

• WEB, APPS & AI WORKFLOWS

Crafted by machines, **Perfected by people.**

We design and build custom web and mobile apps, SaaS products and AI automations that turn good ideas into software people actually use.

A software studio that bends to the human.

Softliro, formerly Ashiqurtech, is a product engineering studio based in Bangladesh. Since 2021 we have designed and shipped websites, apps and AI systems for founders and teams across retail, health, real estate, coaching and SaaS.

You talk to the people who build your product, from first sketch to production.

300+

Businesses served worldwide

9 yrs

Median engineer tenure

2 wks

Per deployable release

Core practices, one delivery model.

S-01

User Interface Design

Research, flows and interfaces for people doing real work, delivered build-ready.

S-02

Custom Web Applications

POS, e-commerce, marketplaces and booking portals, run by your own team.

S-03

Mobile Apps

One codebase, both stores, published under your accounts with releases documented.

S-04

SaaS Products

CRMs, marketplaces and HR platforms with billing, tenancy and roles built in.

S-05 • AI

AI Chatbots & Assistants

Assistants that answer from your content, in your customers' language, and escalate cleanly.

S-06 • AI

AI Automations & Workflows

Manual handoffs replaced by workflows that run on their own and report when they fail.

Six commitments, written into every contract.

Intelligence that keeps its shape. These go into the statement of work, not just the pitch.

01

Engineering quality

Review, types and CI from commit one.

02

AI expertise

Eval sets before features. We report the failure rate honestly.

03

Speed with a brake

Two-week increments, each one deployable.

04

Reliability

Budgets, alerts and runbooks handed over with the code.

05

Human-centred systems

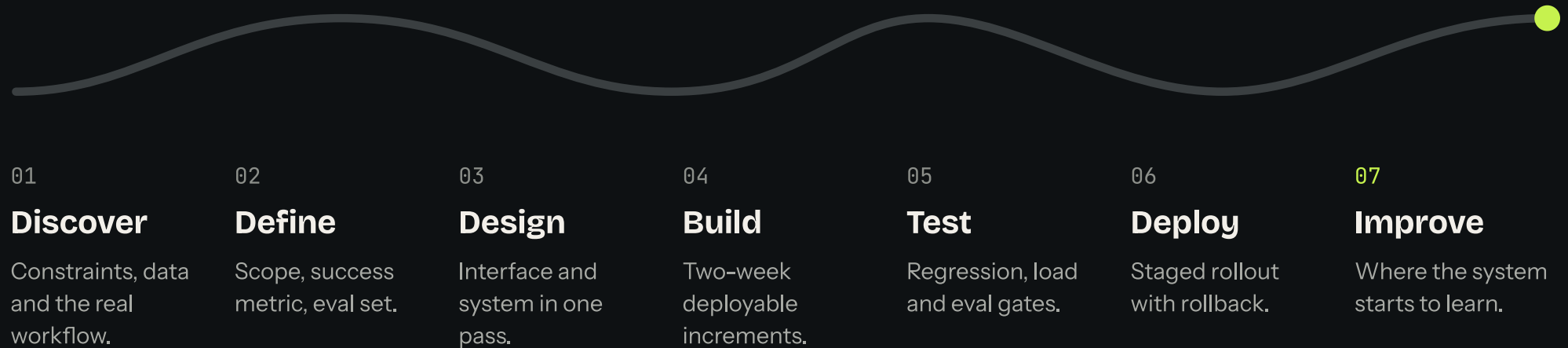
A person can always see why the system decided, and overrule it.

06

Technical depth

The engineer in the kickoff is the engineer on the deploy.

One continuous stroke, seven turns.



