Beyond Globalization:

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

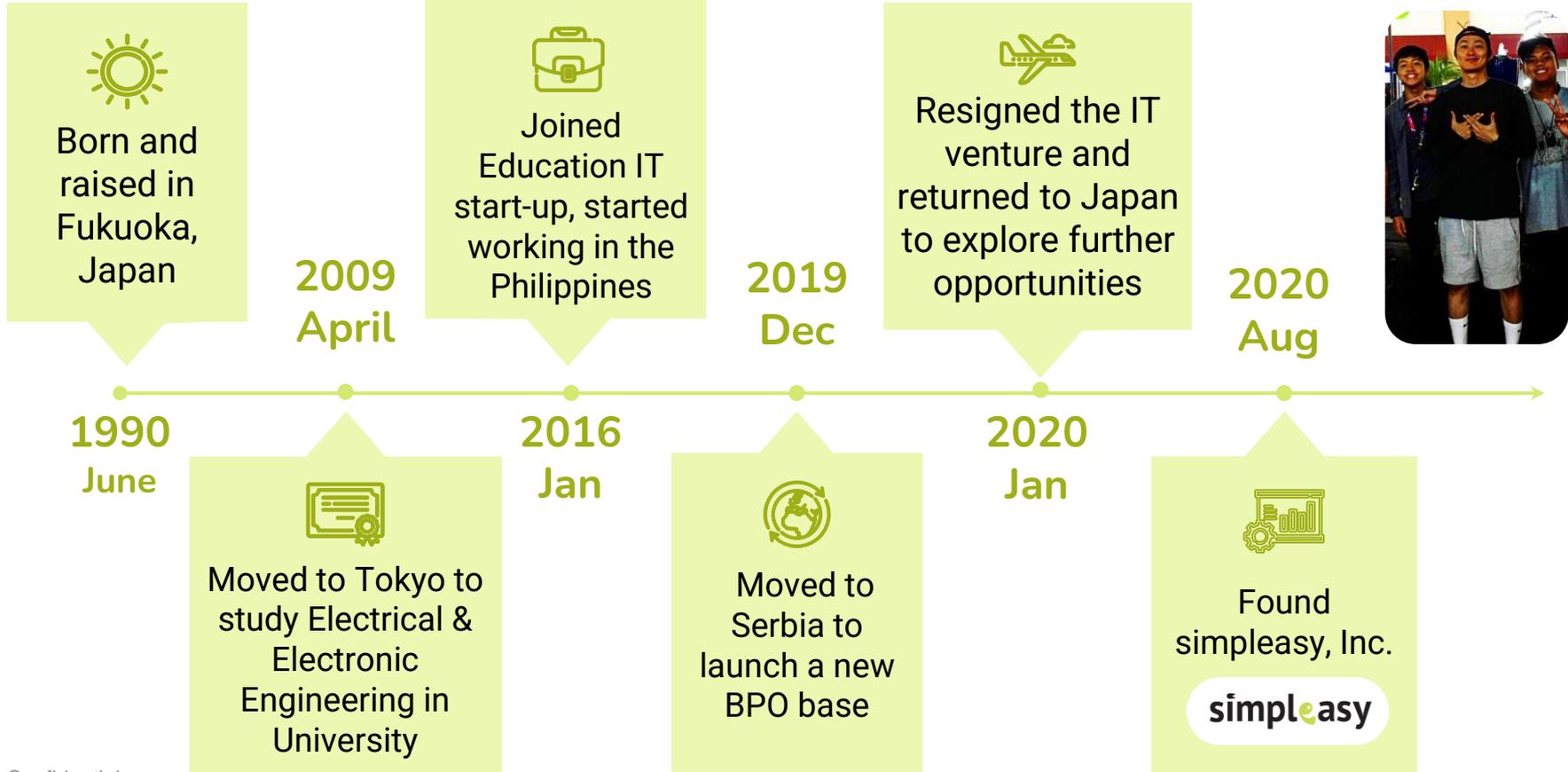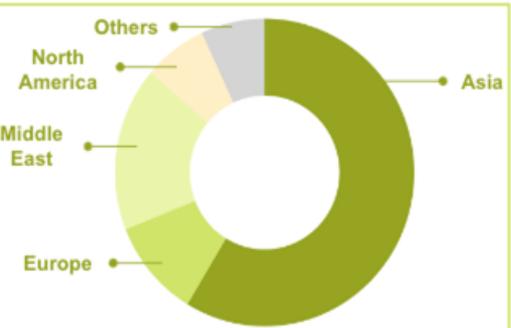株式会社しんぷりーじー

