

# COMPANY PROFILE

# SCARLET CREATIVE SOFTWARE LIMITED

SERVING THE UNDERSERVED



[WWW.SCARLETCREATIVESOFTWARE](http://WWW.SCARLETCREATIVESOFTWARE)



# OUR STORY BEGINS: A LETTER FROM THE FOUNDERS



Michael Ali  
Director



Gabriela Sewdhan  
Director

At Scarlet Creative, we believe technology should not just build systems, it should build hope. We started this journey in October 2021 with a promise to ourselves: **create technology that protects, uplifts, and heals, not just scales.**

We partner with **businesses, NGOs, and impact-driven organisations** that share a vision of progress rooted in humanity. Whether it's AI and automation for growing companies or digital platforms serving vulnerable communities, our compass remains the same: **empathy first, impact always.**

From initiatives like **Tee4Humanity**, turning art into real-world change, to future dreams like **building an animal sanctuary and supporting grassroots heroes**, our purpose goes beyond code, it's about compassion in action.

Scarlet Creative is more than a tech company. It is a promise to build a kinder future, where innovation serves people first.

Thank you for walking this journey with us! Whether you are a visionary founder, a global change-maker, or a community builder. **Let's create solutions together!**

—  
**Michael and Gabriela**  
Co-founders of Scarlet Creative





# AT A GLANCE

## COMPANY NAME

SCARLET CREATIVE SOFTWARE LIMITED

## TAGLINE

SERVING THE UNDERSERVED

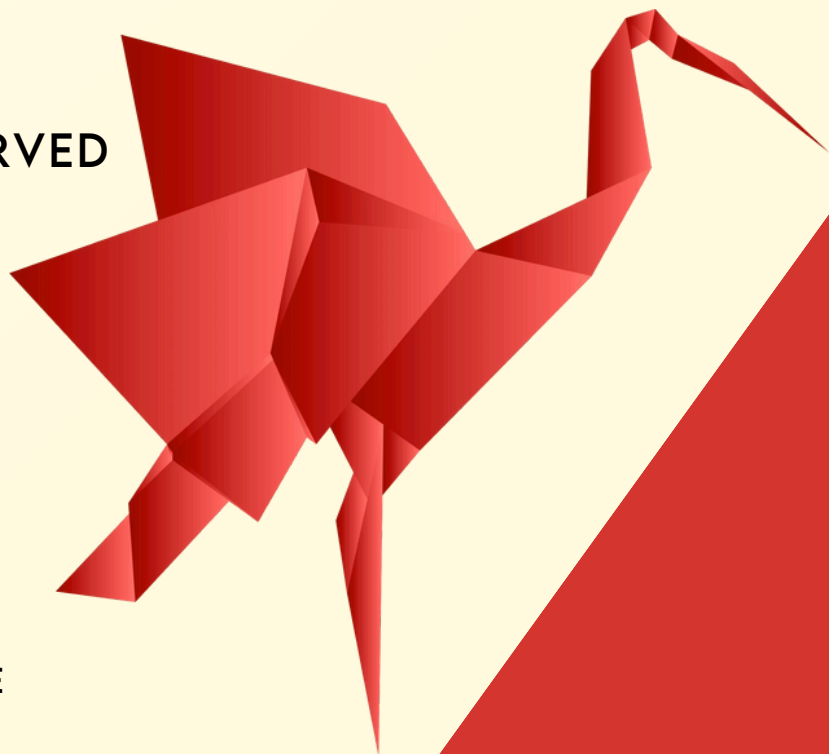
## FOUNDED IN

OCTOBER 2021

## LOCATION

TRINIDAD & TOBAGO

(SERVING CLIENTS ACROSS THE  
CARIBBEAN AND WORLDWIDE)



## CONTACT INFORMATION



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+1 (868) 217-6027



### Address

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[contact@scarletcreative.org](mailto:contact@scarletcreative.org)



### Web Address

[www.scarletcreative.org](http://www.scarletcreative.org)

# WHO WE ARE

## Our Vision

To be a trusted technology partner for organisations that want to grow without losing their humanity, where reliable digital systems support both strong operations and positive social impact.



## Our Mission

We design and build human-centred software, automation, and data systems that:

- Reduce repetitive, manual work
- Give leaders clear, timely visibility
- Make services more accessible to underserved communities
- Support ethical, transparent, and sustainable operations

Success for us means more time, clarity, and capacity for the people using our tools.

