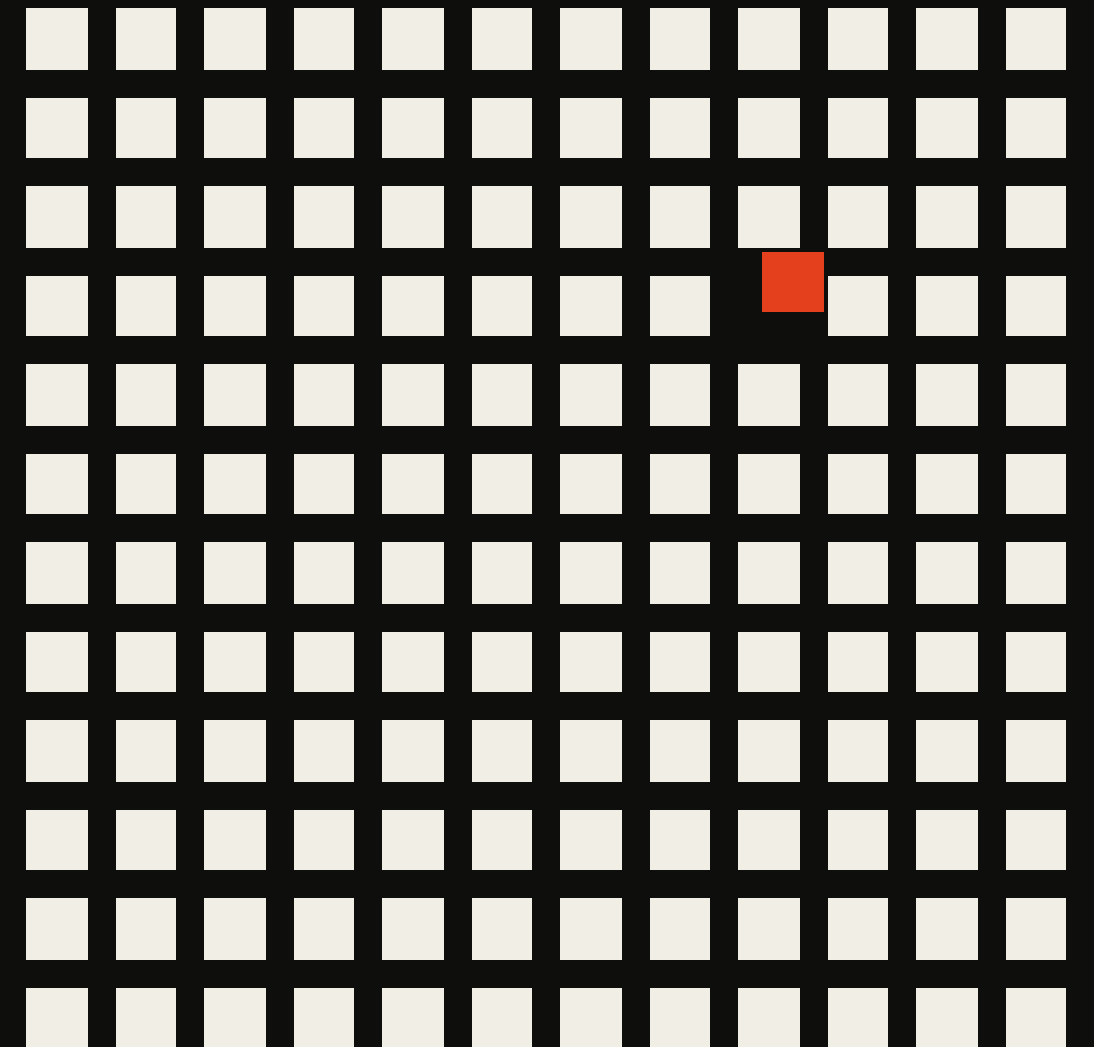


variance[■]

Websites, web apps, mobile
apps and the systems
businesses run on. From a blank
page, never a template.



var-i-ance

/ˈVEɪ.ɹɪ.əns/ • NOUN

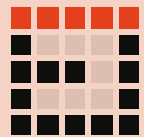
-
- 1 How far something sits from the average.
 - 2 A studio that designs and builds websites, web apps, mobile apps and business systems, from scratch.
-

HIGH VARIANCE WHERE IT'S SEEN. ZERO VARIANCE WHERE IT COUNTS.

