



ScaleUpWise

Scaleup Your Business Wisely with Automation

General Overview

Welcome to **ScaleUpWise**, where we believe that smart automation is the key to unlocking your company's true potential. At ScaleUpWise, we blend innovative software and tailored business solutions to help you:

- **Save Time:** Automate repetitive workflows so you can focus on growth.
- **Reduce Costs:** Minimize manual errors and overhead through streamlined processes.
- **Boost Efficiency:** Leverage data-driven insights and user-friendly interfaces to make decisions faster.
- **Scale Intelligently:** Grow your operations without growing complexity.

We understand that non-technical business owners need simple, powerful tools. Our mission is to translate complex technology into easy-to-use solutions that help you scale your business wisely.

Software Solutions

1. ScaleUpWise Inventory

Introduction

ScaleUpWise Inventory is your all-in-one solution for keeping track of stock, handling sales and purchases, and generating insightful reports. Imagine having a digital assistant that never sleeps—automating your point-of-sale (POS) transactions, managing stock levels, and producing clear, accurate financial summaries.

Core Features

- **POS System:** Process sales quickly with an easy-to-use checkout interface.
- **Products Management:** Add, edit, and categorize products with ease.
- **Stock Management:** Automatically track stock levels; receive alerts when it's time to reorder.

- **Quotation Management:** Create and send professional quotes to customers; convert quotes into sales with a click.
- **Purchases Management & Returns:** Record purchase orders, track supplier invoices, and process returns seamlessly.
- **Sales Management & Returns:** Handle sales orders and customer returns with minimal effort.
- **Expense Management:** Log expenses and link them to specific products or categories.
- **Parties Management (Customers & Suppliers):** Maintain detailed profiles of every customer and supplier.
- **Reports Dashboard:**
 - Profit & Loss Report
 - Payments Report
 - Sales Report
 - Purchases Report
 - Sales Return Report
 - Purchases Return Report
- **User Management:** Create custom roles and permissions so each employee sees exactly what they need.
- **Multi-Currency Support:** Sell and buy in any currency; automatically calculate exchange rates.
- **Barcode Generator:** Generate barcodes for products on-the-fly.

2. ScaleUpWise CRM

Introduction

ScaleUpWise CRM helps you track and nurture leads, organize contacts, and automate follow-ups. Think of it as a digital sales coach that keeps your pipeline organized and ensures no opportunity slips through the cracks.

Core Features

- **Leads Management (with Kanban View):** Drag-and-drop leads through stages (e.g., “New → Contacted → Qualified → Converted”).

- **Custom Pipelines:** Build multiple pipelines to match different sales processes (e.g., B2B deals vs. B2C sales).
- **Quotation Management:** Generate and send quotes directly from a lead's record.
- **Email Management:**
 - Unified Inbox (Inbox, Sent, Drafts)
 - Compose, Schedule, and Track Opens/Clicks
- **Activities Management:** Schedule calls, meetings, and tasks; set reminders.
- **Contacts Management (Person & Organization):** Store detailed contact info, attach documents, log interactions.
- **Products Management (Basic):** Maintain a simple catalogue of products with Name, Description, SKU, and Price.
- **User Management (Roles & Permissions):** Lock down sensitive data; let sales reps see only what they need.
- **Custom Automations:**
 - **Pipeline Rules:** Move leads automatically when certain conditions are met (e.g., lead viewed email → move to "Hot").
 - **Custom Attributes:** Add your own lead fields (e.g., "Industry," "Deal Size").
 - **Email Templates & Sequences:** Send personalized follow-ups at scale.
 - **Webhooks & Workflows:** Integrate with external tools (e.g., Slack, Zapier).
- **Web Forms:** Embed lead capture forms on your website; automatically route new leads into the CRM.

3. ScaleUpWise LMS

Introduction

ScaleUpWise LMS is a fully custom Learning Management System designed for educators, trainers, and companies looking to deliver engaging online courses. It's built to be simple for instructors and secure for students—so you can focus on creating content rather than wrestling with technology.

