crowdlinker

Engagement Deck

Crafting exceptional digital experiences with innovative designs and meticulous software development.

Welcome to Crowdlinker.

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Table of Contents

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Introduction

It's a pleasure to meet you.

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INTRODUCTION

Who We Are

Crowdlinker is a product development agency that delivers transparent, value-driven relationships and customized transformative solutions that propels business forward. We specialize in assembling teams of experienced designers, developers, and product managers to help businesses tackle complex product problems. Our mission is to create meaningful impact through innovative design and build robust, scalable solutions that can adapt to the ever-changing tech landscape.

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

11   **Years in Business**

85   **Projects Launched**

45   **Employees**

3   **Global Offices**

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INTRODUCTION

Our Culture

Fail Fast, Fail Forward, Fail Often

We make decisions and accept that sometimes they might be wrong. We learn from our mistakes and ask for help when it is needed.

We are Disruptors

We try new ways of doing things to find a better way. We validate innovations as appropriate, useful, and fit for purpose.

We Are a Family of Dreamers

We display respect, compassion, care, and kindness to ourselves and others.

We're All in This Together

We collaborate, cooperate, and encourage healthy conflict. We embrace diversity, emotions, and different ways of thinking.

Your Word is Your Bond

We make firm commitments and follow through on them. We hold ourselves and our teammates accountable to the things they promise.

Great Place To Work®
Certified
FEB 2023 - FEB 2024
CANADA ™

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INTRODUCTION

Our Accessibility Commitment

At Crowdlinker we are committed to ensuring that what we build is accessible to all individuals, regardless of their abilities. We believe in providing equal access to all individuals and promoting an inclusive environment that embraces diversity. We strive to eliminate any barriers that prevent people from accessing digital products and work towards fostering a culture of inclusivity that values mutual respect and understanding. We believe that accessibility and diversity are essential to the success of our products and our world.

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INTRODUCTION

Our Services

Strategy	User Experience	User Interface	Engineering
Digital Strategy	User Personas	Visual Design	Modern JavaScript
Search Engine Optimization	User Journey Mapping	High-Fidelity Mockups	DevOps
Opportunity Identification	Information Architecture	Interaction Design	APIs & Integrations
Growth Opportunities	Responsive Wireframes	Scalable Design Systems	Cloud Architecture & Migration
Stakeholder Sessions	Low-Fidelity Mockups	User Interface Animation	Technical Direction
Brand & Business Positioning	Rapid Prototyping	Creative Art Direction	Web & Mobile Applications
Customer Journey Mapping	Usability Testing	User Interface Style Guide	Agile Development
Product Validation	Design Ops	Visual QA	QA, Test & Delivery Automation
Experience Mapping	Concept Development		Content Management Systems
Competitive Analysis			
Market Analysis			

stripe Partner

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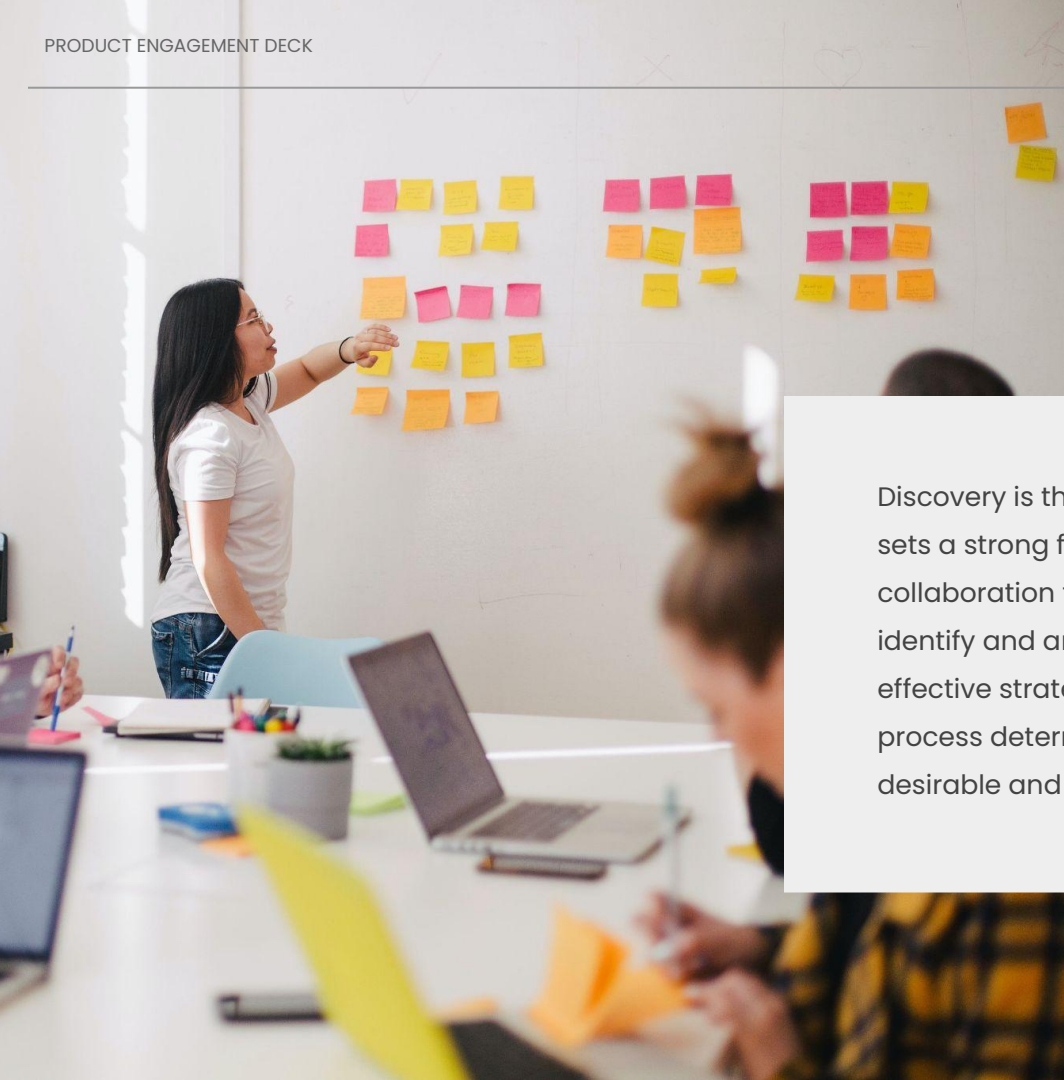INTRODUCTION

Our Tech Stack

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How We Work

Learn about the end to end process of product development.

