



A Mobile Dev Shop With The Skills To Amaze

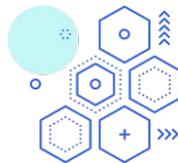
We are a team of devs, designers, and project managers who pride themselves on building magical software.



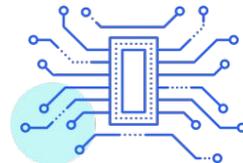
Mobile Development



Web Development



Blockchain



AI/ML Solutions

// A Little Bit About Us...



Who We Are // Thinkers And Planners And Builders

We were a **team of devs, designers, and project managers** who were tired of building the same old tech.



We got together to do something about it.

We are Explorers, just like you, and love the technologies that will lead the way in the next decade.

We understand that technology should work like magic. We also understand startups have limited resources. We work with our clients to build the best tools for the lowest cost - every time.



Our Leadership // Partners



John Biggs - Marketing

B.S. MIS - Carnegie Mellon
M.A. - NYU

John spent fifteen years as an editor for Gizmodo, CrunchGear, and TechCrunch and has a deep background in software and hardware startups, 3D printing, and blockchain. He's seen just about everything out there.



Viktor Shpak - Technology

M.S. Computer Science - Kyiv Poly

Viktor is a skilled coder and leader and is experienced with blockchain architecture, crypto-currencies, product management, start-up culture, agile methodologies, server architecture, and web applications. He guides our developers to success again and again.



Jay Donovan - Operations

B.A. - Otterbein University
M.B.A. - Capital University

Also a TechCrunch alumnus, Jay spent 20 years in various design, strategy, technology, and product management roles for a several fortune 500 companies. He keeps the engines at Visible Magic running smoothly.

Our Capabilities // Technology Stack



Apps

iOS
Android
ReactNative



Frontend

React
Angular
HTML5
SASS/SCSS



Backend

Node JS
Java
Go
Python
Ruby



Cloud

Amazon AWS
Kubernetes
Docker



AI/ML

Tensorflow
Apache Spark
NLTK
CoreNLP



Databases

SQL DBs
NoSQL DBs
Time series DBs
Embedded DBs



DevOps

CI/CD
ELK
Ansible
Prometheus



Blockchain

IBM Hyperledger
Ethereum
Solidity
Parity

// Our Core Offerings



Our Offerings // Mobile Development

Whether you need a fully native smartphone app, a progressive web app, or merely a responsive web experience—a lot goes into it! Mobile experiences that people love are more than just images you see on your device...they are the union of a variety of technologies. We bring those technologies together, holistically, for memorable, successful experiences.



Strategy



Design



UX



Backend technologies



Database design



Cloud technologies



Location-based services



Our Offerings // Web Development

While people spend a majority of their time accessing the web from mobile devices, desktop commerce still outpaces mobile commerce by about 10%. So in this omnichannel world, it's still important to make sure your web properties are in top shape. We take the same care with the desktop sites we build—via our responsive approach—as the mobile sites.



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Strategy



Design



UX



Backend technologies



Database design



Cloud technologies



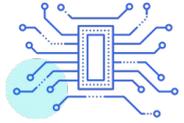
Our Offerings // **Blockchain**

At Visible Magic we've seen the hype and promise of blockchain. We know it has a fascinating future and can be amazingly useful to connect business partners, customers, and organizations and we know how to build blockchain products that are state-of-the-art and powerful.



HYPERLEDGER





Our Offerings // Artificial Intelligence / Machine Language

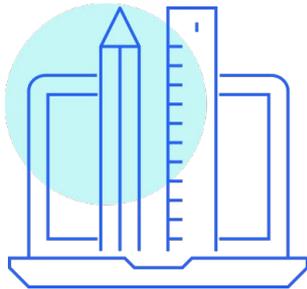
From recommendation systems, to chat bots, to image recognition, to natural language processing and beyond; we can add or augment systems and experiences with smart, nimble AIs that can lower your operating expenses and increase efficiency. Check out our work on CheapTranscription.io — a natural language processing and transcription tool.