Special Features

- **Course Builder for Instructors:**
 - Category Selection, Rich Course Descriptions, Max Student Enrollment, Difficulty Levels
 - Course Thumbnail & Intro Video Upload
 - Lesson Builder: Upload Videos (MP4), PDFs, PPTX Files
 - Quiz Builder: Create MCQs, True/False, Fill-in-the-Blank, Essay Questions
 - Time Limits, Attempt Limits, Passing Grades, Randomized Questions, Character Limits
- **Publish Status Controls:** List courses as Published, Pending, Draft, or Private.
- **Exam Review Section (Instructor Side):** Redesign for ease of grading and giving feedback.
- **Custom Marking & AI Detection:**
 - Auto-check submitted text for AI-generated content via OpenAI API.
 - Manual override and custom feedback.
- **Exam Security:**
 - Prevent Right-Click, Text Selection, and Copy-Paste.
 - Auto-submit when time expires.
 - Restrict Screen Capture & Inspect Element.
- **Certificate Management:**
 - “Get Back” or “Claim Certificate” button on the student dashboard.
 - Custom Certificate Templates with branding.
- **Secure Exam-Taking Environment:** Students cannot navigate away or cheat using browser tools.

Core Features

- **Unlimited Courses & Lessons:** Create as many courses as you want—no hidden fees.
- **Drag-and-Drop Course Builder:** Simplify course creation with an intuitive interface.
- **Basic & Advanced Quiz Builder:**

- MCQ, T/F, Fill in the Blanks, Essay, Matching, Image Matching, Ordering.
 - Import/export quizzes via CSV/JSON.
- **Course Rating & Reviews:** Let students rate and leave feedback.
- **Q&A Section:** Facilitate student–instructor interaction with threaded discussions.
- **Unlimited Students & Instructors:** Scale without worrying about seat limits.
- **Revenue Sharing & Commission:** Define instructor payouts, platform fees, and share revenue automatically.
- **E-Commerce Integration:** Sell courses using WooCommerce or Easy Digital Downloads.
- **Media Embedding:** Embed YouTube/Vimeo videos or upload directly to your own servers.
- **Basic Reporting & Analytics:** Track student progress, quiz scores, and engagement metrics.
- **Frontend Course Builder:** Instructors can assemble content directly from the front end—no backend access needed.
- **Content Drip:** Schedule lesson releases so students unlock modules over time.
- **Course Prerequisites:** Require certain courses or quizzes be completed first.
- **Course Bundles & Attachments:**
 - Sell linked course packages.
 - Attach PDFs, docs, and supplementary materials.
- **Course Previews:** Let visitors sample the first lesson before purchase.
- **Assignment Management:** Create assignments, set deadlines, and grade submissions.
- **Certificate Builder:** Design custom certificates and award them automatically.
- **Gradebook:** Track every student’s performance across courses.
- **Push Notifications & Automated Emails:** Send reminders for upcoming deadlines or new course launches.
- **Event Calendar:** Display live class schedules and deadlines on a calendar view.

- **Subscription & Membership Support:** Integrate with Paid Memberships Pro, MemberPress, etc.
- **Coupons & Discounts:** Offer time-limited codes to boost enrollments.
- **Tax & Order Management:** Handle VAT, GST, and other taxes automatically.
- **Multiple Payment Gateways:** Support PayPal, Stripe, 2Checkout, and local banks.
- **Live Class Integrations:** Hook into Zoom, Google Meet, or Jitsi Meet for real-time sessions.
- **AI Studio:** Generate lesson outlines, course descriptions, and quiz questions with ChatGPT integration.
- **Social Login:** Allow students/instructors to sign up via Google, Facebook, etc.
- **Multilingual Support:** Full compatibility with WPML, Weglot, or TranslatePress.
- **Deep Integrations:** Works seamlessly with Elementor, Divi, BuddyBoss, PeepSo, and more.
- **Security & Fraud Protection:**
 - Two-Factor Authentication (2FA) for all users.
 - Fraud detection algorithms to spot suspicious behavior.
 - Active Login Session Monitoring: Instructors can see where and when students are logged in.
 - Mandatory Email Verification on Registration.
- **Advanced Reporting & Analytics Dashboard:** Exportable CSV/PDF reports for offline analysis and boardroom presentations.

ScaleUpWise LMS is a full-featured, enterprise-grade learning platform. It caters to everything from basic course delivery to high-stakes exam security, AI-driven content generation, and deep e-commerce integrations—making it suitable for educational institutions, corporate training, and individual instructors who want both flexibility and robust security.

Business Solutions

1. Brand Building

What It Is

Brand Building is about creating a consistent, memorable identity that resonates with your target audience. Think of this as the story your company tells—visually and verbally.

Services Included

- **Logo Design & Brand Identity:**
 - Custom logo concepts (color variations, typography).
 - Brand style guide (fonts, color palette, imagery style).
- **Banner & Packaging Design:**
 - Eye-catching social media banners, website headers.
 - Product packaging mockups and dielines.
- **Google My Business & Social Media Setup:**
 - Claim and optimize your GMB listing for local search.
 - Create branded Facebook, Instagram, LinkedIn, and Twitter pages.
- **Social Media Management:**
 - Content calendar creation.
 - Post scheduling, engagement tracking, and monthly analytics reports.
- **Video Editing:**
 - Cut, color-grade, and animate short promotional videos.
 - Add branded intros/outros and subtitles.
- **Customer Care Service:**
 - Set up FAQ chatbots on Facebook Messenger or WhatsApp.
 - Train agents on brand voice and FAQs.
- **Monthly Reports:**
 - Brand performance metrics (impressions, engagement rate).
 - Competitor benchmarking.

