



CODDX SOFTWARE

Digital Product Development, Artificial Intelligence and Strategic Collaboration Proposal

A software venture focused on developing solutions in software engineering, digital product development, artificial intelligence and automation.

CODDX

www.coddxsoftware.com
hello@coddxsoftware.com



01 / ABOUT

About CODDX SOFTWARE

CODDX SOFTWARE is a software venture focused on developing solutions in software engineering, digital product development, artificial intelligence and automation.

Our vision is not only to build software that meets customers' technical needs, but to develop digital products that solve real problems, carry commercial potential and can scale over time.

Accordingly, we work on web applications, SaaS platforms, mobile applications, games, data-driven systems and AI-powered automation. We evaluate technical development together with the product's purpose, user experience and business model.

At CODDX SOFTWARE we are open to different working models. These include improving a business's existing system, bringing a new product idea to life, automating operational processes, or building a long-term technology partnership.

02 / WHAT WE OFFER

What do we offer?

Because every business's needs differ, instead of offering a single service to everyone, we take a solution approach that can be shaped around current problems and goals.

A

Custom software and digital product development

We can develop custom software systems tailored to how your business operates.

In scope:

- Web applications and SaaS products.
- Mobile applications and digital platforms.
- Admin panels and operational tools.
- API development and integration between different systems.
- Database design and infrastructure that supports business processes.
- Development processes that extend from the idea stage to prototypes, MVPs and more comprehensive products.

The aim here is not only to meet technical requirements, but to ensure that the system developed fits real usage scenarios and is sustainable.

B

AI and business process automation

We treat artificial intelligence not only as a product feature, but, where appropriate, as a technology that can improve the way businesses work.

We can develop solutions in areas such as data processing, content preparation, research, classification and the automation of repetitive tasks.

For example, it may be possible to automate a process that gathers information from different sources, classify incoming data against defined criteria, or add AI-assisted analysis and content generation to existing workflows.

When defining the scope of a solution, we care about determining together which work will be automated, where human oversight is needed, and how the resulting benefit can be measured.

C Improving and optimizing existing products

Building a product from scratch is not always necessary. In some cases it makes more sense to improve an existing product's technical infrastructure or add the right features.

In scope:

- Review of the codebase and software architecture.
- Identifying performance issues and technical bottlenecks.
- API, database and server-side improvements.
- Error handling, testing processes and reliability work.
- Improving user experience and product flows.
- AI and automation integrations.
- Reducing technical debt and planning subsequent development stages.

Depending on the need, we can first prepare a current-state assessment and a prioritized roadmap, then carry out development within the agreed scope.

D B2B business development and operational efficiency

We also evaluate areas where software can directly contribute to business development processes.

We can develop systems for needs such as prospect research, organizing company data, integrating the tools sales teams use, and automating communication processes.

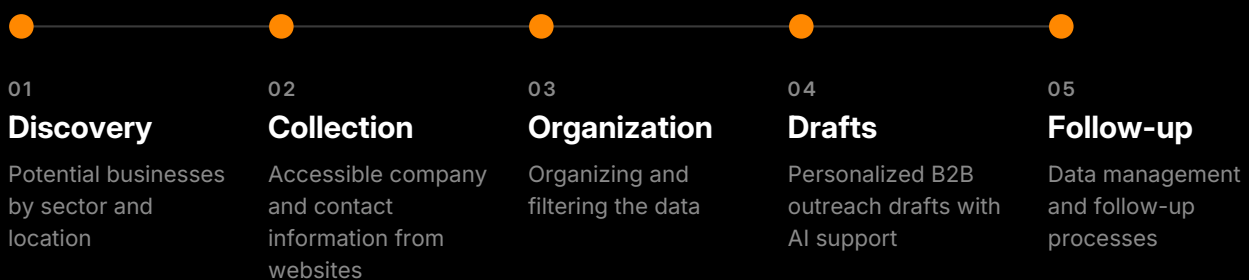
The purpose of this approach is not to guarantee sales results, but to build the technical infrastructure that helps businesses run their research, data management and operational processes more systematically.

03 / TECHNICAL CAPABILITY

An example that demonstrates our technical capability

B2B Lead Generation & AI Outreach

The B2B Lead Generation, Scraper & AI Outreach system we developed is one of the concrete examples of our approach to combining different technologies in a single workflow.



The system can discover potential businesses by specific sectors and locations; compile accessible company and contact information from websites; organize and filter the data; and prepare personalized B2B communication drafts with the help of AI. It also includes components that support data management and follow-up processes.

