

Sasha Bagrov

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PROFILE

Founder and technical lead with three years of production experience across iOS, Python microservices, and cloud infrastructure. Built and shipped KidsHustle - a regulated UK marketplace for teenage work - from architecture through to App Store launch, handling everything from Stripe payments and GKE orchestration to ICO registration and GDPR compliance. Side projects span published iOS apps, PCB hardware, Proxmox homelab, documentaries, theatre production management.

EXPERIENCE

Founder · KidsHustle · Urban Mechanics Ltd

March 2023 – Present

- Built and launched KidsHustle on the App Store (April 2026) - a regulated UK marketplace connecting teenagers aged 13-17 with local paid work posted by parents.
- Architected 15 Python microservices on GKE with full GCP + Cloudflare infrastructure; integrated Stripe Connect, Stripe Identity, and Elasticsearch.
- Handled all legal and compliance: ICO registration (ZC095698), ToS, Privacy Policy, GDPR Compliance Policy, and Security Policy.
- Built a 10-sheet financial model and pitch deck for pre-seed fundraising.
- Led all marketing and press: Google Ads and Meta targeting SW London parents, TikTok campaigns, journalist outreach across Tech.eu, TechCrunch, Sifted, and Entrepreneur.com; secured coverage in Tech.eu.
- Designed and operates the creator/influencer referral programme (referrals.kidshustle.app).

PERSONAL PROJECTS

DSMPrompt (Promptly) · App Store · 2025 – Present

SwiftUI iPad app for theatre Deputy Stage Managers.

- Script and cue management with MQTT comms to a custom ESP32 Bluetooth remote (Promptly Clicker, built with AccessorySetupKit).
- Spectator live sync view, NFC card managers, and Liquid Glass UI - fully offline with no data collection.
- Published on the App Store under Urban Mechanics Ltd at 99p; earned ~£21 organically over 26 weeks with zero advertising.

Anime Atlas · App Store · 2024

iOS anime tracker with StoreKit 2 subscriptions, published on the App Store.

Modular PCB Lamp · School Design & Engineering project · 2025

Custom modular lamp with a hand-designed PCB (KiCad), fabricated via JLCPCB, driven by Raspberry Pi with USB-PD and I2C control.

All Saints Documentary · School History Documentary project · 2026

Wrote, directed, filmed and edited a documentary for a school project detailing black rights in the United Kingdom.

Homelab · Ongoing

Proxmox cluster (with 3 nodes) and UniFi network running Home Assistant, Music Assistant, Plex stack, SearXNG, Nginx Proxy Manager, ESPSomfy-RTS for awning automation, and more.

Clubs & School Contributions

Theatre Tech · School Club · 2023-Present

Daily help in the theatre and contributions outside school hours for production management. Weekly assembly video/audio mixing. Including but not limited to Lighting Design, Audio Design, Audio Mixing, Patching, Set Help, Video Mixing.

Roles experienced:

- Deputy Stage Manager on many productions
- Lighting on many productions
- Audio
- Audio Mixing on many events
- Video Mixing on many events

- Set Tech on recognised production Les Mis @ The Hammond Theatre

Photography Club · School Club · 2025-Present

Weekly session started by initiative from me and my friend, ran by both of us, to teach about different photography ideas. Partnership with school media team for equipment access. Occasionally does videography.

LANGUAGES

English (Fluent)
Russian (Fluent)
German (Studying @ School)

PRESS

tech.eu - <https://tech.eu/2026/08/21/at-14-sasha-bagrov-is-building-a-safer-marketplace-for-teenage-odd-jobs/>

TECHNICAL SKILLS

iOS SwiftUI · StoreKit 2 · AVKit · AccessorySetupKit · MQTT · NFC
Backend Python · Flask · PostgreSQL · Redis · Elasticsearch
Infrastructure GKE · GCP · Cloudflare · Terraform · Docker · Proxmox · UniFi
Tooling Grafana · PostHog · Stripe · Stream.io · Customer.io · Intercom
Hardware KiCad · PCB design · Raspberry Pi · ESP32 · Electronics

EDUCATION

Hampton School · London
2023 – Present

ACTIVITIES & INTERESTS

- Technical Theatre - DSM on Hampton School productions including Treasure Island and The Hound of the Baskervilles.
- Documentary Film - directing AllSaints, a documentary on Black British civil rights post-1945.
- Perse Coding Team Challenge — competed in Python (Round 1), qualified for Round 2.
- Photography - Canon EOS R8 (full-frame); Photography samples available on portfolio (<https://alexanderbagrov.com>).
- Beginner Chess