


# TECH @MavTek

An Insider's guide to how  
we get things done



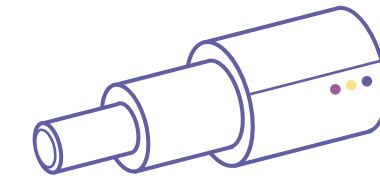
**We're taking you on a grand tour of our universe:**

Our web development model. Starting with how we're set up, who we are, and the tools we use to how we communicate and collaborate to build the next generation ecommerce and social platform that's disrupting an industry and changing peoples lives. Fasten your seatbelts, it's been quite a ride so far.



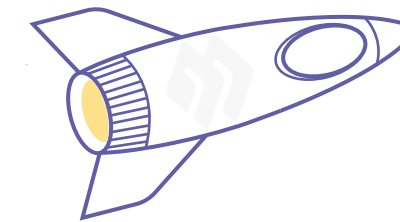
# How we got here

We are MavTek. MavTek is short for Maverick Technologies. As mavericks, we are an agent of positive change and a world-class technology company that is challenging the status quo and developing innovative tools to support our vision and empower our customers.



## OUR VISION

Create an online ecosystem where anyone can support themselves through their passion.



## OUR MISSION

Build an inclusive and diverse e-commerce platform for all.



## SLOGAN

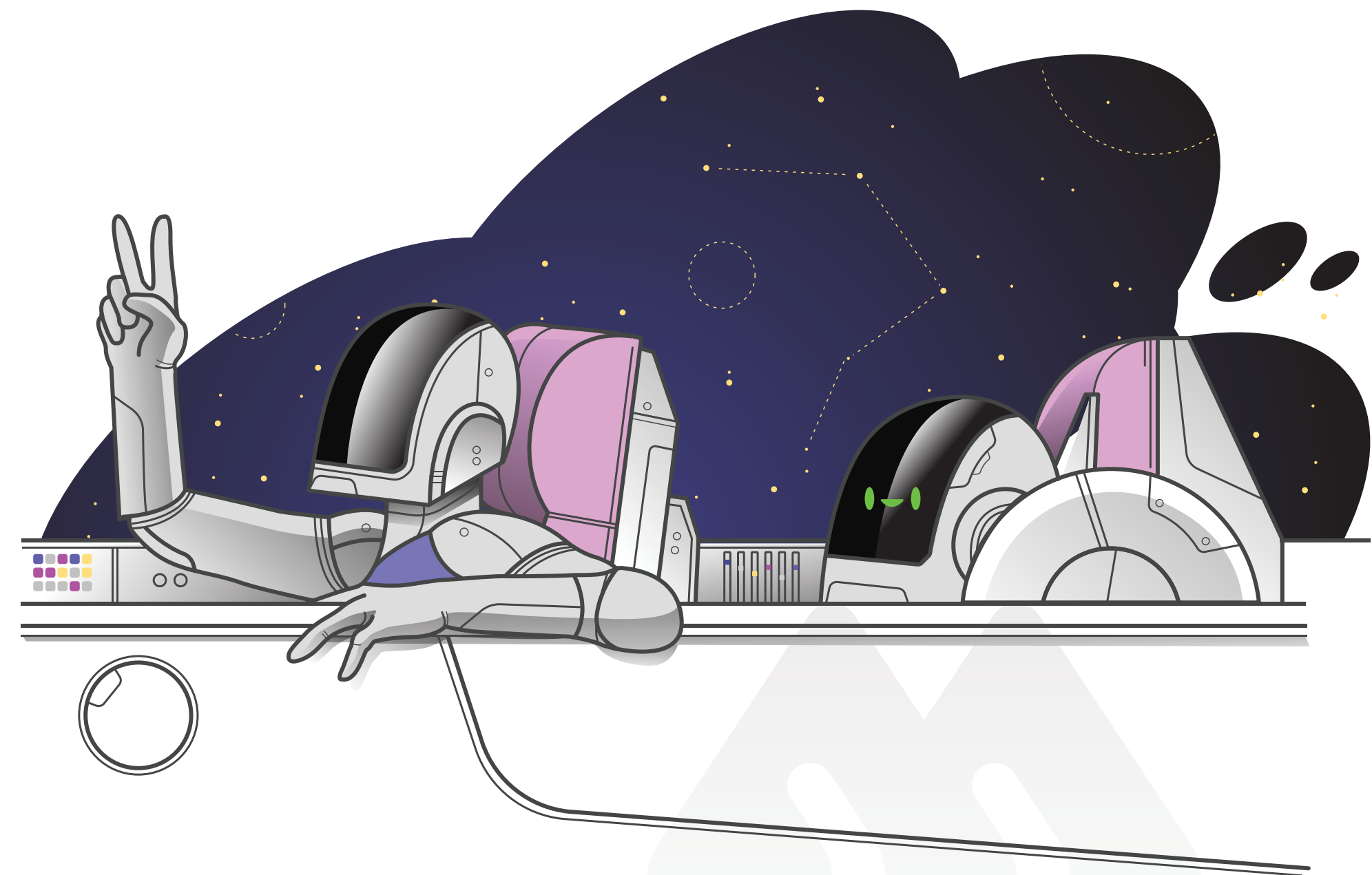
Invent Change.

