



# Capabilities Deck

YOUR PRODUCT PARTNER

# Who we are

- Digital Product Studio, building end-to-end software solutions and finding product-market fit.
- 25 cross-functional Crowdlinkers in one office
- Former SaaS startup with over 1M in funding
- Launched 40+ successful products over 7 years
- Preferred tech partner for medium-sized technology companies, high growth startups and scaling marketing teams
- Tight-knit team

CUSTOMER

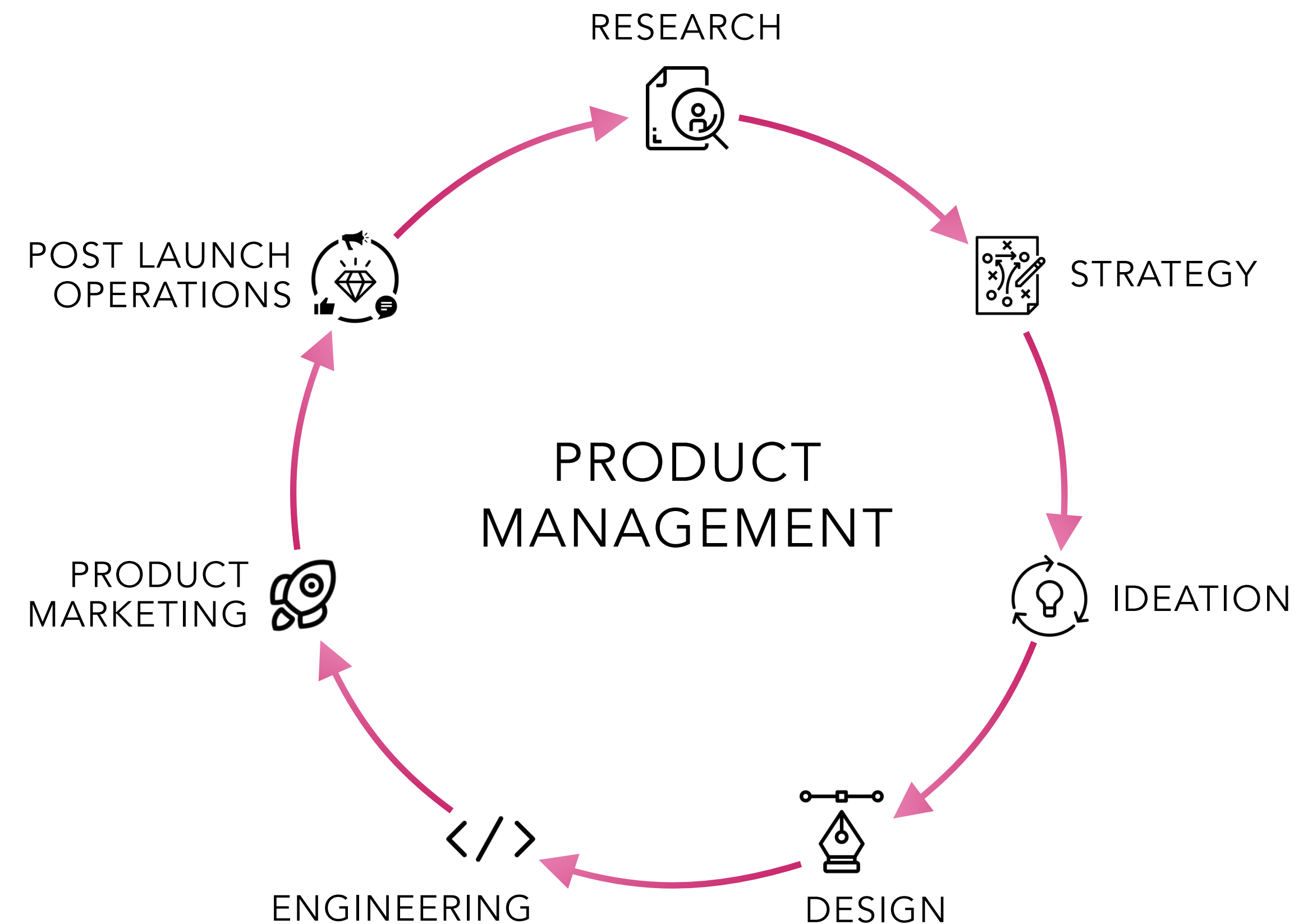
# Pain points

WE ERADICATE

- Unable to capitalize on new market opportunities fast enough
- Can't keep up with smaller companies who disrupt the market
- No access to the internal product team for other initiatives
- Lack of time or expertise to manage external agencies and/or the product itself
- Fear of building products that fail to establish product-market fit
- Working with multiple partners creates misaligned interests

# What we do

We form full-service software teams designed to own the end-to-end operations of any software project initiative.



# Who we work well with

Crowdlinker is most effective working with small to medium sized companies, collaborating with decision makers such as VPs, CXOs & Dept Heads

## **MARKETING TEAMS**

Building marketing technology solutions at scaling startups

## **STARTUP FOUNDERS**

Taking an idea from concept to production

## **ENTERPRISES**

Need disruption to stay competitive



# Working with Crowdlinker

**It allows a company to have one dedicated source of truth that they can rely on.**

Traditional approaches to building software rely on the client to manage multiple external agencies or attempting to build something in-house which is not in their core area of expertise.

## Crowdlinker Approach

- One cross-functional team
- Knowledge retention (low turn-over risk)
- Business and product at the same table (Trust in a partner)
- Product validation before long term business commitment
- Proper performance testing and application of learning
- Ultimate flexibility

## TRADITIONAL APPROACH

- Multiple teams - misaligned interests
- Scattered expertise and understanding (high turn-over risk)
- B-school thinking leading D-school thinking (Lack of trust in multiple partners)
- Heavy investment in permanent resources
- Biased direction undermining objective creation
- Complex relationships and commitments

