# WANTED
## Adrenalin junkies

Chama

# Walk into Chama and you'll see

## we're not your average start-up.

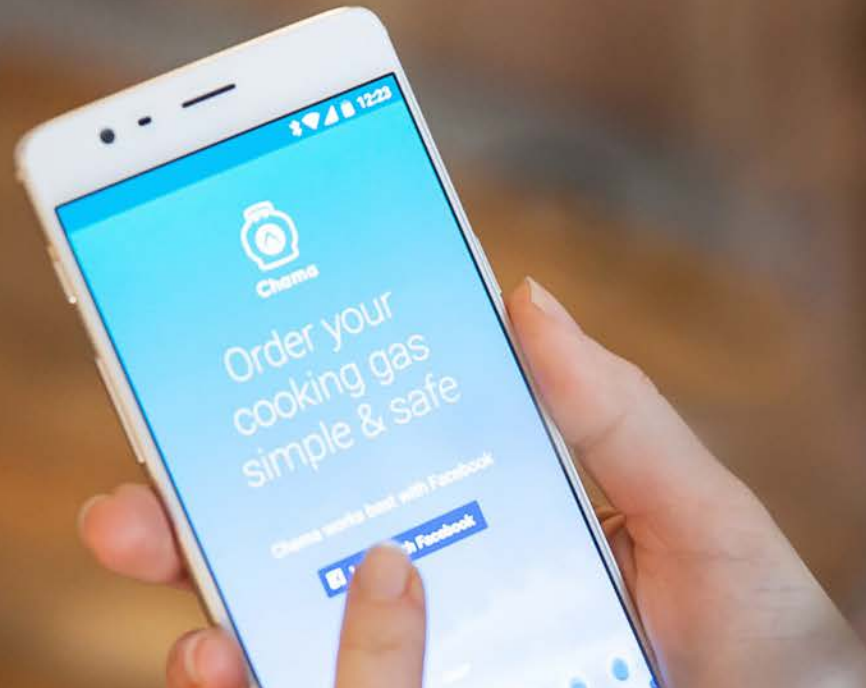That's because we don't operate on a shoestring budget.
So get ready to fill up your developer toolkit with the latest and greatest tools you need to shine. At Chama, your daily life will be fast-paced and you'll have the opportunity to be yourself.

# There is nothing else
## like Chama

# The Chama app is custom-made
## and we're in the launch phase

## We're producing three products

**1** Consumer mobile app      **2** Dealer web app      **3** Driver mobile app

Now we are expanding our team to create an Android and web application for several major emerging markets. We are well-funded and our development team is based in Amsterdam.

# What is the Chama app?

## It's like Uber for home gas delivery

Gas delivery is a huge market. Take Brazil. Each month, 95% of Brazilians get gas delivered to heat homes and cook meals. Independent dealers from major distributors provide 400 million cylinders of gas each year. With Chama, consumers can choose their gas delivery by proximity of drivers, quality or price.

# Welcome to our Pirate Ship!

*"We spent an entire year researching, securing investors, creating a global roadmap and launching our app. Now we're taking it to the market. It's a very exciting time!"*

**Marijn van de Ven**
CO-FOUNDER

**Bram Ellens**
CO-FOUNDER

When Bram Ellens and fellow co-founder Marijn van de Ven brainstormed over cold beers one night, they came up with the idea to develop an app for the global home gas market.

**They spent the next year honing their idea and successfully secured a major €50-100 million investment. The app was launched in November 2016 to a very enthusiastic response.**

**Today, Chama is further developing the app and enlarging the team to reach 10 million customers in the next two years and expand into South America, Africa and the Far East. Bram and Marijn share their thoughts on the growing team and the culture that makes Chama a unique and wild ride.**

## What does Chama mean?

**Marijn:** "Chama is Portuguese for 'little flame' as well as 'call me.' It's the perfect name. Everyone in Brazil immediately gets the concept and no matter who we talk to, everyone is excited. It's so simple to grasp and people are very enthusiastic and can't wait to start using it."

## Chama will be the biggest disruptor on the market

**Bram:** "For 50 years, every part of the home gas chain was owned by fat cats and locked in with the big players. Consumers have paid too much for far too little and too long. We are improving their quality of service and offer a safe, clean product, professionally delivered, at a better price. It's been a real adventure. The dealers we work with are in good and not-so-good areas. Taxis won't take us to some of them, so what we do is rent a car and drive ourselves to the neighbourhoods they won't go to. It's a unique adventure!"