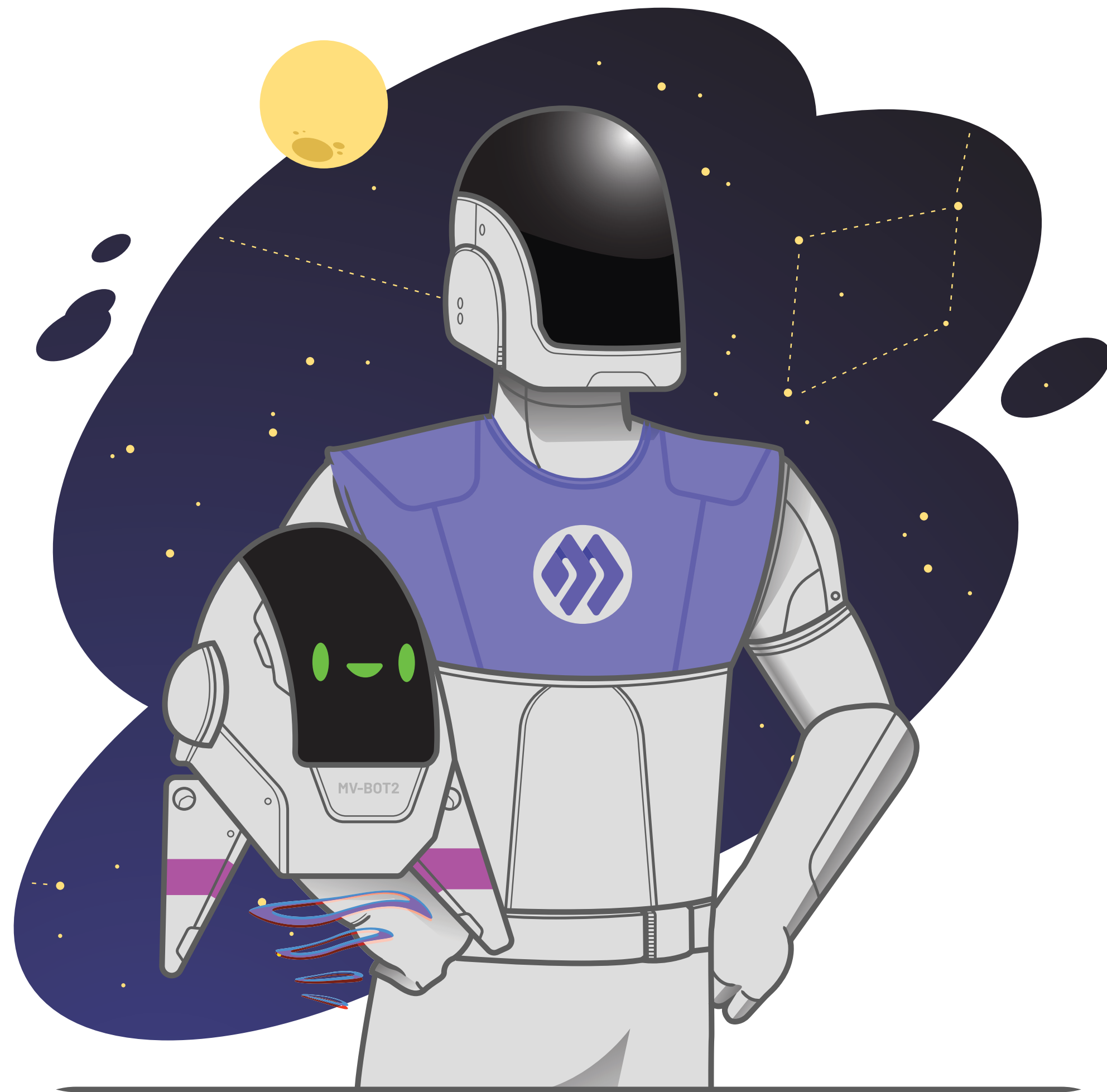
# Ready for Take Off

We're a colorful crew and proud of it. Each one of us comes equipped with unique perspectives and talents that we bring to the team, but there are a few fundamental qualities that unite us all.

The first, is that we're all in this together. We create a real sense of community so that each and every one of us feels welcome and belongs. We make room at the proverbial table for everyone and try to listen to all voices, from the boisterous to whispers and everything in between. Secondly, we've never lost our start up spirit. We expect everyone to think like an entrepreneur, take ownership of their projects, budgets, and objectives. Stay curious. Stay clever. But never stay still.

And finally, we're an open book. Well, not quite, but trying to be. So, share what you know, trust your teams with information to make better, more informed decisions and always recognize that their efforts are what propels our innovation and our success further.