Named mechanisms, **specific numbers.**

W-01

Dorkari • Marketplace app

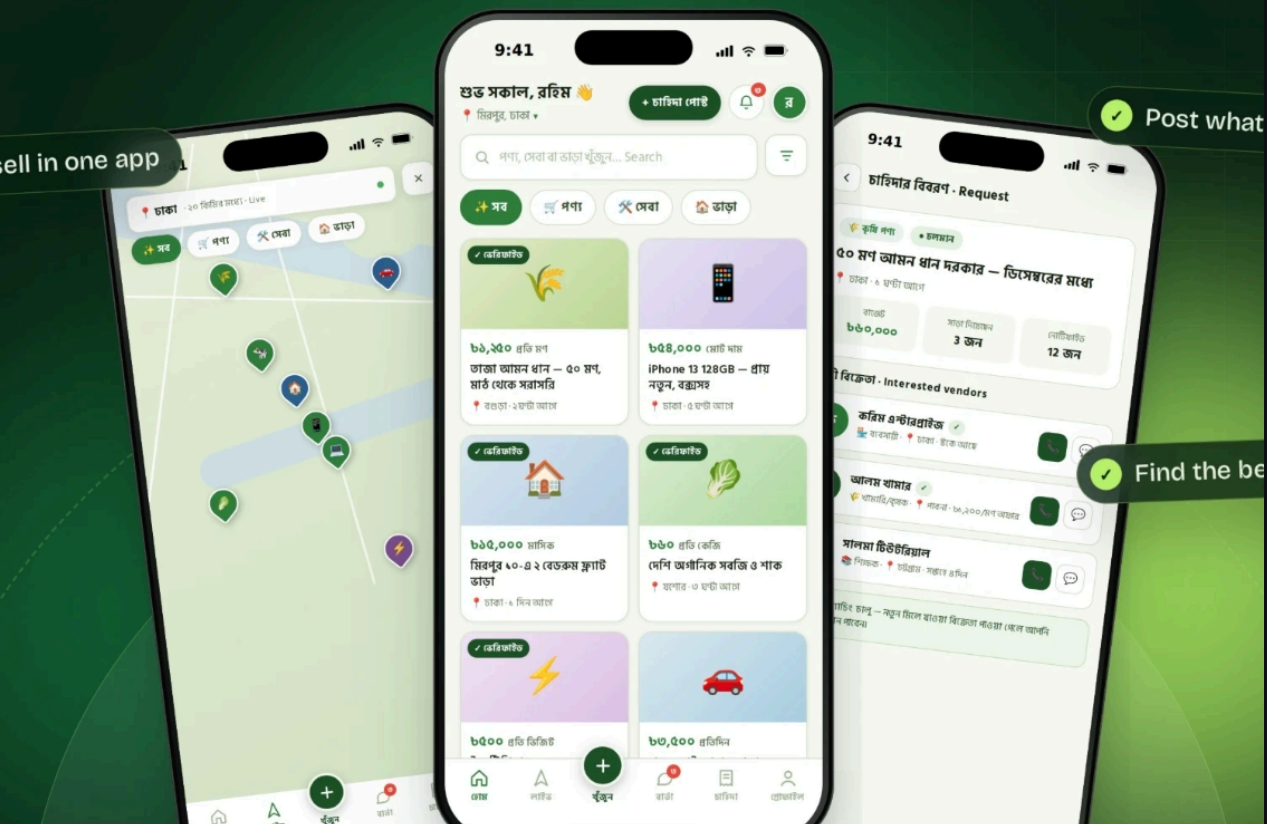
W-02

Gas Lagbe • LPG delivery

W-03

The Final Round • Career platform

দরকারি যা কিছু দরকারি, পেয়ে যান তাড়াতাড়ি



W-01 / SAAS PLATFORMS

Dorkari, a Bangla- first live marketplace.

Products, services and rentals on a live map. Buyers post what they need, verified vendors come to them, and every match opens a direct line to the seller.

