



We build websites, stores and AI solutions
that bring our clients sales

10

years in web development:
from landing pages to platforms

300+

projects launched for clients
across Ukraine and Europe

UA·EU

two markets: local expertise
and European-grade processes

APROS

our own AI-CRM platform —
the core of our AI solutions

BUILDING A WEBSITE SEEMS EASY.
SO WHY ARE THERE SO MANY
**BEAUTIFUL YET INEFFECTIVE
PROJECTS AROUND?**

— After 10 years we learned: a website without a strategy can exist, but it won't grow a business. That's why every project of ours starts with one question: **how will it earn?**

WHAT WE **DO**

WEBSITES

AREA 01

- Corporate websites
- Landing pages for ads
- Speed and SEO

E-COM

AREA 02

- Online stores
- ERP integrations
- Payments and delivery

PLATFORMS

AREA 03

- Marketplaces
- Client portals and CRM
- Complex logic

AI

AREA 04

- AI agents on APROS
- Smart search and recommendations
- Support chatbots

DESIGN

AREA 05

- Brand-driven UI/UX
- Design systems
- Branding and identity

Five areas — one accountable partner for the whole project

3 **SITE AS PART OF THE BUSINESS**

Connected to ERP and CRM, automates work with clients and suppliers.

2 **SITE AS A SALES CHANNEL**

Drives up to 70% of sales: storefront, cart, payment, delivery.

1 **SITE AS THE BEST IN ITS NICHE**

Solves image and marketing tasks, helps to sell.

0 **AN ORDINARY SITE**

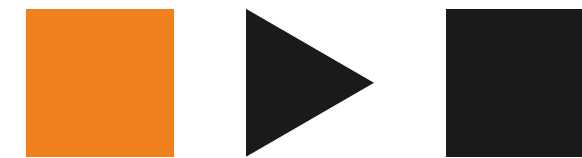
Announces the brand exists. Brings almost no sales.

WHAT THE CONSUMER WANTS TO BUY



Find, understand and buy quickly —
no extra steps, no doubts.

WHAT THE BUSINESS WANTS TO SELL



More leads and sales,
higher average order, repeat purchases.