Design that's unmistakably yours. Engineering that's the same careful way every time: backups, tests, monitoring, updates, access logs.

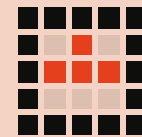
WHAT WE BUILD

ONE TEAM. WEB, MOBILE AND THE SYSTEMS IN BETWEEN.



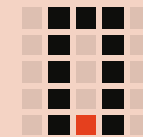
WEBSITES & WEB PLATFORMS

Fast, custom websites that explain what you do and turn visitors into customers.



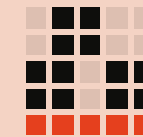
WEB APPLICATIONS

Software that runs in the browser: portals, dashboards and platforms people log in to.



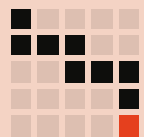
MOBILE APPS

iOS and Android apps designed for real phones, real networks and one-handed use.



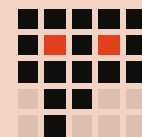
INTERNAL & OPERATIONAL SYSTEMS

The systems that run the business behind the scenes, in one place and one login.



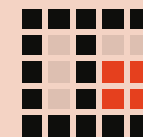
AUTOMATION & INTEGRATIONS

Let software do the repetitive work, and connect the tools you already use.



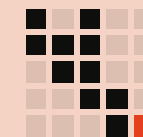
AI TOOLS

AI that is useful, grounded in your own data, and checked by a person where it matters.



DESIGN & PRODUCT

Research, design and prototypes, so the right thing gets built before any code is written.



CARE & IMPROVEMENT

Keeping what you have fast, secure, accessible and running after launch.

WHAT WE BUILD

VARIANCE.AGENCY

EVERY SERVICE

THE CATALOGUE

WEBSITES & WEB PLATFORMS

- Business website
- Landing page
- Online shop
- Booking system
- Website redesign
- Editable website (CMS)
- Multilingual website
- Search foundations (SEO)

WEB APPLICATIONS

- Customer portal
- Dashboards & reporting
- SaaS platform
- Marketplace
- MVP (first version)

MOBILE APPS

- iOS & Android app
- Offline-first field app
- Customer & loyalty app
- Delivery & logistics app

INTERNAL & OPERATIONAL SYSTEMS

- Inventory & stock
- Orders & sales
- Invoicing & billing
- HR, payroll & scheduling
- CRM & sales pipeline
- All-in-one operations
- Admin panels

AUTOMATION & INTEGRATIONS

- Workflow automation
- Integrations & APIs
- WhatsApp automation
- Automated reports
- Data migration
- Payments integration

AI TOOLS

- AI assistant
- AI document processing
- AI knowledge search
- AI features in your app
- AI agents for workflows
- AI audit & strategy

DESIGN & PRODUCT

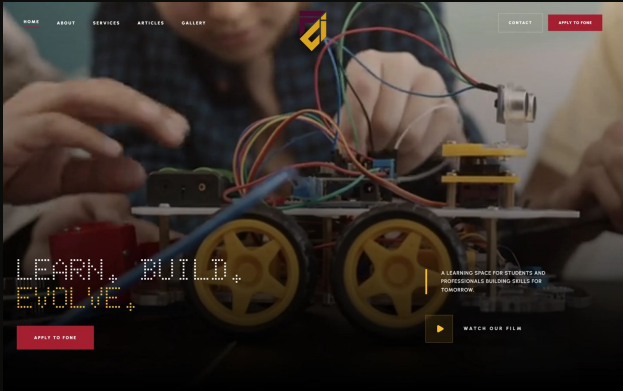
- UX & UI design
- Clickable prototype
- Design system
- Discovery workshop

CARE & IMPROVEMENT

- Maintenance & support
- Hosting & cloud setup
- Security review
- Performance tuning
- Accessibility audit
- Code audit & rescue

