



VELA  
INTERACTIVE

Apps for your bundle.  
Built, run or licensed.

FOR OPERATORS AND DCB AGGREGATORS

SEPTEMBER 2026

You choose what  
you own.  
We handle the rest.

---

Take the app outright and run it yourself. Take it and let us run it. Or licence a title we own and maintain, and put it straight into your bundle.

# Built, run or licensed

---

## Built and handed over

You own the app outright. We build and integrate it, then transfer the code, the accounts and the store listings.

---

## Built and run

You own the app. We keep it running for life: billing, store submissions, OS releases, monitoring and support.

---

## Licensed

We own and maintain the title. You put it in your bundle and bill it. No build cost, no development risk.

---

In every model the carrier billing is designed in from the first wireframe, and the title is built for your bundle rather than adapted to it.

# Built well. Built to bill. Built fast.

---

## Quality

Original design and art direction, made for your brand and your market. Not a template with your logo dropped on it.

---

## Carrier billing

Header enrichment and MSISDN entitlement designed in from the first wireframe, never retrofitted once the app is built.

---

## Speed

Six weeks from brief to live. That is our standard lead time, not our best case.

---

# Entitlement never leaves the network

LANDING IDENTIFY CONFIRM UNLOCK BILL

---

The operator serves the offer on its own network. Header enrichment resolves the number without asking for it. One click, and the charge lands on the mobile account the customer already pays.

No app store account.

No card on file.

No second identity  
to remember.

# Shipping it is the easy part

## STORE POLICY

Age ratings, data disclosures and subscription rules change without notice. A build already in review gets rejected for a rule that did not exist last quarter.

## TELCO DRIFT

A gateway is reconfigured, a header stops being passed, and billing quietly stops converting while the app itself looks perfectly healthy.

## OS RELEASES

A June beta deprecates an SDK you shipped in March. Annual releases force rebuilds whether or not the product itself has changed at all.

## USER ISSUES

Entitlement failures at two in the morning, refunds arriving through the store rather than through you, complaints in a language nobody speaks.

---

None of this is visible in a demo. All of it is visible by month four.

# Handled, not escalated back to you

---

## Named owner

One team that knows your app, your market and your billing flow. Not a ticket queue and not a rota.

---

## Live monitoring

Billing, entitlement and crash rates watched around the clock. Most faults are fixed within hours.

---

## Store submissions

Every submission, rejection and resubmission handled by us, including the policy reading nobody wants to do.

---

## Release cadence

Tracked against OS betas, so the rebuild happens before the release rather than after the outage.

---

# Building it is the part you can staff

---

Five specialisms, not one hire

iOS, Android, backend, billing integration and art direction. A lean team is only lean until something breaks.

---

The second market starts again

New operator, new gateway, new store requirements — and the same team already at capacity on the first.

---

Quiet years still cost

Between launches the team stays on the books, still needs work to do and still needs to be kept current.

---

Operators and aggregators are building their own apps to fill bundles. None of this is beyond an in-house team — the question is whether it is worth building twice.

# Brief to live in six weeks

WEEK 0

## Brief

Vertical, market and billing flow agreed in a single working session.

WEEK 1

## Design

UX, art direction and the subscribe journey signed off before a line is written.

WEEK 2

## Build

Built and integrated, billing and entitlement tested end to end on the live gateway.

WEEK 6

## Live

In market, monitored from the first day, with the support path already staffed.

Six weeks is our standard lead time, not a sprint. Support continues for the life of the app.

# Give us one vertical and one market.

- |     |                            |                                                                                  |
|-----|----------------------------|----------------------------------------------------------------------------------|
| I   | A segment you want to grow | Traffic and placement you already have, but nothing of your own to sell into it. |
| II  | A market to launch in      | One country, one billing flow, one set of numbers we can both read.              |
| III | A model                    | Own it outright, keep us running it, or licence one of ours.                     |

LET US NAME THE VERTICAL AND THE MARKET ON THIS CALL.