



# Simplifying Currency Risk Management for SMEs

## PROJECT

### EZFX Broker

Deemaze Software

ALT21

FINTECH

CURRENCY RISK MANAGEMENT

HEDGING PLATFORM

## THE CHALLENGE

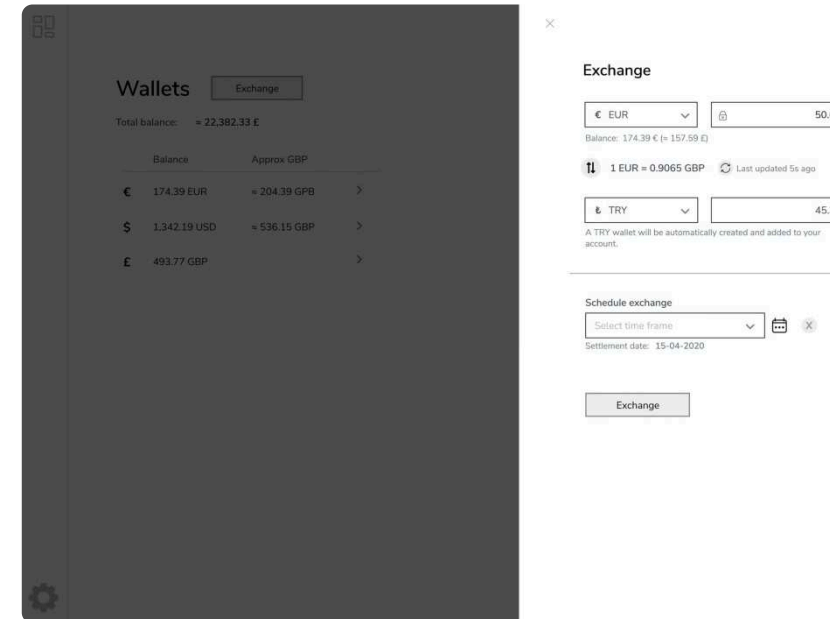
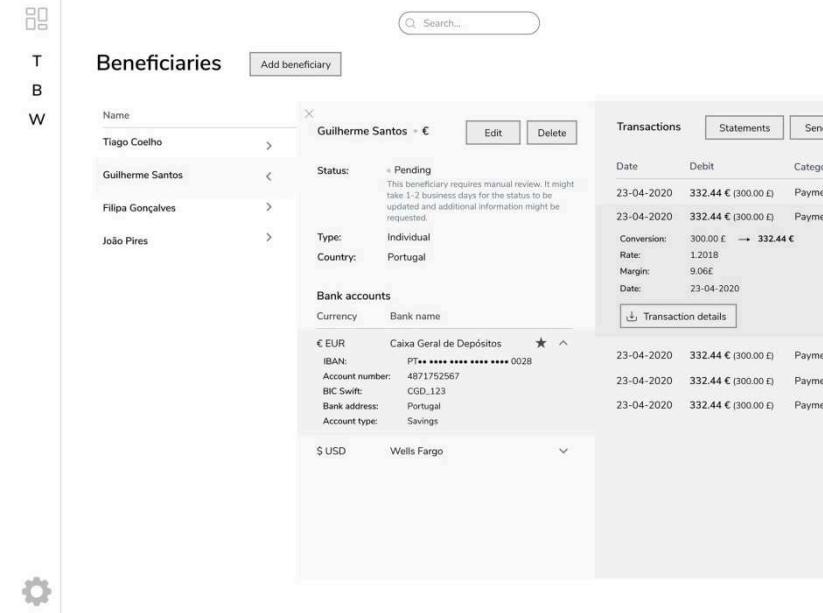
Deemaze first met the ALT21 founders during their early days at Dublin's Dogpatch Labs. With a bold vision to simplify currency risk management for SMEs, ALT21 had secured funding and were ready to bring their idea to life. However, like many early-stage startups, they faced significant challenges: transforming their concept into a fully developed product while addressing the complexities of building a technical foundation to support it.

Designing a platform for currency risk management required solving nuanced technical and usability challenges to ensure it was both robust and user-friendly for SMEs. At the same time, they needed to build a dedicated technical team capable of executing this vision from the ground up. These challenges were compounded by the need to establish the right infrastructure to scale effectively and compete in the demanding fintech market.