DELIVERED

MOBILE APPS

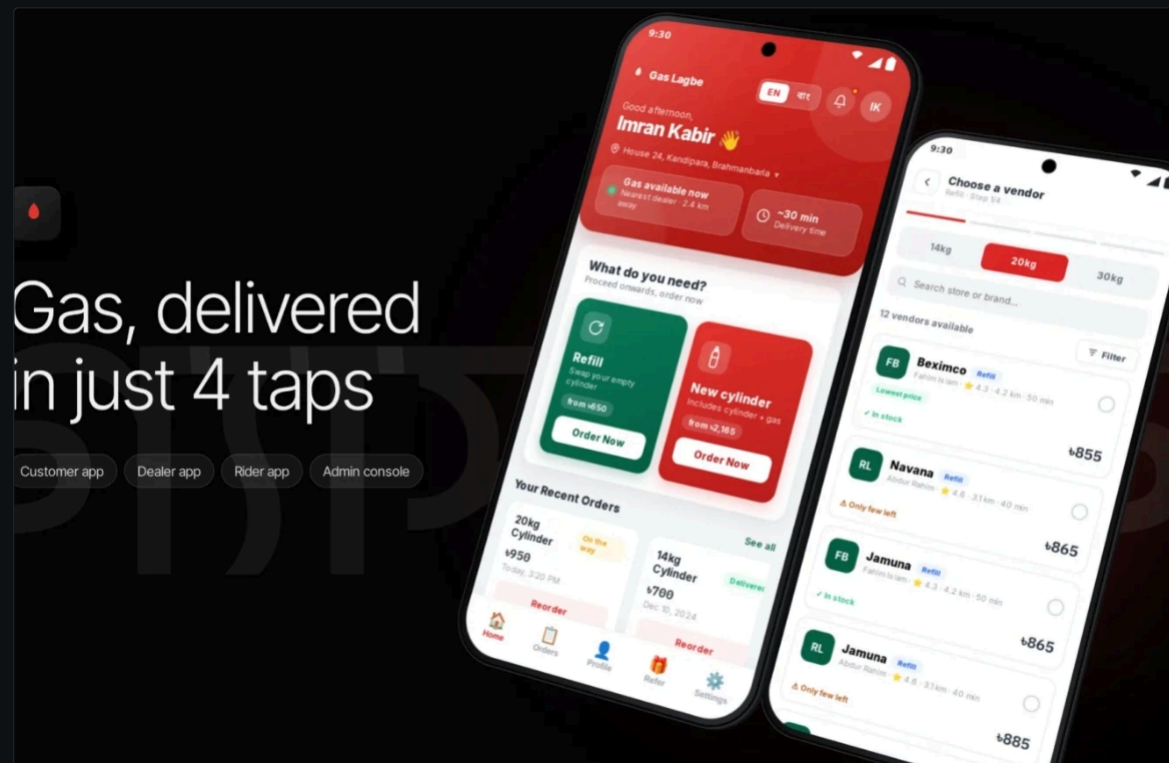
SAAS

UI/UX

WEB APP

Gas Lagbe, LPG delivery in four taps.

A cylinder delivery marketplace for Brahmanbaria, with React Native apps for customers, dealers and riders, plus a web version and admin console.



Customer app

iOS · ANDROID

Dealer app

iOS · ANDROID

Rider app

iOS · ANDROID

Admin console

WEB

W-03 / COACHING & TRAINING

The Final Round, a career platform on one site.

