

CURATUM

curatum.eu

You know the pain. We build the cure.

FOUNDING BLUEPRINT

Built May 2025 | Malta

1. Company Identity

Company name	Curatum
Domain	curatum.eu
Tagline	You know the pain. We build the cure.
Market	Malta, medium-sized businesses, 20 to 150 staff, any industry
Model	Pain-led solution delivery. Clients bring the problem, we build the fix.
Founded	2025

The name

Curatum is Latin, the past participle of curare: to care for, to fix, to attend to. It means the job is done, the problem is handled. The name and the tagline share the same Latin root as the word cure, making the entire identity coherent from the very first impression.

2. What Curatum Is

What we are

A problem-solving company that happens to use technology. The technology is never the point. Fixing the pain is the point.

We work with mid-sized companies from any industry who already know something is broken and want it fixed properly, not patched.

We listen deeply, learn the process completely, design the solution, build it, and stay until the pain is measurably gone.

What we are not

We are not a software house, an IT consultancy, or a digital agency. We do not sell platforms, licences, or subscriptions.

We do not cold-audit businesses we have never met. We do not pretend to have industry expertise we do not possess.

We do not disappear after handover. We do not work with clients who want the cheapest option or who will not give us proper access to understand the problem.

3. The 7 Founding Principles

These are not marketing slogans. They are the internal rules that govern every engagement: what we will and will not do, and why.

- We listen before we think, and think before we build**

No solution is proposed until the problem is fully understood. We never walk into a first meeting with answers, only questions. The listening session is the most important thing we do.

Rule: Nothing is designed until the client has talked and we have asked why does that happen at least three times.

2 Simple beats clever, every time

The best solution is the leanest one that fully solves the problem. We never add complexity to look impressive. If the client's team cannot understand what we built, we built the wrong thing.

Rule: If we cannot explain how it works to a non-technical person in the room, we redesign it.

3 We tell the truth, especially when it is uncomfortable

If we cannot fix something, we say so. If the problem is bigger than the client thinks, we say so. If their current system is about to break, we tell them before they find out the hard way. No false confidence.

Rule: We never promise an outcome we are not certain we can deliver.

4 We measure what changed, not what we did

Deliverables are irrelevant. What matters is whether the pain is gone. We define success metrics before we start: time saved, errors eliminated, money recovered. We check them after handover.

Rule: Every engagement ends with a before and after measurement, not just a handover.

5 The client's knowledge is sacred

They know their industry, their team, and their customers better than we ever will. We never override their domain expertise with our systems thinking. Our job is to serve their knowledge, not replace it.

Rule: The client signs off on the solution design before a single line of logic is built.

6 We stay until it actually works

Handover is not the finish line. We do not consider a project complete until the system is running in real conditions, the team is comfortable, and the original pain is measurably gone.

Rule: A 30-day post-launch check-in is included in every engagement, always.

7 We build to be replaced

Every system we create is documented, explained, and handed over in a way that means the client is never dependent on us to keep the lights on. They choose to keep us. They are never trapped with us.

Rule: If a client cannot operate the system without us, we have not finished the job.

4. The Client Journey

Every touchpoint is designed so that trust builds at every single stage. It never drops.

1 **First contact** | Day 0

They hear about Curatum through a referral, a LinkedIn post, or a business event. Something resonates: the tagline, a case study, a specific pain described. They look us up or reach out directly.

What they feel: This might be relevant. Let me find out more.

2 **First conversation: coffee, not a pitch** | Days 1 to 3 | Free

A relaxed, informal conversation, in person wherever possible in Malta. We listen more than we talk. We share a case study naturally. We never propose anything. The only goal is to understand whether their pain is real and whether there is a genuine fit.

What they feel: This person actually listened. They did not try to sell me anything.

3 **The listening session** | Days 5 to 10 | 2 hours | 400 euros

The first formal, paid engagement. We work through the six core questions systematically. We map the process in real time, find where it breaks, what it costs, and what good looks like. The client does most of the talking.

What they feel: They understand our problem better than we do. This feels different.

4 **The proposal** | Within 48 hours of the listening session

A clean, single-page proposal opening with the problem restated in the client's own words. Then the solution, the tools, the timeline, the fixed price, and the one success measure that defines when the job is done. The listening session fee is deducted if they proceed.

What they feel: This is exactly what we described. They actually paid attention.

5 **The build** | Agreed timeline | 2 to 8 weeks

The client approves the solution design before a single line of logic is built. Then we build, sharing progress at agreed checkpoints. Claude is our thinking partner throughout. The client is never left wondering what is happening.

What they feel: We are in control. We can see it taking shape.

6 **Handover** | Final week of the build

Every person who will use the system is trained in person. A plain-language guide is produced. Real scenarios are tested until the team is genuinely comfortable. The 30-day post-launch check-in is confirmed before we leave.

What they feel: We actually understand what we have been given. We are not dependent on anyone.