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HOW WE WORK

Discovery

Discovery is the first stage of any successful project as sets a strong foundation for success. It involves client collaboration to define and empathize with users, identify and analyse competitors and formulate an effective strategy and roadmap to minimize risk. This process determines and optimizes the most feasible, desirable and viable path forward.

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PROPOSAL

Discovery

Our capabilities include:

- Market Analysis
- Competitive Analysis
- User Personas
- Brainstorming
- User Journeys

- Surveys & Interviews
- Data Synthesis
- Product Teardown
- Roadmapping
- Prototyping

People Involved

Team Lead

Product Manager

Product Designer

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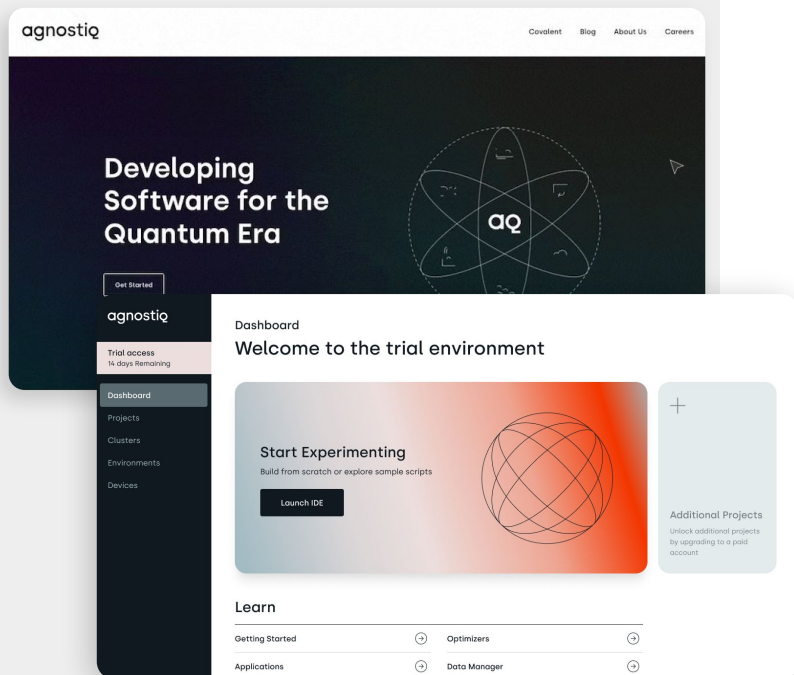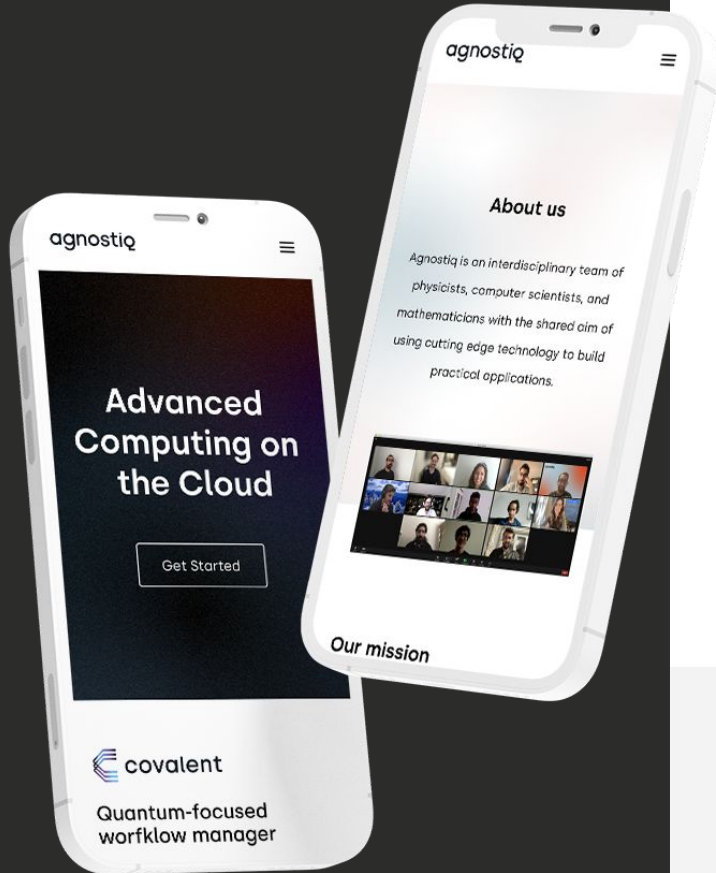
PROPOSAL

Technical Discovery

Our capabilities include:

- Assessing feasibility and viability of core solution
- Identifying third-party solutions to reduce effort and cost
- Architecture (System, Cloud, ERD)

- Technical Documentation
- Functional prototype
- Updated Estimate for Dev Stage

