



BLOEMFONTEIN • SOUTH AFRICA

We build the software your business actually needs. That's just the start.

Custom websites, apps and bespoke software — plus media and marketing through 1 Stop Media. Built fast on MegaPixel, our own AI platform, then kept in a loop with you: the live build becomes the source everything else is made from.

IN • LLM TOOL CALLING, VISION, REASONING

OUT • DETERMINISTIC SOFTWARE, CONTENT, MEDIA, INSIGHTS, ANALYTICS, SUPPORT

INSIDE • 01-03 THE COMPANY • 04-06 WHAT WE DO • 07-10 HOW WE WORK • 11-13 THE PROOF

00 **MegaPixel**
THE PLATFORM

01 **1010 Collective**
THE BUILD

10 **1 Stop Media**
THE REACH

11 **You**
THE LOOP

01 THE ENGINE, IN ONE SENTENCE

WHAT THE MACHINE DOES

Large-language-model tool calling, vision and reasoning — harnessed into deterministic software, content, media, insights, analytics and support.

Tool calling

The model does the work, not a description of it: it writes the code, runs the real database and drives a browser through what it just built.

Vision

It sees the rendered result — layout, brand, media — and judges it against what you asked for instead of guessing.

Reasoning

It plans, checks its own work and verifies against the live preview before anything is called done.

The word that matters is deterministic: what ships is real code, real SQL and real files that run the same way every time — no model in the middle. The intelligence stays in the workshop; you own what it makes.

AND WHERE THE JUDGEMENT CAME FROM

Ten years of agency industry experience, condensed into a unified software update.

Every agency runs the same gauntlet: quotes in one tool, jobs in another, invoices in a third, and the client left guessing between them. We ran it for a decade, then stopped patching and wrote the whole thing down as one system — spec to quote to build to invoice to support, with the client and the partner sitting inside it instead of emailing about it.

Building the industry one software update at a time.

NO MODEL RUNS INSIDE YOUR PRODUCT. WHAT SHIPS IS CODE, SQL AND FILES YOU CAN READ.

02 THE LAYERS — ONE STACK, OURS FROM TOP TO BOTTOM

COUNTED IN BINARY

11 You THE LOOP

Client, agency and service partner iterating on the live build together — the layer that never ships, because it never stops.

10 1 Stop Media THE REACH

Media and digital marketing on top of the build — content, campaigns, video and brand, so what we make actually gets found.

01 1010 Collective THE BUILD

Design, code, data and delivery — websites, apps and business systems, with the portal, quotes and support wrapped around them.

00 MegaPixel THE PLATFORM

Our own AI coding platform underneath it all — the reason a spec becomes a working, clickable preview in days, not months.

THIS DOCUMENT WAS GENERATED BY LAYER 00, FROM LAYER 01'S OWN LIVE DATABASE.

03 WHAT THAT MEANS FOR YOU

Bloemfontein based

South African team, South African hours.

Fixed, itemised quotes

You approve every line before we build anything.

Live preview from day one

You watch it get built, not read about it.

You own the code

No lock-in and no proprietary black box.

THE CODE LEAVES WITH YOU: DOCUMENTED, VERSIONED, NO PROPRIETARY RUNTIME.

04 WHAT WE BUILD

DIVISION 01 · 1010 COLLECTIVE

Custom websites

Fast, mobile-first marketing sites that rank, convert and are genuinely easy to update.

Mobile apps

iOS and Android from one codebase, store submission and release management included.

E-commerce

Catalogues, carts, South African payment gateways and an order admin you will actually use.

Web applications

Dashboards, portals and booking systems — real software behind a login, built to your workflow.

Custom software

Line-of-business tools that replace the spreadsheet everyone is quietly fighting with.

Hosting & support

Managed hosting, SSL, backups, uptime monitoring and a real person when something breaks.

PACKAGES ARE BUILT FROM COMPONENT LINES, SO A QUOTE ITEMISES WHAT YOU ARE PAYING FOR.

05 WHAT WE BUILD WITH

THE TECHNICAL RANGE

Modern web front ends

React and TypeScript, mobile-first, tested at real phone widths.

Serious databases

PostgreSQL — real relationships, constraints and reporting you can trust.