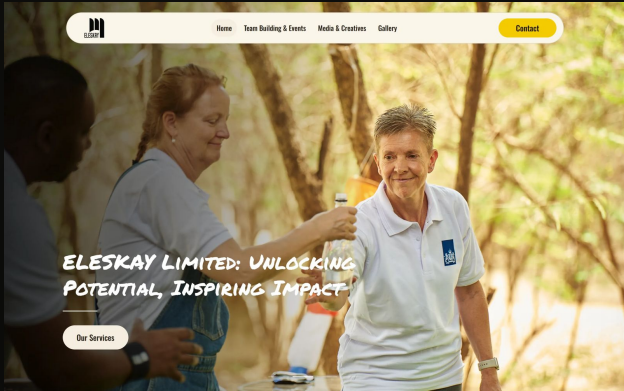
SELECTED WORK

BUILT FROM A BLANK PAGE.



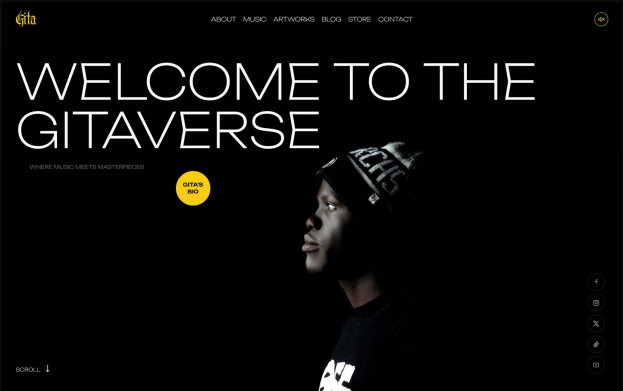
FONE CODING INSTITUTE

WEB APPLICATION .
EDUCATION . 2026



ELESKAY

MARKETING SITE . MEDIA
& EVENTS . 2025



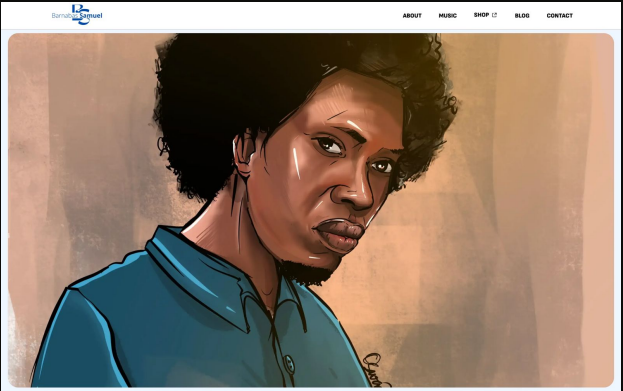
MATHEW GITA

PORTFOLIO & STORE .
MUSIC . 2025