## The home gas market is embracing Chama

**Bram:** "In countries where people rely on gas delivery, the vast majority keep one bottle of gas in their homes - the one that's hooked up - and don't have a spare one. But they often run out of gas for cooking or heating. We have sales data and know that on average, consumers run out of gas every 42 days. Our data scientist can predict with 90% certainty when they will need more. With this goldmine of data, we let drivers in the area know which consumers are about to run out so they can deliver the gas in time. It provides a far better level of service and peace of mind for consumers."

## The sweet sound of success

**Marijn:** "When we launched the app in November, we set up a bell to ring for every order that came in. We waited and waited and the time stretched all day just like in movies. When it finally rang the first time, we got super excited. After all the hard work that led to that moment, it was a sound we'll never forget. After two hours, it rang again. And again. By the end of the week, we had more than 100 orders."

### On Chama's family dynamic

**Bram:** "We are not building a company, we're building a family. It is more personal and we challenge each other like family around the dinner table. Unlike a business, the idea is to find people who all get along and share the same values. Our team is super flat, so it's natural to have a very personal culture."

### Are you a pirate?

**Bram:** "Our team is made of analytical cowboys. In terms of age, we're quite a mixed bunch. Some of us may seem ancient by the Internet industry standards. That's because we tend to attract senior people with exceptional talent. Our people are smarter, faster, entrepreneurial and pragmatic. To work at Chama, you need to be a bit of a risk taker and like to work hard - a pirate mentality. People here work hard because it's necessary. But they also relax and enjoy hobbies too. Personally, I take time to sing in a jazz band and spend my downtime with my wife and kids."

### It's a sure thing

**Marijn:** "We've enjoyed tremendous enthusiasm from consumers and our candidates. There has been a 100% buy in from everyone we recruit. They want to work for us because they recognize the unique opportunity and want to be a part of the adventure. Since we launched the app in November, we have been building our team with very talented people. This is our growth curve phase as we continue to develop the apps, expand our team and launch on a major scale."

### Get ready for a well-funded adventure

**Bram:** "Normally, start-ups don't have the funds to pay market salaries but we are very well-invested so can offer market rates and more. And unlike many Internet start-ups, we are building it for generations and to change lives. We are not building Chama to IPO or sell it. It is a professional and stable company with a long term vision to remain a part of the value chain. People base their decision to join a company on: salary, people, boss, content and adventure. At Chama, we offer everything they could want. And it's like a pirate ship!"

### Growth – full steam ahead

**Marijn:** "In 2017, it's all about growth. We anticipate there will be millions of customers using Chama by the end of the year. Chama will turn the entire home gas delivery model on its head while offering better service and quality to customers. We are very proud of the potential to grow across emerging global markets. After all, we have tapped into a niche environment with 400 million consumers with a service that is highly relevant to their everyday needs."

### Into the future

**Marijn:** "Within three to five years, Chama will be the largest home cooking gas distributor in the world… without any fixed assets. Much like how Airbnb owns no hotels yet offers accommodation. We will have a global presence, operate in South America, Africa and Asia and be a market leader in five to ten years. As a tech company, our digital platform will be able to accommodate future apps for our customers, for instance for water or food delivery to their homes. Since our app will be on the mobile phones of 10 million customers and with all the valuable real-time data we can access, it is very exciting to think of all the additional business initiatives we can explore."

# The team

## Three reasons to join Chama

### 1
We are well-funded and can afford the latest technology.

### 2
We're in the building phase, so you'll have the freedom to build and own your projects.

### 3
A start-up rollercoaster culture without the hassle. We respect each other, problemsolve together and, most of all, have fun.

# Wanted

## Android, Web App and Back-end Developers

# Wanted: Android Developer

We need someone who can push mobile to the limits and take Chama to the next level and scale it to new heights.

**You'll join our tight, ambitious team of developers to make the best new app that no one has ever seen. Chama is a first and you need to explore and deliver the best possible experience for millions of consumers. The app has already launched and works great. But we need you to make it even better and transform it into a high performance market leader that can be scaled for future advancements.**

Your main focus will be to develop the app and integrate it with back-end services. You'll work closely with our growing team of developers and contribute your ideas and solve problems together. Our users have never had an app for their home gas service before. You will help put Chama on the map and should thrive on challenges and deadlines and pressure. Because the end result will be worth it.

Whether you are interpreting requirements and mock-ups into functional high-performance app features or working with our data scientist to make sure we are giving users the best experience possible, every day at Chama will be exciting and full of energy — and you'll enjoy the satisfaction of making history together.

# Your Android Developer toolbox

If this is you, we need to meet ASAP.