// How We Can Help

How We Can Help // An Agency

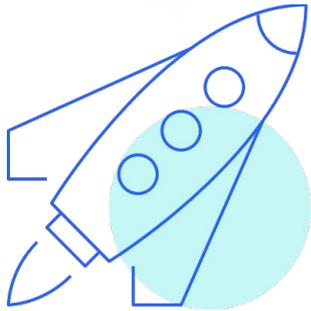
We know that managing utilization is challenging and expensive so we are here to help you realize the technical side of things so you can maximize your own client projects. We can hit the ground running whether white labeled or as a partner.



- ✓ We assess your technology needs and timing
- ✓ We can rapidly assemble the skill sets required
- ✓ We execute the technology solution your strategy requires
- ✓ We can embed up-front for sales and strategy cycles
- ✓ We can scale as needed

How We Can Help // **A Startup**

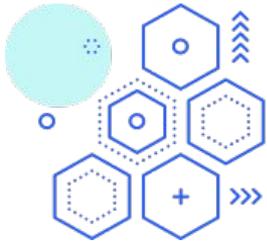
We know what it takes to launch a startup, find traction, and raise a round. We are here to help you in this journey no matter what stage you are now in.



- ✓ We can create a technology vision based on your ideas
- ✓ We can build prototypes and MVPs to test your ideas but also fully productized versions for launch
- ✓ We are flexible and always ready for your pivots
- ✓ We help you to dig through unit economics, metrics and USP, and create a pitch or presentation

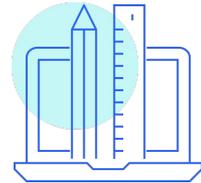
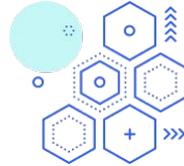
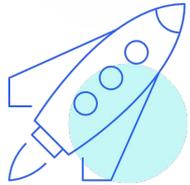
How We Can Help // **A Blockchain Company**

Blockchain is more than a buzzword - it's the future. We take care of the tech so you can stay focused on your business model.



- ✓ Extensive experience in building blockchain-based apps
- ✓ Instant payment platform support via crypto
- ✓ Extensive connections in the blockchain ecosystem
- ✓ We build everything from exchanges, to wallets, to dapps

How We Can Consult // To Ensure Your Success



Whichever endeavor you are undertaking, we can provide consultative expertise to develop the strategic insights, roadmap, and architecture that will deliver success. We can help you implement unfamiliar technologies to achieve your goals, or be a second set of eyes during ambiguous projects. Regardless, we are here to help.

// Portfolio Of Work

<visible magic>

Portfolio // Agency Partners + Clients



Doodles Inc.



jaywalk

mobios 



Portfolio // AT: The Social Map

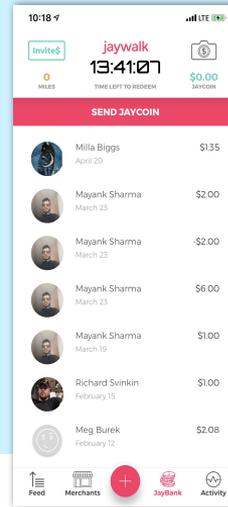
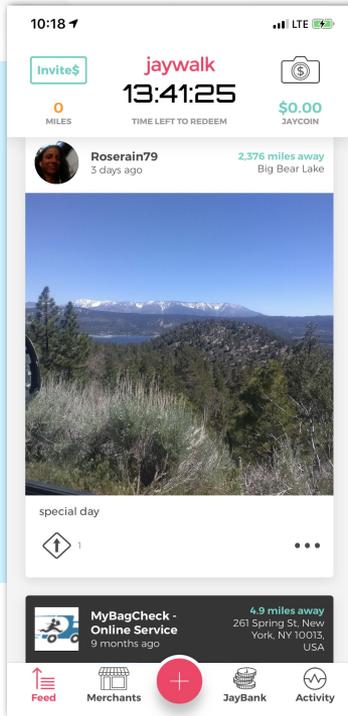


Our client wanted to build a location-based social network that streamlines and focuses “check-in” for a new, better experience.