JAKIE DEVINE

PORTFOLIO & STORE .
MUSIC . 2024



BARNABAS SAMUEL

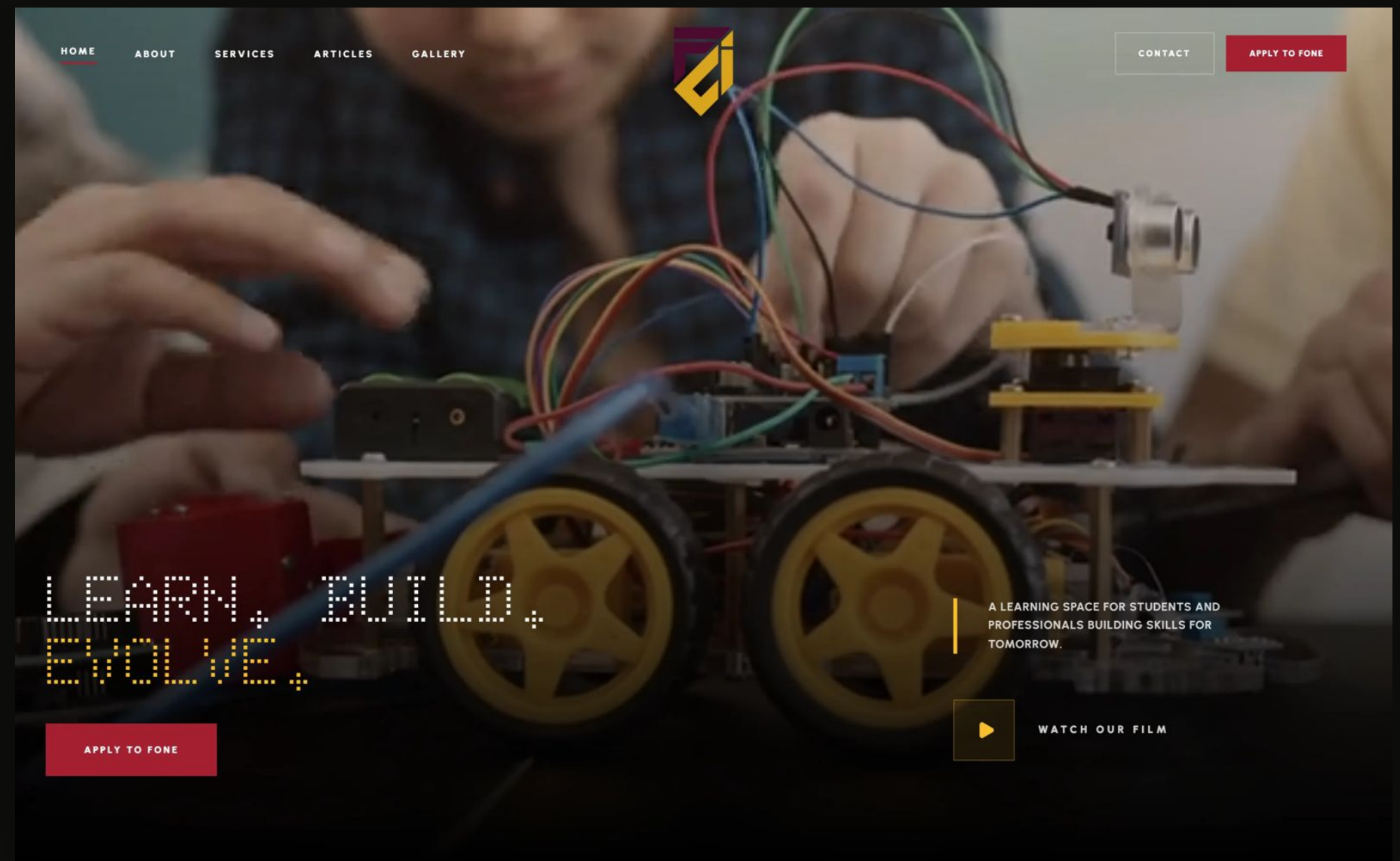
PERSONAL SITE . MUSIC
& ACTIVISM . 2024

WEB APPLICATION · EDUCATION · 2026

FONE CODING INSTITUTE

A learning space for students and professionals, teaching AI, robotics, data science and web development.

