Frogslayer

COMPANY PROFILE · SEPTEMBER 2026

Custom Software Development & Design for Growing Companies

Growing companies partner with us on mission-critical technology projects requiring speed and precision. We rescue projects gone sideways, modernize & re-write outdated systems, wrangle complex data and integrations, launch new products with aggressive deadlines, and put AI to work in your business.

Frogslayer Digital Ventures, LLC

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01 · WHO WE ARE

A custom software firm for growing companies.

Since 2005
College Station, Texas
50+ professionals

Frogslayer designs, builds, and manages the apps, data, and AI that middle-market companies run on, and steps in when a company has no CTO. Strategy, design, and engineering on one team, since 2005.

Most of our clients are operations-focused service businesses with hundreds to a few thousand employees. They come to us in one of three situations: something new to build, a project in flight that is going sideways, or a system the company has outgrown.

- Founded in 2005, headquartered in College Station, Texas
- Hundreds of projects for 100+ companies
- 50+ professionals, all our own; never offshored or outsourced

96.5%
project success rate, more than 3X the industry average

$1B+
in measurable client ROI since 2005

93
Net Promoter Score; most software firms are below 40

23×
average client ROI payback

AICPA SOC
SOC 2 Type II

Clutch
★★★★★
4.9 / 5 client rating

A FEW OF THE COMPANIES WE HAVE BUILT FOR

Dave & Buster's · Main Event · Halliburton · Q Investments, L.P. · Kodiak Gas Services · Express Freight Handlers, Inc. · LBM Advantage · the emergency center · Cooley · Enertia Software · Dunkin & Associates · American Messaging · Benchly Beyond Legal Research · lupl · EOS Entrepreneurial Operating System · Razorback Farms · Quest Integrity · JB Warranties · STA Student Transportation of America · Texas Precious Metals

RELATIONSHIPS MATTER. RESULTS COUNT.®

> **I sleep better at night knowing that Frogslayer is handling a critical aspect of my business.**
>
> Jim Wissing, President, Express Freight Handlers

> **You guys really exceeded my expectations. The understanding the team has of our complex business is impressive. We've come a long way and you guys made it happen.**
>
> Omer Khan, Senior Director of Technology, K2 Integrity

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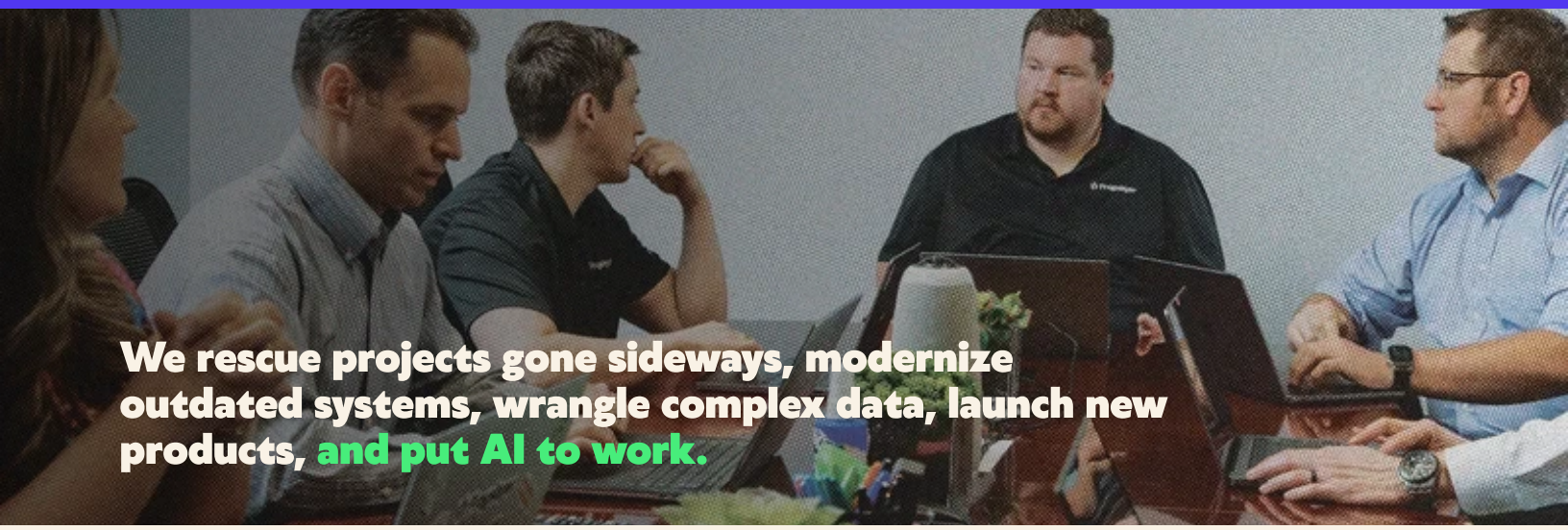
02 · WHAT WE DO

