



CASE STUDY

From Prototype to Funded SaaS on AWS

Executive summary

Novelingo, a Málaga EdTech startup, was building an AI platform to transform corporate training, but they had no production infrastructure, no internal platform team, and no technical leadership for their grant. Threading Clouds delivered the AWS foundation, DevOps pipelines, Amazon Bedrock AI backend, and fractional CTO advice that took Novelingo from prototype to funded company and securing a **€250K Neotec grant** from CDTI.

The challenge

- No Platform**
 Novelingo's new product, Novelingo Studio, existed only as a prototype. Serving enterprise clients meant production-grade AWS — without runway for a platform team.
- Grant Risk**
 Novelingo applied for a €250K Neotec grant. Without senior technical leadership to articulate the architecture, the grant was at risk.
- AI Stuck In Prototype**
 Novelingo's differentiator is AI-generated games. Without expertise to run AI at production scale, the product couldn't ship.

From Prototype to Funded SaaS on AWS

A six-person EdTech studio with a prototype and a grant deadline became a funded product company with a production AWS SaaS. Threading Clouds delivered the cloud foundation, CI/CD, Amazon Bedrock backend, and fractional CTO advisory that secured €250,000 in non-dilutive funding.

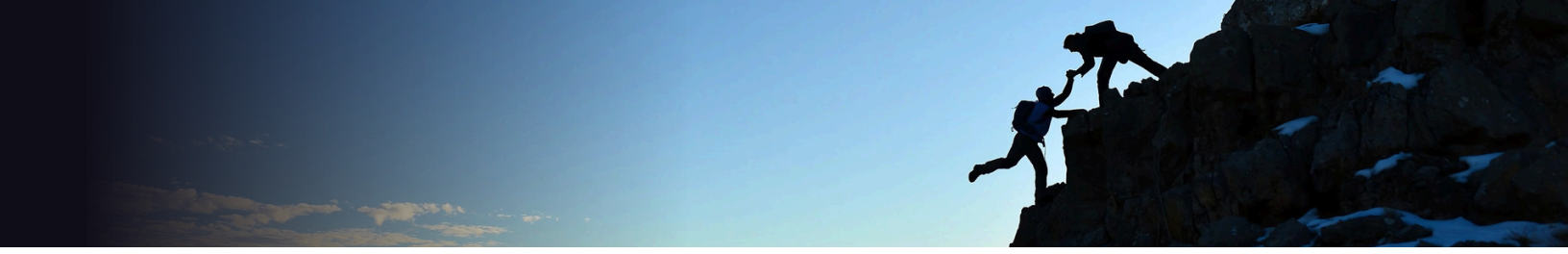


About the customer

Novelingo is a Málaga-based EdTech startup specializing in serious games and gamified corporate training. Their platform, Novelingo Studio, uses AI to let anyone create training video games without coding. ENISA-certified startup, Neotec grant recipient, and Google "Approved by Teachers" seal holder. Clients span corporate training, cultural heritage, and education.

Daniel Cañete
CEO, Novelingo

"When CDTI asked about our architecture and we had a complete, credible answer ready, that was the moment I knew the grant was ours. Threading Clouds gave us the technical backbone and the confidence to present ourselves as a real technology company."



Daniel Cañete

CEO, Novelingo

"Working with Threading Clouds felt like gaining an extension of our own technical team. Their deep expertise in AWS and DevOps gave us the robust, scalable foundation needed to launch Novelingo Studio. Beyond technical execution, their strategic guidance gave us confidence every step of the way, while their AI consulting helped us navigate a rapidly evolving landscape and make informed decisions aligned with our product vision."

Why Threading Clouds?

Novelingo needed more than a cloud vendor. They needed a partner who could simultaneously stand up production infrastructure, build the AI backend that powers their core differentiator, and act as the senior technical voice in front of a government grant evaluation committee. Threading Clouds brought that combination in a single engagement: deep AWS expertise across multi-account foundations, ECS microservices, and Amazon Bedrock, paired with fractional CTO advisory that translated infrastructure decisions into the technical narrative funders and enterprise buyers needed to see. For a six-person startup, that integration replaced hiring four different specializations. As an AWS Select Tier Services Partner, Threading Clouds delivered architecture, Terraform implementation, pipelines, Bedrock enablement, and CTO advisory under a single accountable engagement.

