VestedInYou

Your Product Partner

Company Overview Deck

Who We Are

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

Whether you're a startup or an enterprise, we're ready to help you turn your ideas into reality.

7   **Years in Business**

45   **Projects Launched**

95   **Years of Combined Industry Experience**

2016   **Based in Ontario Since**

Some Notable Companies we worked with

FINANCIAL

ecobee

CARDTRONICS

TEMENOS

MLSE

Q4

crowdlinker

GuruLink

ARCHIVES

nugget.ai

YOGI DISPLAYS

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Our Product Services

Strategy

Digital Strategy

Search Engine Optimization

Opportunity Identification

Growth Opportunities

Stakeholder Sessions

Brand & Business Positioning

Customer Journey Mapping

Product Validation

Experience Mapping

Competitive Analysis

Market Analysis

User Experience

User Personas

User Journey Mapping

Information Architecture

Responsive Wireframes

Low-Fidelity Mockups

Rapid Prototyping

Usability Testing

Design Ops

Concept Development

User Interface

Visual Design

High-Fidelity Mockups

Interaction Design

Scalable Design Systems

User Interface Animation

Creative Art Direction

User Interface Style Guide

Visual QA

Engineering

Modern JavaScript

DevOps

APIs & Integrations
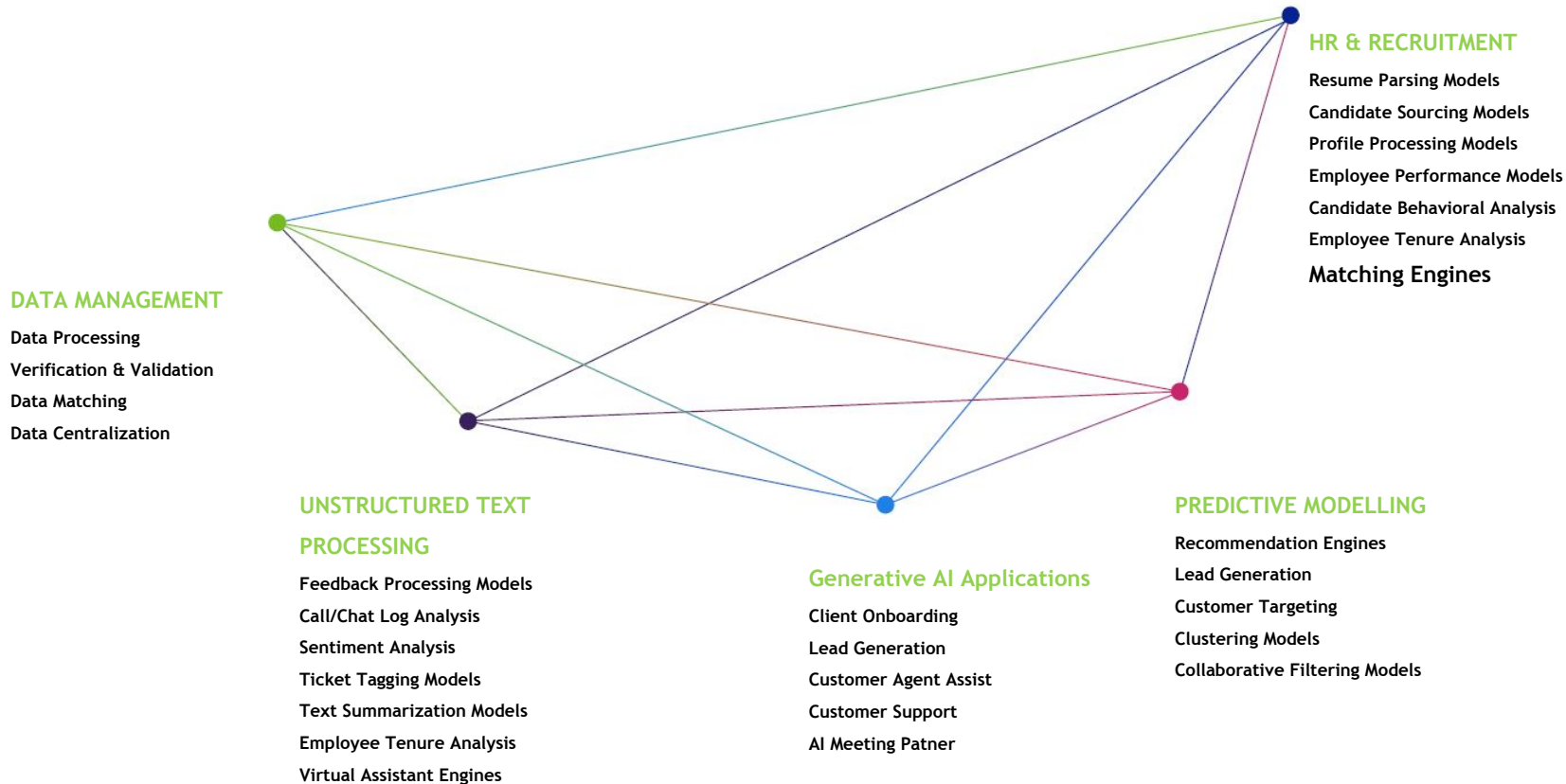
Cloud Architecture & Migration