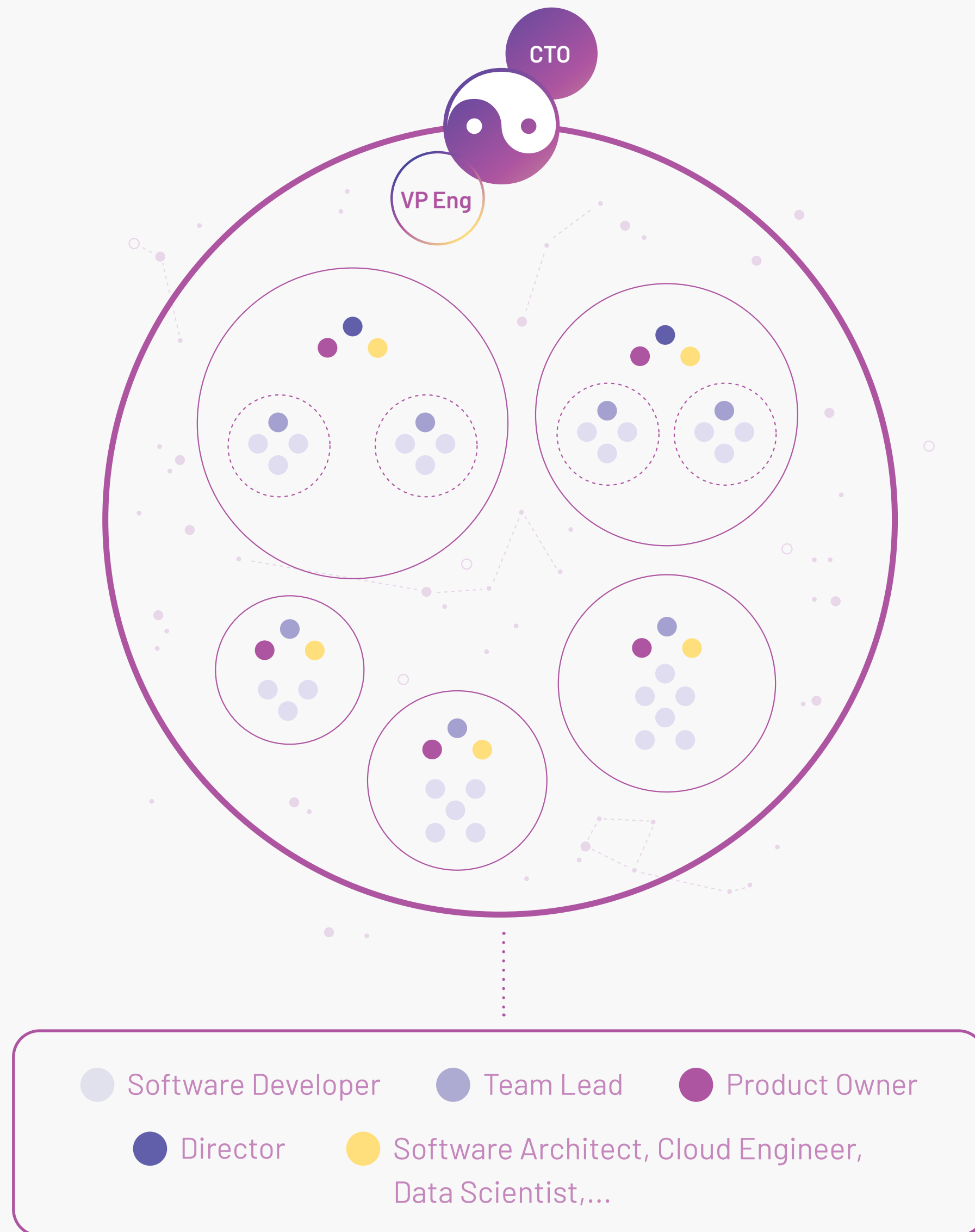
# Meet the Crew

We are Team Leads, Developers, Product Owners, Directors, Architects, UI/UX and SEO specialists and everything in between. Together with our VP and CTO, we research, scope, design, build and scale to deliver the future of eCommerce. We are committed to collaboration, accountability and transparency in everything we do. We're set up in divisions, each with its own Division Director at the helm responsible for a specific domain, including the vision, objectives and budget to support its success. Within each division are squads, led by Team Leads making sure everyone has the ownership, expertise and support to get the job done.

Each squad contains 4 to 12 developers, with 6-8 being an ideal size so they can be light enough to move smart and fast. If they grow too big, they can divide into two organically, with each now focused on a subdomain of their original territory. Aside from team members on their squads, divisions can also rely on cross-functional roles including Architects, Cloud Engineers and Data Scientists to provide expertise, support and alignment across the different squads.

Just like squads, divisions that also become too big to be efficient and effective can then split into two or more divisions.





# DIVISIONS AND SQUADS

## A snapshot

Divisions in the **Web Layer** own the components needed to deliver services to users through a web interface, such as the UX, Back End and Front End. They include the Community, e-Commerce and Live divisions.

### Community Division

Creating a community to encourage brand growth and engagement from the audience by empowering them to share and communicate through our feature-rich platforms, innovative technologies, and a forward-thinking mindset.

- **Messenger Squad:** Providing direct communication channels such chat with voice, text and video between content creators and their audience.
- **Social Squad:** Providing promotional channels such as the fanclub to allow content creators to create, improve and monetize their brand.

## eCommerce Division

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Developing state-of-the-art web platforms.

- **Journey Squad:** Guiding users through their journey from the home page to the transaction page, tackling navigation, notification, landing page and promotional events on the website.
- **Profile Squad:** Providing content creators the means to build their persona on the platform.
- **eStore Squad:** Providing content creators an administrative portal to manage everything on the platform.
- **BlackOps Squad:** Maintaining ManyVids.com by reducing risk or impactful errors in the platform through maintenance, support and accurate system monitoring along with building Kiwi features.

## Live Division

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Building a streaming ecosystem that allows content creators to engage with their audience and monetize their passions.

- **Live Squad:** Creating a virtual world of live interaction powered by the passion of independent producers.



Divisions in the **Core Layer** focus on complex services that require deep, vertical expertise to ensure a cohesive overall architecture of the platform. They include Core Domains, Multimedia, Data Intelligence and Platform Divisions.

## Core Domains Division

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Optimizing areas of the company such as finances, payment, risk assessment, PII data and revenue boost through new verticals such as ads.

- ● ● **User Squad:** Providing privacy protection and federated access to data based on policies and permissions to avoid accidental or intentional leaks.
- ● ● **Ads Squad:** Delivering great online advertising experiences for advertisers, publishers and visitors as a crucial revenue source for the company.
- ● ● **Fintech Squad:** Centralizing Monetary Services for better control and quality.

## Multimedia Division

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Redefining Multimedia services to the next technology level.

- ● ● **Video Streaming Squad:** Providing scalable and stable video streaming solutions, by partnering and integrating the best technologies in the industry.
- ● ● **Media Processing Services Squad:** Providing processing services for video & images ( ex: transcoding, other pixel transformation features), to other squads.
- ● ● **Playback and content Protection Squad:** Offering Video-On-Demand solutions with playback capabilities while enabling content protection to offer new monetization schemes for our users.



## Data Intelligence Division

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Redefining all data related projects from infrastructure to analysis.