The solution

Threading Clouds delivered an integrated engagement across four service lines, structured in three infrastructure phases with fractional CTO advisory running continuously across all of them. Phase one provisioned a production-grade AWS multi-account architecture using AWS Organizations, with separate accounts for production, staging, development, and shared services. This environment segregation allows Novelingo to tell enterprise training buyers their production data is isolated by design, and what gave CDTI evaluators confidence in the platform's operational maturity. Phase two built automated CI/CD pipelines from commit to production with automated testing, container image builds, and zero-downtime deployments. The application was decomposed into independent microservices running on Amazon ECS with Fargate, simplifying operations and enhancing security. Phase three enabled Amazon Bedrock across the platform, giving Novelingo Studio secure access to multiple foundation models for its AI game-generation engine without the overhead of GPU provisioning. Throughout the engagement, fractional CTO services produced the technical architecture and roadmap that anchored the Neotec grant submission and established the engineering practices that a growing product team would need.



Results

Novelingo entered the engagement as a services studio with a prototype. They exited as a funded technology company running a production-grade SaaS platform on AWS, with the technical credibility to win government grants and serve enterprise clients. The Neotec grant from CDTI was approved on the strength of the technical architecture and roadmap that Threading Clouds built — €250,000 in non-dilutive funding for a six- person startup, secured without giving up equity. The engagement compressed what would typically take 12 to 18 months of hiring and iteration into a single coordinated delivery: the cloud foundation, the AI backend on Amazon Bedrock, and the engineering practices a product company needs to scale.

Benefits

Environment segregation, centralized identity, automated deployments, and a fully auditable infrastructure codebase are in place from day one. When a corporate training department asks "how do you manage our data?", Novelingo points to architecture, not promises. The multi-account structure, automated pipelines, and modular infrastructure scale with the business: new services, new regions, and new compliance requirements slot in without redesigning what already works. Amazon Bedrock removes GPU provisioning overhead entirely, so Novelingo pays only for inference and can adopt new foundation models without re-architecting the platform. Engineering velocity is preserved because the platform Threading Clouds built supports daily release cadence on day one — the team ships product improvements, not infrastructure firefighting.

Daniel Cañete

CEO, Novelingo

We needed someone who understood that our infrastructure had to serve the product launch, the grant application, and the enterprise sales conversations all at the same time. Threading Clouds delivered all three.



Next steps

With the cloud foundation, AI backend, and engineering practices in place, Novelingo is positioned to expand Novelingo Studio across new enterprise clients and training verticals. Threading Clouds continues to support the platform's evolution — adding services, regions, and compliance controls as the product matures and the customer base grows — while keeping fractional CTO advisory available for the technical decisions that come with scale. Near-term focus areas include extending the Bedrock-powered generation pipeline with new foundation models, hardening multi-tenant isolation as enterprise customers onboard, and refining FinOps controls as inference volume grows alongside paying users.

Key highlights

▶ Technical Credibility That Secures Funding

The architecture and roadmap gave Novelingo a credible answer to the hardest grant-application question "Can you actually build this?" The €250K Neotec approval validated the answer.

▶ Built for the Next Enterprise Client

Novelingo's infrastructure was designed for the procurement conversations they will have tomorrow. Environment isolation, data handling, deployment controls, and audit trails are answered in the architecture from day one.

▶ Architecture that Grows With Them

The multi-account structure, automated pipelines, and modular infrastructure grow with Novelingo — new services, regions, and compliance requirements slot in without redesigning what already works.

About Threading Clouds

Threading Clouds is an AWS Partner specializing in cloud consulting, DevOps and platform engineering, reliability and operations, and innovation in advanced technologies including generative AI and blockchain infrastructure. Headquartered in Europe with teams across Europe and the Americas, Threading Clouds empowers organizations to innovate with confidence by designing, implementing, and managing secure, scalable, and cost-efficient cloud infrastructures.