Technical Direction

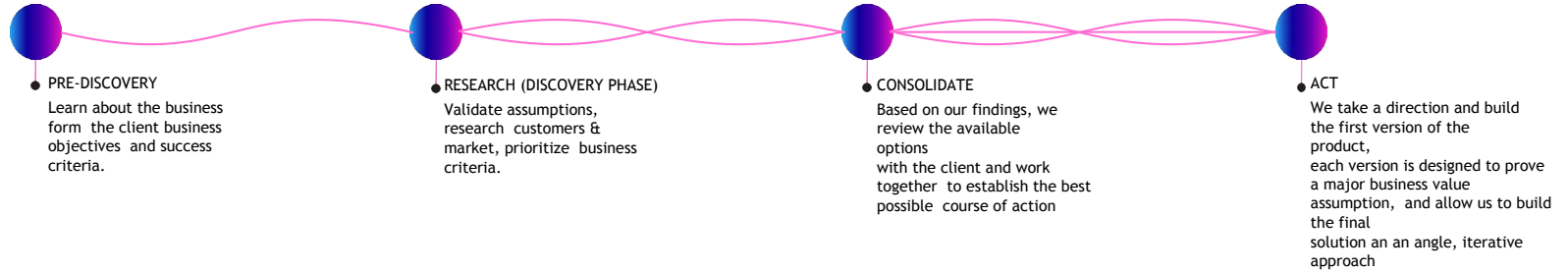Web & Mobile Applications

Agile Development

QA, Test & Delivery Automation

Content Management Systems

Our AI/ML services

HR & RECRUITMENT

Resume Parsing Models

Candidate Sourcing Models

Profile Processing Models

Employee Performance Models

Candidate Behavioral Analysis

Employee Tenure Analysis

Matching Engines

DATA MANAGEMENT

Data Processing

Verification & Validation

Data Matching

Data Centralization

UNSTRUCTURED TEXT PROCESSING

Feedback Processing Models

Call/Chat Log Analysis

Sentiment Analysis

Ticket Tagging Models

Text Summarization Models

Employee Tenure Analysis

Virtual Assistant Engines

Generative AI Applications

Client Onboarding

Lead Generation

Customer Agent Assist

Customer Support

AI Meeting Patner

PREDICTIVE MODELLING

Recommendation Engines

Lead Generation

Customer Targeting

Clustering Models

Collaborative Filtering Models

Our approach

PRE-DISCOVERY

Learn about the business
form the client business
objectives and success
criteria.

RESEARCH (DISCOVERY PHASE)

Validate assumptions,
research customers &
market, prioritize business
criteria.

CONSOLIDATE

Based on our findings, we
review the available
options
with the client and work
together to establish the best
possible course of action

ACT

We take a direction and build
the first version of the
product,
each version is designed to prove
a major business value
assumption, and allow us to build
the final
solution an an angle, iterative
approach

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 close collaboration with the client to understand and empathize with users, analyze competitors, and formulate a strategy and roadmap that minimize risks. By determining and optimizing the most feasible, desirable, and viable path forward, this process sets the stage for achieving project goals.

Design

The second stage of the product development process is Design, where the product takes shape and comes to life. Building upon the established strategy, we utilize carefully crafted user personas and journey maps to deeply understand your customers and effectively address their pain points through exceptional design. By employing a human-centered design approach, we strive to create products that not only possess an appealing visual aesthetic but also provide an exceptional user experience.

Development

Development is frequently carried out simultaneously with design, following a dual-track agile approach. It encompasses both designing the solution and implementing the required functionality. To deliver exceptional user experiences, it is vital to consider the technology aspect throughout the entire product life cycle. Our collaborative approach involves closely working with your team to ensure clarity, consistency, and efficient technical implementation, following established methodologies. By adhering to agile development practices and utilizing the expertise of our senior professionals across various technology stacks, we guarantee scalability for your product.

Delivery

The delivery phase represents the concluding stage of the product development process, during which the product undergoes rigorous testing across multiple screen sizes, browsers, and devices to ensure adherence to quality standards in a staging or pre-production environment. Before the final client review, our Quality Assurance Engineer thoroughly tests the marketing website. Additionally, we provide comprehensive documentation to empower the client in utilizing the publishing features of the implemented product. This phase also serves as an opportunity to assess any potential future maintenance or update requirements.