People Involved

Software Engineer

Product Manager
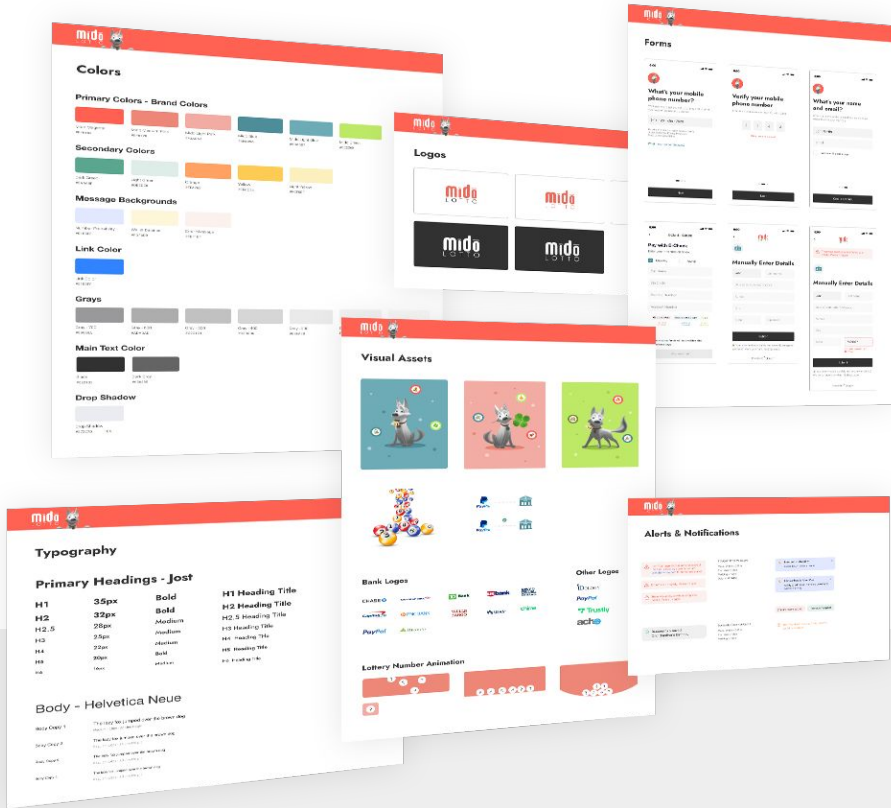
Team Lead

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HOW WE WORK

Design

Design is the second stage of the product development process. It is where your product comes to life. With a strategy in place, we leverage well constructed user personas and journey maps to empathize with your customers and address their pain points through great design. We use a human-centered design process to create products that not only look good, but feel wonderful to use.

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Design

Our capabilities include:

- Wireframes
- Hi Fi Designs
- Prototypes
- Design Systems
- User Testing

- Branding
- UI Kits
- User flows
- Accessibility considerations

**People Involved**

Team Lead

Product Manager

Product Designer

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HOW WE WORK

Development

Development is often times done in parallel to design (dual track agile) it is the process of designing the solution and creating functionality.

Great user experiences require the technology powering them to be considered throughout the product life-cycle. We work closely with your team to ensure there is clarity, consistency, and effective technical implementation that follows proven methodology. By adhering to the agile development practice and leveraging our senior expertise across multiple tech stacks we ensure that your product is scalable.

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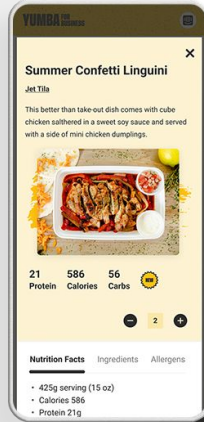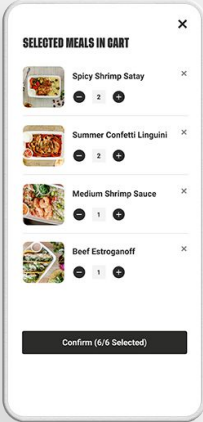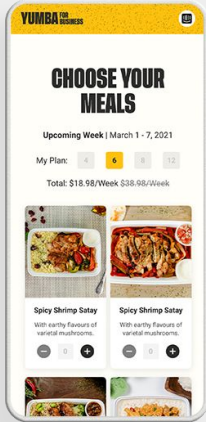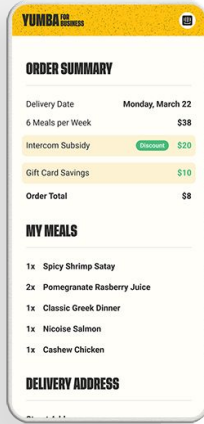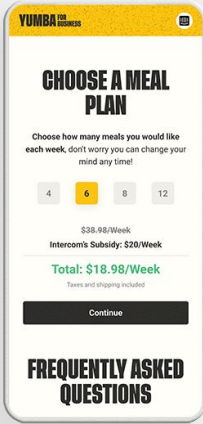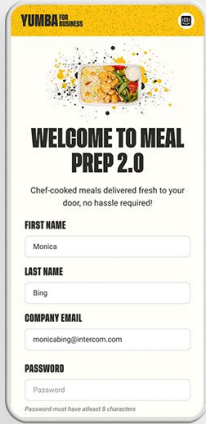
PROPOSAL

Development

Our capabilities include:

- Front-end & back-end development
- APIs & Integrations
- Database migration
- Headless CMS
- Hybrid Mobile Apps
- Custom Analytics

- Cloud or Infrastructure Provisioning & Deployment
- Staging & UAT Environments
- QA, Test & Delivery Automation
- Accessibility Compliance
- UI Development

People Involved

Product Manager

Team Lead

Software Engineers

QA Specialist

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HOW WE WORK

Delivery

The delivery phase is the final phase of a product where is it rigorously tested on various screen sizes, browsers and devices to meet quality standards in staging or pre-prod like environment. The marketing website is tested by our Quality Assurance Engineer prior to the final review from the client. Supportive documentation is provided to empower the client to use the publishing features of the implementation. Any future maintenance or update needs can be determined at this time.
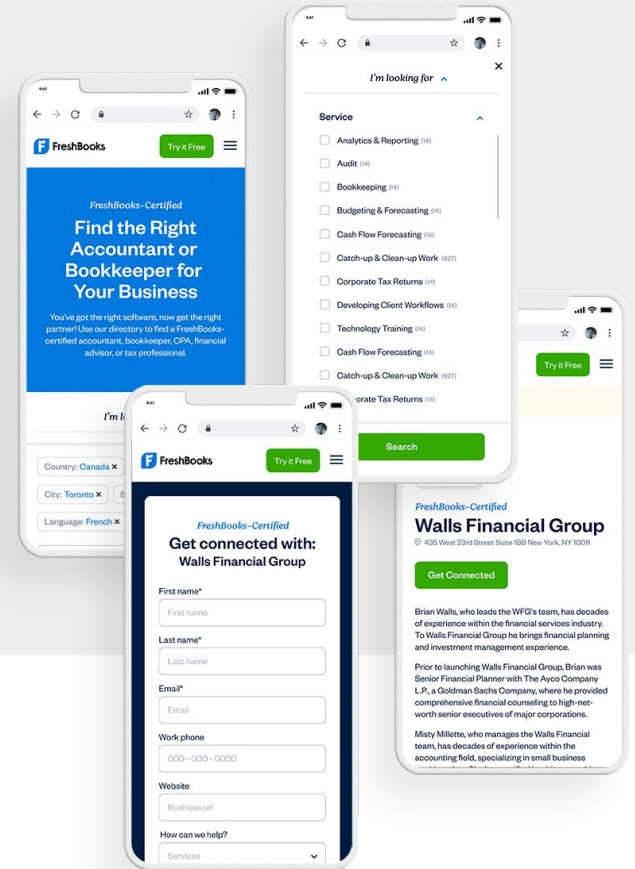
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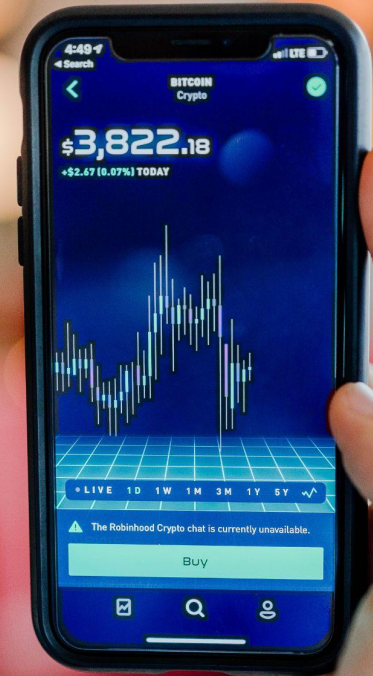
PROPOSAL

