

00 COMPANY PROFILE

ENGINEERING STUDIO FOR AMBITIOUS PLATFORMS | VERSION 4 | 12 APRIL 2026

ABOUT DISPLACE AGENCY

Displace Agency is a small, senior engineering studio that builds platforms, not pages. We ship Next.js, TypeScript, and Supabase applications with real infrastructure, not templates. Every project is client-owned, fully documented, measured from day one, and handed over with five written deliverables plus ongoing weekly reports.

Company Information

- **Industry:** Engineering / Software Studio
- **Website:** displace.agency
- **Email:** hello@displace.agency
- **Meetings:** cal.com/displace/30-min-meeting
- **Locations:** Madrid, Miami
- **Source code:** github.com/displace-agency

Business Model

- **Primary:** Custom web platforms and marketing sites
- **Secondary:** Headless e-commerce and AI integration
- **Partnership:** The Offsite Agency for design
- **Focus:** VC, SaaS, e-commerce, civic data, heritage
- **Approach:** Engineering-first, five deliverables every project

"Platforms, not pages. Built once. Measured forever."

Displace Agency positioning

KEY METRICS

50+

PROJECTS SHIPPED

12

ACTIVE CLIENTS

96

LIGHTHOUSE AVG

5

DELIVERABLES / PROJECT

CORE DIFFERENTIATORS

Client-owned code

Every repo is transferred on request. No black boxes, no licensing traps, no proprietary CMS that holds the site hostage.

Five deliverables

Every project ships with Company Profile, Built, SEO, Tracking, and How-to-Edit documentation. Measured on day one, reported weekly.

Senior only

No juniors learning on client time. Everyone on the team has shipped production software before joining.

BRAND ESSENCE

Displace builds durable platforms for founders who care about the engineering under the design. Measured, documented, and owned outright. Not an agency, not a template shop, a studio.

FOUNDING TEAM

Santiago Lobo van Wersch

FOUNDER & DIRECTOR

Engineer and product lead based in Madrid and Miami. Runs studio strategy, architecture, and client engagements. Writes most of the production code.

Design Partners

THE OFFSITE AGENCY

Francisco Munoz and Macarena Torres Puga lead brand and visual direction for select projects. Design-to-code pipeline with Displace handling engineering and deployment.

SERVICES & CAPABILITIES

Marketing Sites

- Next.js 16 with React 19 and Tailwind 4
- Server-rendered content with Supabase CMS
- Full SEO, structured data, and tracking
- Cloudflare R2 image delivery
- Client-owned GitHub repository

Custom Platforms

- Authentication, role-based access, billing
- Multi-tenant architecture when it fits
- Postgres via Supabase, type-safe end to end
- Background jobs, webhooks, and third-party APIs
- Observability from day one

Headless E-commerce

- Shopify Storefront API frontends
- Custom cart, checkout handoff, product pages
- Variant logic, metafields, inventory sync
- GA4 + advertising platform integration

AI Integration

- Claude and OpenAI in product features
- Retrieval, prompt caching, streaming responses
- Cost and latency monitoring
- Safety, evaluation, and guardrails

TECHNOLOGY STACK

LAYER	TOOLS
Frontend	Next.js 16, React 19, TypeScript 5, Tailwind 4, Framer Motion, Lenis
Backend	Supabase (Postgres, Auth, Storage), serverless functions on Vercel
Infra	Vercel hosting, Cloudflare R2 image CDN, Resend for transactional email
E-commerce	Shopify Storefront API, custom cart and checkout handoff
Analytics	Google Tag Manager, Google Analytics 4, Google Search Console
AI	Anthropic Claude, OpenAI, streaming and caching patterns

PARTNERSHIP MODEL

Displace partners with The Offsite Agency for brand strategy and visual design on projects that need it. Offsite owns the creative direction, Displace owns the engineering. One contract, two studios, a single accountable point of delivery.

TARGET AUDIENCE

Displace works best with founders and operators who know why their product needs real engineering, not a Webflow template. Our clients care about what is under the hood, plan to run the software for years, and want to measure what happens after launch.

Ideal Clients

- Venture capital firms with portfolio and data requirements
- SaaS founders past first funding, building the production app
- E-commerce brands migrating off Shopify themes
- Civic and non-profit teams publishing structured data
- Heritage and archive projects needing durable infrastructure
- Founders who want to own the repo on day one

Industries Served

- Venture Capital & Finance
- SaaS & B2B Software
- E-commerce & Retail
- Civic Data & Public Sector
- Wellness & Health Tech
- Sportswear & Performance
- Architecture & Design
- Heritage & Cultural Archives

GLOBAL REACH

REGION	CLIENT LOCATIONS
Europe	Madrid, London, Berlin, Copenhagen, Zurich, Santiago de Compostela
North America	Miami, San Francisco, New York, Los Angeles
South America	Santiago, Buenos Aires
Asia & Pacific	Tokyo, Bangkok

CORE VALUES

Client-owned

Every repository, domain, analytics property, and credential belongs to the client. We hand over the keys on day one, not at the end of a contract.

Measured

Every site ships instrumented. Performance, SEO, and conversions are reported weekly. No vanity metrics, no dashboards nobody reads.

Documented

Five written deliverables on every project: Company Profile, Built, SEO, Tracking, and How-to-Edit. Updated as the software changes.