PC Bank - Lead Generation VA

We have successfully completed
a pilot project with one of the largest
banks in Canada in 2018. The object of
the VA assistant was to generate new
leads based on the questions its clients
were asking. During this period we
were able to:

- Deflect more than **40% of the
   inquiries**
- Analyze customer sentiment
- Data analytics
- Over **80% accuracy** on matching
- Improved lead conversion **(~3x)**
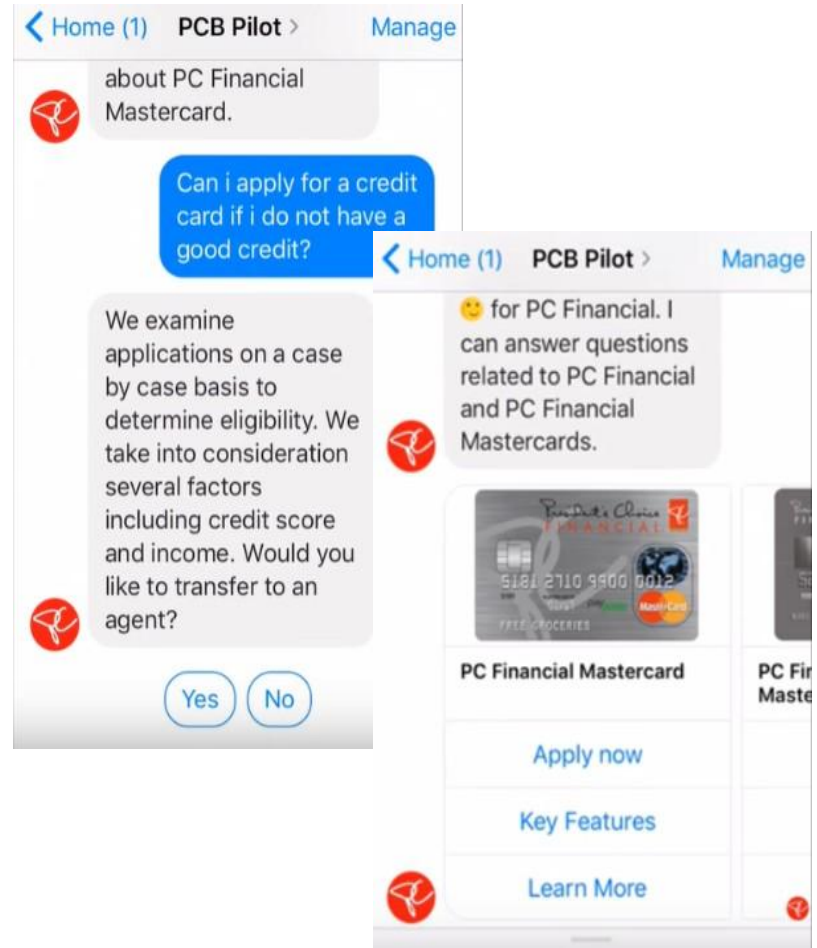
Ecobee - Agent Assist VA

We have successfully built an internal
tool to help agents with the incoming
Inquiries from its customers. During peak
periods Ecobee would staff **over 100
agents** to help with the demand. During
this period we were able to:

- Help with more than **45% of the inquiries**
- Analyze customer sentiment
- Analyze chat logs for marketing and support
- Smart engine which learned just in **6-8 weeks**

Crowdlinker - Digital Services

Over the past five years, we have established a fruitful collaboration with Crowdlinker, providing our expertise for a range of digital projects. Our services have encompassed in-depth discovery research and development, with a focus on facilitating digital adoption and data-driven initiatives for their clients. Crowdlinker, a highly regarded company based in Ontario, Canada, has been successfully operating for over 11 years. Through our ongoing and robust partnership, we have been able to extend valuable support to numerous Canadian-owned businesses based in Ontario.
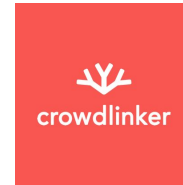
Q4 Inc. - Client Onboarding Automation

It used to take Q4 **2-6 weeks to onboard** a single client. Given 10 new clients this would take ~**26 weeks of complete manual work** of data validation. A process that could be completely automated. During this period we were able to (project still ongoing):

- Automate **over 60%** of the process
- Improved customer experience
- Over **$250,000** in savings/year
- Competitive edge created
- Allow no-touch onboarding

Q4

GuruLink – HR & Recruitment

It takes between **35-60%** of a recruiters time
to source new candidates for a give job. Hence,
Spending time on non-productive and repetitive
work not able to spend quality time with candidates
on the calls. During this project we were able to
(project still ongoing):

- Suggest best fit candidates with **over 80%** match
  rate
- **2-3x more time** saved for more important tasks
- Allow recruiters to spend more time with candidate
- More objective and fast service to its clients
- Competitive edge created in the industry
-Continuously learning engine from recruiter-candi-
date engagement

Our partners

Thank you!

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