Delivery

Our capabilities include:

- Quality Assurance
- User Acceptance Testing
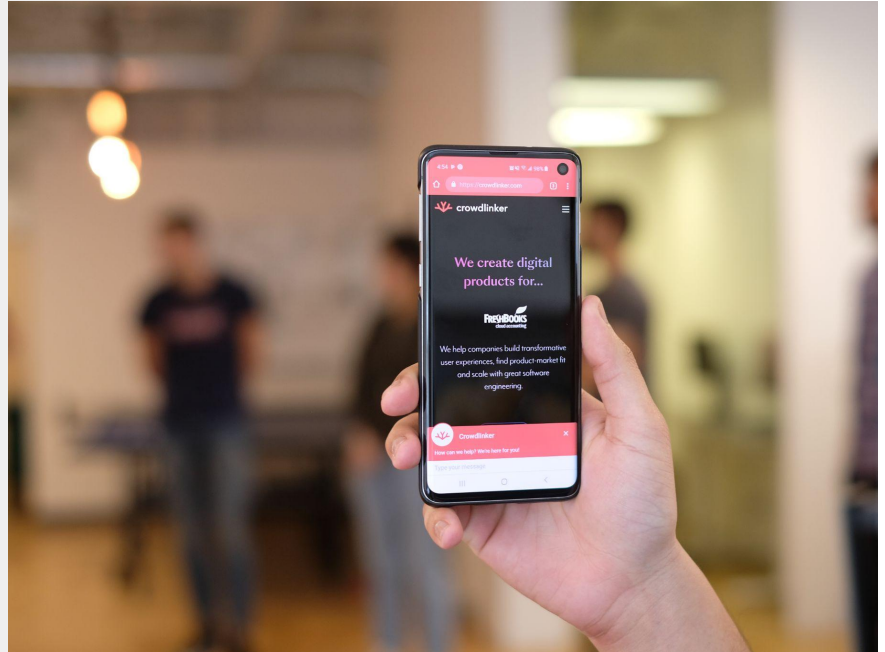- Launch readiness

- User guide
- Future support
- Code handover

People Involved

Quality Assurance Specialist

Product Manager

Developer

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Our Work

Check out what we've done!

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OUR WORK

We've Built Product For

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OUR WORK

MLSE Drop Shop

B2B2C   Web App Development

FinTech   SaaS

MLSE Digital Labs is a innovation leader building digital products to disrupt the sports and entertainment industry. They have extensive ownership over prominent sports teams and wanted to build a fan engagement platform on top of a blockchain system.

Our goal was to create a proprietary NFT memorabilia trading marketplace, whilst keeping the codebase under MLSE DL ownership. Our team created and launched a scalable SaaS platform for their growing NFT business where fans can purchase NFTs from their favourite brand or creator.

LIVE SITE
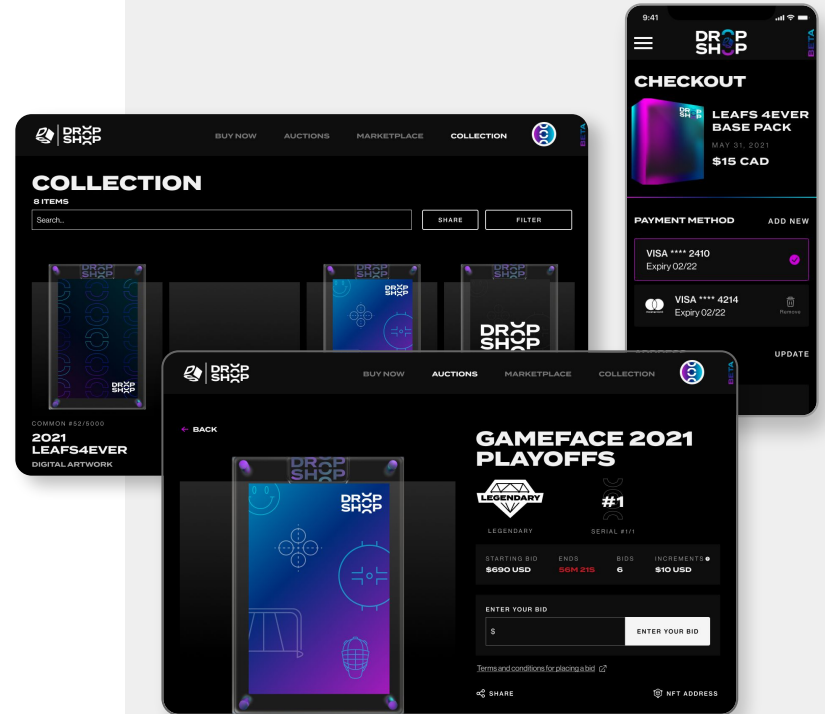
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OUR WORK

Parity

B2C   FinTech Crypto   UX / UI Design

Technical Discovery   Product Research

In fall 2021, Parity approached Crowdlinker with a crypto product concept. We validated their ideas, built a prototype, and conducted user-centric research to attract investors. Our team iterated on the prototype based on user feedback until satisfaction. Simultaneously, we explored a zero code solution and developed data-driven financial algorithms using machine learning.