VARIANCE.AGENCY/WORK/FONE-CODING-INSTITUTE

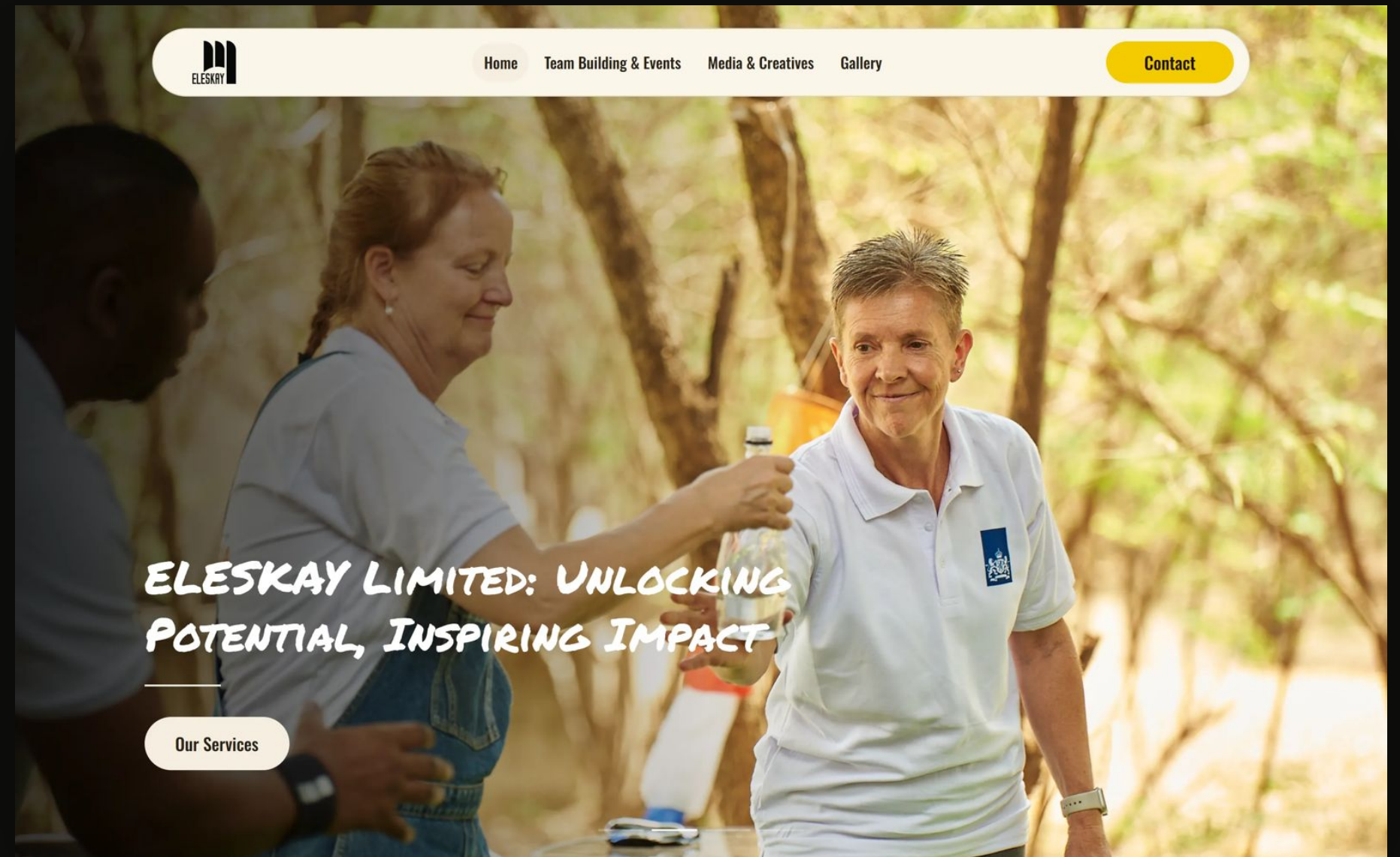


MARKETING SITE · MEDIA & EVENTS · 2025

ELESKAY

Team building, translation, media production, event planning and talent management.

