Nikola Vaić

Personal Summary

Nikola Vaić is a tech entrepreneur and senior mobile engineer with a strong background in building successful digital products and leading engineering teams. As the founder and CEO of a mobile-focused software company, he has direct experience in Flutter development, blockchain integration, UX design and research, and data-driven product strategy. He has led cross-functional teams to create award-winning applications, including one ranked among the top 50 internet projects, and has gone through the full startup journey, including a successful company exit. Nikola works equally well in writing code and in defining product direction. His combination of deep technical knowledge, leadership, and experience in product marketing and growth through ASO and SEO makes him a valuable contributor to any ambitious tech project or team.

Key Highlights

20+
Mobile apps lead & developed

30000+
Users reached in one app

$8B+
In digital assets secured through a crypto app I helped develop

Conference Speaker

15
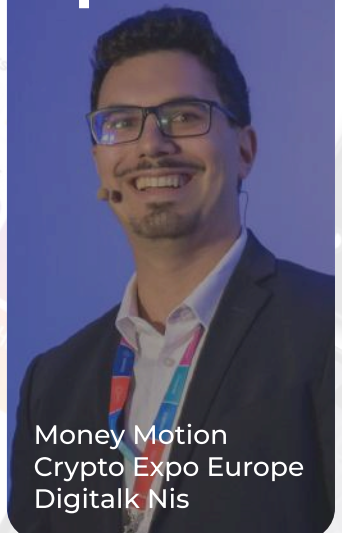Team members led across engineering, design, and product.

1
startup acquired – co-founded and sold a tech company within 3 years

Top 50
Internet Award (2024) for one of my mobile apps (innovation recognition)

Money Motion
Crypto Expo Europe
Digitalk Nis

Zakaži Tehnički

Cross-platform mobile and web application for scheduling vehicle inspections across Serbia and Montenegro. Developed using Java for Android, Swift for iOS, and Laravel for the backend. Key features include Firebase authentication, Google Maps integration, and automated push notifications. The platform serves over 20,000 users across nine vehicle categories and frequently ranks among the most downloaded local apps. An early launch on Huawei AppGallery contributed to rapid user growth.

Simple NFT Creator
(2024–Present) Co-founder & Lead

A mobile app that allows anyone to create and mint NFTs across multiple blockchain networks including Polygon, Solana, and others. Built using Flutter for the frontend and Laravel for the backend, the app combines blockchain protocols, smart contract deployment, AI-generated images, and real-time cloud services into a smooth and accessible experience. The product reached over 10,000 users within its first few months and was selected for the WebSummit 2024 startup program. This project highlights Nikola's strengths in Web3 infrastructure, intuitive product design, and the ability to turn complex blockchain systems into simple mobile user journeys.

Pričaj Mi (2024–Present) Co-founder & Lead

A mobile app offering audio story content for children. Nikola co-founded and leads development of this platform, which quickly became the #2 most-downloaded app in Serbia and won the PC Press Top 50 Online Projects 2024 award. It continues to grow a steady base of young users, generating recurring subscription revenue.

distrikt (2021–Present | Mobile App Lead)

Led Flutter development for distrikt, the first decentralized professional social network on DFINITY's Internet Computer blockchain (ICP).
He delivered a full-featured Android/iOS app that offers a Web3 social experience, allowing users to create profiles, post content, and participate in on-chain governance. Building on this novel blockchain network required innovative approaches to networking, state management, and great design.

App Development Lifecycle

1. Define the MVP

Clarify the core idea and identify the minimum viable feature set that delivers immediate value to users.

2. Build and launch MVP

Develop that first version, publish it to the stores, and get it into users' hands.

3. Measure & Analyze

Set up funnels and key metrics along with UX session recordings and screen capture to see exactly how people use app.

4. Acquire initial users

Drive dozens to hundreds of users either organically or via targeted ads on Meta and Google.

After each new release, revisit user data and keep the cycle spinning until app becomes a self-sustaining business engine.

5. Analyze user behaviour

Review funnel conversion rates, session recordings and revenue data to spot friction points and opportunities.

11. Monitor competitors

Watch competitor feature updates, pricing and keyword moves. Adjust strategy to stay ahead.

6. Optimize paywalls

Test A versus B for prices and layouts of weekly, monthly or annual plans. Experiment with discounts, trial lengths and offers shown before cancellation.

10. Perform ASO and SEO

Track store keywords and site search terms. Optimize App Store listing and site content so new users can find app without ads.

Fix what's broken and polish what works based on feedback.

7. Iterate and release new versions

9. Drive sustainable revenue growth

Convert trial users into paying customers and increase lifetime value.

8. Scale acquisition and revenue

Ramp up budgets and expand channels while keeping an eye on core metrics for profitability.

Applications

Zakaži Tehnički
Web + Mobile app for booking vehicle inspections

Pričaj Mi
Stories for children

Simple NFT Creator
Pirix Lab spinoff

My Daily Challenge
Personal grow application

Pirix Lab
NFT creator app

Football Methodology
Web + Mobile app for managing clubs

iT Matters
Mobile game

Pold
B2B vehicles exchange parts

Preslovljavanje
Transform Cyrillic to Latin and vice-versa

My Daily Routes
Pin relevant locations

Simple Base Swap
Base wallet and swap

Shake it
Cocktails recipe application

Electrical Eng. Portal
Portal for engineers

My Getaways
Booking application in Brighton

My Parkeep
Parking exchange app in Paris

Tutocas
Musician management application

Artic
M-tel internal app

Solflare
Solana wallet

distrikt
Social Network on Blockchain

Južne vesti
News portal application

Name:
Nikola Vaić

Email:
nikola@dedaldev.com

Education:
**University of Belgrade,
School of Electrical Engineering**

Website:
www.nikolavaic.com

LinkedIn:
linkedin.com/in/nikolavaic

Legend
○ Sold Startups
○ My Startups
○ Clients Apps