Crowdlinker remains Parity's ongoing partner, refining their product and roadmap. With a validated prototype and models, Parity is now raising capital for the next project phase.

PROTOTYPE

Low-Fi Prototype

High-Fi Mockup

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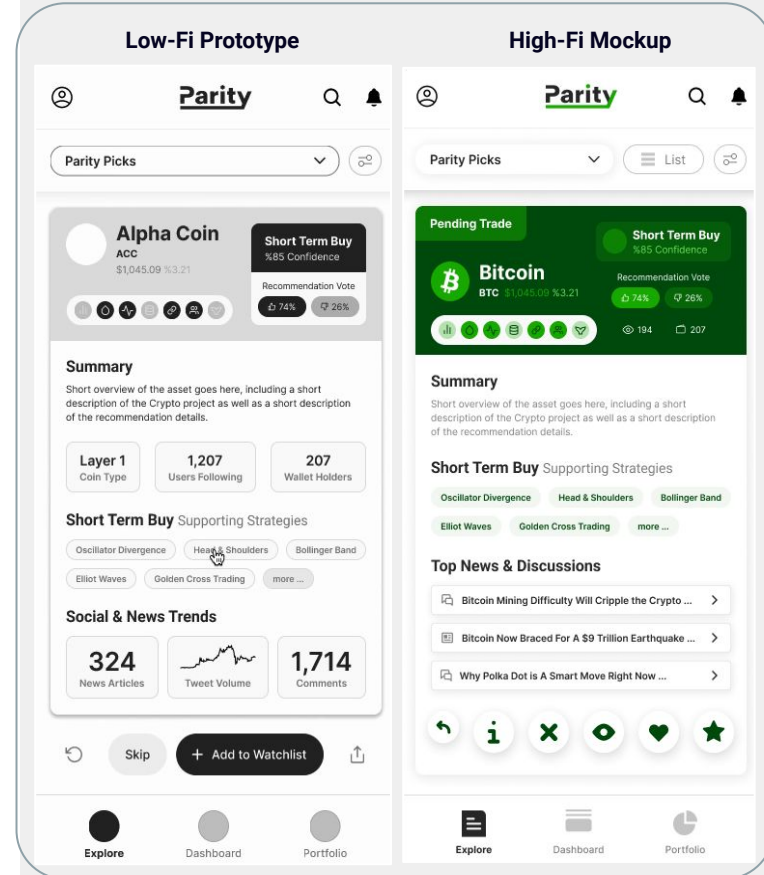
OUR WORK

Overbond

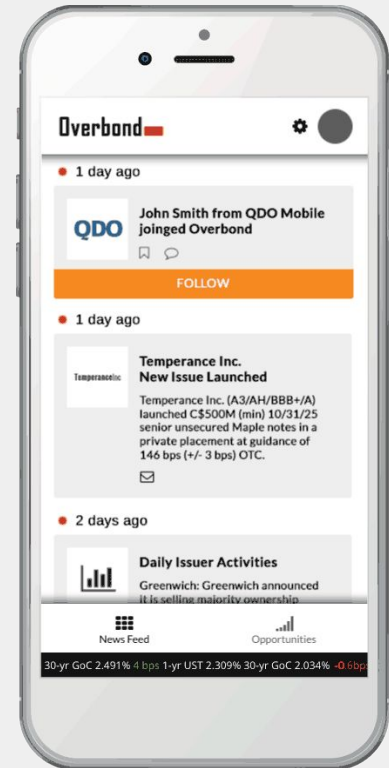B2B   SaaS   UX / UI Design   FinTech

Mobile App Development

Connecting investors, issuers, and dealers in the bond marketplace, Overbond is a pioneer in financial technology. Concerned that traders were stuck at their desks, the company's head of product approached us to build out a mobile experience for users to trade on the go.

Our app was adopted by over 70 high profile bond trading firms, allowing bond traders to discover new investments from their phones.

PRODUCT SITE   MARKETING SITE

Overbond

● 1 day ago

QDO

John Smith from QDO Mobile
joined Overbond

FOLLOW

● 1 day ago

Temperance Inc.

Temperance Inc.
New Issue Launched

Temperance Inc. (A3/AH/BBB+/A)
launched C$500M (min) 10/31/25
senior unsecured Maple notes in a
private placement at guidance of
146 bps (+/- 3 bps) OTC.

● 2 days ago

Daily Issuer Activities

Greenwich: Greenwich announced
it is selling majority ownership

News Feed   Opportunities

30-yr GoC 2.491% 4 bps 1-yr UST 2.309% 30-yr GoC 2.034% -0.6bps

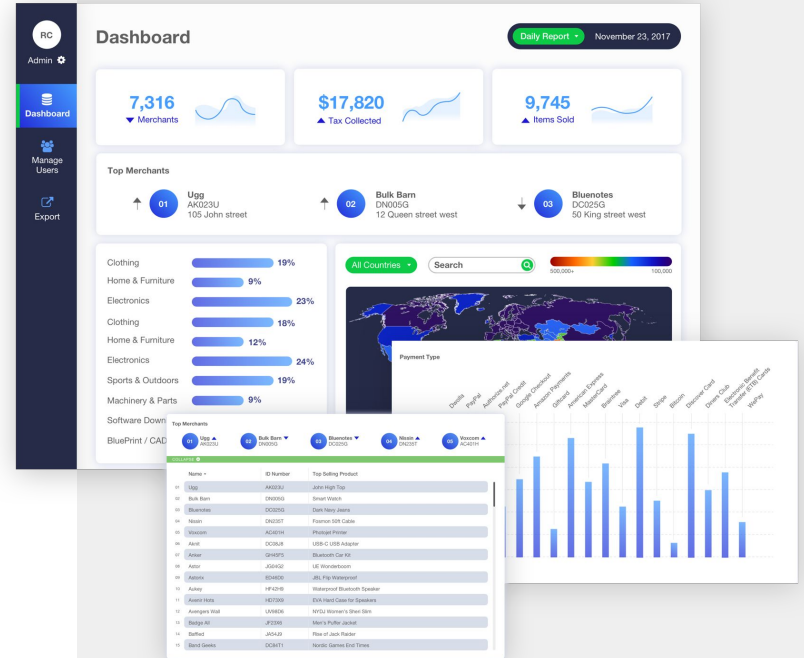crowdlinker

OUR WORK

Netsweeper

B2B   SaaS   UX / UI Design

FinTech   Web App Development

Netsweeper's CTO wanted to solve a problem faced by many governments finance departments – the tracking of goods sold by online merchants for tax purposes. We built a user-friendly front-end experience for the Ministers of Finance from various countries, supporting Netsweeper's vision for worldwide tax automation.