**1**

**Essential to start talking**

Two years' Android programming experience

Familiar with design patterns like Singleton

Can work with Git

**2**

**Makes the conversation easier**

Familiar with REST APIs
Agile experience

**3**

**Nice to have**

Four years' Android experience

Worked with Jira

Have an App released in Play store

Set up and manage CI tools (I.e. Jenkins)

Libs Android: Google Play, Retrofit, android support design, Butter Knife, crashlytics

**4**

**Now we're really talking!**

Four years' Android experience

Familiar with MVP or MVVM design pattern

Experience with iOS, .Net C # or Azur Portal

# Wanted: Web App Developer

We need a very hands-on Web App Developer who will define how to hook up with the vendors and work with the team to find solutions.

**Your main purpose will be to create a tool for dealers to manage orders, assign these to drivers and develop an interface for their administration purposes to smoothen the communication between dealers and consumers. The core functionalities are set up, but you'll need to improve the details and take ideas from scratch.**

You'll enjoy our great environment and team. You'll be involved in building the product, especially for end users. As our new web app developer, you will need to figure out what problems we are trying to solve.

The main focus will be to work on automated testing to set up an overall developer pipeline. Everything you can do to optimize your development process, while maximizing your chances of crafting a hit app, has the potential to make a difference.

# Your Web App Developer toolbox

If this is you, we should meet ASAP.

**1**

**Essential to start talking**

HTML, CSS, JavaScript. with the latest
: HTML5, CSS3, ECMAScript 6

**2**

**Makes the conversation easier**

NodeJS+NPM, gulp/grunt, bower,
browserify, promises, babel,

TDD and the drive to apply it

Architectural and design patterns,
think MVC, MVVM, Layered
architecture; or singleton/
multiton, pub-sub etc.

You're great at applying this in
your area

**3**

**Nice to have**

ReactJS, bootstrap

Setting up and maintaining CI-
pipelines (dev/build/test/deploy

Git and git-flow

**4**

**Now we're really talking!**

AngularJS, requireJS, cujoJS, karma,
jasmine, mocha, chai, sinon, etc.

# Wanted: Back-End Developer

You're stepping in at the perfect time, to help us take Chama from launch to market leader. Our ideal back-end developer has a C# background as well as 10 years' experience, especially with a large-scale interface.

**Worried about budget and resources? Don't be. If you need something to perform better, all you have to do is ask. We are well-funded and know the value of using the best tools to make the best product. Whatever technology you need to get the job done will be what we provide.**

If you like to solve problems, then you've come to the right place. You'll have room to explore problems and share your ideas with the team. We are a small team and there are no silos here. We support and respect each other's skills and expertise.

The Chama app gives consumers easier, immediate access to a product delivered to their homes on a regular basis. It is for a consumer product and is destined to disrupt a huge market across South America, Africa and Asia. It will provoke a price war, level the playing field among dealers and remove unregulated vendors from the process. We need someone who can develop awesome implementations and thrives on crazy schedules. No one on our team is a cog in the machine, especially not in this role. Whatever you do will be visible in the product and will have a widespread global impact.

# Your Back-End Developer toolbox

### If this is you, we should meet ASAP.

**1**

**Essential to start talking**

NET (C#), icm Visual Studio and
NuGet,
ASP.NET Web A

**2**

**Makes the conversation easier**

Dependency injection / inversion
of control and how to apply this,
specifically with Autofac:

TDD and the drive to apply it

Architectural and design patterns,
think MVC, MVVM, Layered
architecture; or singleton/multiton,
pub-sub etc. You're great at
applying this in your area.

REST services with JSON, and a
great working knowledge of the
HTTP protocol

Experience with the intricacies
of dealing with low-bandwidth,
high-latency, and unreliable mobile
Internet connections

**3**

**Nice to have**

NodeJS + NPM, Windows Azure:
App Service, Service Bus, Azure
Storage, Resource Templates

Setting up and maintaining
CI-pipelines (dev/build/test/
deploy)

Git and git-flow

**4**

**Now we're really talking!**

Windows Azure:
Service Fabric, affinity with HTML,
CSS, JavaScript

# Some of our fellow pirates

## about working at Chama

"This is the most fast-paced, intense start-up I have ever worked for. I love it!"

**Andressa Cabral**
HEAD OF CARE AND DEALER ACQUISITION

"Every day is totally different. And that's what I like. The variety and the pace."

**Bob Maks**
DATA SCIENTIST

"It's so cool to use the latest tools I need and bounce ideas off each other to think up the best solutions."

**Robbert Korthals**
HEAD OF CUSTOMER CREATION