## What We Believe In



**Helping Others** - We serve everyone, ensuring technology is accessible and beneficial to all.

**Impact** - Technology should make a concrete difference: less friction, better outcomes.

**Clarity** - Plain language, honest expectations, and tools that people actually understand.

**Craft** - Clean architecture, thoughtful UX, and maintainable systems that can grow.

**Trust** - We show up consistently, honour commitments, and build systems you can rely on.

**Partnership** - We co-create with our clients, sharing responsibility for long-term success.





# WHAT WE DO

## Our Toolkit for Change: Our Services

We turn scattered tools and manual processes into connected, intelligent systems.

### Custom Software & Application Development

Web and mobile applications tailored to your programmes and operations, from portals and internal tools to full platforms for registration, tracking, and reporting.

### AI & Decision Support

AI assistants and analytics layers that help teams search, summarise, and understand their own data – in plain language – without needing a technical background.

### Business Systems & Integrations (Odoo, ERPs & More)

Integrations between ERPs, CRMs, registration portals, and finance tools so product, project, and client data stays consistent across your ecosystem.

### Automation

We map your processes, then automate where it's safe and useful: routing submissions, syncing data between systems, and sending notifications so nothing falls through the cracks.

### Data, Dashboards & Impact Measurement

Structured data models, dashboards, and reporting pipelines that turn raw information into clear insight for management, regulators, and funders.

### UI/UX Design & Consultation

Human-centred design, UX reviews, and product consulting to make complex systems feel intuitive, especially for non-technical staff and external stakeholders.



# STORIES OF IMPACT

## Our Solutions in Action

### Technology with a Heart

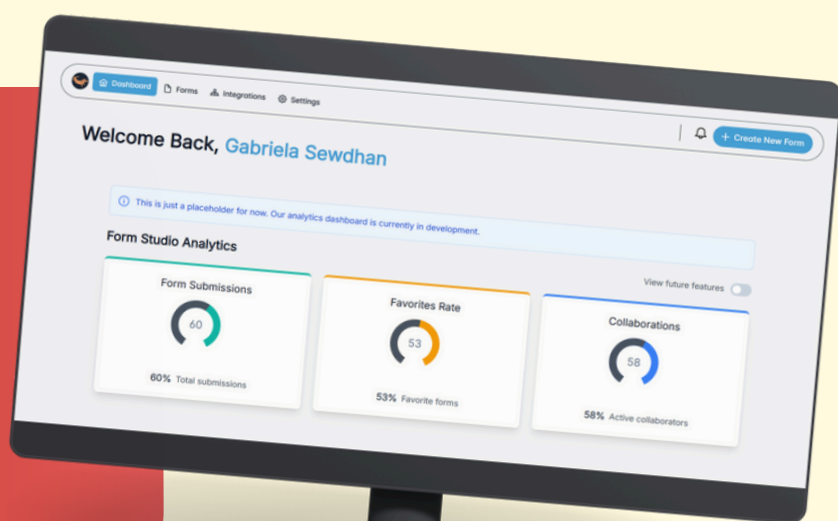
At Scarlet Creative, we believe technology should create real-world impact, not just for businesses, but for communities too. These stories highlight how **we've helped organisations overcome challenges, save time, and unlock new opportunities.** From NGOs to growing companies, the results speak for themselves: **less manual work, more focus on what matters most.**



# 1 SCARLET FORMSTUDIO: REGISTRY-STYLE DATA PLATFORM

## THE CHALLENGE

NGOs and small organisations relied on paper forms and messy spreadsheets. Data was inconsistent, validation was weak, and preparing reports for funders took days.



Completely **FREE** for NGOs, Students and Educators

## WHAT WE DID

We built a web platform where staff created **validated forms with required fields, uploads, and e-signatures**. Submissions are stored as structured records in a central database, with **auto-generated PDFs, dashboards, and integrations to Sheets/automation tools**.

This mirrors a registry-style information system with validated entries, centralised records and automated reporting.

## THE IMPACT

**Instant reporting** for smarter, faster decisions

**Accessible for all**, from grassroots NGOs to scaling businesses

**Cuts admin time** so teams can focus on people and growth



## 2

# TASKBOOK: MULTI-STAKEHOLDER WORKFLOW & NOTIFICATIONS

## THE CHALLENGE

A home-improvement company coordinated hundreds of site visits using spreadsheets and calls. Scheduling, reminders, and status tracking were manual and error-prone, with no single view of progress.



## WHAT WE DID

We developed **TaskBook**, our in-house platform designed to simplify field operations from end to end.