By working with Crowdlinker, Netsweeper could operate its business while exploring 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.

LIVE SITE

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OUR WORK

Freshbooks

B2B   SaaS   UX / UI Design

FinTech   Web App Development

Freshbooks is the #1 accounting software for self-employed professionals. Crowdlinker acts as their dedicated product partner and has created several unique products to support lead generation. One of these products was a free invoicing template for freelancers which acted as a pathway into the core product suit.

This micro-product increased their search engine leads by 5X in a 6-month period, with minimum risk.

LIVE SITE

"We think of Crowdlinker as in house"

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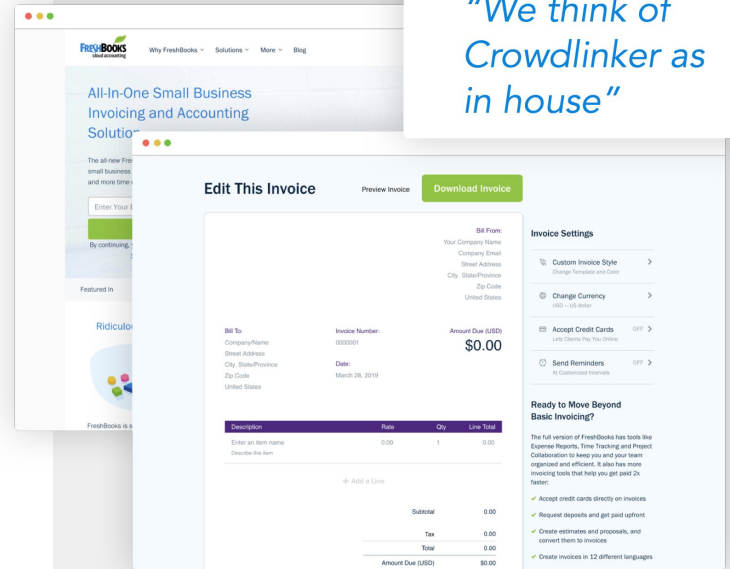
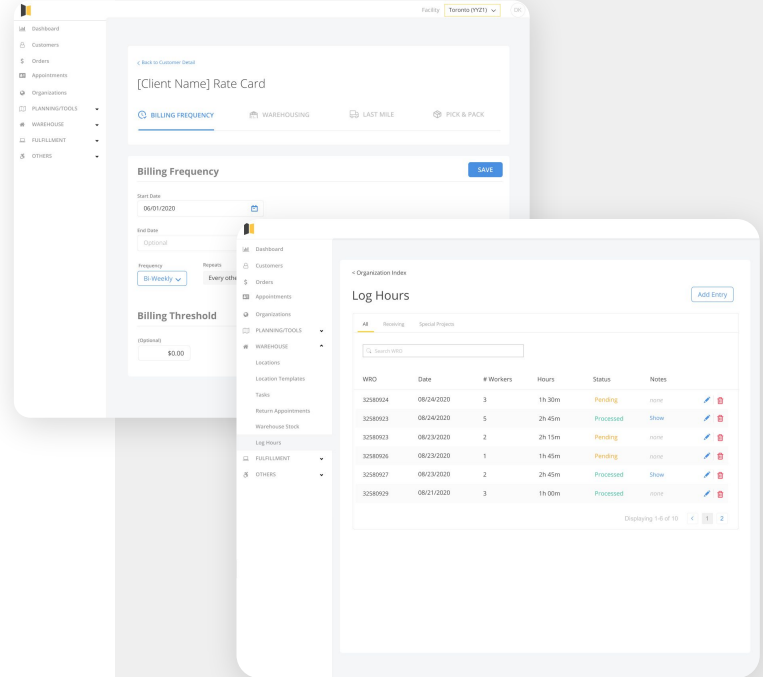OUR WORK

Bolt Logistics

B2B   SaaS   FinTech & Logistics

Web App Development

Bolt (formerly Second Closet) is a leading Canadian technology-enabled logistics and last-mile delivery provider. We worked with them to create an automated billing engine solution for their growing B2B client base.

Our solution bridged the gap between finance and operations to help scale the business from an erroneous and manually intensive accounting processes.

LIVE SITE

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OUR WORK

Finaeo

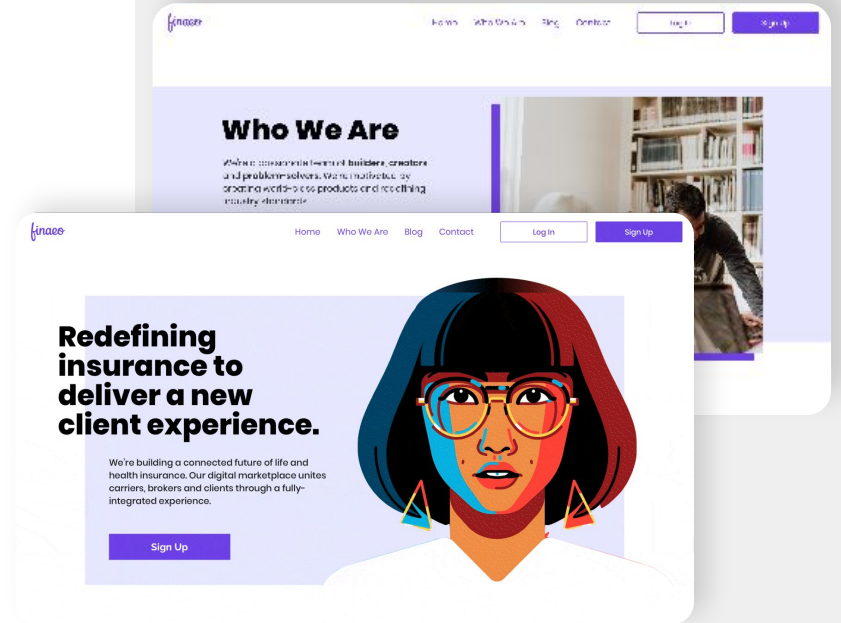B2B   SaaS   UX / UI Design   WordPress

Website Development   InsurTech

Finaeo is a digital marketplace empowering independent life insurance brokers to increase efficiency and take clients from prospect-to-policy. The largest pain point Finaeo had was customers were struggling to identify the value proposition when coming across their business.