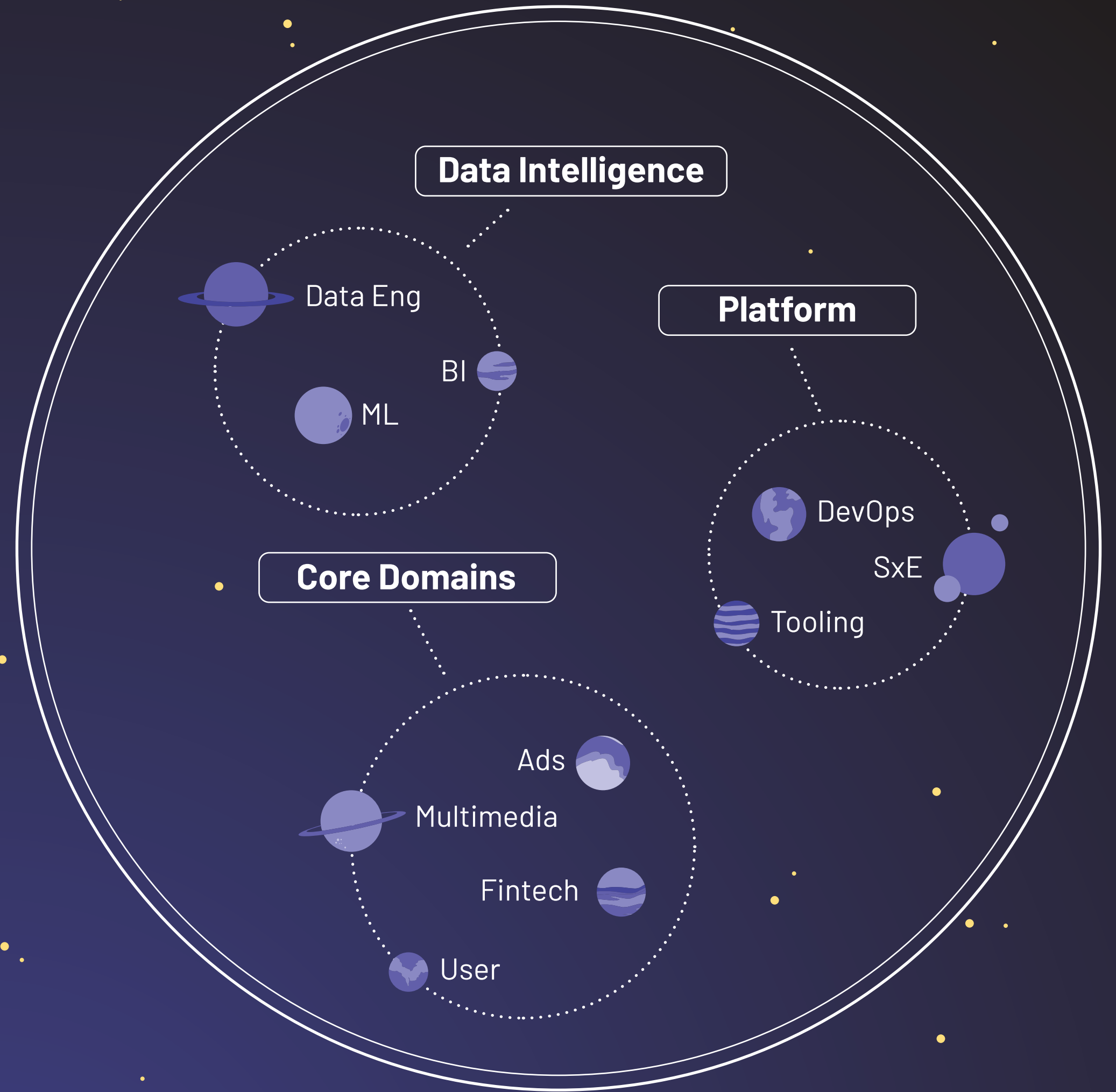
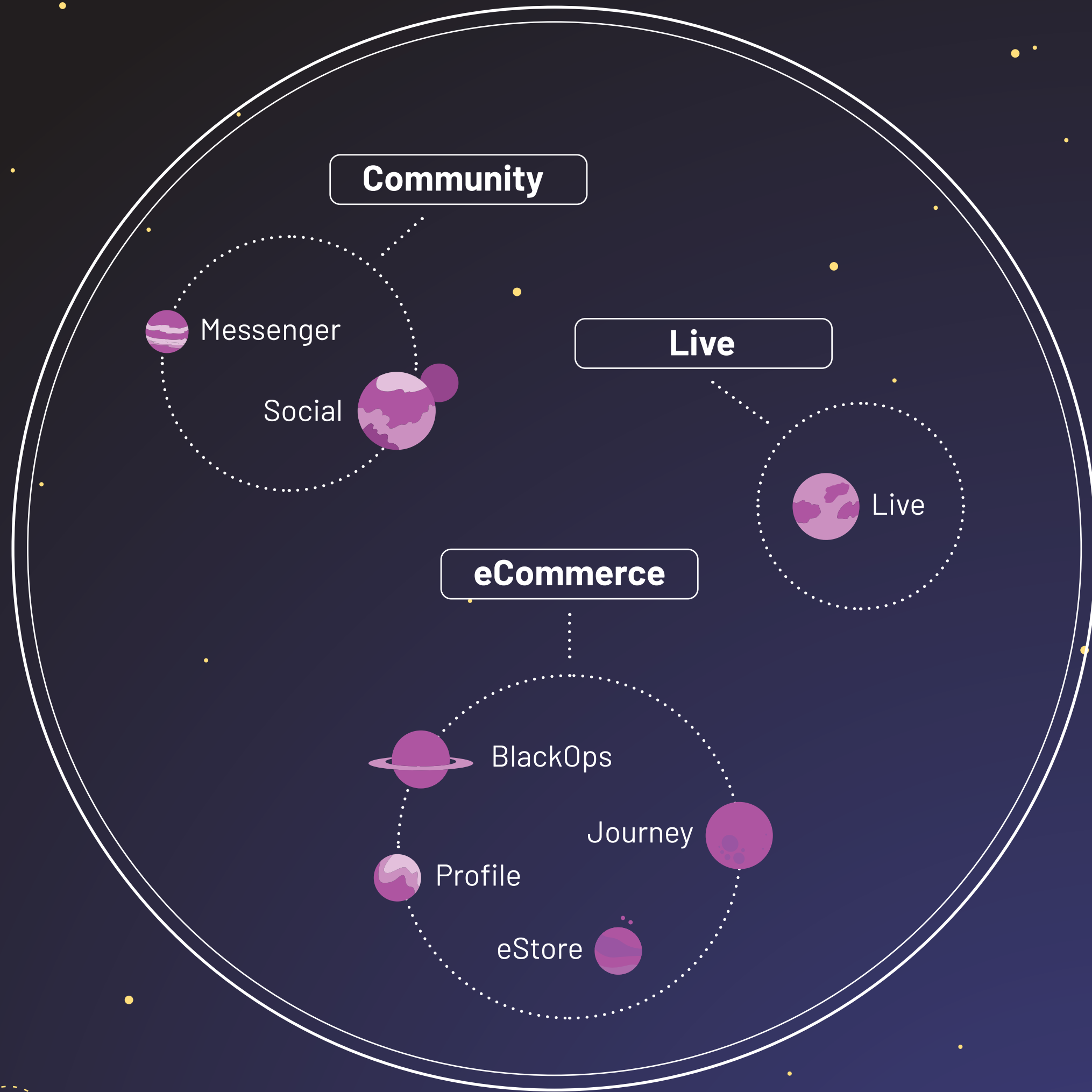
- ● ● **Data Engineering Squad:** Building, maintaining and deploying data platforms.
- ● ● **Machine Learning Squad:** Automating and optimizing business process with machine learning models.
- ● ● **Business Intelligence Squad:** Integrating, optimizing and monitoring the data for analytical usage.

## Platform Division

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Providing an enterprise-grade platform with security, reliability, performance, and scalability at the heart of its efforts.