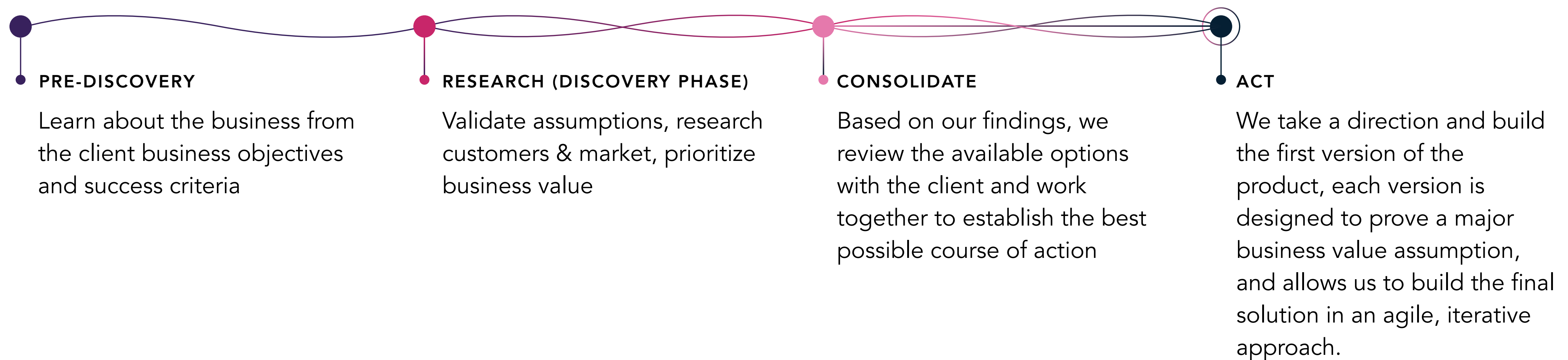
# One team for one solution

## What does it look like?

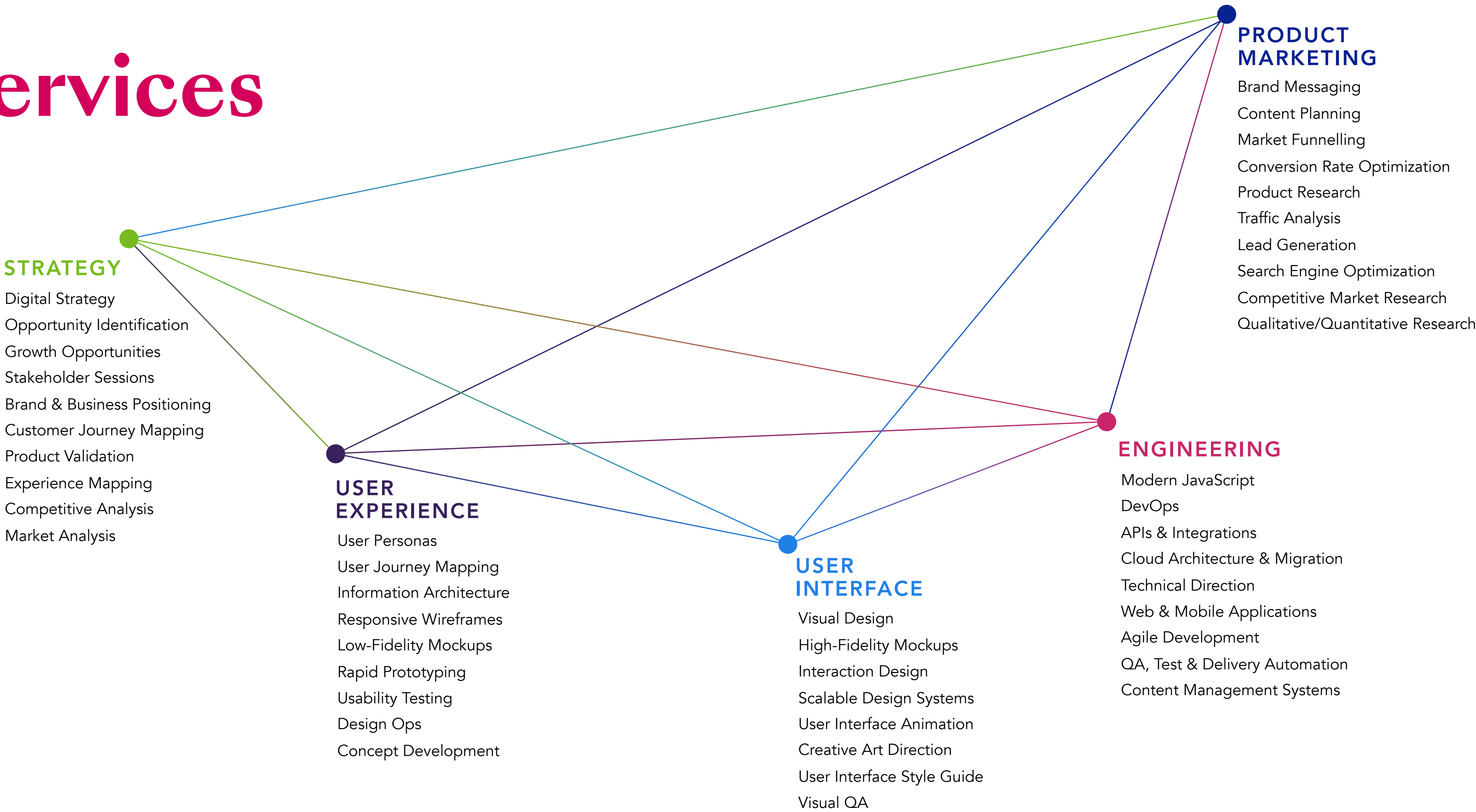
Freshbooks is well known for having disrupted its own business, by creating an autonomous team under a separate brand with the mission of providing their customers with a better experience. This team was successful in doing so and it led to the current version of the Freshbooks platform you see today. The success of this initiative is attributed to the level of autonomy and flexibility this team had to operate with, and it is exactly the value Crowdlinker seeks to provide our clients.