Maps & location

Delivery zones, service areas, catchments and nearest-branch search.

AI & semantic search

Search that understands meaning, recommendations, answers over your own documents.

Payments & billing

Card gateways, part payments, aging and recurring billing that runs itself.

Email & documents

Transactional email and server-generated PDF quotes, invoices and statements.

Integrations

APIs and webhooks into the systems you already run, so data stops being retyped.

Built to be handed over

Documented, versioned code that is yours. Host it with us or take it anywhere.

SPATIAL DATA AND SEMANTIC SEARCH SHIP ON THE SAME DATABASE — NO EXTRA SERVICE TO RENT.

06 WHO WE BUILD FOR

PROPERTY & ESTATE AGENCIES

RETAIL & ONLINE STORES

PROFESSIONAL SERVICES

TRADES & FIELD SERVICES

HOSPITALITY & TOURISM

SCHOOLS & TRAINING

NON-PROFITS

LOGISTICS & TRANSPORT

HEALTH & WELLNESS

EVENTS & VENUES

NO CLIENT LOGOS PRINTED HERE WITHOUT PERMISSION — ASK US FOR REFERENCES INSTEAD.

DIVISION 10 · THE REACH

1STOP MEDIA

The marketing half of the job.

1010 Collective (Pty) Ltd trading as 1 Stop Media — media and digital marketing on top of the build, by the same team, on the same live project.

Social media management

Content calendars, design, copy, scheduling and community management.

Photography

Property, product, team and event work, shot and retouched.

Paid advertising

Google Search, Performance Max and Meta — tracking wired up before a cent is spent.

Brand identity

Logo suites, colour, type and usage guides — the whole kit, not a single file.

Video production

Concept, shoot, edit, grade and subtitles, cut for every platform.

Content & copy

Words that sound like you: pages, posts, captions and campaigns.

AD SPEND IS PAID TO THE PLATFORM DIRECTLY AND REPORTED APART FROM OUR FEE.

07 THE 1010 PROMISE — SPEC TO LIVE, ON A CLOCK

THE CLOCK IS PUBLISHED

Most agencies answer "how long will it take?" with a range. We put a number on every stage.

FROM YOUR SPEC LANDING

1010

MINUTES

ABOUT 17 HOURS

Full quote and proposal

A fixed, itemised quote and a written proposal — every line priced, so you can see what to keep and what to drop.

FROM APPROVAL AND DEPOSIT

1010

MINUTES

ABOUT 17 HOURS

Working MVP preview

Not a mock-up or a slide deck. A clickable preview of your actual product, running, that you can pull apart.

FROM YOUR MVP PREVIEW

10

DAYS 10 HOURS

ABOUT 250 HOURS

Live

Refining what you saw, wiring up integrations, securing and hardening it, and getting it launch-ready.

The clock runs on our side of the work. It pauses while we are waiting on you for information, media, content or access to a third-party system — and anything that depends on somebody else, like an app store review or a payment gateway approval, runs on their clock, not ours.

THE CAVEAT THAT PAUSES THE CLOCK IS PRINTED BESIDE THE NUMBER, NOT IN FINE PRINT.

08 HOW A PROJECT RUNS

FOUR STEPS, FROM YOUR SIDE

01

Spec it

5 MINUTES

Fill in the spec form in plain language. We turn it into a proper scope.

02

Quote

1010 MINUTES

A fixed, itemised quote and written proposal land in your portal.

03

MVP preview

1010 MINUTES

Approve and pay the deposit, and a clickable preview is in front of you.

04

Live

10 DAYS 10 HOURS

Refining, integrating, securing and hardening — then the keys are yours.

YOU ACCEPT THE QUOTE IN YOUR PORTAL, AND THE JOB MOVES STAGE BY ITSELF.

09 INCLUDED AS STANDARD WITH EVERY BUILD

Your own client portal

Sign in and see every job, what stage it is at, and the deliverable links when it ships.

Quotes you accept online

A fixed, itemised quote lands in your portal. Accept it there and the job starts moving.

Proper A4 documents

Real generated PDFs, emailed and downloadable — not a screenshot of a browser print.

Statement of account

Every invoice, every payment, a running balance and what is overdue. Always current.

