage

### Modernize Legacy Systems with Embedded AI

Upgrade existing platforms with AI to boost performance, reduce manual work, and extend system life, without starting from scratch.

### Integrate AI Where It Drives Business Results

Pinpoint and embed AI where it delivers ROI, customer service, marketing, operations, and analytics.

### Build Custom AI Tools for Competitive Advantage

Develop proprietary AI models and automation that solve your unique problems and create value that your competitors can't copy.

### Transform Business Models Through AI Innovation

Reimagine how you operate, deliver services, and generate revenue with AI woven into the foundation of your organization.

### Experience-Led Product Planning

- Product Strategy & UX/UI Design
- User-centered Experience design

### Cross-Platform Applications

- Custom Software & Web Application
- Web Apps
- Mobile Apps

### Scalable Infrastructure Solutions

- Cloud Infrastructure
- Architectural Design
- Automated scaling
- Secure and regulatory compliant
- Operational Support

### Technical Audits & Architecture Consulting

- Technical Reviews
- Technical Diligence



# OUR PROCESS & METHODOLOGY

From Ideation to Operations and Post-Delivery Support

## Product Definition

- Product discovery and stakeholder alignment
- Define goals, use cases, and success criteria
- Outline technical feasibility and constraints
- Deliver a fixed-scope proposal with a timeline and budget

## UX & Design Planning

- User research & personas
- Benchmark inspiration
- Information architecture
- User flows
- Wireframes
- Clickable prototypes
- High-Def designs

## Build & Iterate

- Iterative development process
- Continuous quality assurance
- Feature validation & refinement
- Daily check-ins
- Weekly product demos

## Launch & Support

- Final QA & cross-browser/device testing
- Deployment to production
- Multi-version deployment
- Clean code handoff with documentation
- Optional post-launch support or enhancement packages

# Typical Project Process

End-to-end timelines from inception to launch depend on the scope of the project.

All phases include strategy, design, development, QA, and deployment, with weekly progress demos to keep your team fully aligned.

Product Definition & Business Logic

UX/UI Design

Prototypes

Platform Development & QA

Launch & Deployment

○ 15%

○ 20%

○ 5%

○ 50%

○ 10%

Operational Support

○ Continuous Support

# HOW WE START

We kick things off with a focused, collaborative discovery phase to ensure we're aligned on your goals, users, and constraints before we build anything.

## Step 1: Understand your Vision

- What do you want to create?
- Product value to your business?
- Definition of Success

## Step 4: Define the Foundation

- Review existing materials (PRD, documentation, mockups)
- Collaborate iteratively to define requirements clearly

## Step 2: Clarify the Who

- Who are your users?
- What insights or research already exists?
- Who are the key stakeholders?

## Step 5: Formalize & Kick Off

- Sign NDA / MSA / SOW
- Begin work with daily check-ins and a fixed-scope plan

## Step 3: Timeline & Constraints

- What are the timelines, milestones, and deadlines?
- Has the project/product been budgeted
- Product integrations: internal systems or 3<sup>rd</sup> party products/services



# KEY ROLES & SKILLS

## ENGINEERING

- Front-end: React, Vue, Next.js
- Backend: Node.js, Python, Java, Go
- Mobile: React Native, Flutter
- DevOps: CI/CD, Docker, AWS, GCP
- QA Automation, SDET
- AI Development

## DESIGN

- Product Strategy & UX Research
- Wireframes, Prototypes, and User Flows
- High-Fidelity UI Design
- Design Systems & Accessibility

## PRODUCT & DELIVERY

- Product Management & Scoping
- Sprint Planning & Roadmapping
- Agile/Scrum Leadership
- Stakeholder Communication

## ARCHITECTURE & SECURITY

- Scalable System Design
- API Architecture
- Security Audits & Best Practices
- Compliance-Ready Documentation





# WHY M10 LABS

Custom Software, Exceptional Results

- ✓ We **build fast**, with precision and accountability.
- ✓ We **reduce risk** with transparent scoping and pricing.
- ✓ We make **teams look good**, whether behind the scenes or in front of clients.

# LEADERSHIP

We're a senior team of practitioners, builders, designers, and operators who partner with you to ship faster, scale smarter, and make every dollar count.



**Nicky Nielsen, CEO:**

Nicky is a product leader with 20 years of experience scaling AI-driven platforms across fintech, health, media, and SaaS. He led Westfield's \$1.4B transformation, grew Hallmark's SVOD by 2500%, and built Meta's financial wellness platform, saving \$300M in productivity. As CPO at UST, he drove 300% revenue growth through AI and user-first design. Trusted by Meta, Google, and Salesforce, Nicky blends strategy and execution to deliver results.



**Mark DuVall, General Partner:**

Mark is a veteran CTO with 30+ years of experience scaling software platforms for startups and global brands. At M10 Labs, he leads full-stack delivery of AI-powered solutions for agencies and enterprises. He's held CTO roles at Hallmark Labs and Avetta, and has built platforms for Starbucks, Food Network, and Kraft. Known for combining technical depth with execution speed, Mark helps teams ship smarter and scale faster.



**Thomas Bird, Head of Commercial Strategy**

Thomas is a senior sales and strategy leader with 15+ years of experience in custom software and enterprise solutions. At M10 Labs, he leads commercial strategy, working closely with clients to solve complex problems and deliver high-ROI outcomes. With experience at SAP Concur, Salesforce, and Outreach.io, Thomas brings a consultative, client-first approach to every engagement.



**Sam Brenner, Board Advisor:**

Sam is the Founder & CEO of CRB Workforce, a respected voice in the workforce solutions industry. With over 20 years of experience building high-performance teams, Sam has advised startups and Fortune 500 companies developing workforce solutions tailored to their business strategy. Sam brings sharp insight into growth-stage operations, recruiting, and organizational design, grounded in a people-first philosophy that aligns talent with long-term business outcomes.



# Who we've worked with

We've built and scaled products for some of the world's most iconic brands. From [global retail transformation](#) and [AI-powered financial tools](#) to [eCommerce](#), [media](#), and [loyalty platforms](#), we bring enterprise-grade thinking and execution to every project, no matter the size.





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THANK YOU



For additional information or pricing,  
please reach out to discuss.



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# INNOVATION

Enterprise-grade team execution

