Beyond Globalization:
simpleasy's Mission to Promote a Cooperative Community
~Helping IT SMEs globally with our multilingual network~
About simpleasy

Head Office
Tokyo

Established
August 2020

Founder/CEO
Yuta Arai

Employees
20-30 people
(Including IC)
My Background

- Born and raised in Fukuoka, Japan
- Moved to Tokyo to study Electrical & Electronic Engineering in University
- Joined Education IT start-up, started working in the Philippines
- Resigned the IT venture and returned to Japan to explore further opportunities
- Moved to Serbia to launch a new BPO base
- Found simpleasy, Inc.

Timeline:
- 1990 June
- 2009 April
- 2016 Jan
- 2019 Dec
- 2020 Jan
- 2020 Aug
Our Diverse Team

- Canada: Total 4
- Germany: Total 1
- Hungary: Total 1
- India: Total 1
- Japan: Total 8
- China: Total 3
- Philippines: Total 5
- United States: Total 1
- Brazil: Total 2
- Nigeria: Total 1
- Pakistan: Total 4
- Spain: Total 1
- Jordan: Total 1
- Thailand: Total 1
Total: 12 languages

1. Japanese
2. English
3. Chinese
4. Thai
5. Portuguese
6. Urdu
7. Arabic
8. Spanish
9. Germany
10. French
11. Tagalog
12. Hindi
Our Diverse Applicants / Interviewees

Total: 39 countries

GB UK
EG Egypt
CD Congo
NP Nepal
ID Indonesia
KE Kenya
IQ Iraq
IL Israel
TN Tunisia
MG Madagascar
MY Malaysia
FR France
RU Russia
MX Mexico
PL Poland
UA Ukraine
AR Argentina
CO Colombia
SI Slovenia
VN Vietnam
MM Myanmar
CL Chile
LU Luxembourg
RS Serbia
TW Taiwan
Our Diverse Applicants / Interviewees

We have our own network to find talents across the world.

Total: 39 countries
# Our Diverse Applicants Database

Total: around 300 applicants info

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We gather those talents mostly using Social medias, the global events, and referral way to find.

Simple flow and easy way to make your own team with us.
Taisuke
I find the environment of communicating in English & working with people from different countries very exciting. As an engineer, I would like to be exposed to a multicultural society.

Diego
Optimistic and eternal learner. Doing our best is the way to become our best.

Adil
High-minded. Self-motivated. Passionate explorer of both the natural world and the digital world.

Armughan
Navigating life with a perfect blend of introspection and vibrant expression. Infusing every interaction with the subtleties of an introspective heart and an expressive spirit.

Shindy
Passionate about technology and determined to become a great software developer.

Talha
Experienced Software Engineer with a demonstrated history of working in the computer software industry with more than 5 years of experience.

High-minded. Self-motivated. Passionate explorer of both the natural world and the digital world.

Shintaro
I work with the team while taking a year off from my university. Currently I’m interested in everything around me, from engineering to politics.
Stephanie
Always up for competition with myself - to continue to do and be better.

Sue
Has an old soul for music. Learning is my never-ending journey

Julia
I lived in various countries such as Japan, Philippines, Spain. I love meeting new people and experiencing new culture!

Yu
"Regret doing something more than not doing it"

Rhea
The only hype man you’ll need :)

Kyoka
A sociable person curious and willing to try anything. Any personality and weird experiences or food are welcome. I will listen to you with full of curiosity.

Yu
"Regret doing something more than not doing it"

Yifan
Chinese grew up in Japan, currently living in Canada.

Shio
Our challenges as a Global Team (Community Management)

discord

youtube
YouTube Channel

Confidential
Our Services

Main Service

Web, System, and Application Development (PoC/MVP)

No-code Development

Staff Augmentation

IT Consultant

English education for Global HR Development
Our Services

Main Service

Web, System, and Application Development (PoC/MVP)

+ simpleasy’s original development products

No-code Development

Staff Augmentation

IT Consultant

English education for Global HR Development
要件定義と企画

1. プロダクトビジョンの設定:
   a. プロジェクトの目標や目指す成果を明確にします。
   b. ステークホルダー（利害関係者）との協議を通じて、アプリの大まかな方向性を決定します。

2. ユーザーストーリーの作成:
   a. ターゲットユーザーを特定し、彼らのニーズや要望を「ユーザーストーリー」として記述します。
   b. これらのストーリーは、機能の優先順位付けやスプリント計画の基礎となります。

3. ロードマップの作成:
   a. プロジェクトの大まかなタイムラインを設定します。
   b. 主要なマイルストーンやリリースの目標を定義します。

4. 優先順位付けとバックログの作成:
   a. ユーザーストーリーを基に、プロダクトバックログを作成し、優先順位を決定します。
   b. バックログはプロジェクト全体を通じて更新され続けます。
In Agile development, the process of requirement definition and planning is flexible and iterative. It includes the following steps:

1. **Setting the Product Vision:**
   a. Clarify the goals and desired outcomes of the project.
   b. Determine the general direction of the app through consultations with stakeholders.

2. **Creating User Stories:**
   a. Identify the target users and document their needs and demands as "user stories".
   b. These stories serve as the basis for prioritizing features and planning sprints.

3. **Creating a Roadmap:**
   a. Establish a rough timeline for the project.
   b. Define key milestones and goals for releases.

4. **Prioritization and Backlog Creation:**
   a. Create a product backlog based on the user stories and decide on their priority.
   b. The backlog is continuously updated throughout the project.
The Stages in Product Development

- Analysis: Days
- System Simulation: Weeks
- Draft System Customer: Months
- Full System: Years
- Prototype: Months
- MVP: Years
- Production: Years
MVP (Minimum Viable Product)

An initial version of a product having basic functionality that can be produced quickly and well enough to be tested by users.
Simplify and facilitate talent exchange (Visa)

Bridge for non-English speaking engineer talent in Japan
Our Future Vision

1. Captures Small Shares in Large Global Markets

2. Standardize Global Teams and Communities
Thanks!

Do you have any questions?

info@simpleasy.jp
(+81) 03-4446-9001

https://www.simpleasy.jp/english/company-en

Connect with us here!