- TaskBook **automatically ingests work orders, schedules appointments, sends confirmations, and keeps all documentation in sync.**
- Staff can see **real-time updates in one place**, while **customers receive reminders and status notifications** without a single manual call.

## THE IMPACT

**95% less manual** scheduling work

Real-time alerts **improved customer satisfaction**

**Always-synced schedules** boosted technician productivity

### 3 AURORA-ODOO INTEGRATION: STRUCTURED PRODUCT & PROJECT DATA

#### THE CHALLENGE

**Automating Technical Reports & ERP Updates via the Aurora Solar API** - A solar/energy provider needed to generate standard technical reports and ensure project and product data reached Odoo (ERP), QuickBooks, Slack, and internal sheets. Staff were exporting data and building PDFs by hand for every project.



TIME TAKEN: 2 WEEKS

#### WHAT WE DID

We built a **fully automated workflow** that springs into action the moment a contract is signed:

- **Instantly pulls project details** via the **Aurora Solar API**
- **Generates a polished, branded PDF report in seconds**
- Pushes the report seamlessly into **Odoo, Slack, QuickBooks, and Google Sheets**

**No waiting. No manual steps. Just instant data flow.**

#### THE IMPACT

**100% automation from contract to kickoff**

**Faster turnaround for customers**

**Consistent, professional reporting**

## THE CHALLENGE

An organisation held years of performance data across spreadsheets and databases. Only a few technical staff could query it, and answering strategic questions or building reports could take days.



## WHAT WE DID

We built an **AI-powered assistant** that works like a **smart teammate**.

- You ask a question in plain English: “**How did our program perform this month?**”, and it **instantly finds the data, runs the analysis, and explains the results clearly**.

## HOW WE BUILT IT

Advanced language models, semantic search, and automated pipelines powered by Python, Pinecone, and Google Cloud.

## THE IMPACT

- 70% faster** access to crucial data
- 3x more data-driven** decisions across the team
- Empowered non-technical staff** to use data confidently



## MORE OF OUR WORK (BRIEF DETAILS)

Beyond our main platforms, we build focused tools that keep data clean, compliant, and moving.



### ONLINE TRAINING & CERTIFICATION AUTOMATION

End-to-end flows that handle enrolment, reminders, completion tracking, and automated reporting to regulators via APIs.



### N8N AUTOMATION SUITE

Workflows for syncing data, routing leads, checking duplicates, and enforcing approvals across CRMs and ERPs.



### DOCUMENT & PDF PIPELINES

Auto-generate contracts, notices, and reports from form submissions and push them to email, cloud storage, or ERPs.



### REGULATORY REMINDER FLOWS

Scheduled jobs that track renewals and expiries and send email/SMS alerts before deadlines.



### OPERATIONS DASHBOARDS

Lightweight internal views combining spreadsheets, APIs, and databases for managers and coordinators.



### MULTI-FORM INTAKE & ROUTING

JotForm / web-form to database pipelines that apply routing rules (by region, product, or risk level) and create tickets or tasks in tools like Trello and Odoo.



### WEBSITE & PORTAL INTEGRATION

Connect public sites and portals to back-office systems so registrations and enquiries always land in the right workflow.



### QUALITY & MONITORING JOBS

Scheduled checks (often running on n8n or cloud functions) that validate data consistency, flag missing fields, and alert teams before issues become problems.



# WHO WE ARE

## The Minds Behind the Mission

*We're a human-centred, collaborative team rooted in the Caribbean.  
We value learning, clear communication, and sustainable, long-term partnerships.*



**FOUNDER, DIRECTOR &  
SYSTEMS INTEGRATION**

### **Michael Ali**

Our visionary architect, always seeing the big picture and guiding us with clarity, innovation, and support.

**DIRECTOR & LEAD  
SYSTEMS DEVELOPER**

### **Gabriela Sewdhan**

The creative heartbeat of Scarlet, bringing ideas to life with care, detail, and beautiful storytelling.



**TECH LEAD & UI/UX DESIGNER**

### **Kyle Awah**

The heart of our dev team, the big brother who unites us with creativity, humor, and constant support.








## SOFTWARE DEVELOPER & QA/TESTOR

### **Jonathan Rampersad**

Lightning-fast and precise, effortlessly turning complex problems into clean, elegant solutions.



## SOFTWARE DEVELOPER & DATABASE DESIGNER



### **Sanjeev Praboocharan**

A gentle powerhouse, endlessly kind and incredibly versatile, with documentation that feels like magic.