Senior only

No juniors, no offshore rotation, no account managers between client and engineer. The people on the call are the people writing the code.

Durable

We pick boring technology on purpose. Next.js, Postgres, Tailwind. Nothing that depends on a single vendor's survival or a niche framework.

PORTFOLIO HIGHLIGHTS

Twelve active clients across eight industries. Each project in the portfolio ships with the full five-deliverable kit and continues under a weekly reporting retainer.

<p>Displace v3 ENGINEERING OWN SITE</p> <p>Own engineering studio site. Next.js 16, Supabase portfolio and journal, Cloudflare R2 CDN.</p>	<p>Draper Associates VENTURE CAPITAL MENLO PARK</p> <p>Portfolio-driven marketing site for Draper, Tim Draper's venture firm.</p>	<p>Shiftmove SAAS & URBAN TECH BERLIN</p> <p>Platform relaunch for the parent company of Avrios, Vimcar, and FleetGO.</p>
<p>The Offsite Agency DESIGN STUDIO WORLDWIDE</p> <p>Design partner's own site. Webflow build with custom CMS architecture.</p>	<p>Chile Abierto CIVIC DATA CHILE</p> <p>349 comunas, 22+ indicators, Ley 20.285 data requests, Ábaco chatbot.</p>	<p>Singular Heritage ARCHIVES EUROPE</p> <p>Parent brand for Auto, Aero, and Space heritage vertical archives.</p>
<p>SOMA HEALTH & WELLNESS LONDON</p> <p>Supplements brand marketing site with Shopify checkout handoff.</p>	<p>Driveway Paradise SPORTSWEAR NEW YORK</p> <p>Headless Shopify with custom animations, mobile app, and product video.</p>	<p>Forma Strata E-COMMERCE LOS ANGELES</p> <p>Rugs and vintage objects. Headless Shopify with metafield-driven PDPs.</p>
<p>Kestrel Intelligence SAAS LONDON</p> <p>Intelligence platform marketing site with dashboard CMS.</p>	<p>Swooda ARCHITECTURE ZAGREB</p> <p>Sustainable design studio site built with The Offsite Agency.</p>	<p>todoweekend TRAVEL SANTIAGO</p> <p>Weekend destinations and itinerary platform for Chilean audiences.</p>

COMPETITIVE LANDSCAPE

TYPE	FOCUS	HOW DISPLACE DIFFERS
Webflow studios	Template-driven marketing sites	Real code, server-rendered, client-owned repo. Platform-grade engineering, not visual page builders.
Offshore dev shops	Hourly billing, rotating teams	Senior-only, fixed scope, written deliverables, single point of accountability.
Enterprise agencies	Large teams, long timelines	Small studio pace, six-week engagements, direct founder access, no account layer.

COMPETITIVE POSITION

Engineering-first marketing and platform work for founders who plan to run the software for years. Senior-only, client-owned code, five written deliverables, weekly reporting. A small studio that acts like a long-term CTO function.

PROCESS & APPROACH

Six weeks from kickoff to launch, with a documented deliverable at each step. Every engagement follows the same rhythm so clients always know where the project stands.

<p>Week 1. Discovery</p> <p>Scope, architecture, and Company Profile documentation. Access to GitHub, Vercel, and Supabase provisioned on day one.</p>	<p>Week 2-3. Design</p> <p>Figma to code pipeline. Design partner leads visuals, Displace translates directly into the component library.</p>	<p>Week 4-5. Build</p> <p>Engineering sprint. Server-rendered pages, CMS integration, tracking, SEO, and performance tuning in parallel.</p>
<p>Week 6. Launch</p> <p>Final deliverables, five PDFs handed over, domain cutover, and the first Wednesday report scheduled.</p>	<p>Post-launch</p> <p>Weekly Wednesday reports covering traffic, conversions, search, and anything flagged. Monthly summary on top.</p>	<p>Retainer</p> <p>Optional ongoing retainer for iteration. Same documentation kit, same weekly rhythm, version-bumped as the site evolves.</p>

WHAT EVERY PROJECT SHIPS WITH

DOCUMENT	WHAT IT COVERS
00. Company Profile	Positioning, team, services, portfolio, and values. The source of truth every other doc references.
01. What Is Built	Every page, feature, and integration delivered. Full inventory with live URLs and stack.
02. SEO Implementation	Search visibility, structured data, technical SEO, and verification. Ready for Google and AI crawlers on launch.
03. Tracking Implementation	GTM container, GA4 events, conversions, and consent model. Every signal from first visit to inquiry.
04. How to Edit	Every editable surface, access and accounts, content workflows, and developer boundaries.

VERSION HISTORY

VERSION	DATE	WHAT CHANGED
v4 CURRENT	12 Apr 2026	Added AI Integration service block. Expanded portfolio to 12 active clients. Updated global reach with Asia and South America. Incorporated Shiftmove and Singular Heritage entries.
v3	8 Apr 2026	Rewrote Competitive Landscape table with three sharper categories. Added Durable and Senior only to core values. Swapped metric boxes to use Roboto Mono for tabular feel.
v2	4 Apr 2026	Partnership model with The Offsite Agency formalized on page 2. Added design partner team card. Expanded industries served from five to eight.
v1	30 Mar 2026	Initial Company Profile. Founder bio, first service list (three categories), eight-entry portfolio, and four core values.