A support desk

Log a ticket, see the whole thread and its status. Nothing gets lost in a chat group.

Card or EFT payments

Pay by card straight from the portal, or by EFT with the banking details on the invoice.

INVOICE STATUS IS DERIVED FROM PAYMENTS RECEIVED — NOBODY HAS TO REMEMBER TO MARK IT PAID.

10 WHERE MOST PROJECTS START

READ FROM OUR LIVE CATALOGUE

Common starting points, each built from components we add to or strip out — and every project quoted on its own spec, including anything not listed here.

BUILD & SOFTWARE

Business Website (up to 5 pages) · Custom Software / Internal Tool · Custom Web Application · Domain Registration (.co.za) · E-commerce Store · Hosting & Maintenance · Mobile App (iOS + Android) · + 1 more

MEDIA & MARKETING

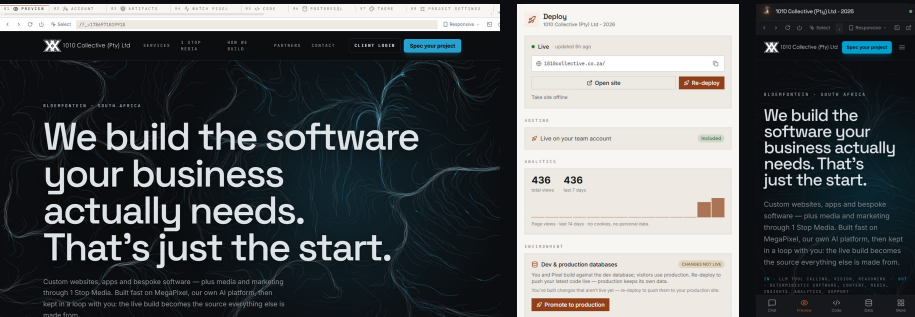
Brand Identity Package · Full Day Video Shoot + Editing · Google & Meta Ads Management · Property Video & Photos · Social Media Management

11 THE WORKSHOP, PHOTOGRAPHED

NOT RENDERS

We don't hide our process, because we own our process.

Every page of this document claims we build on our own AI coding platform. This is it, with the 1010 Collective website open inside — the same tabs your project gets.



TAB 01 · PREVIEW

DEPLOY

ON A PHONE

SCREENSHOTS, NOT RENDERS. CAPTURED FROM THIS PROJECT, IN THE TABS IT WAS BUILT IN.

12 LAUNCH IS THE BEGINNING

LAYER 11 · THE LOOP

Your live build becomes the source of truth: MegaPixel reads it read-only, and the rest of your material is made from what is really there.

You · The client

Approve quotes, raise tickets, ask for the next thing — on the real product.

1010 + 1 Stop · The agency

Build and media in one team: page, tracking and campaign changed together.

Service partners · The network

Partners log leads and specs through the same pipeline the work runs on.

CLIENT PROPOSALS

COMPANY PROFILES

LOGO & BRAND PACKS

SOCIAL CAMPAIGNS

REPORTS & ANALYTICS

MARKET INTELLIGENCE

LEAD GENERATION

IDEAS & PROTOTYPES

Proof: the 1 Stop Media logo two pages back was redrawn as vectors inside this very project, from the last surviving 248 × 117 bitmap — and this profile was made the same way.

MEGAPIXEL READS THE LIVE BUILD READ-ONLY; EVERY ARTIFACT COMES FROM YOUR REAL DATA.

13 PARTNER WITH US

SIX RUNGS, ORDERED BY DEPTH

Six rungs, from passing on a lead to running the whole stack under your own brand. No figures are printed here for the same reason no prices are: your share is an agreement, not a web page.

01
Sales Partner

01
Service Partner

10
Hybrid Partner

11
Agency White Label

100
MegaPixel White Label

101
Agency + MegaPixel

RUNG NUMBERS LIVE IN OUR DATABASE AND ARE SENT ON REQUEST, NEVER PRINTED PUBLICLY.

START HERE

Tell us what you want built.

Five minutes on our spec form gives us everything we need to come back with a real, itemised quote — within 1010 minutes. The quote starts the clock; launch starts the loop.

TALK TO US

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