Plan. Build. Manage. One team.

Strategy, design, and engineering on one senior Texas team, from the first conversation to the years after launch.



We rescue projects gone sideways, modernize outdated systems, wrangle complex data, launch new products, and put AI to work.

PLAN

Start with a plan

A fixed-fee planning engagement that keeps the focus on business value and ROI.

BUILD

Software that fits your business

Custom applications that fit your processes and systems and produce measurable results.

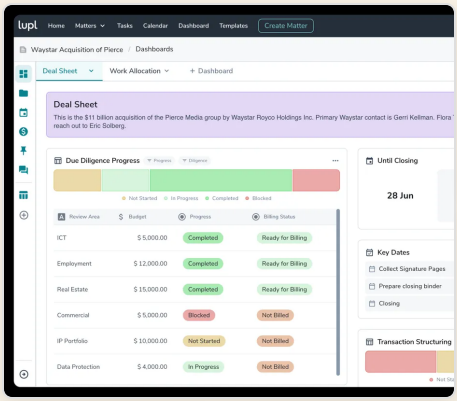
MANAGE

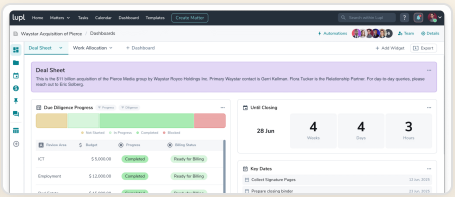
Keep it running

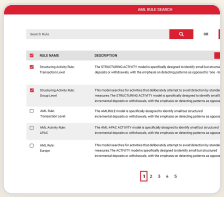
Production environments, security, updates, monitoring, backups, and ongoing support.

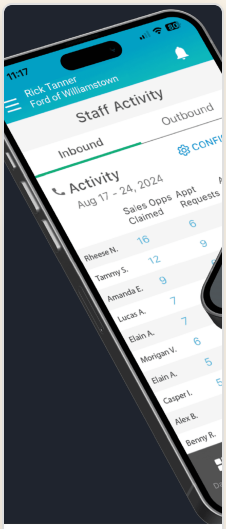
What we build: Web applications · Mobile apps · Cloud architecture & migration · Data, integration & reporting · AI systems & automation · Custom ERP & operations platforms · New products, idea to market · Modernization of systems you have outgrown · Rescue of projects gone sideways.

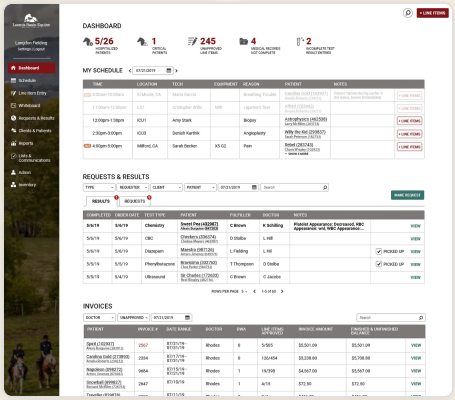
A FEW OF THE THINGS WE HAVE SHIPPED

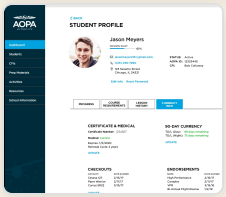


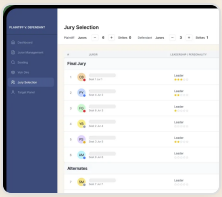


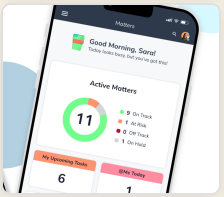












03 · WHAT TO EXPECT

Expect results. Not excuses.

