

Building What Comes Next

From building secure software solutions to navigating a pivotal turning point, Sibtay Abbas Shah's journey with 12 Tech shows how the right capital, through an NJEDA Term Loan supported by Ascendus, helped shape what came next.



For **Sibtay Abbas Shah**, fulfillment has never been about titles or comfort. It has always been about building, turning complex ideas into secure, reliable systems that work in the real world.

Through **12 Tech**, a custom software development and cloud services company based in Union, New Jersey, Sibtay leads work that helps organizations solve complex technical challenges with speed, reliability, and security.

A seasoned software developer with more than a decade of experience across major technology and financial institutions, Sibtay reached a moment of clarity. Professional stability was no longer enough. He wanted ownership over direction, decision-making, and purpose.

“Working in large organizations was comfortable. But I realized that building something of my own was the only path that truly made sense to me.”

That realization became the starting point of his entrepreneurial journey.

Choosing to Build


Technology has always been more than a career for Sibtay. It is how he thinks. A builder by nature, he is driven by the challenge of designing and deploying systems that are fast, secure, and dependable.

Rather than chasing multiple business models, he chose to focus deeply on what he does best: building complex software from the ground up. Through 12 Tech, he created a cloud-native development firm rooted in technical precision and long-term reliability. Over time, **he also became a SaaS founder, launching T12** as a platform shaped by the same builder mindset he brings to every client engagement.

“I build things. That’s how I’m wired. Starting from zero and seeing something take shape, that’s what excites me.”

Launching 12 Tech

In 2018, Sibtay launched 12 Tech, transitioning from full-time employment into entrepreneurship.



He approached the shift intentionally, combining early freelance work with long-term vision. But like many founders experience, plans changed quickly. A key client shifted direction, and expected revenue disappeared almost overnight.

“I thought I was starting from ten percent. Suddenly, I was at zero.”

The moment demanded resilience and clarity.

Navigating Uncertainty

The early months tested every assumption. Savings were stretched. Pipelines had to be rebuilt. Each new contract required persistence, credibility, and trust.

Over time, Sibtay refined the company’s focus. Rather than trying to be everything to everyone, 12 Tech specialized in **custom software development, cloud services, DevOps, and infrastructure automation**, supporting startups, growing companies, and public-sector clients alike.

“This is where we add the most value, taking ownership of the hard technical work so our clients can move forward with confidence.”

The work became personal. Sibtay understood the pressure of building under uncertainty because he had lived it himself.

NJEDA Term Loan Through Ascendus

Like many technology firms, 12 Tech felt the effects of a shifting market. Projects slowed, clients delayed decisions, and revenue tightened, even as demand for secure, scalable systems remained.

Sibtay knew the business was strong, but needed flexible capital to stabilize operations and keep investing in what mattered most.

Through the **NJEDA Loan Program**, he secured a Term Loan with the support of Ascendus, working closely with our loan consultant **Mariely Garcia**, who helped guide the timing, structure, and process during a critical moment for the business.



During a post-COVID market correction, the company lost customers and revenue. Sibtay sought capital to stabilize operations and reposition the business for its next phase.

The Term Loan enabled 12 Tech to address cash flow pressure, strengthen sales efforts, advance SOC 2 compliance, and bring on additional contractors. This positioned the business to move forward with clarity and control.

When asked to describe Ascendus, Sibtay summed it up simply:

“Friends for founders.”

Looking Ahead

Today, Sibtay measures success not by constant motion, but by sustainability.

“Make time for yourself and your family. That’s what makes this work sustainable.”

As 12 Tech continues to deliver custom software, cloud services, and DevOps solutions, Sibtay remains guided by the same principle that started it all. Build with intention, take ownership of the hard work, and keep creating what comes next.

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