A SUCCESSFUL PROJECT SITS AT THE CROSSING OF THESE TWO DESIRES

HOW WE **WORK**

ANALYSIS

STEP 01

- Business goals
- Competitors
- Target audience

STRATEGY

STEP 02

- Positioning
- Structure and scenarios
- Marketing hooks

DESIGN

STEP 03

- Prototype
- Brand-driven UI
- Responsive

DEVELOPMENT

STEP 04

- Code and integrations
- Testing
- Performance

GROWTH

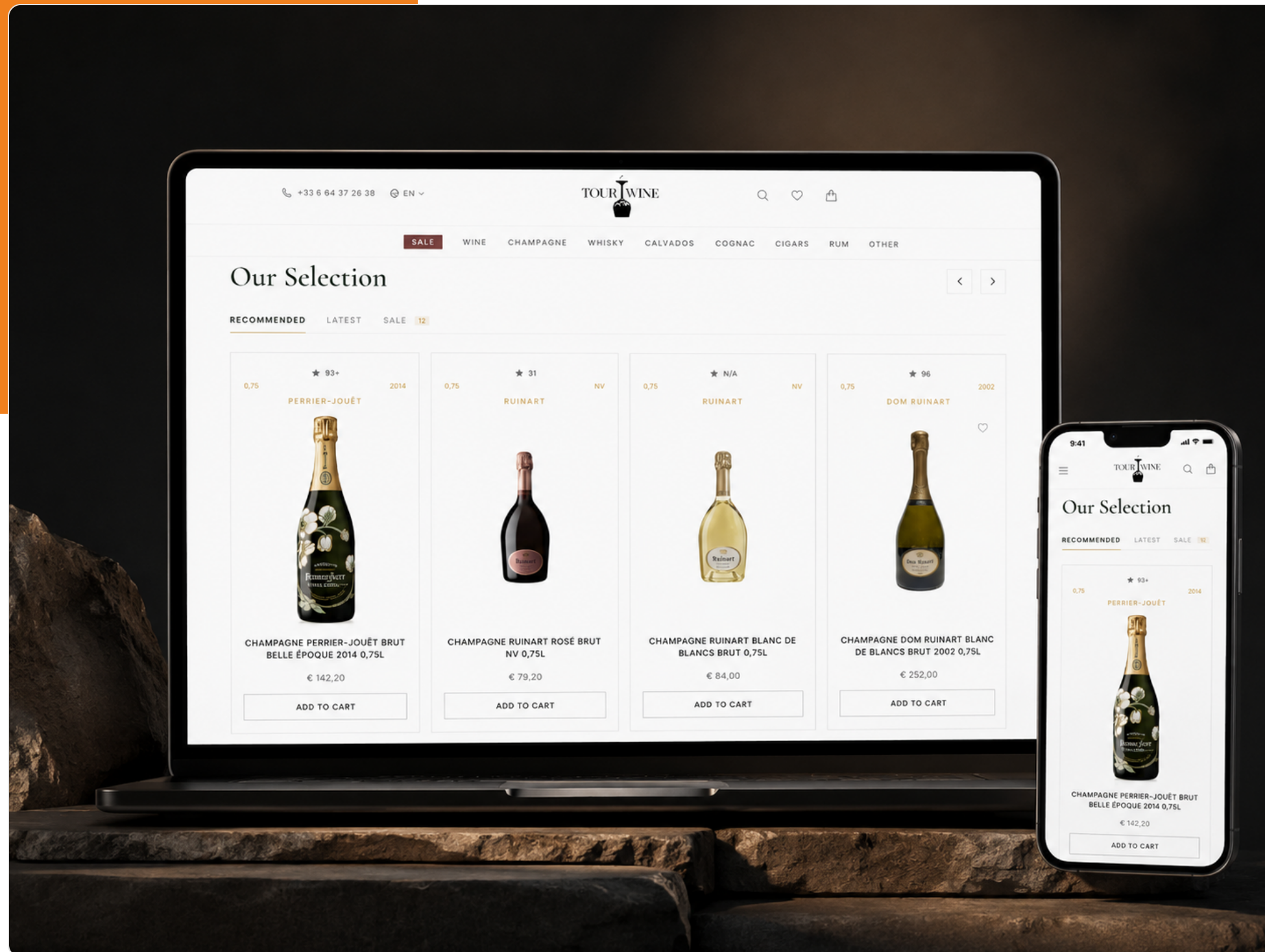
STEP 05

- Launch
- Analytics
- Support and evolution

Up to 40% of the time goes to analysis and strategy — they define the project's success