2. Product Promotion

What It Is

Product Promotion services focus on driving traffic and conversions using digital marketing channels. From setting up targeted ad campaigns to optimizing for search engines, we ensure your product gets noticed by the right people at the right time.

Services Included

- **Digital Marketing Strategy:**
 - Market research and audience segmentation.
 - Channel selection (Social, Search, Display).
- **Meta Ads (Facebook & Instagram):**
 - Campaign setup (audience targeting, ad creative development).
 - A/B testing of ad creatives and copy.
 - Ongoing optimization for CPC/CPA.
- **Google Ads (Search & Display):**
 - Keyword research and negative keyword lists.
 - Ad group structuring for maximum Quality Score.
 - Conversion tracking implementation.
- **SEO (Search Engine Optimization):**
 - On-page SEO: Title tags, meta descriptions, header structure.
 - Technical SEO: Site speed, mobile optimization, schema markup.
 - Content marketing: Blog posts, link-building outreach.
- **Monthly Performance Reports:**
 - Click-through rates, conversion rates, cost-per-acquisition.
 - ROI calculation and next-quarter recommendations.

3. Custom Software & Custom Website Development

What It Is

When off-the-shelf solutions aren't enough, our development team builds tailor-made software and websites that precisely match your business needs. From initial discovery to deployment and ongoing support, we handle the entire project lifecycle.

Project Workflow

1. Discovery Phase:

- **Kickoff Meeting:** Understand project goals, stakeholders, and scope.
- **Requirements Gathering:** Create a detailed feature list, user stories, and technical specifications.
- **Proposal & Quote:** Deliver a transparent cost estimate and timeline.

2. Design & Planning:

- **UX/UI Wireframes:** Lay out user flows and screen designs.
- **Technical Architecture:** Define database schemas, system integrations, and hosting environment.
- **Milestone Plan:** Break the project into sprints or phases.

3. Development Phase:

- **Frontend Development:** Build responsive UI using HTML5, CSS3, JavaScript (React/Vue).
- **Backend Development:** Implement server-side logic with Node.js, PHP (Laravel), or Python (Django).
- **Database Integration:** MySQL, PostgreSQL, or NoSQL databases.
- **APIs & Third-Party Integrations:** Payment gateways, CRMs, social platforms.
- **QA & Testing:** Unit tests, integration tests, and user acceptance testing (UAT).

4. Deployment & Launch:

- **Staging Environment:** Final review with client.
- **Production Deployment:** Go-live on a secure, scalable server (AWS, DigitalOcean, etc.).
- **Training & Documentation:** Provide user manuals, admin guides, and quick-start videos.

5. Maintenance & Support:

- **Bug Fixes & Updates:** Ongoing code maintenance and version upgrades.
- **Performance Monitoring:** Weekly/monthly system health checks.
- **Feature Enhancements:** Prioritized backlog for new requests.
- **Support SLAs:** Response times, uptimes, and escalation matrix.

Why Choose ScaleUpWise?

Investing in ScaleUpWise means investing in a partner committed to your success. Here's why you'll love working with us:

- **Reliability & Uptime:** Our cloud-based solutions boast 99.9% uptime, so your operations never miss a beat.
- **Customizable to Your Needs:** We know every business is unique. Our software modules and business services are fully configurable—no wasted features, and no workarounds.
- **Cost-Effective Pricing:** Clear, transparent pricing models. Pay only for the modules or services you use.
- **User-Friendly Interfaces:** Drag-and-drop builders, Kanban views, and one-click actions mean minimal training time for your team.
- **Ongoing Support & Maintenance:** Dedicated account managers ensure you're never left to fend for yourself—regular check-ins, priority support, and continuous improvements.
- **Scalable Architecture:** As your business grows, our solutions grow with you. Add new users, new modules, or entirely new services without a major migration.
- **Security First:** Enterprise-grade encryption, two-factor authentication, and fraud detection protect your data and your reputation.
- **Local Expertise & Global Standards:** Based in Dhaka, we understand local market nuances while adhering to international best practices.
- **Proven Track Record:** Successful deployments across retail, education, healthcare, and professional services.

Contact Information

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