We worked with AT to make a robust, AWS-backed, check-in app that went far beyond prototype to a fully productized offering that can support tens of thousands of simultaneous users. The result was a powerful scheduling tool that mixes your digital and real-world presence.



Portfolio // Jaywalk

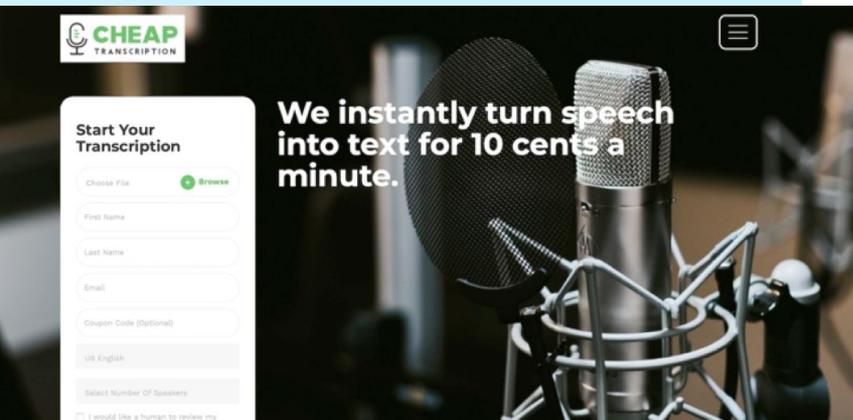


The client wanted an app-based social network that connects users with unique health-related sensors and rewards them with discounts for their activity.

We worked with Jaywalk to create a new social network from stem to stern. The app had to run on Android and iOS and it had to be rock solid. Using a combination of Swift, Java, and Django, the team put together all the parts needed to build an app that looked like a million bucks and cost much less.



Portfolio // CheapTranscription.io

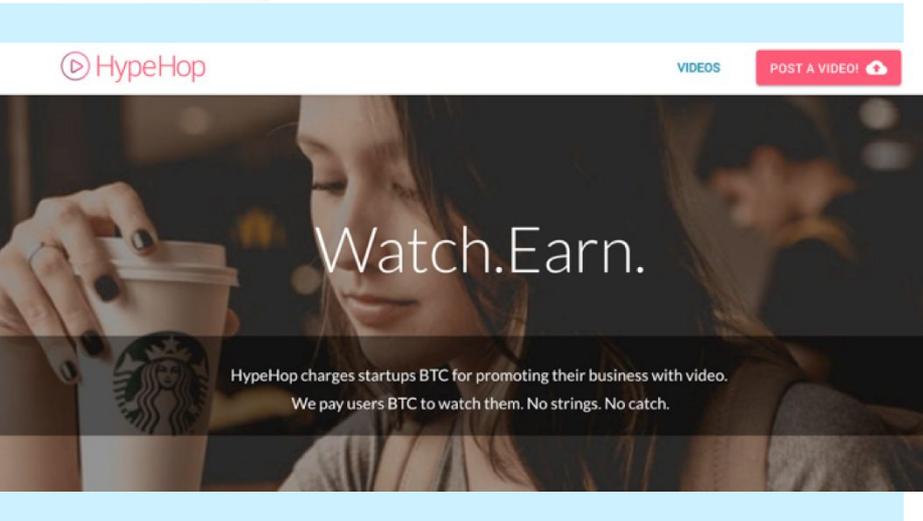


Our client came to us with an idea and needed an MVP in about a week. Why? Because they wanted to make sure that the project would get active users before they invested more in the product.

Our experience in machine learning enabled us to wire up a workable solution that melded AI and human effort to prove the idea.

After completing the MVP in just a few days, we went on to fully productize the offering and create the cheapest and fastest transcription platform on the Internet.