VARIANCE.AGENCY/WORK/ELESKAY

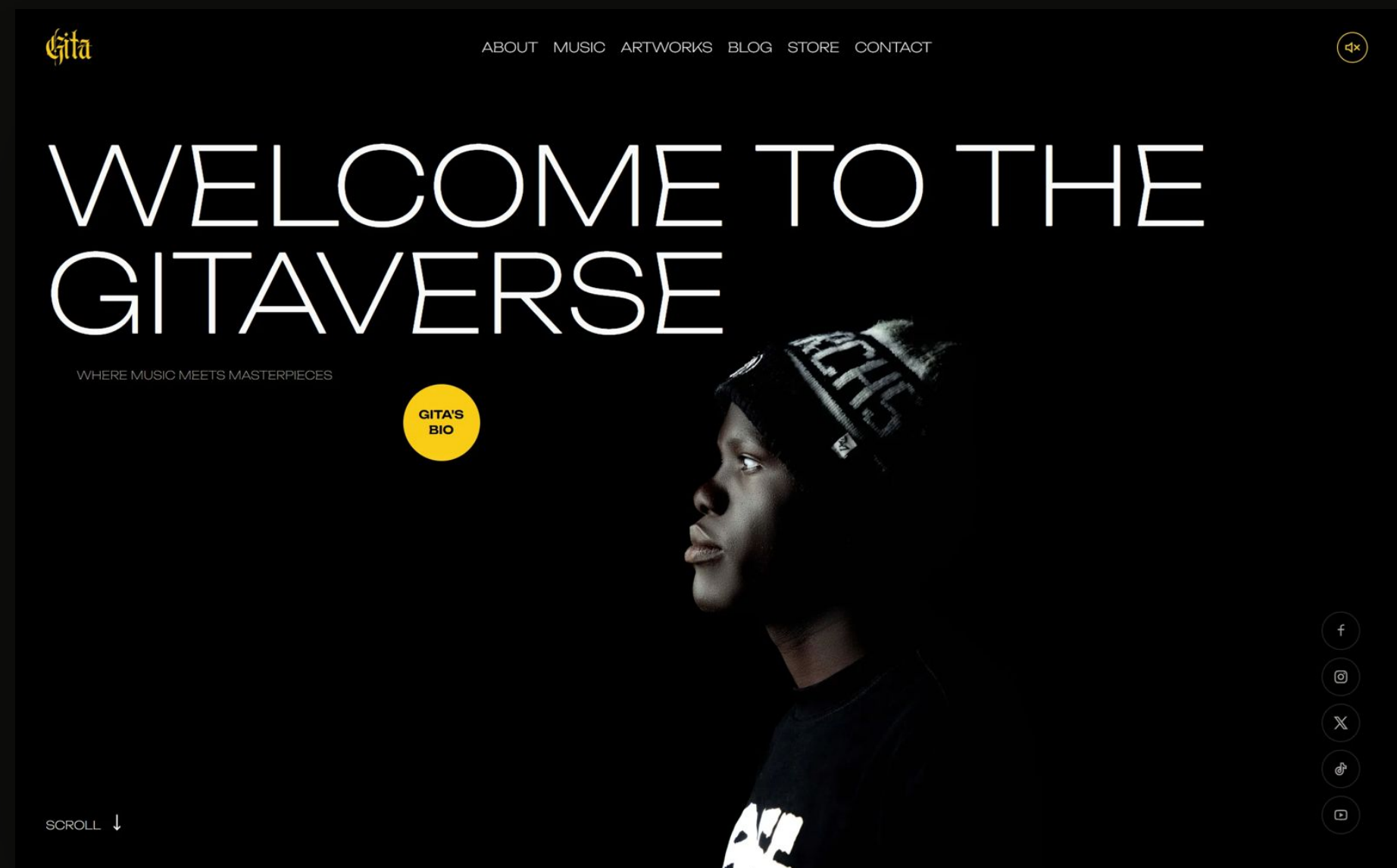


PORTFOLIO & STORE · MUSIC · 2025

MATHEW GITA

Musician, songwriter, vocalist and
photographer.

VARIANCE.AGENCY/WORK/MATHEW-GITA



PORTFOLIO & STORE · MUSIC · 2024

JAKIE DEVINE

Gospel singer and songwriter.