7 **Retainer** | Month 2 onwards

At the 30-day check-in we review performance against the original success measure. The retainer is offered naturally, never pushed. Monthly relationship, system health monitoring, small improvements, and priority access.

What they feel: We want to keep this person. They have earned it.

5. Pricing Structure

Three components. Simple to understand. Easy to say yes to. Serious enough to be respected.

<p>Component 1</p> <p>The Listening Session</p>	<p>€400</p>	<p>A structured 2-hour session. Deducted from the build fee if the client proceeds. Includes a written problem statement delivered within 24 hours.</p>
<p>Component 2</p> <p>The Build</p>	<p>€1,500 to €8,000</p>	<p>Fixed price, agreed before the build starts. Simple fix: 1,500 to 2,500 euros. Medium build: 2,500 to 5,000 euros. Complex build: 5,000 to 8,000 euros.</p>
<p>Component 3</p> <p>The Retainer</p>	<p>€500 to €1,200 per month</p>	<p>Offered at the 30-day check-in, never pushed. Monthly system health monitoring, small improvements, priority access, and a quarterly performance review.</p>

The 5 Pricing Rules

- ✓ **Adjust scope, not price**
If a client cannot afford the full build, reduce what you are building, not the price per unit of work. Discounting trains clients to always push back on price.
- ✓ **Always charge for the listening session**
Even at a discount for a warm referral. Free sessions attract people who are not ready to commit and waste your most valuable asset: time.
- ✓ **Always fix the price before building**
Hourly billing creates anxiety for the client and undersells your value. A fixed price signals confidence and protects both sides.
- ✓ **Always get design sign-off before building**
Written approval of the solution design before any build begins. This single rule eliminates 90 per cent of project disputes.
- ✓ **Always measure the before and after**
Every project ends with a documented result: time saved, errors reduced, money recovered. This becomes your next case study and justifies every future price you quote.

6. Activation Plan: First Clients in Malta

No advertising budget. No existing reputation. Three phases to first revenue.

Phase 1: Foundation (Weeks 1 to 3)

Internal work only. No outreach yet. Get everything ready before talking to anyone.

- Write the case studies for the Mosta Rotunda and Express Blasting. The before, the after, the numbers.
- Build the core digital assets: website (one page is enough to start), LinkedIn company page, and personal LinkedIn updated to reflect Curatum.
- Define and price the listening session. Name it, describe it, put it on the website.
- Prepare a 60-second personal introduction built around the tagline.
- Register Curatum legally in Malta.
- Build a simple, reusable proposal template.

Phase 2: Warm Network (Weeks 4 to 10)

Personal outreach only. Malta relationships first.

- List every business owner known personally. Target 30 to 50 names minimum.
- Have coffee, not sales meetings. Show the case studies. Ask for opinions, not business.
- Offer one free listening session to a warm contact with a real, known problem.
- After every conversation ask: do you know anyone who is frustrated with how something in their business works?

Phase 3: Referral Engine (Months 3 to 6)

Partners, visibility, and first retainers.

- Partner with 5 to 8 Malta accounting firms. Offer a 10 to 15 per cent referral fee on project value. This is the highest-leverage move available in Malta.
- Attend one Malta Chamber of Commerce or MHRA event. Attend to listen and be present, not to exhibit.
- Publish one LinkedIn article per month: a specific operational problem and a better approach. The first article is the Rotunda case study.
- At the 30-day check-in with every completed client, present the retainer option naturally.

7. Founding Case Studies

Case Study 1: Mosta Rotunda (Primary)

One of the largest and most visited churches in Europe. A real operational problem identified, and a bespoke digital system designed and built by Curatum, currently live and running. The client has explicitly authorised the use of the Rotunda name in all Curatum marketing materials. Full case study to be documented separately.

Case Study 2: Express Blasting (In development)

A sandblasting company processing approximately 50 orders per day across 6 workflow stages. The original system was built on Google Sheets with Cognito Forms, Pabbly Connect, and Google Drive integrations. It is currently functional but fragile and is scheduled for a full rebuild using Curatum's methodology. The rebuild will produce the definitive before and after case study.

8. Claude as Working Partner

Claude (Anthropic) is a genuine working partner in every Curatum engagement, not a background tool or a curiosity. It is used actively throughout the process.

- Listening sessions: Claude helps analyse what was heard, identify root causes, and spot what was missed.
- Solution design: Claude stress-tests the logic, identifies edge cases, and pressure-checks assumptions before anything is built.
- Build phase: Claude assists with technical problem-solving, code logic, and integration design.
- Documentation: Claude produces clear, plain-language guides for client teams.
- Case studies and marketing: Claude turns real project outcomes into compelling, honest client-facing stories.
- This founding document was co-built with Claude across a single working session.

9. The Company Promise

*You tell us what is broken.
We learn it completely, build the fix,
and stay until the pain is gone.*

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