

Product, architecture and engineering for difficult software problems.

AI, where it earns its place.

Canadian product and engineering studio · Founded 2015 · Pickering, Ontario
Government of Canada supplier profile completed

Amidship is a principal-led Canadian software studio for organizations that need senior product and architecture judgment close to implementation. We work best on important workflows where the solution is not obvious yet — especially when AI, complex integrations, or consequential product decisions are involved.

CORE CAPABILITIES

AI-enabled workflows

Workflow discovery and opportunity prioritization · agentive and human-in-the-loop architecture · tool and permission boundaries · evaluation and failure recovery · implementation from prototype toward production.

Custom products + modernization

Product and service discovery · solution and application architecture · APIs and integrations · workflow automation · modernization and recovery of established software systems.

Data + knowledge systems

Event and data architecture · analytics and activation · retrieval and knowledge systems · data integration supporting AI-enabled workflows.

WAYS TO ENGAGE

01

AI Workflow Opportunity Sprint — 2 weeks. Workflow + opportunity map, architecture/control decisions, evaluation/risk plan, scoped build recommendation.

02

Governed AI Workflow Pilot — typically 6–12 weeks. Working pilot, integrations and controls, evaluation evidence, production/handoff recommendation.

03

Custom Product / Service Prototype — typically 4–8 weeks. Product definition, testable prototype, architecture decisions, user/acceptance feedback, build recommendation.

04

Principal Architecture & Delivery Leadership — typically 4–12 weeks; extend only by agreement. Architecture direction, decision records, delivery plan, technical reviews, handover.

EVIDENCE — ATTRIBUTED BY SOURCE

AMIDSHIP CORPORATE PAST PERFORMANCE

Long-running operational software engagement — An anonymized Canadian software-product client engaged Amidship on a mobile fundraising and auction platform. The relationship began in 2016; paid software-development work is documented in 2026. Verified work spans Rails architecture and development, maintenance, payments and invoicing, messaging, reporting, infrastructure, and production support. No client outcome or scale metrics are claimed.

PRINCIPAL EXPERIENCE — RIDA AL BARAZI

Rida is Amidship’s founder and principal, with more than two decades across software architecture, product leadership, company building, and hands-on delivery. His independently attributable experience includes product and software architecture at Salesforce, including Trailhead, and payroll product, engineering, and general-management responsibility at Wave. These are Rida’s employer experiences, not Amidship client engagements.

OWNED TECHNICAL PROOF

PDFSight — live owned product that uses AI for document interpretation while deterministic software constructs and fills the PDF.
Agentify — active R&D showing application-owned state, tools, knowledge, failure handling, and human control for AI workflows.
BranchBox — live open-source engineering for isolated development runtimes used by humans and coding agents.

DELIVERY AND ASSURANCE

Principal-led. Rida leads discovery, consequential product and architecture decisions, implementation direction, and final review. Specialists join when the scope benefits from their expertise, with explicit responsibilities and review paths.

Controls are part of the build. Amidship’s current delivery baseline covers human accountability, least privilege, bounded agent actions, client-data handling, secure software delivery, evaluation, failure recovery, accessibility, and incident response. Engagement-specific contractual and regulatory requirements take precedence.

Assurance boundary. These are practices and commitments, not claims of independent certification. Amidship does not currently claim ISO 27001, SOC 2, CPCSC/CMMC, a Government of Canada security clearance, or another formal assurance credential unless a verified current credential is explicitly provided.

Partnering

Amidship can lead a bounded product or engineering mandate directly or participate as a specialist architecture / AI / product-delivery partner inside a larger team. Subcontractors and specialists are identified accurately when used; automation and AI tools are never represented as human resources.

Contact

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