OUR **CASES**

SIX PROJECTS ACROSS NICHES – E-COMMERCE · B2B · HORECA · FINTECH · AI · THREE COUNTRIES



01

TOURDEWINE: FINE WINE BOUTIQUE

Challenge

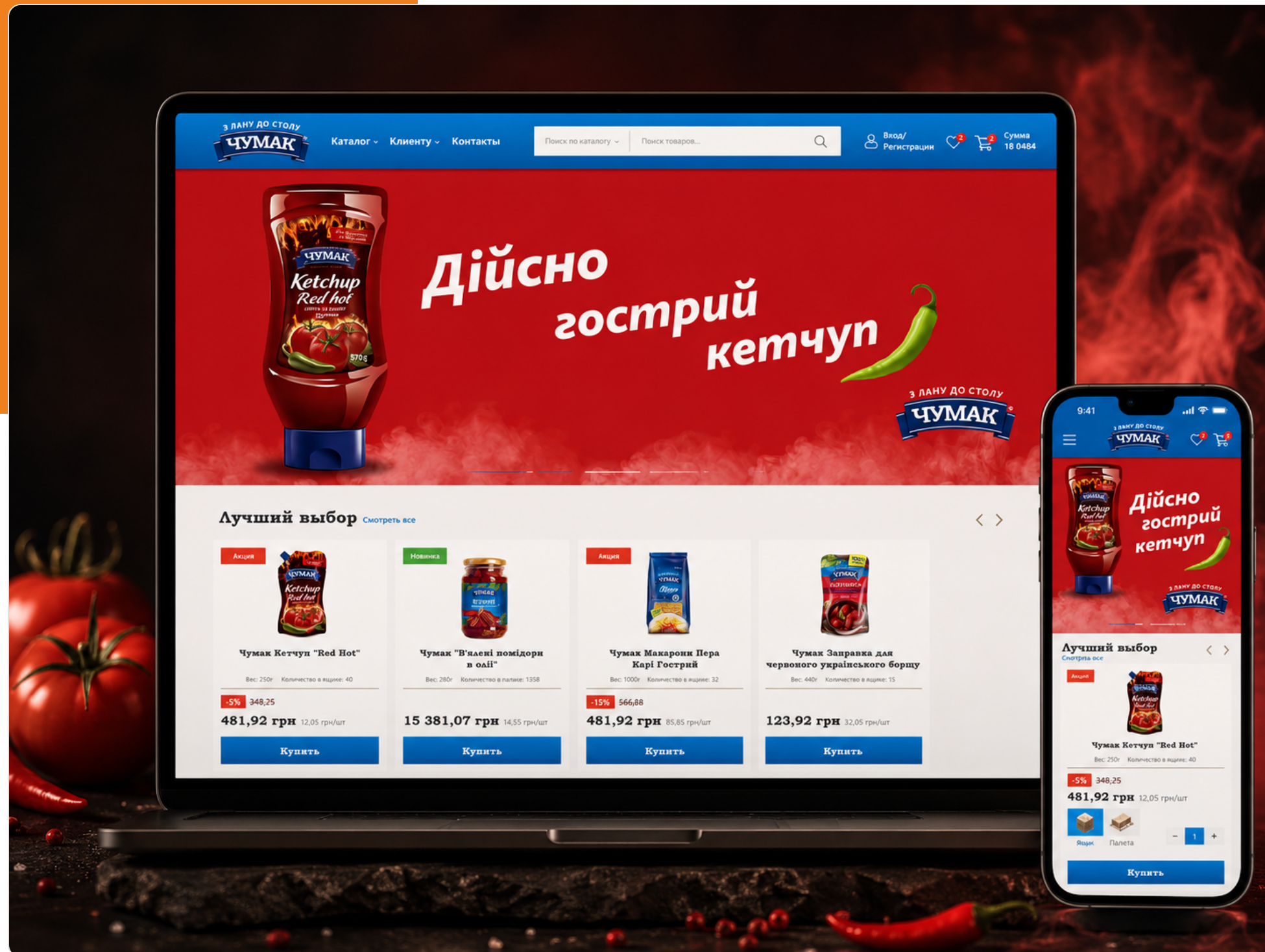
A wine boutique in Cannes (since 2015) – bring collectible wines, champagne and rare spirits online for France and Europe.

Solution

Bilingual e-commerce (EN/FR): 1,470+ products, filters by country, region, grape and classification, an AI sommelier right in the catalogue.

Result

Launched 2025 · 1,472 products · 9 countries of origin · delivery across France.