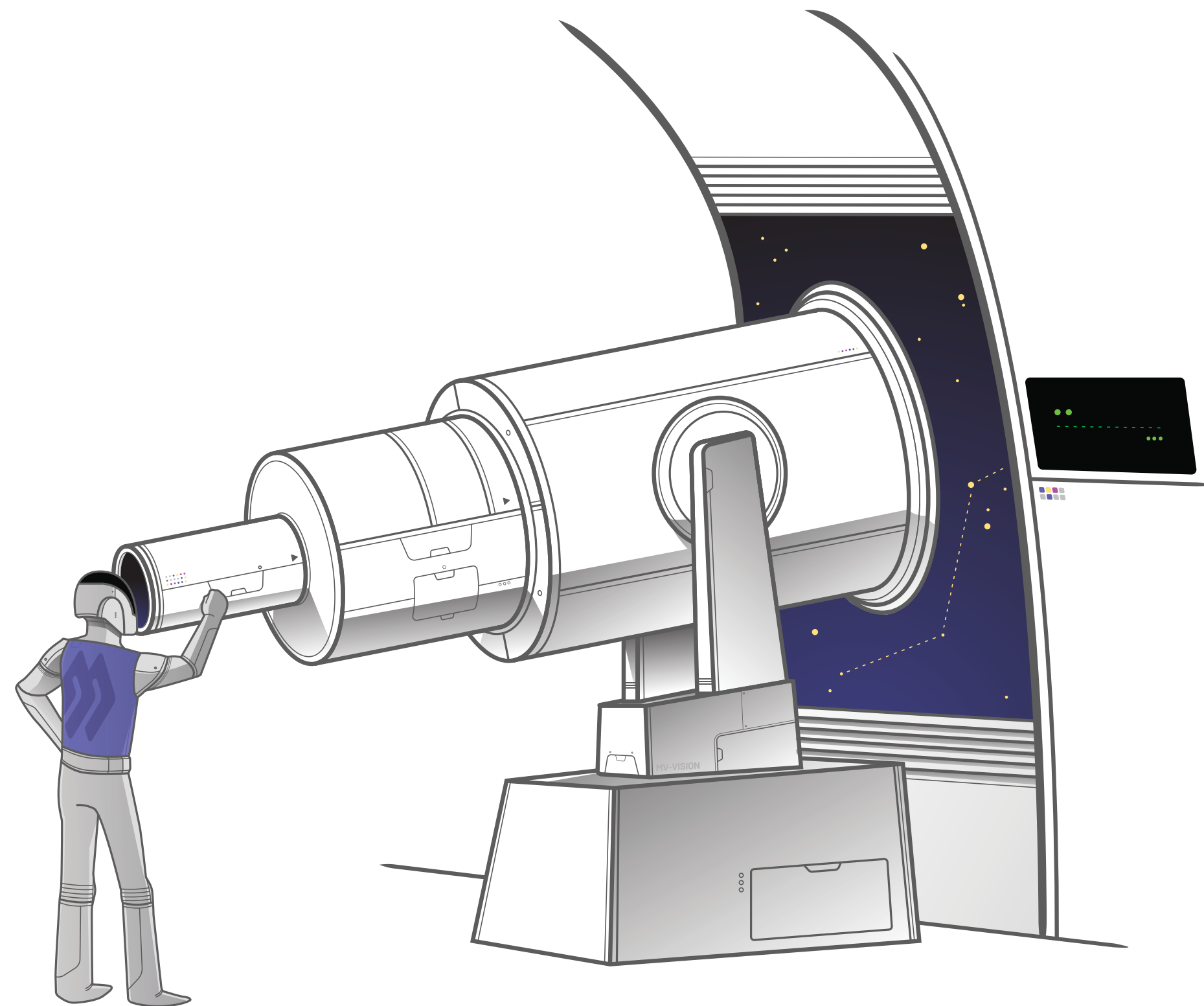
- ● ● **Cloud Engineering Squad:** Providing transversal knowledge and infrastructure services across Engineering.
- ● ● **SxE Squad:** Specialists in Performance, Security and Reliability helping squads with best practices and services.
- ● ● **Tooling Squad:** Making developers lives easier by providing tools to automate/simplify development tasks.



# Our North Star

What's our guiding light to get us through darkness?

MavTek's Engineering Principles boils down to three things:



## 1 Customer First

- Connect with your users. Understand their needs and where you need to steer your product in order to bring the most value and an optimal user experience. Stay focused on what matters most and don't hesitate to shift if needed.

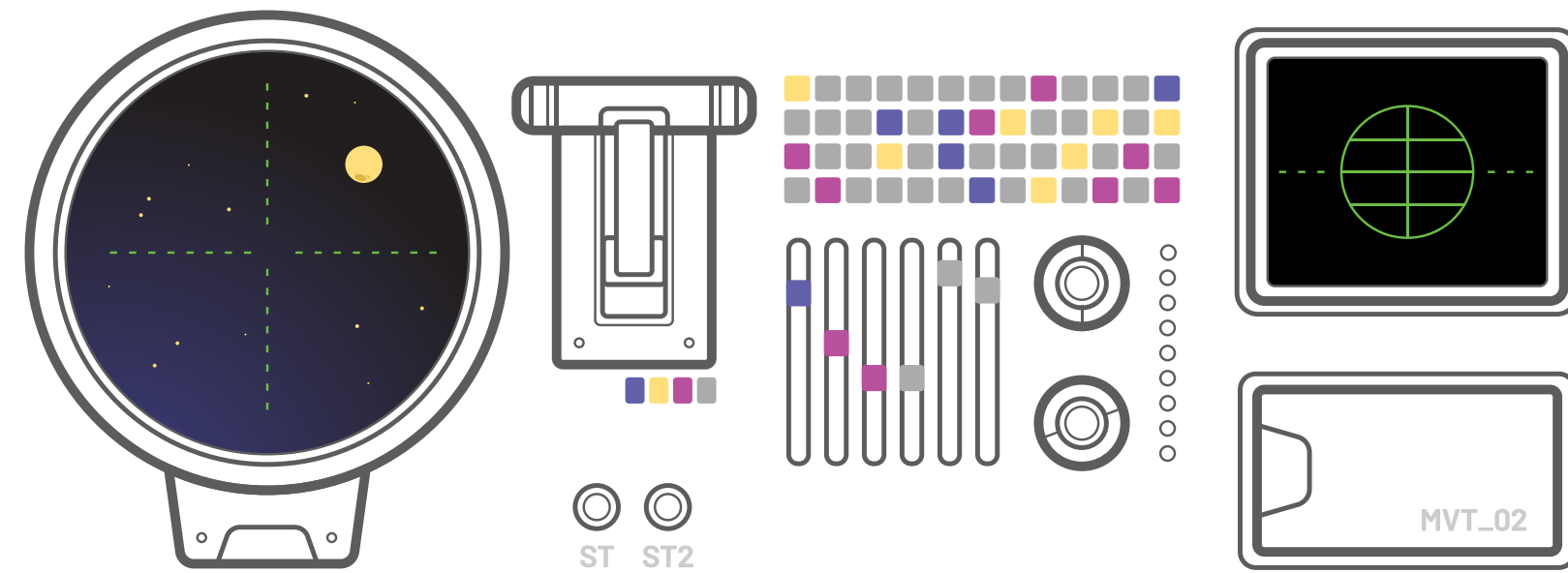
## 2 X-functional Autonomous Teams

- You thrive in a decoupled ecosystem where dependencies are known, but never blocking. You are empowered to decide how to solve problems and influence the business decision/vision. You are fully accountable for the decisions you make, the quality of the process and deliverables.