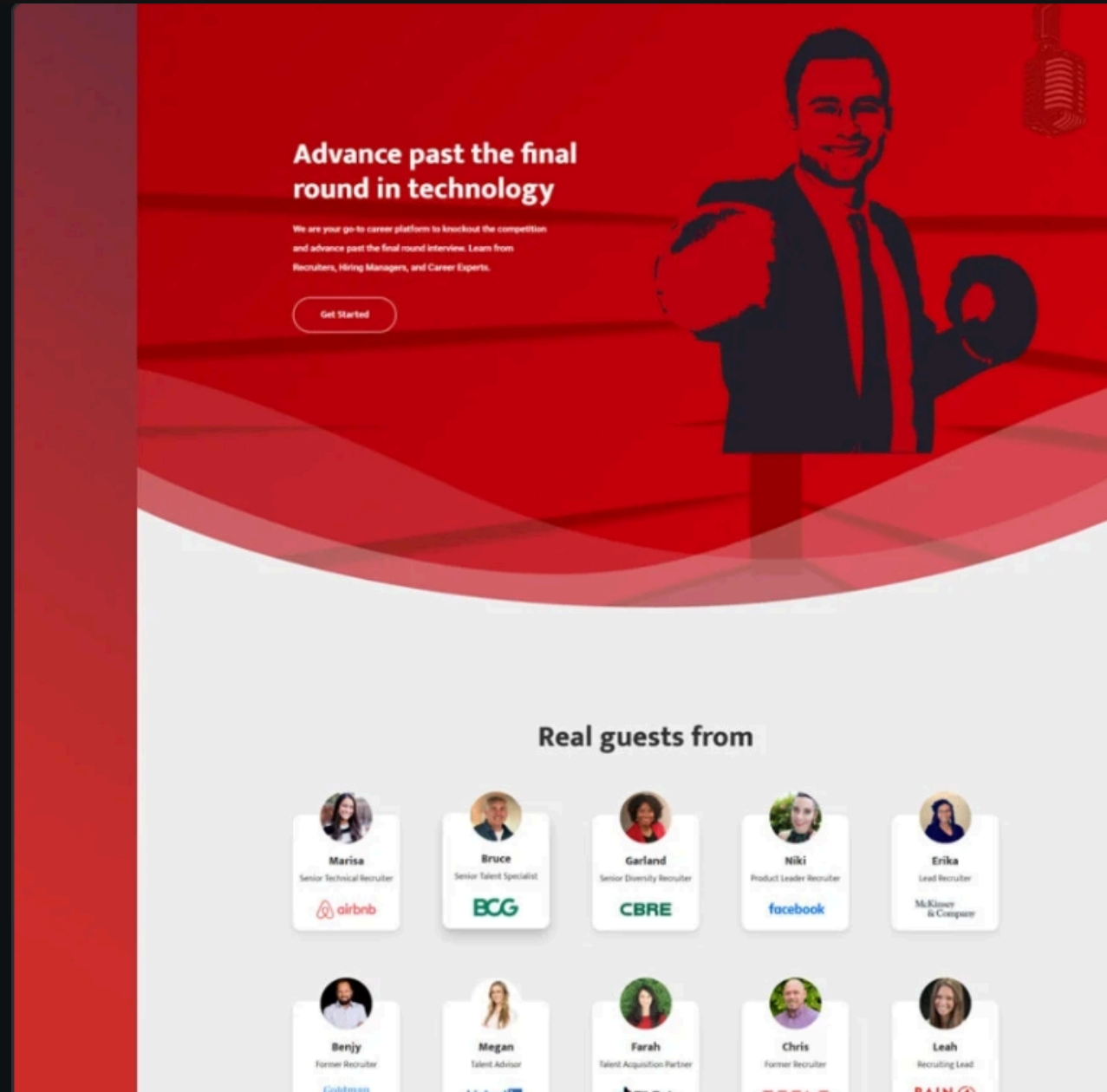
A tech career brand running a podcast, courses, a newsletter and a job accelerator, all managed by the client through an editable CMS.

DELIVERED

WEBSITE

EDITABLE CMS

SEO



The stack we actually run.

Chosen to be handed over, not to impress. Your team can own and extend every line.

UI/UX design

FIGMA · CLAUDE DESIGN

Web applications

NEXT.JS · REACT · LARAVEL · NODE.JS

Mobile apps

REACT NATIVE · FLUTTER

SaaS products

NEXT.JS · POSTGRES · SUPABASE

Automations

N8N · PYTHON

Assistants

CLAUDE · PYTHON · YOUR CONTENT

Websites

WORDPRESS · SHOPIFY · WOOCOMMERCE

Eleven sectors, one way of working.

Retail & eCommerce

Construction

Real Estate

SaaS Platforms

Health & Wellness

Marketing & IT

Creative & Media

Pet Care & Services

Coaching & Training

Beauty & Skincare

Legal

● Yours next

What clients say afterwards.

"Fantastic experience. I felt listened to. Technically sound, changes made on a fast schedule, and a good eye for colors and details."

Thane Holland

FOUNDER · RIPLURES & VERSAJAM

"Very easy to work with and delivered an exceptional finished product. I will work with this team again and would give 50 stars if possible."

Within Reach Senior Services

SENIOR HEALTHCARE SERVICES

Two ways to start a project.

OPTION A

Send a brief

One paragraph on your idea or problem is enough. Within one working day you get a written read on scope and a rough price band. No meeting required.

Reply time

1 working day



Ashiqur Rahman (Ash)
Founder & CEO, Softliro

Book a scope call

Pick any open slot in your timezone and talk straight to the founder who owns the work end to end. Not a sales team.

30 to 60 min • Meet or Zoom

cal.com/softliro

Bring us the part that
keeps breaking.

Email hello@softliro.com

WhatsApp +880 1714 470390

Book a call cal.com/softliro

Visit 46 St. Road, Brahmanbaria 3400, BD

softliro