

# Deepak K K

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I build digital products for businesses that need more than a polished front door.

The work may begin with a website, a booking journey or a storefront. It often reaches deeper, into payments, memberships, customer support, staff workflows and the systems that keep a business moving.

More than a decade in enterprise technology taught me to make complicated systems clear. Running FytLounge and

building ventures of my own taught me what happens after launch.

*A product has to earn trust, fit the work of the team and keep working when no one is watching.*

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## WHAT I BUILD

### Digital products

Web, iOS and Android products for marketplaces, booking, coaching and customer experiences.

### Premium websites

Clear, distinctive digital homes for businesses whose online presence should match the quality of their work.

### Commerce & membership systems

Storefronts, subscriptions, bookings and memberships built around the way a business actually runs.

### Operational systems

Customer portals, dashboards, internal tools and practical automation for the work behind the customer experience.

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## SELECTED VENTURES

### Revora

A verified accommodation discovery and booking platform for India. Live on web, iOS and Android.

### Protein Reserve

A sports nutrition store built around verification, clarity and a better buying experience. In preparation for launch.

### FytLounge

A premium fitness and wellness studio in Kerala. Built, operated and extended through digital products.

### FytEdge

A one-to-one coaching platform with booking, video sessions and client management. In preparation for launch.

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## WHY THIS WORK IS DIFFERENT

- I understand the business behind the brief.
- I can help decide what is worth building, not only how it should look.
- I stay close to the work from the first decision through launch and refinement.
- I build for real use by customers, teams and the people responsible for keeping the business moving.

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## HOW I WORK

**Understand. Define. Design.**  
**Build. Launch. Improve.**

## BEST FIT

I work with founders and established businesses that have a real opportunity, a real operational problem or both.

The best projects are the ones where product, customer experience and the business behind them need to work as one.