## 3 "Go Fast"

- Focus on the SPV (Shortest Path to Value). Everything you work on needs to reach its end state. If it idles or is put on hold, it may not be important enough to work on in the first place. Prioritization is key. Release small, release early, release often. Strive to continuously improve yourself, your processes, and your tech.

# Navigational Instruments



We have a lot going on. To manage our projects and stay aligned across departments, we've embraced a few tools to help us chart our path. We have Jira to keep us on track, manage back logs, prioritize bugs and execute sprints. BetterWorks to measure key results and stay aligned with our corporate objectives, and Monday, for task management, planning and forming roadmaps.

## Tapping into Tech

By leveraging the latest and greatest technology, we're taking our platform to the next level. Coupled with our best practices, our approach is the best of both worlds: providing the best possible environment for our devs and an optimal experience for our users.

## Here's What That Looks Like:

- • • 100% Cloud based (AWS). Leveraging the right tool for the right problem (CloudFormation, CDK, Lambdas, Docker containers, S3, DynamoDB, Kinesis, CloudFront, IVS, MediaConvert, etc).
- • • Highly distributed event-driven platform. Each squad has its own dedicated AWS account and autonomous subsystem.
- • • Communications between subsystems are event based. Modern Software stack (Micro-FE, vueJS FE framework, NodeJS BFF, BE microServices etc).
- • • Best of the breed Analytical and Reporting platform (Snowflakes, SiSense, etc).
- • • Security and Disaster recovery are built-in the platform architecture. (API Gateways, Cognito, JWT tokens, etc).
- • • 100% automated Development and Deployment pipelines.



# Countdown for Launch

## Our Product Roadmap in 4 Easy Steps

1

### Define the Product Vision

Product Owner (PO) defines the product vision for their Division. Through squad collaboration, they analyze the market, perform competitor analysis, & speak with stakeholders to create what the product will look like.

2

### Gather Requirements

Requirements start to take shape from group collaborations. The PO meets with stakeholders via interviews, focus-groups, surveys & brainstorming sessions, collecting info to assess immediate and long-term needs.

3

### Create a Release Schedule

PO, along with the Team Lead, divides the long-term product vision into multiple deliverables spanning the length of the roadmap based on priority and value added.

4

### Share the Roadmap

Roadmap is shared with stakeholders and other dependent teams once it's completed with the help of both engineering and product directors.



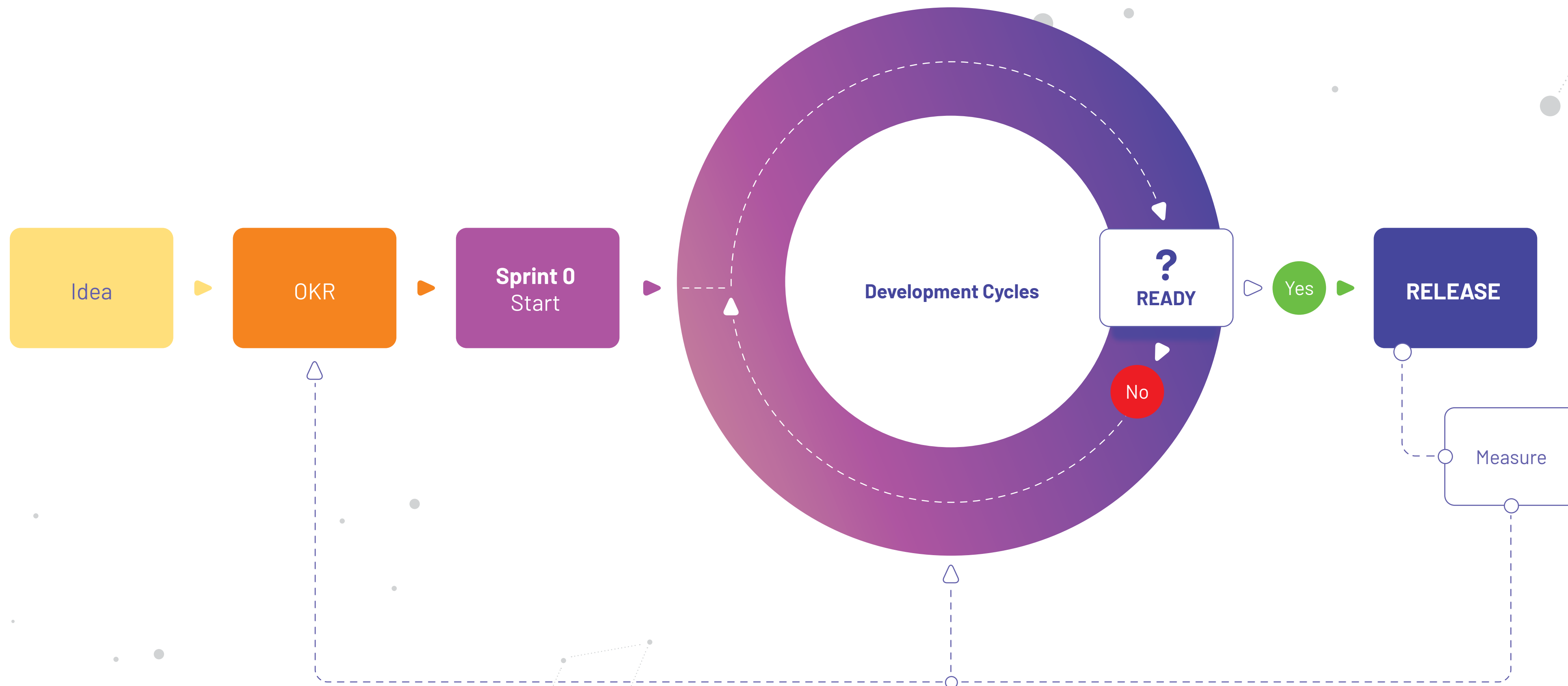
# We have Lift Off

## How Products go from Ideation to Market

Product innovation and the constant improvements is what keeps us competitive. Ideas come from one of two places; competitive research and market/internal analysis, or it could come from a team member or department. Proposals are evaluated by the squad and the leadership team based on business value and need.