## THE SOLUTION

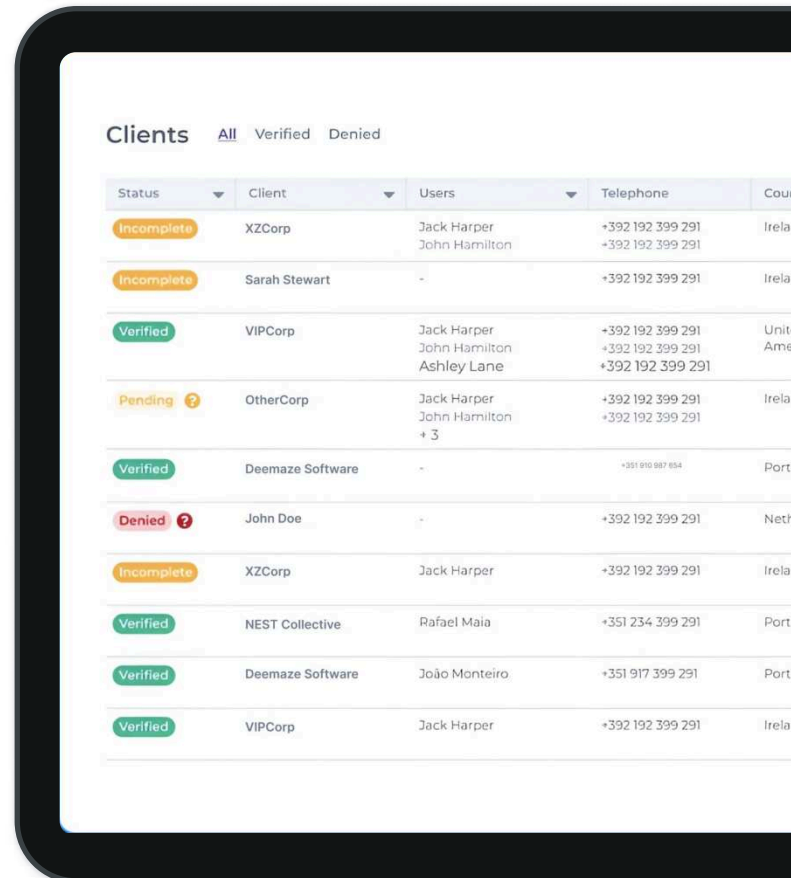
To help ALT21 overcome these challenges, Deemaze partnered with them from day one, providing both technical and operational support. We designed their first product, a platform aimed at simplifying currency risk management for SMEs. Our team conducted extensive usability tests to refine the platform's UI/UX, ensuring it was intuitive and aligned with the needs of SME users while addressing the complexities of FX hedging.

In parallel, we supported ALT21 in building their internal technical team, helping them establish the resources and infrastructure needed to scale. This included assembling an initial tech team, guiding recruitment processes, and providing strategic advice on setting up operations in Portugal. These efforts laid the foundation for ALT21's growth and positioned them to compete effectively in the fintech market.



## THE RESULTS

Today, ALT21 is one of Europe's most promising fintech startups, providing SMEs with an innovative platform that empowers them to manage currency risks effectively. Deemaze's contributions—from designing a user-centric product to supporting operational growth—played a key role in transforming ALT21's vision into reality. With a strong technical foundation, scalable infrastructure, and a market-ready platform, ALT21 has emerged as a leader in fintech innovation, poised for continued success.



The image shows a tablet displaying a 'Clients' management interface. The interface includes a title 'Clients' with filters for 'All', 'Verified', and 'Denied'. Below the title is a table with columns for Status, Client, Users, Telephone, and Country. The table contains several rows of client data, each with a status indicator (e.g., Incomplete, Verified, Pending, Denied) and a list of users.

Status	Client	Users	Telephone	Country
Incomplete	XZCorp	Jack Harper John Hamilton	+392 192 399 291 +392 192 399 291	Ireland
Incomplete	Sarah Stewart	-	+392 192 399 291	Ireland
Verified	VIPCorp	Jack Harper John Hamilton Ashley Lane	+392 192 399 291 +392 192 399 291 +392 192 399 291	United Americ
Pending ?	OtherCorp	Jack Harper John Hamilton + 3	+392 192 399 291 +392 192 399 291	Ireland
Verified	Deemaze Software	-	+351 910 987 654	Portug
Denied ?	John Doe	-	+392 192 399 291	Nether
Incomplete	XZCorp	Jack Harper	+392 192 399 291	Ireland
Verified	NEST Collective	Rafael Maia	+351 234 399 291	Portug
Verified	Deemaze Software	João Monteiro	+351 917 399 291	Portug
Verified	VIPCorp	Jack Harper	+392 192 399 291	Ireland

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