simpleasy

Company Introduction Video

simpleasy

About simpleasy

Head Office
Tokyo

Founder/CEO
Yuta Arai

Established
August 2020

Employees
20-30 people
(Including IC)

My Background

1990
June

Born and raised in Fukuoka, Japan

2009
April

Moved to Tokyo to study Electrical & Electronic Engineering in University

Joined Education IT start-up, started working in the Philippines

2016
Jan

2019
Dec

Moved to Serbia to launch a new BPO base

Resigned the IT venture and returned to Japan to explore further opportunities

2020
Jan

2020
Aug

Found simpleasy, Inc.

simpleasy

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

5

Our Diverse Languages

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

simpleasy

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**

Total: 39 countries

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

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

Our Diverse Applicants Database

simpleasy

Total: around 300 applicants info

#	Surname	First Name	CV	Github	Applying for	Nationality	Register Date	Initial Interview Date	Source Channel	CV	git Result	Initial Inteview	Result email sent	Final Interview	Result email sent
1	Aldwin	Labrador	CV		FullStack	filipino	10/16	10/16	Referral	Passed		Passed	Sent	Failed	Sent
2	Kim	Justine Taligatos	CV		FullStack	filipino	10/16	10/16	Referral	Passed		Passed	Sent	Failed	Sent
3	Cabano	Glydhel	CV						Facebook	NoReply				Failed	
4	Hassan	Syed Ghufran	CV		Front	Pakistanis	10/17	10/20	Facebook	Passed		Failed	Sent	Failed	
5	Mohit	Dave	CV		FullStack	Indian	10/17	10/19	Facebook	Passed		Failed	Sent	Failed	
6	Ayobami	Adegoke	CV		Front	Nigerians	10/17	10/17	Facebook	Passed		Failed	Sent	Failed	
7	Mehdi	Mazhar	CV		Front	Pakistanis	10/17	10/17	Facebook	Passed		Failed	Sent	Failed	
8	Prathap	Sai	CV		FullStack	Indian	10/18	10/21	Facebook	Passed		Failed	Sent	Failed	
9	Kumar	S Kranthi	CV		FullStack	Indian	10/18	10/19	Facebook	Passed		Failed	Sent	Failed	
10	Qaffaf	Asem Ali	CV		FullStack	Jordanian	10/18	10/19	Facebook	Passed		Passed	Sent	Passed	Sent
11	Iwuagwu	Emeka	CV		Back	Nigerians	10/18	10/19	Facebook	Passed		Failed	Sent	Failed	Sent
12	Catapang	Michael	CV		Front	Filipino	10/18	10/21	Facebook	Passed					
13	Soumen	Roy	CV		Front	Indian	10/18	10/21	Facebook	Passed		Failed	Sent	Failed	Sent
14	abdeldayem	ahmed hamada abdelrashed	CV		Front	Egypt	10/18	10/20	Facebook	Passed		Failed	Sent	Failed	
15	Paulin	John Ray	CV	git	Front	Filipino	10/18	10/21	Facebook	Passed		Failed	Sent		
16	Calado	James Levin	CV		Back	Filipino	10/18	10/20	Facebook	Passed		Passed	Sent	Passed	
17	Bhavana	Besta	CV		Front	Indian	10/18	10/20	Facebook	Passed		Failed	Sent	Failed	
18	Yabut	M. Dennis	CV		Back	Filipino	10/18	10/20	Facebook	Passed		Failed	Sent	Failed	
19	Mishra	Skand	CV		Front	Indian	10/18	10/21	Facebook	Passed		Passed	Sent	Failed	Sent
95	Mishra	Skand	CV		Front	Indian									
20	Cainoy	Rachael	CV		Front	Filipino	10/18	10/21	Facebook	Failed		Failed	Sent	Failed	

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.

simpleasy

Taisuke
I find the environment of communicating in English & working with people from different countries very exciting. As an engineer, I would ... used to a ... multicultural ...ety.