VARIANCE.AGENCY/WORK/JAKIE-DEVINE



PERSONAL SITE · MUSIC & ACTIVISM · 2024

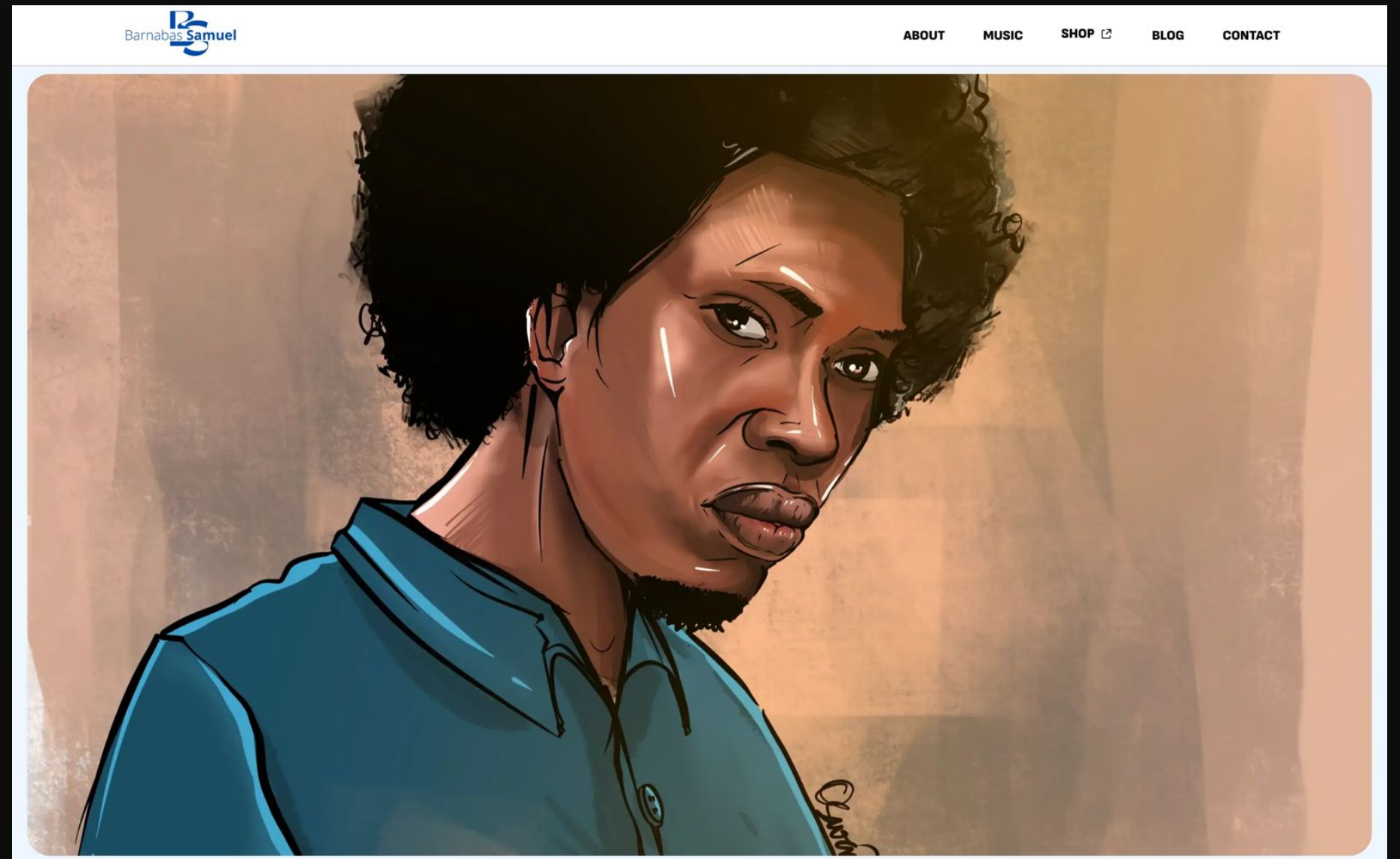
BARNABAS SAMUEL

Community activist and musician.

VARIANCE.AGENCY/WORK/BARNABAS-SAMUEL

WORK

VARIANCE.AGENCY



PROCESS

FIVE STEPS. NO MYSTERY.



STEP 1

LISTEN

We learn the business before we design anything.



STEP 2

DESIGN

Screens you can click through before code is written.



STEP 3

BUILD

Clean code, tested on real phones and real networks.



STEP 4

LAUNCH

We ship it, watch it, and fix what shows up.



STEP 5

LOOK AFTER

Updates, security and support once it's live.

FIXED SCOPE. FIXED PRICE. NO SURPRISES.

- A written scope
- One fixed price
- Accounts in your name
- The code, in a repository you own
- The design files
- The documents
- A walkthrough for your team

**TEMPLATES
ARE
SOMEONE
ELSE'S IDEA.**

**WRITE IT
DOWN.**

**SHIP.
MEASURE.
IMPROVE.
REPEAT.**

**DELETE
BEFORE
YOU ADD.**

**FAST IS
A FEATURE.**

**STAND OUT
ON PURPOSE.**

THE ACADEMY

ASK BETTER QUESTIONS.

Long, plain answers to what people ask
before they commission a website, an
app or a system, each with a free
checklist or template.

VARIANCE . AGENCY / ACADEMY

ACADEMY

VARIANCE . AGENCY

**YOUR WEBSITE IS
THE FIRST MEETING.
DON'T ARRIVE LATE.**

hello@variance.agency
variance.agency

@VARIANCE.AGENCY · @VARIANCEAGENCY ON X, PINTEREST AND BEHANCE · LINKEDIN.COM/COMPANY/VARIANCE-AGENCY