Such an infrastructure can be adapted to support the company research, potential distributor discovery, B2B sales preparation and similar business development processes of companies looking to enter new markets.

From our perspective, this project is not just a data collection tool; it is an automation infrastructure that brings together research, data processing and communication preparation, and can be extended to the needs of different businesses. Developing similar systems as business-specific solutions, or, under suitable conditions, turning it into a more comprehensive digital product, can also be considered.

04 / PRODUCTS AND PROJECTS

Products and project areas we have developed

CODDX SOFTWARE's approach is also reflected in our work across different product categories. These projects are examples in which we address technology selection, product design and software development according to different needs.

AI-POWERED VIRTUAL TRY-ON

Sanal Kabin

Sanal Kabin is a product concept that aims to let customers digitally experience how a garment might look on them in fashion and e-commerce.

Potential uses of this approach include improving the e-commerce product experience, helping users gather more information before purchase, and integrating virtual try-on technologies into shopping flows.

FITNESS AND EXERCISE
TECHNOLOGIES

FormOptimum

FormOptimum is our mobile product aimed at supporting the fitness and exercise experience with digital tools. The project area covers developing the exercise experience, user interaction and digital fitness solutions.

DIGITAL PLATFORMS

Peer2Safe / EXCHANGO

These projects involve work across different software layers such as the user interface, server-side applications, APIs, database systems and real-time functionality.

MOBILE GAME DEVELOPMENT

Puzziva, Popvale and TileMove

Our game projects cover product development work in areas such as game mechanics, level design, user experience, mobile performance and gameplay systems.

These examples show that our technical capability is not tied to a single sector or product type. The current development, testing and release status of the projects can be shared separately, depending on each product's stage.

05 / GROWTH AND MARKET ACCESS

Our approach to growth, market access and entrepreneurship

CODDX SOFTWARE's long-term goal is not only to carry out software projects, but to bring the technologies it develops together with real business needs and to create sustainable products.

For this reason, we approach technical development together with business development, market research, user needs and the commercial positioning of the product.

In addition to businesses in Türkiye, we also evaluate opportunities aimed at international markets. Our contacts with entrepreneurship circles in Baku and the experience we gained while preparing for a demo day are part of our approach to engaging with different ecosystems and evaluating collaboration opportunities.

We can evaluate such connections in terms of new projects, knowledge sharing and potential collaborations. However, the nature of each connection and the concrete scope of any collaboration should be addressed according to the actual state of the relationship established with the relevant parties.

What matters to us is not only finding something that is technically possible, but identifying the right problem, developing a feasible solution, and ensuring it produces meaningful value for the business.

06 / COLLABORATION MODELS

How can we collaborate?

Depending on the need and the stage of the project, we can work in several different models.

-
- 01 Project-based development**
Developing a specific application, feature, integration or automation within an agreed scope.

 - 02 Ongoing technical support and product development**
Developing an existing product with new features, resolving its technical issues and executing the product roadmap.

 - 03 Technology and automation partnership**
Reviewing the business's processes and building software, data processing and AI systems suited to its needs.

 - 04 New product development partnership**
Assessing an idea's technical feasibility, developing the MVP and planning the product's subsequent stages.

 - 05 Strategic partnership, revenue sharing or product acquisition**
These are options that can be evaluated separately depending on the nature of the project and the parties' goals. Such models can only be implemented with mutual evaluation, necessary reviews and commercial terms that have been agreed upon.
-

In every model, we care first about clarifying responsibilities, deliverables, timeline, budget and success criteria.

07 / OUR PROCESS

Our working process

We suggest moving the collaboration forward through the following steps:

1

Introduction and needs analysis

Understanding the business's goals, existing systems and priority problems.

2

Identifying opportunities

Identifying areas where value can be created through software, automation or product development.

3

Solution proposal

Defining the technical approach, scope, expected outputs and a workable collaboration model.

4

Planning and development

Carrying out the agreed scope together with a schedule, responsibilities and the necessary resources.

5

Testing and evaluation

Checking whether the solution meets the requirements and planning subsequent improvements.

At the end of the first meeting, our goal is to produce a concrete collaboration proposal based on the other party's needs, rather than presenting a generic list of services.



08 / CONCLUSION

Conclusion

At CODDX SOFTWARE, we aim to bring our work in software engineering, digital product development, artificial intelligence and automation together with real business needs.

Whether your business wants to improve an existing product, automate a specific operation, build a new digital product or consider a long-term technology partnership, we care first about understanding the need and then proposing a workable solution.

The key question we want to explore together:

What technical solution can make a real difference in reaching your current goals, and how can we turn it into a workable project?

WEBSITE AND CONTACT