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

Asem
Programming the only thing that makes me feel better

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 ...

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

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

Yuhei
I'm currently a third-year student majoring in Computer Science at the University of British Columbia. I love playing and watching any kind of sport.

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.

simpleasy

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

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.

Julia 🇯🇵 🇵🇭 🇪🇸
I lived in various country such as Japan, Philippines, Spain. I love meeting new people and experiencing new culture!

Yu 🇯🇵 🇨🇦
"Regret doing something more than not doing it"

Yifan 🇨🇳 🇨🇦
Chinese grew up in Japan, currently living in Canada.

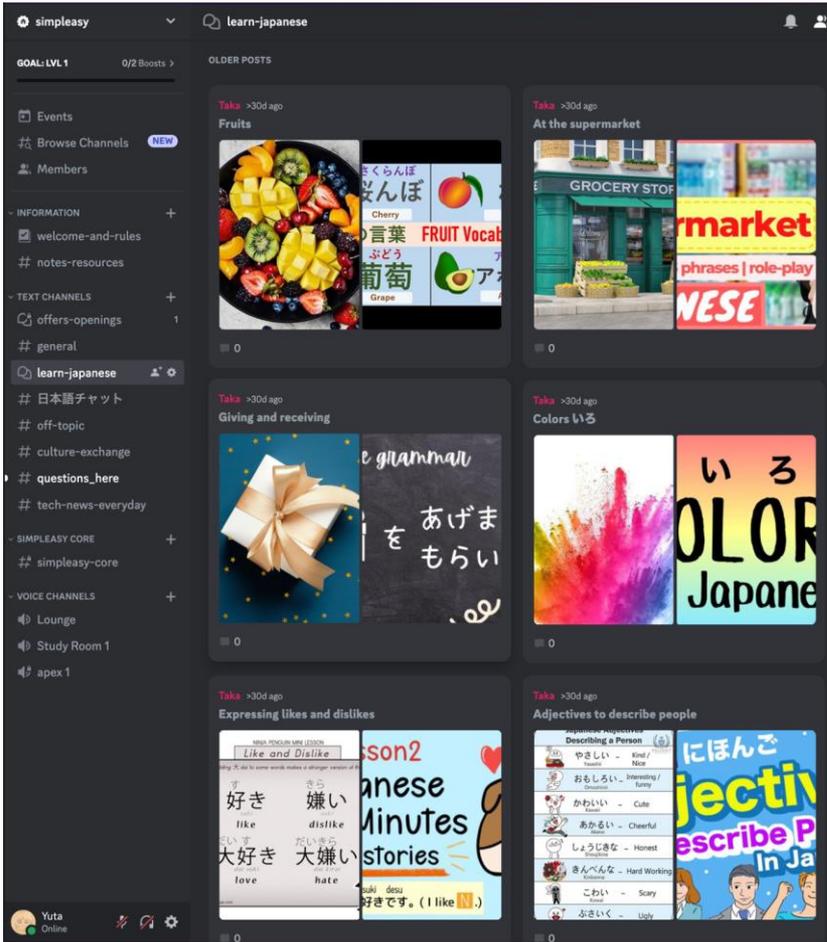**Rhea** 🇵🇭 🇯🇵
The only hype man you'll need :)

Shio 🇨🇳 🇺🇸
Born in Kyoto, Japan, in the first spring of the 21 century. Raised in Shanghai, China. Love movies. Free spirit.