- Freedom to innovate and disrupt under self-supervision
- Clear alignment and vision
- Trust and confidence from management in one team

# Our approach



# Services





# Culture

## FLAT ORGANIZATION

- Full autonomy for product managers
- High retention rates as a result of a tight knit team
- We only have our core team, there is no one to “hand the work off to”

## ACCOUNTABILITY

- Freelancer mindset, all team players are accountable from the top down on the work they do

## SELF-ORGANIZATION

- We are all brilliant in our unique ways, so we empower our teams to manage their own work.
- There is no one in our office who has the job of “managing other people”

## RADICAL TRANSPARENCY

- We always ask “why?”, and never make assumptions
- Our clients are like our co-workers, they see everything

# Our Clients



TOP HAT



ELEVATE

BRIO<sup>VR</sup>



CANVASS

planswell



*A few examples*

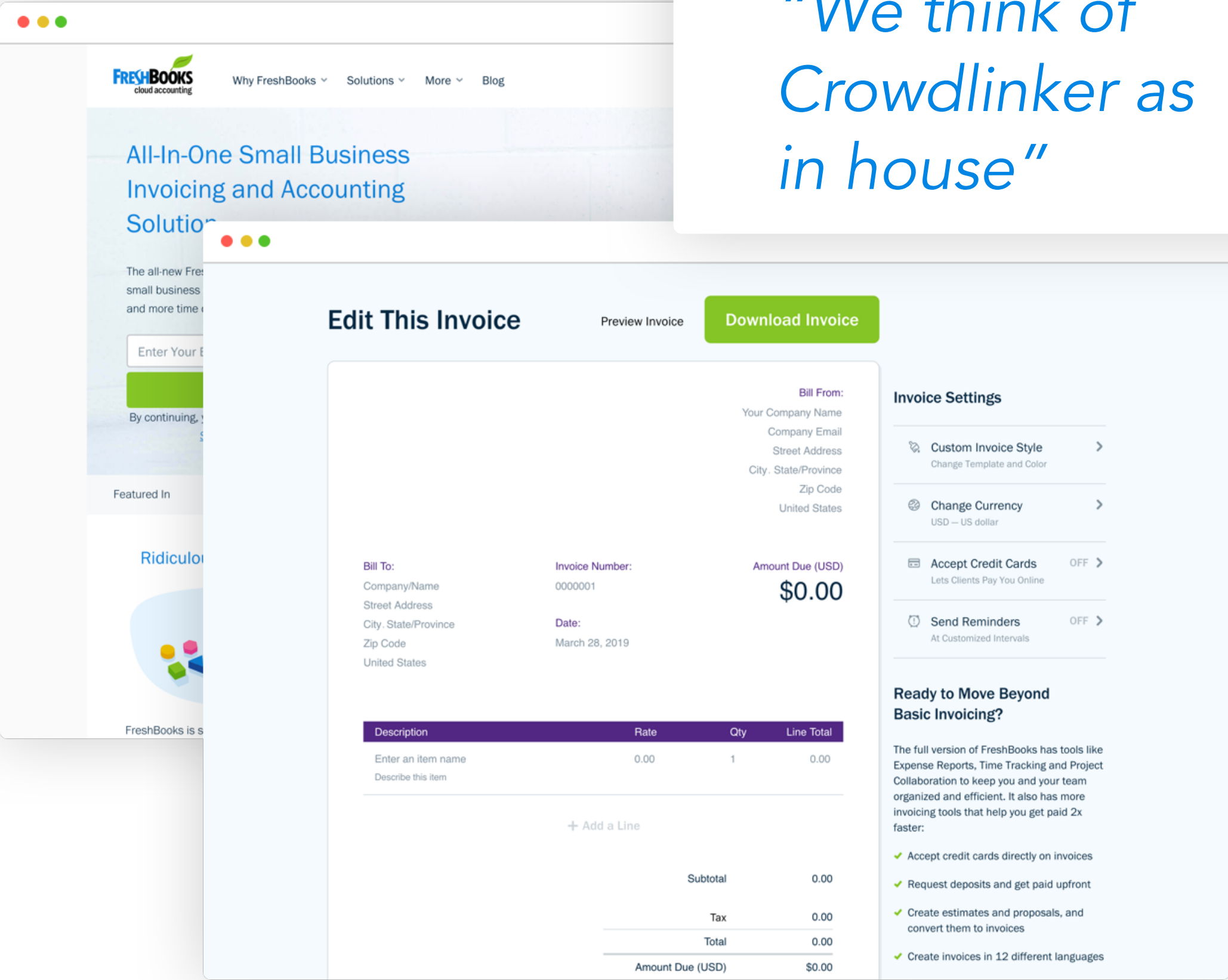
# FreshBooks

## CREATING A SCALABLE MARKETING ENGINE TO ITERATE QUICKLY

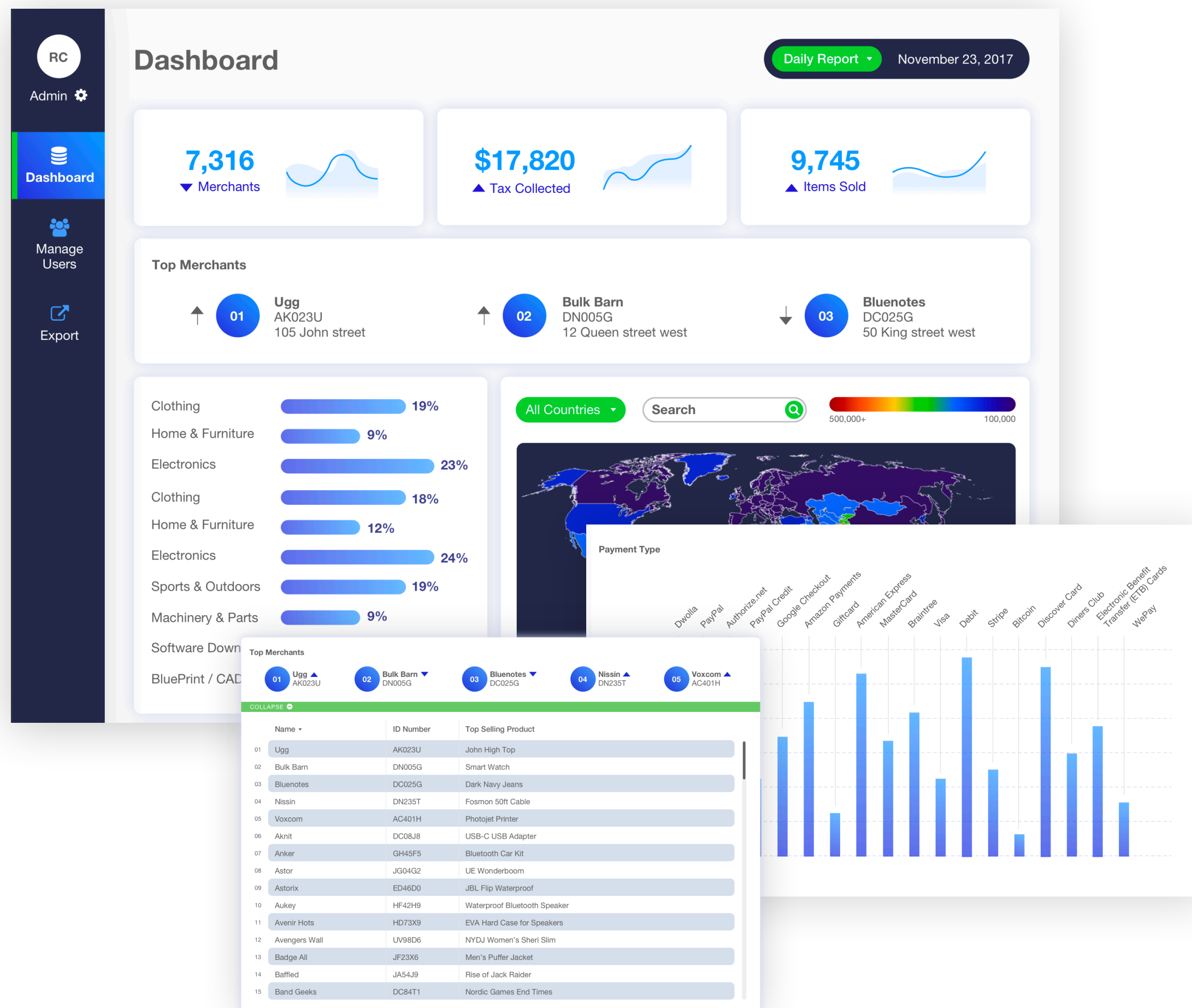
Crowdlinker serves companies like FreshBooks as a dedicated product team, working as an extension to their existing marketing department. We follow a data driven approach by measuring and reporting on KPIs regularly with each product or feature launch. We delve deep into the mind of each FreshBooks user to report back with our recommendations and best prepare FreshBooks’ decision makers to execute on the strategies and techniques that have the best chance for success. Creating custom software applications for acquisition and lead generation purposes, highly optimized marketing websites, and training materials for internal product teams are all part of the value chain we provide to rapidly expanding companies like FreshBooks.

