



FREMA LABS · GENEVA

*An atelier,
for your problems*

AI & ML Solutions Architect. Enterprise-grade expertise, accessible to companies of any size. From research through production, one engineer, senior output.

TOM SALEMBIEN · FOUNDER · FREMACONSULTING.CH

Why clients choose *Frema Labs* over an agency.

01

Software expertise, end to end

Full-stack software fluency across data, backend, frontend, and ML infrastructure. Production-grade code your team can read, extend, and maintain long after handover.

02

Technical deep-diving, with passion

Every engagement starts with a deep dive into the underlying problem: physics, theory, data, literature. Curiosity is the engine. Rigor is the method. Craft is the output.

03

Clarity & documentation

Complex ideas explained in plain language, with thoughtful slides, diagrams, and written documentation. Stakeholders understand the work; engineers can build on it.

04

Flexibility & versatility

From a one-week feasibility sprint to a multi-year production build, the engagement adapts to your reality. One operator, a wide stack, and a calm Swiss cadence.

Four layers, one operator.

Craft at the scale of the problem.

01 · STRATEGIC FOUNDATION

Research & Feasibility First

Before writing production code, I go deep on the subject: physical and theoretical study, time-series analysis, scientific support, literature review. Proof-of-concept prototypes, feasibility studies, and technology audits that answer "should we build this?" with evidence. I document findings and share the knowledge alongside the implementation, giving every pipeline clear structure and a plan before execution, for robust, fast delivery. ROI analysis included.

PYTHON JUPYTER DVC PANDAS W&B

02 · AI / ML CORE

ML Engineering & Models

A trained, evaluated, reproducible model matched to the problem's real constraints. Training pipeline with experiment tracking, custom architecture or fine-tuned checkpoint, evaluation suite, explainability report, model card.

PYTORCH TORCHVISION HF TRANSFORMERS SCIKIT-LEARN ONNX

03 · PRODUCTION LAYER

MLOps & Infrastructure

Takes a validated model from notebook to a monitored, versioned service. Containerized inference, CI/CD for retraining, drift monitoring, feature store or embedding index, model registry with lineage, runbook with rollback and SLAs.

DOCKER FASTAPI MLFLOW CLOUD PROMETHEUS

04 · APPLICATION LAYER

Full-Stack & Integration

Wraps inference into interfaces and APIs that real users reach. REST or GraphQL with auth and rate limiting, interactive review frontend, webhook connectors to ERP / PIM / LIMS, admin panel for threshold tuning, end-to-end tests.

NEXT.JS REACT TYPESCRIPT FASTAPI POSTGRESQL TAILWIND

Calm cadence, five steps.

A rhythm designed for trust, not choreography. Short cycles, visible progress, an honest off-ramp at every stage.

01

Discover

Free 30-minute call. Understand situation, data, and the real need behind the question.

02

Scope

Within 72 hours: written proposal, fixed price, honest risk assessment, no surprises later.

03

Build

Short, visible cycles. Weekly progress. Course-correct early, before direction costs money.

04

Ship

Documentation, handover session, everything your team needs to operate independently.

05

Support

Clean close. Available for follow-ons, retainer, or the next phase when you're ready.

One senior operator, the ROI of a full team.

How Frema Labs compares with the three typical alternatives Swiss companies weigh when they need serious ML work.

DIMENSION	HIRING AN FTE	GENERALIST AGENCY	FREELANCE MARKETPLACE	FREMA LABS
Time to value	3–6 mo hiring + ramp	Weeks of sales & SOW	Variable, screening cost	72h scoped proposal
Seniority on keyboard	Depends on hire & band	Senior sells, juniors build	Unverified, project-by-project	Same person end to end
Full stack coverage	One specialty per hire	Yes, with handoffs & overhead	One skill per contractor	Research → MLOps → UI
Day rate (CHF)	~900–1'100 fully loaded	1'800–2'500 blended (senior + juniors)	600–1'600, high variance	Tailor made expertise, average freelance prices
Off-ramp	Expensive & slow	Contractual lock-in	Easy but disruptive	Clean close at any phase
IP & knowledge	Stays internal	Often grey / shared	Varies by contract	100% yours, documented

Simple. Founder to founder.

Working conditions

- Discovery call free, 30 minutes, no obligation
- Scoped proposal within 72 hours of discovery call
- Fixed price on scoped deliverables
- Time & materials on open-ended research
- Payment schedule tailored to the project and client
- Invoicing in CHF, 30-day payment terms

Every engagement includes

- Written scope document with acceptance criteria
- Weekly async status updates
- Full source, models, weights, documentation
- Client owns all deliverables, no lock-in
- Standard NDA available before technical discussion
- Knowledge-transfer session & technical documentation

Where Frema Labs fits best.

01

Heritage maison, innovation lab

Established luxury or watchmaking brand building its first internal AI capability. Balancing craft tradition with data-driven process.

CRAFT MEETS ML

02

Series-A Swiss scale-up

Growth-stage company with a technical team that needs ML architecture guidance without the overhead of a full-time hire.

EXPERTISE

03

Enterprise R&D team

Larger organization with an internal data science function that has hit a specific technical ceiling. Targeted senior expertise, not full outsourcing.

CEILING-BREAKER

04

Founder-led deeptech

Early-stage company where the technical founder is stretched thin. Trusted partner to own the ML layer through to a fundable milestone.

ML CO-PILOT

05

Swiss company, digitalization step

Traditional mid-sized Swiss business (industrial, medtech, services) taking a first serious step into data and automation. Pragmatic, budget-aware, on-site friendly.

FIRST-AI PARTNER

06

Banking, insurance & fintech

Geneva / Zürich financial institution needing discrete, data-residency-aware ML work: quant support, document intelligence, risk modelling, process automation.

DISCREET & COMPLIANT

— NEXT STEP —

*Come with a question.
Leave with the plan
and the builder.*

Book a discovery call · 30 min, no cost →

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FREMA LABS · INDEPENDENT AI / ML · GENEVA, SWITZERLAND