We were approached to re-imagine what their website looks like online with a fresh, new, and modern experience. We've helped increase the amount of demos by 3x while increasing site usability and performance speed.

LIVE SITE

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OUR WORK

Honeybee Benefits

B2B   SaaS   UX / UI Design   WordPress

Website Development   InsurTech

Honeybee is powered by Benecaid, a Canadian benefits provider that has worked with small and medium sized businesses and the country's leading insurance companies for almost 20 years. Honeybee needed a simpler and friendlier brand when approaching startups who needed employee benefit solutions.

We revitalized their digital presence through detailed discovery capturing user journeys, user flows, and empathy mapping. We designed a modern and clean website experience helping them communicate their product offering to the market seamlessly.

LIVE SITE

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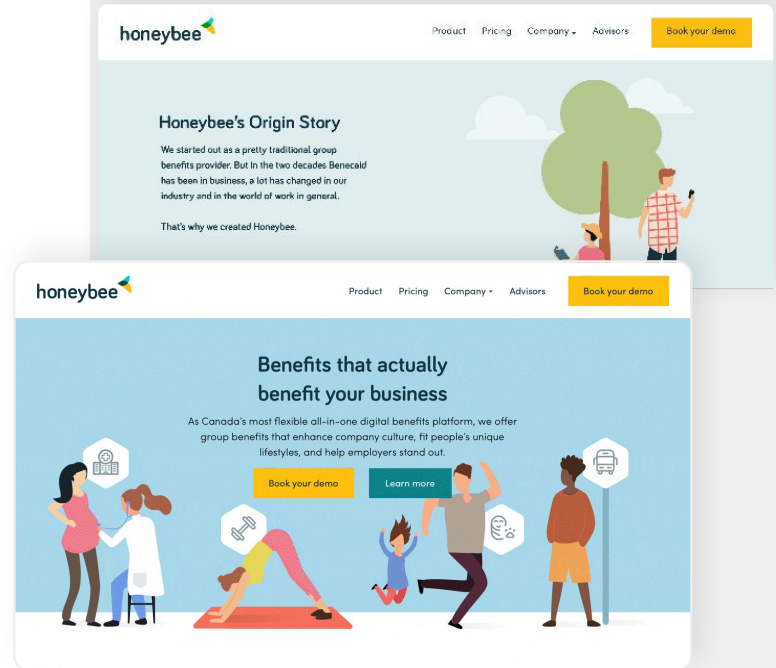
OUR WORK

NBC Universal

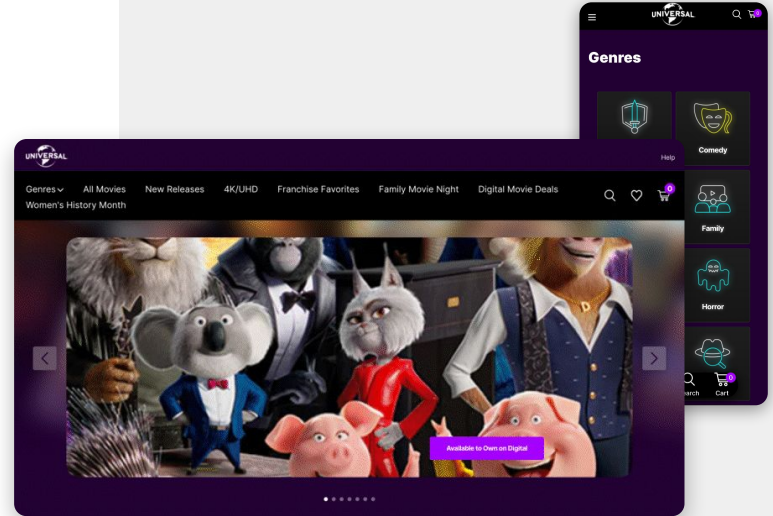B2C   eCommerce   UX / UI Design

Website Development   Shopify   Media & Entertainment

NBC Universal wanted to re-imagine their digital storefront to house their expanding content library of movies and shows. They wanted the ability to create additional customizable storefronts quickly and easily, with the capacity to include partner branding.

Working together, we created new TVOD offerings to allow their customers an alternate ways of purchasing and redeeming content. We launched a custom Shopify eCommerce build that gave them the versatility and scalability needed for their digital push under their own brand.

LIVE SITE

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OUR WORK

Banfield

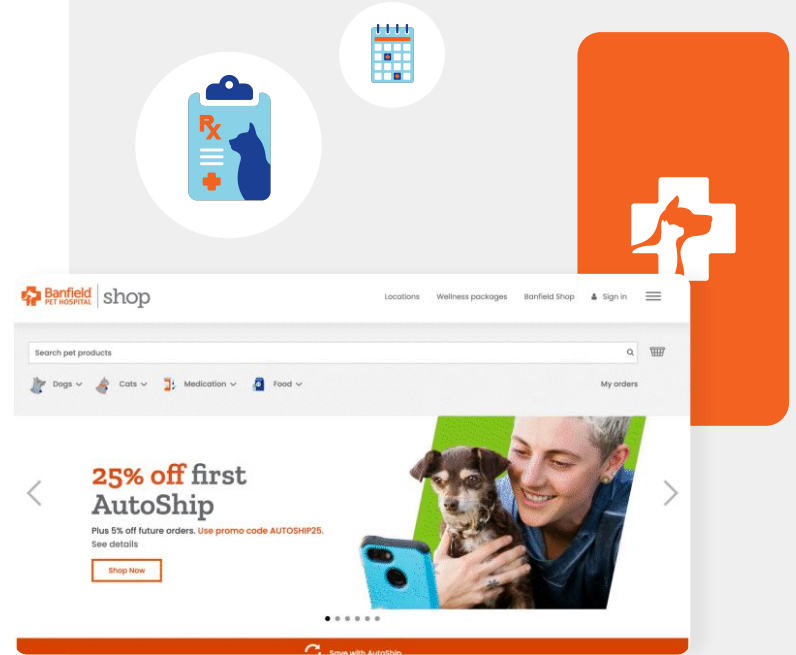B2C   eCommerce   UX / UI Design

Website App Development   Health & Wellness

Since 2020, Crowdlinker has worked with Banfield Pet Hospital (owned by Mars Inc.) to re-imagine their online corporate marketing website and Direct to Consumer eCommerce destinations.