Our challenges as a Global Team(Community Management)

discord

youtube

simpleasy

YouTube Channel

Main Service

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

No-code Development

Staff Augmentation

IT Consultant

English education for
Global HR Development

simpleasy

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

simpleasy

要件定義と企画
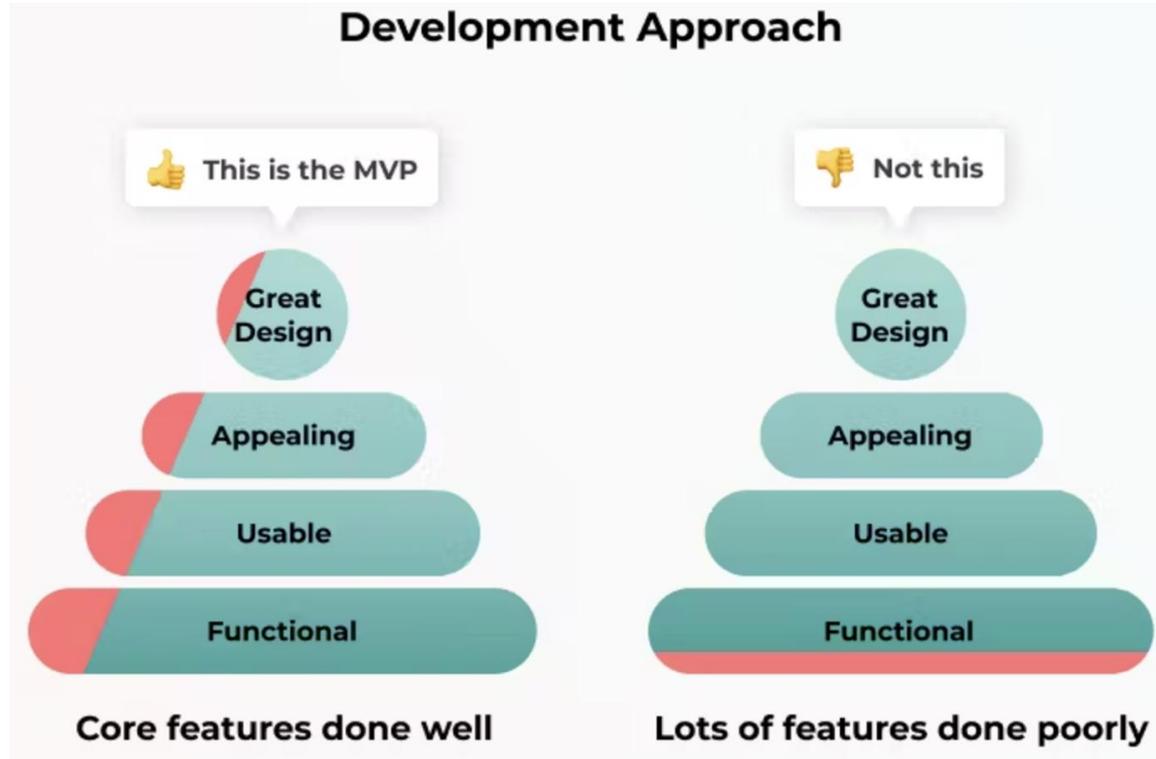
1. プロダクトビジョンの設定：
   a. プロジェクトの目標や目指す成果を明確にします。
   b. ステークホルダー（利害関係者）との協議を通じて、アプリの大まかな方向性を決定します。
2. ユーザーストーリーの作成：
   a. ターゲットユーザーを特定し、彼らのニーズや要望を「ユーザーストーリー」として記述します。
   b. これらのストーリーは、機能の優先順位付けやスプリント計画の基礎となります。
3. ロードマップの作成：
   a. プロジェクトの大まかなタイムラインを設定します。
   b. 主要なマイルストーンやリリースの目標を定義します。
4. 優先順位付けとバックログの作成：
   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。

Requirement Definition and Planning

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.**
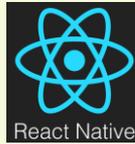
The Stages in Product Development