How an engagement begins, how we handle your money, and what you own when it is done.

HOW AN ENGAGEMENT BEGINS: THE SAME FIVE STEPS, EVERY TIME

01 — Discovery Call

30–60 MIN

You tell us the problem in your words. We tell you straight whether — and where — we can help. No slides.

02 — Deep Dive

60–90 MIN

The people closest to the problem, in one room (or one call). We get to the real constraint and the number that matters.

03 — Proposal & Paperwork

DAYS, NOT WEEKS

Scope, price, and timeline in writing. A standard MSA and a short SOW — no 50-page lock-up.

04 — Prep & Kickoff

WEEK 1

Access, environments, and a kickoff with everyone who touches the work. You know who's on it and what ships first.

05 — Engage

ONGOING

The work itself — visible every week, in your environment, with your people in the loop.

START HERE

Two fixed-fee first steps

New build: the VDP Sprint

A two-day workshop, click-through mockups, requirements, and a roadmap with the investment for the first release.

Existing system: the System Evaluation

An independent look at your architecture, code, data, and security, with written findings and a fixed proposal for the next step.

HOW WE HANDLE YOUR MONEY

We work to a fixed budget.

Custom software is expensive, and overruns are common in our industry. So we match the scope to the capital you actually have, make sure there's enough for a strong first release, and squeeze as much value as we can out of it. We never promise more scope than a budget can carry — that's just dishonest. That's how we share the risk: not with a slogan, with a number we hold ourselves to.

WHY CLIENTS CHOOSE US

We minimize risk

Mission-critical, time-sensitive initiatives are where we live. We sweat the details up front: validate before building, attack the riskiest work first, and plan to a fixed budget so nothing surprises you.

We accelerate outcomes

Working software early and often, the hardest problems first, and a team that has done this more than a hundred times. You see results in weeks, not quarters.

We pay for ourselves

We only take on work where the value clearly exceeds the fee, and we measure it against a number you agree to before we start. Technology investments should pay for themselves.

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Six reasons clients keep coming back.

"Our industry is notorious for low-ball bids and overruns. We do things differently: we learn your business, speak plain English, and put your interests ahead of ours. Relationships matter. Results count."

Ross Morel, Founder & CEO

01 We're tied to your needs.

We're obsessed with ROI, so we don't build anything your business doesn't need. We ask questions to learn your business, your people, and your goals, because custom software that doesn't work for the business isn't worth building.

02 We're efficient with your budget.

Cost overruns are common in our industry. We define a scope up front that matches your capital, make sure there's enough for a strong first release, then squeeze as much value as possible out of it. The value should significantly outweigh the fees.

03 We hate surprises.

Roughly 70% of software and data projects fail or run over, almost always for reasons that were visible early. We validate before we build, put the riskiest work first, and tell you where budget, schedule, and scope stand every step of the way.

04 We never offshore or outsource your project.

Time-zone lag, rework, and the person you talked to replaced by someone you didn't: we've seen what offshoring does, so we don't do it. Your project is done by our own people, based in Texas.

05 We bring the whole team.

Engage one Frogslayer and you get the experience, expertise, and creativity of the entire team. When someone hits a challenge, every resource we have is at their disposal to get past it quickly.

06 We're insanely easy to work with.

Local, professional, and friendly, with no tech jargon. You never go through a manager to reach your team; everyone on it, junior to senior, is empowered to talk to you directly.

HOW TO START

A 30-minute conversation. No slide deck.

Tell us what is going on the way you would tell a colleague. We will tell you straight whether and where we can help, and what the first step would be. If we are not the right fit, we will say so.

frogslayer.com/getting-started

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Inc. 5000 · BEST PLACES TO WORK IN TEXAS · AGGIE 100 · Inc. BEST WORKPLACES

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