- Full website migration and creation of a scalable CMS platform
- Software applications for customer acquisition
- Product management coaching
- DevOps and technical support and mentoring

“We think of  
Crowdlinker as  
in house”







# Netsweeper

## ENABLING A LARGE TECH COMPANY TO PURSUE OUTSIDE OPPORTUNITIES

Crowdlinker serves as the long term, technical partner for Netsweeper on a particular initiative that is not public at this time. This is a multi-phase software application project we own and report directly to C-level executives. By working with Crowdlinker in this manner, Netsweeper is able to operate its core business while attacking big opportunities like a startup, with the same speed, scale and effectiveness that they simply can't do on their own due to their size and structure.

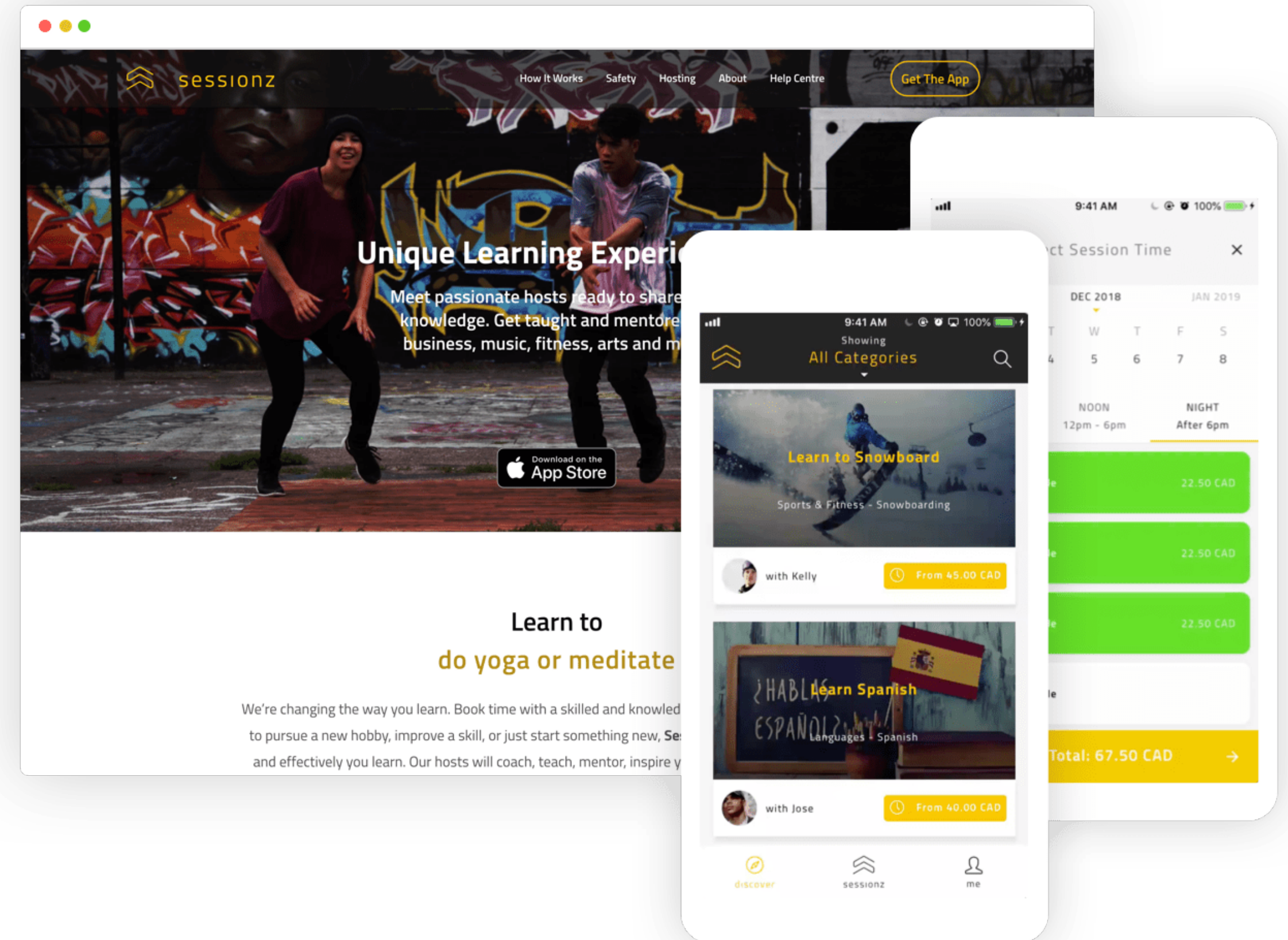
- End-to-end software application (front-end, back-end, database architecture, UX, UI, Research, Testing)
- Complete ownership of results, progress and strategy
- Very tight working relationship with the CTO and CFO

# Sessionz

## TAKING A PRODUCT TO MARKET FROM SCRATCH

Crowdlinker worked directly with the founder of Sessionz, to bring his idea to life from the ground up. We helped develop the overall strategy, created a development plan that was achievable for the early stage startup and engineered the application to launch on time and on budget. The application was built using the most progressive technology currently available in order to provide a sustainable and scalable system architecture.