MVP(Minimum Viable Product)
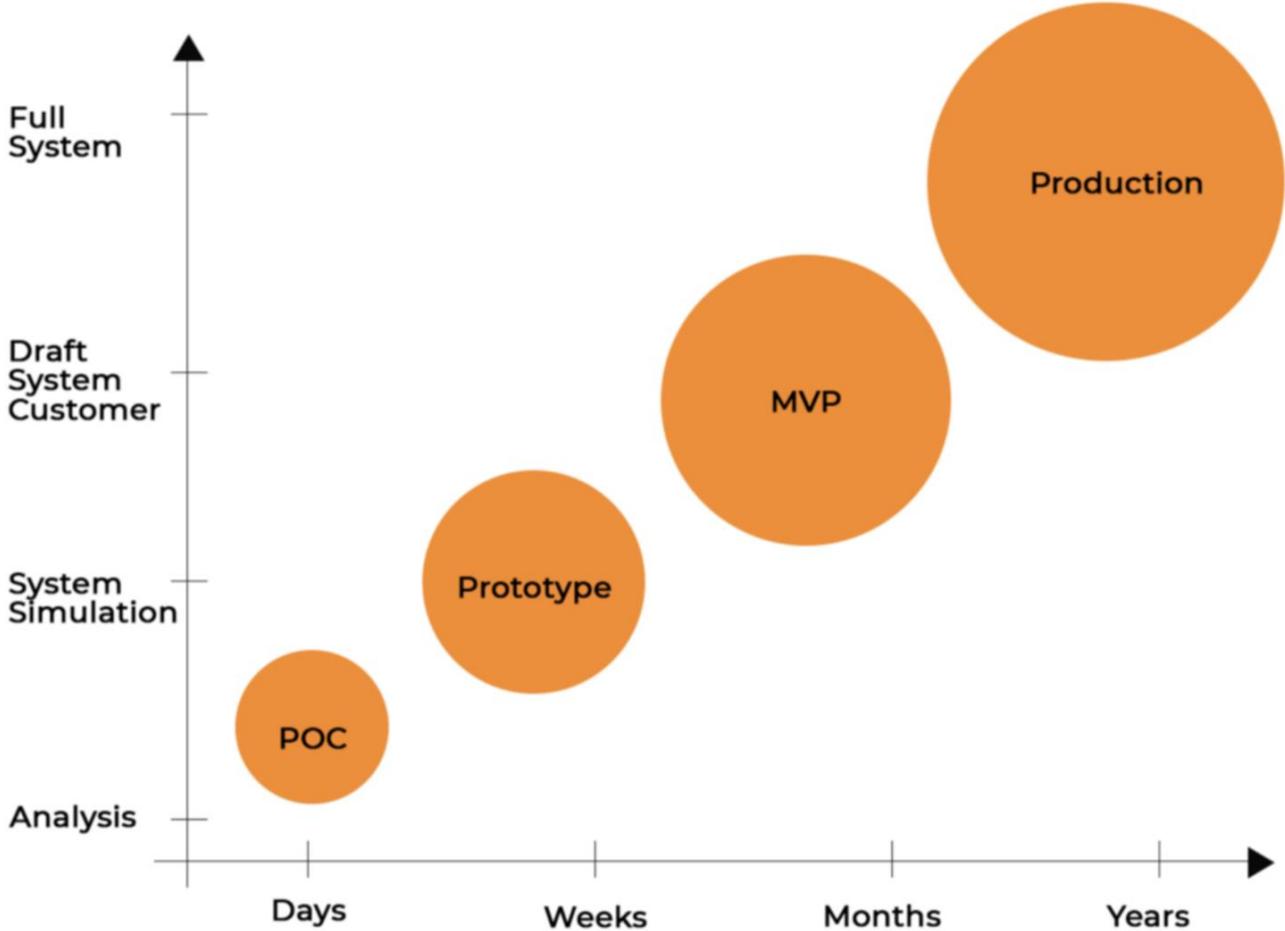
An initial version of a product having basic functionality that can be produced quickly and well enough to be tested by users