## SOFTWARE DEVELOPER & DATA ENGINEER

### **Richard Rattansingh**

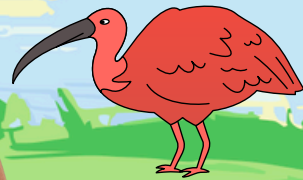
The teammate everyone trusts, always available to help and quick to support anyone who needs backup.



## ARTIST & TECHNICAL WRITER

### **Brittney Dhanoo**

Our creative soul, blending art and engineering beautifully in everything she builds.





# WHAT WE USE

## OUR TECH EDGE

*Modern, reliable engineering focused on real-world operations.*

### HOW WE BUILD

- **Agile delivery** – Short iterations, regular demos, and close collaboration with stakeholders so we can adjust early and often.
- **DevOps & Reliability** – CI/CD pipelines, logging, and monitoring so changes are tested, releases are repeatable, and systems stay stable.
- **Security & Data Care** – Role-based access, encryption where appropriate, and careful handling of sensitive information in line with best practices.



### WHAT WE USE

We work with a modern, practical stack, including:

- **Languages & Frameworks** – JavaScript/TypeScript, Python, PHP, Dart, SQL/NoSQL; React, Vue, Next.js, Flutter.
- **Cloud & Infrastructure** – Google Cloud Platform, AWS, serverless functions, containerised workloads, and CI/CD tooling.
- **Databases** – PostgreSQL, MySQL, MongoDB, Firestore, and analytics warehouses where needed.
- **Automation & Integrations** – n8n, Zapier, Make, custom APIs, webhooks, Google Cloud Functions, Twilio, and more.
- **Business Systems** – Odoo ERP, CRM and project tools, accounting and payment platforms commonly used by our clients.

We choose technologies based on fitness for purpose, maintainability, and what your team can realistically support over time.

# OUR MARKET FOCUS

*Where our experience is strongest*

We work best with organisations that manage many moving parts, people, products, projects, and data, and need systems that bring it all together.

## **PUBLIC & SOCIAL IMPACT ORGANISATIONS**

Standards bodies, NGOs, and development partners that require registries, monitoring tools, and clear reporting to stakeholders.

## **CONSTRUCTION & HOME SERVICES**

Field operations platforms, scheduling, and document workflows for companies coordinating crews and projects at scale.



## **EDUCATION & TRAINING PROVIDERS**

Online learning, enrolment, certification, and automated reporting to regulators and partners.

## **ENERGY, SOLAR & TECHNICAL SERVICES**

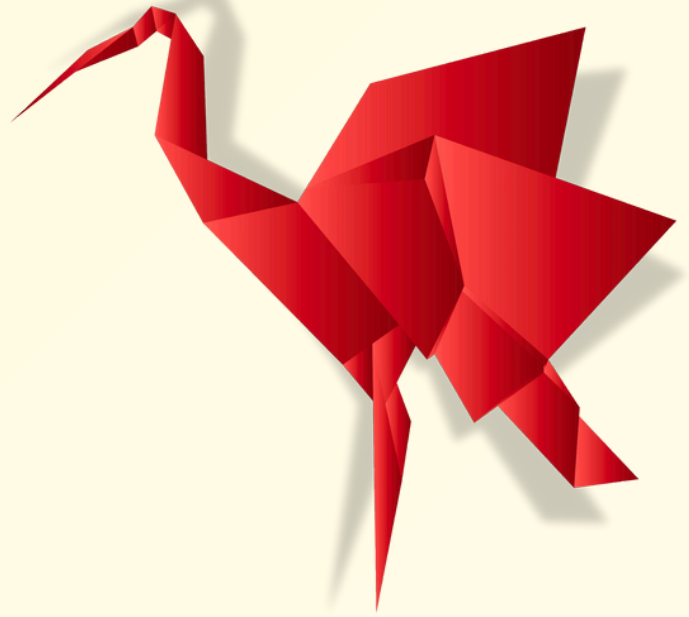
Integrations between design platforms, ERPs, and finance systems for projects that have strong technical and regulatory requirements.

## **HEALTHCARE & PROFESSIONAL SERVICES**

Scheduling, case or client management, and secure data flows between front-line teams and back-office systems.

Across these sectors, our focus is consistent: reduce manual work, improve visibility, and support better decisions for the organisations we serve.

# TECHNOLOGY WITH A CONSCIENCE



## GET IN TOUCH

### Let's Create Change Together

Whether you're a mission-led organisation or a growing business, if our values resonate, we'd love to create impact together.



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