Banfield Pet Hospital has more than 1,000 hospitals across the USA (within PetSmarts). Crowdlinker helped them launch subscription wellness packages for pets, consolidating and streamlined many systems to offer a modern, holistic, and seamless experience for both Banfield admins and their end users.

ECOMM SITE   **MARKETING SITE**

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OUR WORK

Lottery Now

B2C   eCommerce   UX / UI Design   Gambling

Lottery Now is the new, trusted, exciting way people play and win the Lottery for the people and causes they care about. Crowdlinker was hired to create an entirely new design experience for their growing mobile user base.

Their previous design system and styling was antiquated and led to a lot of friction especially for First-Time Users. We helped create trust, transparency, and authority in the new designs which will increase the amount of new sign-ups and activations.

LIVE SITE

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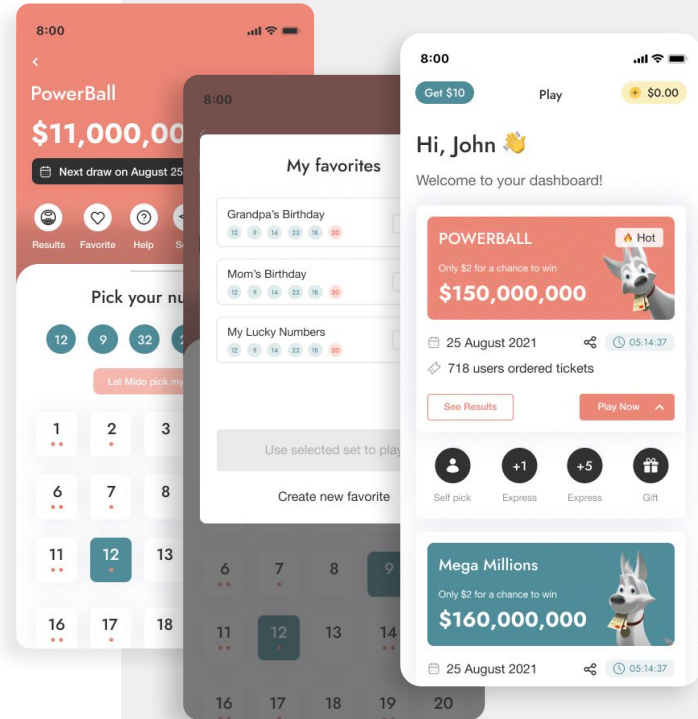
OUR WORK
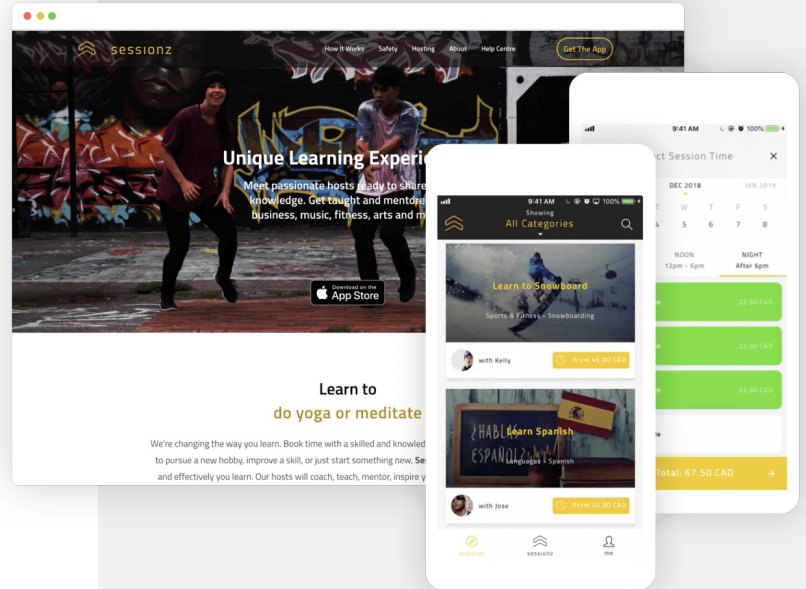
Sessionz

B2C | Marketplace | UX / UI Design | Education

Web & Mobile App Development | Website Development

Sessionz is a mobile app that connects consumers with teachers, instructors, and experts for one-to-one sessions. We built them a scalable, versatile, mobile app and marketing website with all the features they needed to launch their MVP.

They now have a 5 star app store rating and an additional 8 product versions released.

PRODUCT SITE | LIVE SITE

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OUR WORK

Testimonial

"Crowdlinker has been an exceptional partner while working various teams at MLSE to cultivate collaboration and create unforgettable experiences. Crowdlinker brings expertise and professionalism to solve complex problems and deliver technical solutions. They pay close attention to the details, meet deadlines and budget, and manage a process very well."

Maliha Altaf
Team Lead

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OUR WORK

Other Examples of Our Work

Product Builds

Report It	LIVE SITE	Honeybee	LIVE SITE
Swift Medical	LIVE SITE	Woodbine Entertainment Group	LIVE SITE
Raw Office	LIVE SITE	Fortay	LIVE SITE
Auvenir	LIVE SITE	Canvass Analytics	LIVE SITE
Wildbrain Spark	LIVE SITE		

Product Case Studies

Sessionz	LIVE SITE
Freshbooks	LIVE SITE
Omstars	LIVE SITE
MLSE	LIVE SITE

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OUR WORK

Client References

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Bart Molenda
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Introhive
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ESTIMATE

Next Steps

Intro call

Book a 30min time in Aram's Calendar here to discuss your project idea.

Pre Discovery

Work with our product team members to fully capture your project requirements. The more information you provide the better the estimate we can provide! Providing budgets helps us work within that scope.

Proposal & Estimate

Our team will take all the information from Pre Discovery to create our first draft of an estimate and proposal.

Negotiation

Review proposal and finalize terms. Ensure our proposal fully captures your business objectives.

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Thank you

We look forward to working together soon.

Contact

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