02

CHUMAK: WHOLESALE STORE

Challenge

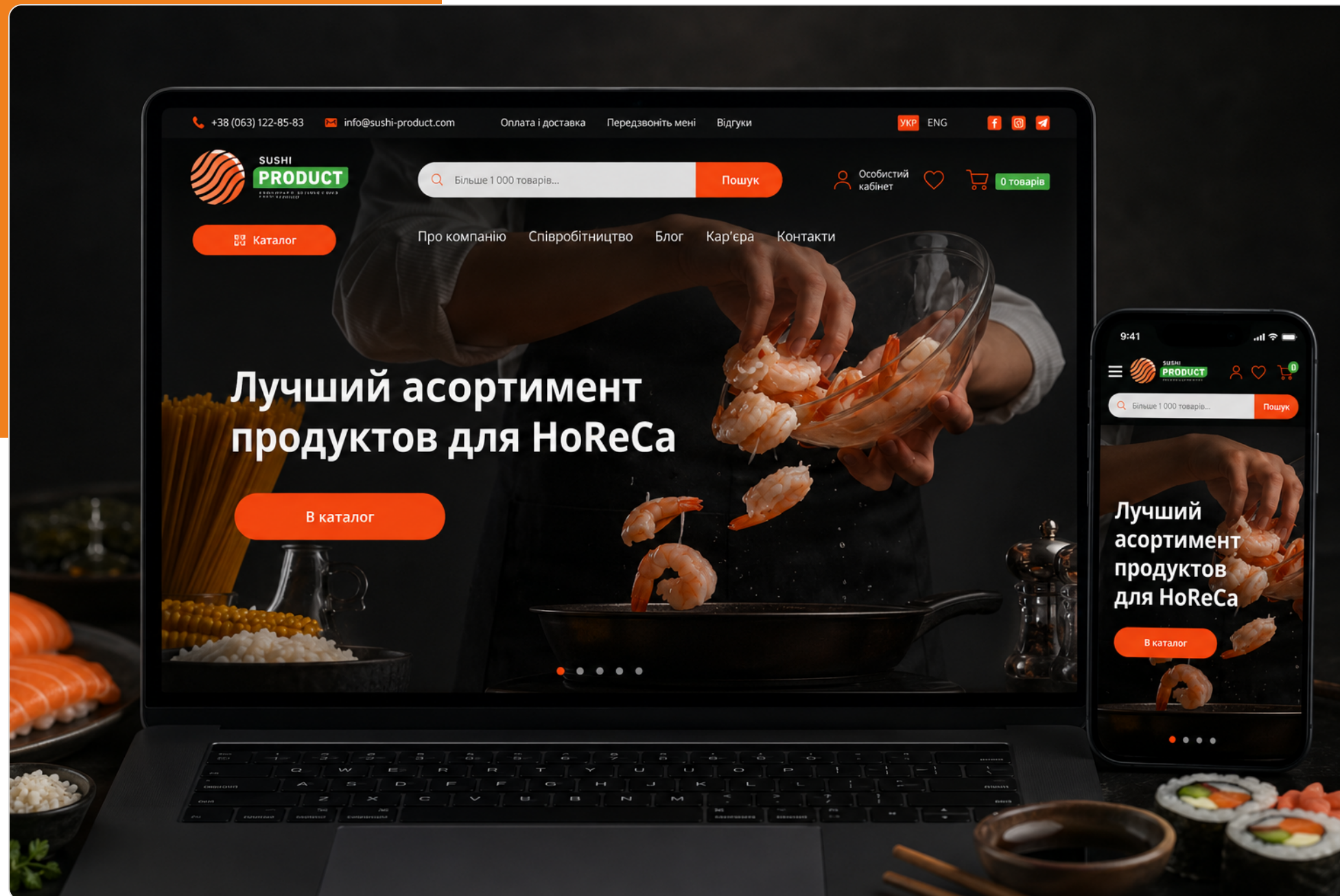
A well-known Ukrainian food producer – let wholesale clients order online, without calls and emails to managers.

Solution

B2B store: wholesale client account, catalogue with trade prices, quick reorder for regular purchases.

Result

Launched 2021 · wholesale clients order on their own, no manager calls needed.