Prototype   MVP   Final Product

Development Approach

👍 This is the MVP   👎 Not this

Great Design

Appealing

Usable

Functional

Core features done well   **Lots of features done poorly**

Our Tech Stacks

Languages

HTML5 · JS · CSS3

php

TS · Swift

python

Library / Framework

React · React Native · nest · FFmpeg

django · node · Electron · Vue.js

WordPress · Angular · Laravel · NEXT.js

express JS · NuxtJS

Infrastructure

aws · Firebase

docomo Open Innovation Cloud

Technology

WebRTC · WebSocket

GraphQL · API {REST}

etc..

simpleasy as the Bridge
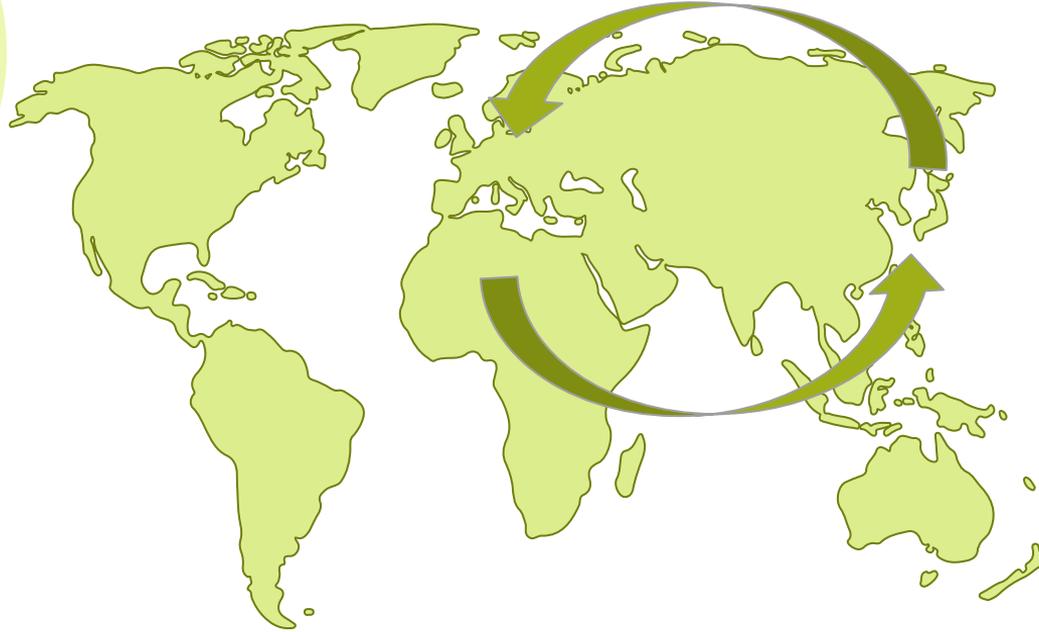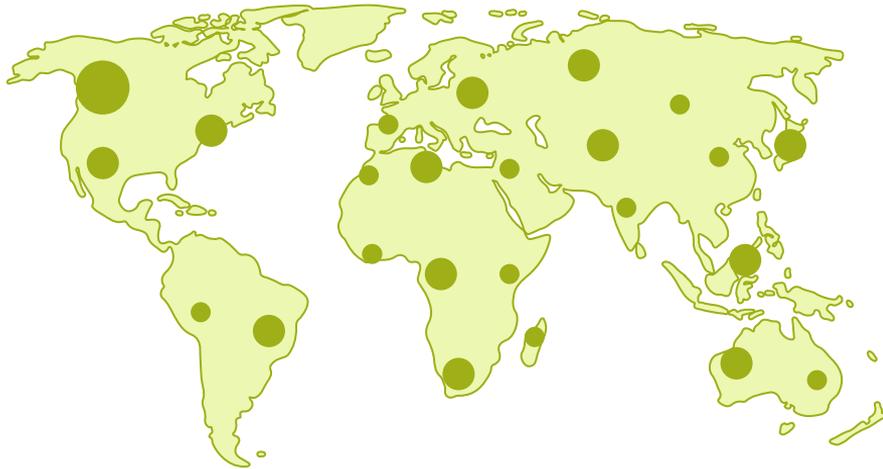
Simplify and facilitate talent exchange (Visa)

Bridge for non-English speaking engineer talent in Japan

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!