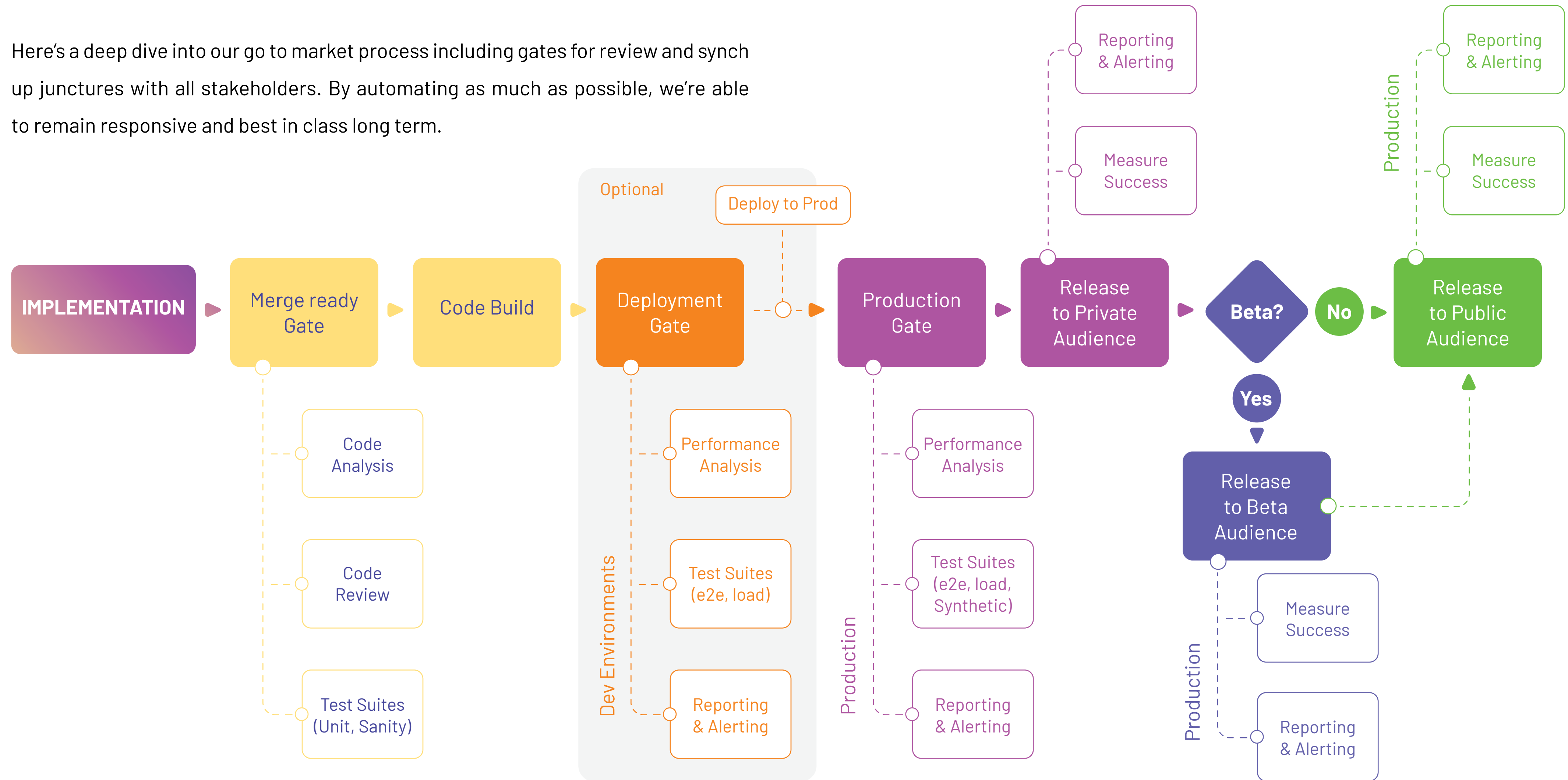
**Do you have a great new idea? Share it!**





# Go to Market Diagram

Here's a deep dive into our go to market process including gates for review and sync up junctures with all stakeholders. By automating as much as possible, we're able to remain responsive and best in class long term.



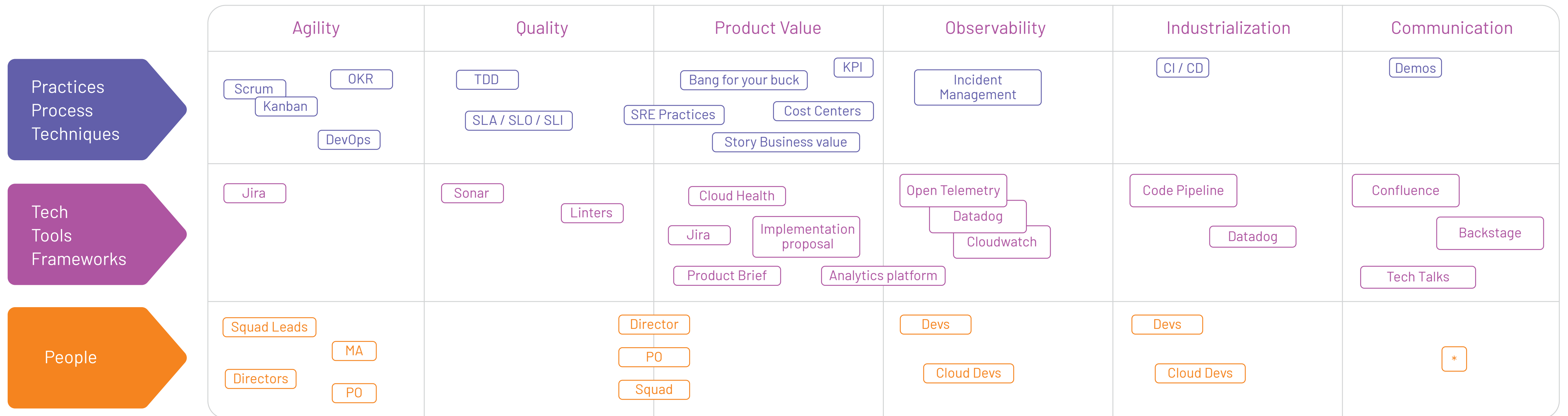
# Introducing MavTek Academy

Learning is a massive part of who we are. To help feed your curiosity, introduce new skills and elevate ones you already have, we've created MavTek Academy. This will house a veritable treasure trove of opportunities to develop your talents.