03

SUSHI-PRODUCT: WHOLESALE FOR HORECA

Challenge

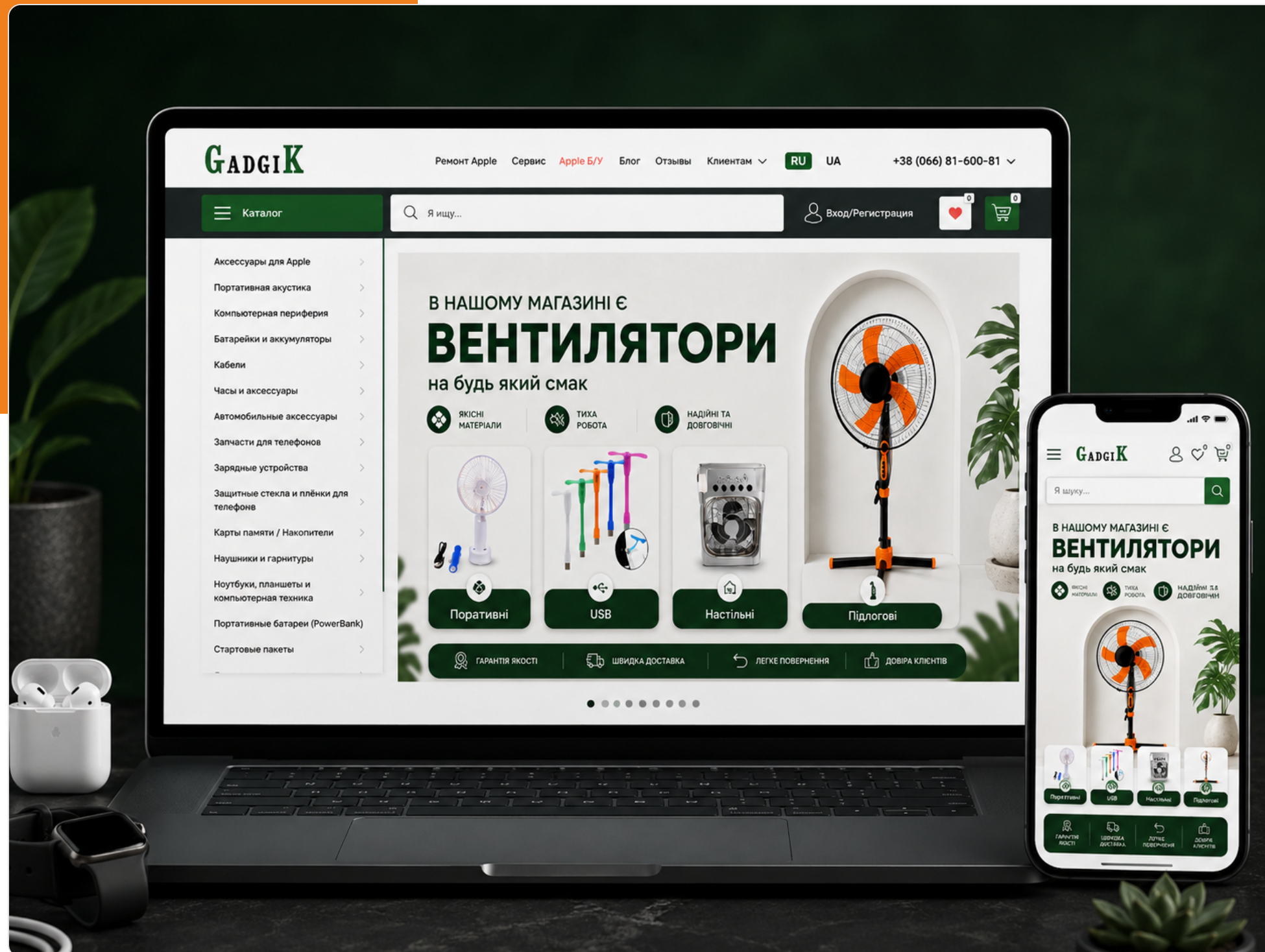
A supplier of sushi and pan-Asian ingredients (in business since 2004) – move wholesale orders from restaurants and chains online.

Solution

A wholesale store in three languages (UA/RU/EN): client account with trade prices, 16+ categories, curated sets for sushi, pizza and Tom Yum, manager integration.

Result

Launched 2020 · delivery across Ukraine · interactive PDF catalogue for B2B clients.



04

GADGIK: GADGETS & ACCESSORIES

Challenge

A chain of accessory stores and a service centre in Kharkiv — unite retail, service and online sales in one store.

Solution

Bilingual e-commerce (UA/RU): a catalogue from cases to appliances, cashback loyalty program, Apple repair section, connected to offline stores.

Result

Launched 2019 · running and growing for 6+ years · retail, service and online in one system.



05

HELVETIA DIGITAL: SWISS CRYPTO EXCHANGE

Challenge

A Swiss company (Zug) – a platform to exchange BTC, ETH and USDC for euros with a virtual IBAN for SEPA settlement.

Solution

An exchange platform with live rates, KYC/KYB onboarding, an OTC desk for orders above €250,000 and multi-sig cold storage.

Result

Launched 2024 · Swiss AML regulation (FINMA SRO) · orders from €100 to OTC level €250,000+.



06

APROS:

AI-FIRST CRM

Challenge

Apricode's own product – a CRM where AI is not an add-on but the core: leads, conversations and sales are handled by agents.

Solution

AI-first CRM: agents receive and qualify leads, communicate 24/7, automate sales and customer support.

Result

A live product: runs in Apricode client projects and in the studio itself – 24/7, no days off.

APPROACH

- We dive into the business, not just execute a spec
- Every stage is delivered with a demo
- Source code and access belong to the client
- Support and evolution after launch

TECHNOLOGY

- The right stack for the task – from proven CMS to modern frameworks
- Integrations: ERP, payments, delivery, CRM
- AI modules: search, recommendations, support agents
- Speed, SEO and analytics as standard

————— We work under contract: scope, timeline and budget are fixed before work starts.

WE ARE NOT LOOKING FOR CLIENTS.
**WE ARE LOOKING FOR THE BOLD,
THOSE WHO WANT TO GROW.**

WEBSITE

apri-code.com

TELEGRAM

[@Apricode_bot](https://t.me/Apricode_bot)

EMAIL

hello@apri-code.com

PHONE

+38 (099) 090 02 57

[DISCUSS A PROJECT →](#)