

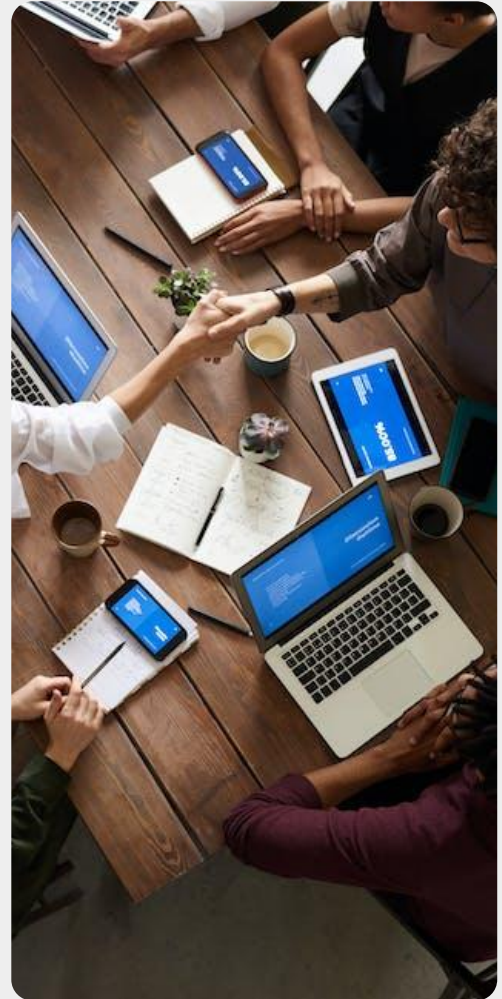
VestedInYou

Your Product Partner

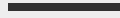


Who We Are

VestedInYou is a product development agency that fosters transparent, value-driven relationships and delivers customized transformative solutions. We assemble experienced teams to tackle complex product challenges, creating meaningful impact through innovative design and scalable solutions. We also provide AI software solutions that enhance decision-making, making businesses more efficient, effective, and agile.



Years in Business



7

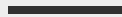
We have been in the product development industry for 7 years, gaining valuable experience and expertise in delivering customized solutions to our clients.

Projects Launched

45

We have successfully launched 45 projects, helping our clients turn their ideas into reality and achieve their business goals.

Years of Combined



95

Our team has a combined industry experience of 95 years, ensuring that we bring a wealth of knowledge and expertise to every project we undertake.

Our Product Services

Strategy, Engineering, User Interface, User Experience, Design Ops, AI/ML



Strategy

- Digital Strategy
- Opportunity Identification
- Stakeholder Sessions
- Brand & Business Positioning
- Competitive Analysis
- Market Analysis
- Product Validation
- Experience Mapping

Engineering

- Modern JavaScript
- DevOps
- APIs & Integrations
- Cloud Architecture & Migration
- Technical Direction
- Web & Mobile Applications
- Agile Development
- QA, Test & Delivery Automation

User Interface

- Visual Design
- High-Fidelity Mockups
- Interaction Design
- Scalable Design Systems
- User Interface Animation
- Creative Art Direction
- User Interface Style Guide
- Visual QA

User Experience

- User Personas
- User Journey Mapping
- Information Architecture
- Responsive Wireframes
- Low-Fidelity Mockups
- Rapid Prototyping
- Usability Testing
- Design Ops

Design Ops

- Concept Development

- User Interface Style Guide

- Visual QA

Our AI/ML services

- Data Management
- HR & Recruitment
- Unstructured Text Processing
- Predictive Modelling
- Client Onboarding
- Lead Generation

Our Approach

Pre-Discovery, Research, Consolidate, Act



Pre-Discovery

The initial phase of any successful project is Discovery, which plays a crucial role in establishing a solid foundation for success. This stage involves learning about the client's business objectives and success criteria, validating assumptions, researching customers and the market, and prioritizing business criteria.



Research

Research is an essential part of our process. During this phase, we validate assumptions, research customers and the market, and prioritize business criteria. We analyze competitors, understand user needs, and formulate a strategy and roadmap that minimize risks.



Consolidate

Based on our findings from the research phase, we review the available options with the client and work together to establish the best possible course of action. We consider different factors like feasibility, desirability, and viability to ensure a successful outcome.



Act

In the Act phase, we take a direction and build the first version of the product. Each version is designed to prove a major business value assumption and allows us to build the final solution in an agile, iterative approach. We continuously test, learn, and improve to ensure the best possible outcome.



Customer Examples

Real Results Delivered



"Fostering Digital Excellence for 5 Years: Empowering Ontario's Canadian Businesses through a Strong Collaborative Alliance"

Partnership between VestedInYou and
Crowdlinker (11 years in business in Ontario)

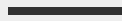
"Deflect more than 40% of the inquiries, analyze customer sentiment, and improve lead conversion (~3x)."

PC Bank - Lead Generation VA

"Help with more than 45% of the inquiries, analyze customer sentiment, and provide valuable insights from chat logs."

Ecobee - Agent Assist VA

"Automate over 60% of the client onboarding process, improve customer experience, and create a competitive edge."



Q4 Inc. - Client Onboarding Automation

"Suggest best fit candidates with over 80% match rate, save 2-3x more time for recruiters, and provide fast and objective service."

GuruLink – HR & Recruitment

Key Takeaways

- VestedInYou is a product development agency that delivers customized transformative solutions.
- Our process involves pre-discovery, research, consolidation, and action to ensure successful outcomes.
- We have successfully collaborated with notable companies, providing them with valuable support and delivering real results.



References

Below is the contact information for the References. More can be provided.

1. Aram Melkoumov (CEO, Crowdlinker) - aram@crowdlinker.com
2. Drew Lindsay (Partner, Gurulink) - drew@gurulink.ca
3. Alex Corotchi (VP of Tech, Q4 Inc.) - alexc@q4inc.com
4. William Bancroft (Marketing and Growth Manager, Index Coop) - dev@indexcoop.com
5. Joe Glaser (Project Owner, Criterion) - joe@criterion.net
6. Roger Francis (Mindspace Founder) - roger.francis@mindspace-me.com
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Thanks!

Do you have any questions?



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