- Full product lifecycle management, from development to market launch
- Acting technology partner for an early-stage startup, providing viability to the business model
- Complete ownership of product roadmap under the guidance of the CEO





# Leadership



**Aram Melkoumov**

CEO, TECHNOLOGY VISIONARY

Pragmatic Technology  
Entrepreneur with 12 Years of  
Experience Running Product  
Companies



**Courtney Zorio**

CHIEF OPERATING OFFICER

Startup Founder with 5+  
Years in Building Technology  
Teams



**Alison Ma**

DIRECTOR OF PRODUCT

4+ Years Managing and Building  
Products



**Peter Kattan**

DIRECTOR OF DESIGN

18+ Years Advocating for Great  
User Experience



**Ankesh Mistry**

DIRECTOR OF ENGINEERING

6+ Years as an Experienced  
Software Engineer



**Ali Abbas**

DIRECTOR OF MARKETING

4+ Years as a Digital Marketing  
Thought Leader Teaching 5000+  
Students

# Thanks for reading!

## Contact

416-846-2077  
119 Spadina Avenue, Suite 600  
Toronto, ON, M5V 2L1

[blog.crowdlinker.com](http://blog.crowdlinker.com)

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 @crowdlinker

 crowdlinker

 crowdLinker

 [hello@crowdlinker.com](mailto:hello@crowdlinker.com)