You'll access Subject Matter Experts (SME's) through collaborations, coaching and training methods, covering a wide range of fields.

## Engineering Squads Matrix to Greatness

The diagram maps out the areas across People, Processes and Tech that you can choose from for your learning path.



# The Communicator

Communicating openly and frequently gets us all on the same page. Ask questions, voice your opinions, provide concrete and continual feedback and eliminate confusion with clear, concise and precise communications every chance you get.

Everyone has an open door policy. Pop in virtually or in person and connect with your direct manager or if you have concerns or comments you can always reach out to the POPS team.

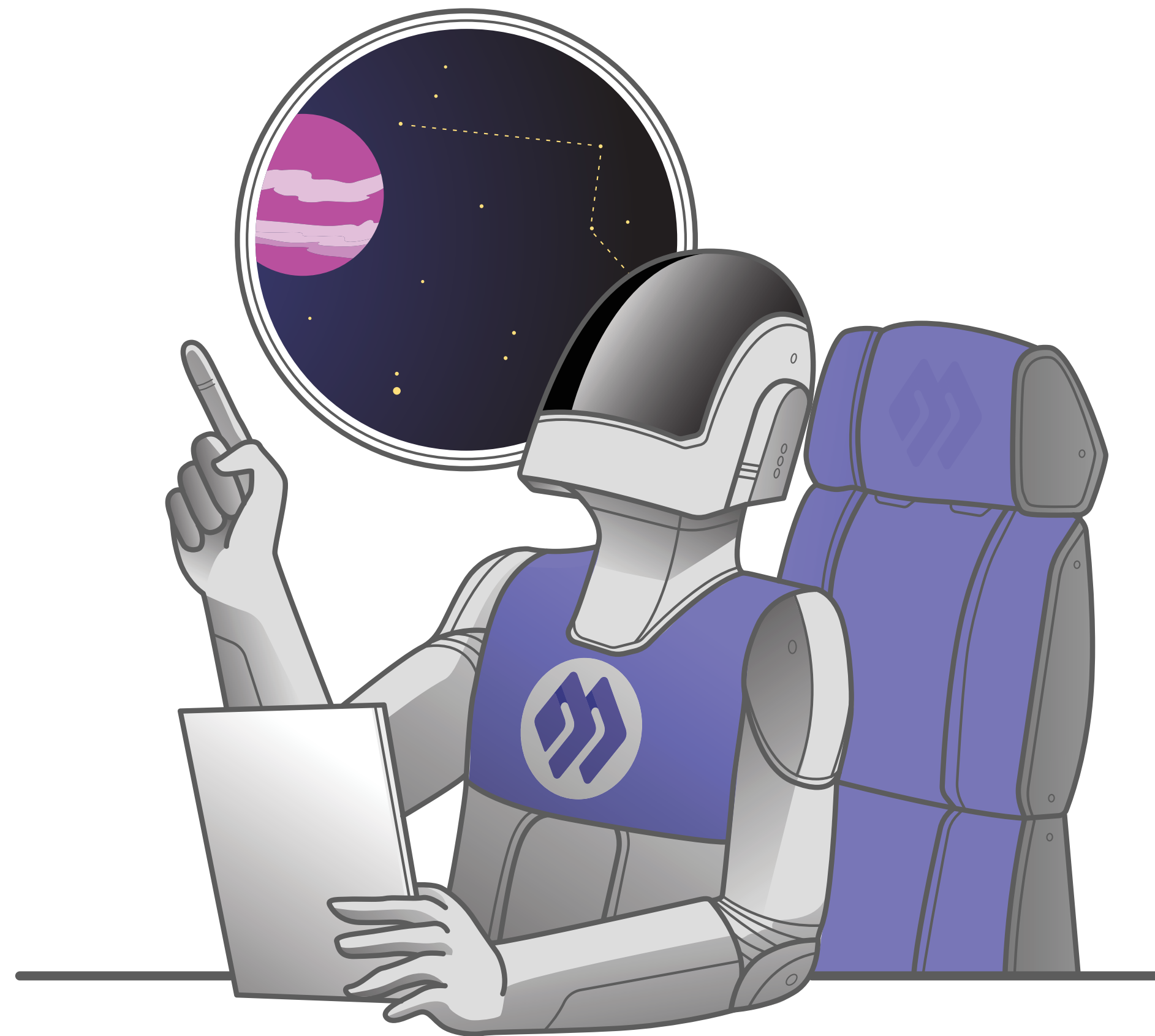
# The Ready Room

We meet, discuss, debate, present, deliberate, decide, prioritize, and repeat. Some happen weekly, others annually, but they all increase visibility and showcase the really great work accomplished by the team that impacts our business objectives and our users' livelihood.

## They Include:

- ● SteerCo Demo
- ● Division demo
- ● Leadership and squad meetings
- ● Architect sync up & discussions
- ● Quarterly "Town Halls"
- ● CTO Open Door
- ● Thursday Tech Talks
- ● Product Demos
- ● Hackathons

# Captain's Log



Stardate 2021. MavTek is on a mission to build innovative, evolving, and highly competitive domains that secure our position in the market landscape and provide an optimal experience for our users.

We are currently on route, believing the best way to go fast is with autonomous teams, with each commanding a sector (aka domain).

We've equipped these teams with a highly scalable, event-driven platform, powered by the best industry tools and practices to deliver value for their users at their own pace with minimum coupling/dependencies on other teams.

We expect each team to reorganize and evolve, adapt their tech, tools, and practices as they see fit to stay ahead of the curve. Everyone brings their unique talent that benefits their team. Unlike top-down structures with one brain and lots of working legs, ours is a highly scalable, decentralized, multi-brain organization where everyone grows to reach their full potential.

The adventure has begun, the journey will certainly be extraordinary.

Warp Speed ahead!