Portfolio // HypeHop.com



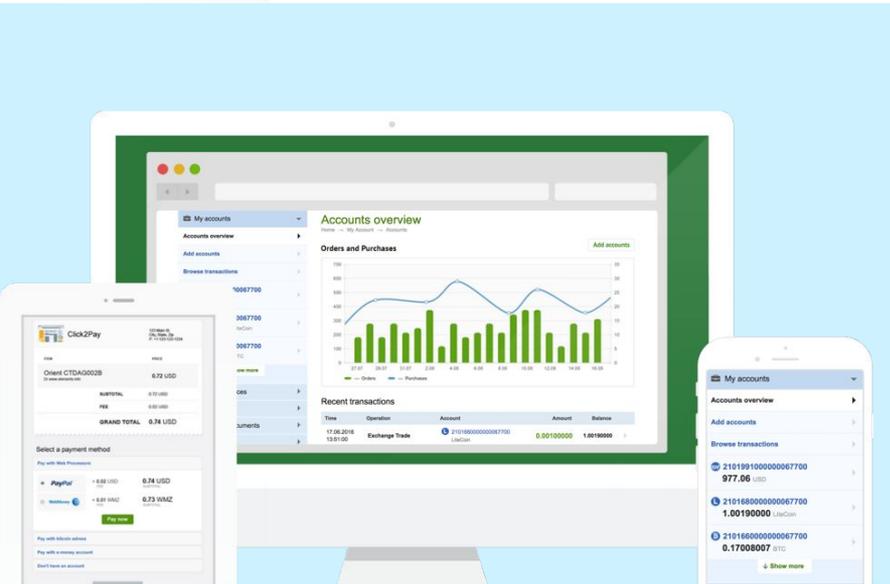
HypeHop wanted to pay real cash to users who watched videos online. But they needed a way to ensure that people were actually watching.

c The platform pays them for their attention in bitcoin.

It was impossible buzzword salad, right? Not for VisibleMagic.



Portfolio // EveryWallet.com



EveryWallet wanted to white label the exchange experience.

EveryWallet is a blockchain payment platform, which consists of several large modules. It allows users to employ their blockchain assets as well as fiat payments transparently in everyday life. During 3 years of development we implemented all required features, from idea to deployment:

- Merchant acquisition
- Online wallets
- Exchanges

There are a lot of moving parts in the project, that works like a charm. Real visible magic.

// Humane Society App



Humane Society // A Few Notes

“Creates an opportunity sponsorship and potential earned revenue for scaling nationally.”

Additional opportunities for revenue and PR:

- The app itself can be set up as a sponsorship opportunity for Columbus Humane to sell the lead sponsorship of the app to a business. The sponsor gets name recognition on the app and the company gets to put a link to the nonprofit app in their company app and on the web. This would drive their customers to the Humane Society app as well as the sponsor gaining recognition from their clients in the process. The lead sponsorship will help the nonprofit to generate at least part of the funds they need to produce the app.
- The National Humane Society could be contacted. They could communicate the opportunity out to their national network and take a fundraising cut for each app sold.
- Additionally Origo and VM have the opportunity for name recognition on the app if they offer a reduced rate for development etc. A tag line in the footer, Made by “Origo and Visible Magic”, or something like that, for services. Depending on the value of an in-kind donation there is the possibility for donor recognition on the app, website and other organizational collateral depending on the amount. This type of thing could be offered for the difference between our posted rates and what we end up charging them.

Humane Society // A Few Notes

“Click here to share our urgent need for peanut butter or newspaper”

- It would be great to have a graph on the app that tracks where the donation level is. For example, we need 100 old towels to use in kennels. As donors drop off towels, the staff track the totals and indicated when the current request was fulfilled. This keeps supply requests from overflowing in storage. Kind of like a go fund me tracker for in kind donations. It could show all current active requests.

Humane Society // A Few Notes

“Participants can be recognized for the number of good deeds they’ve completed with different levels of recognition or reward (like a Petpeople coupon or a T shirt). Like achieving the title of “Columbus Humaniac””

- Nonprofit’s generally have steered away from “swag”, tee shirts, coffee mugs etc. model. They are expensive and time consuming (someone has to order, track rewards and fulfill them) and there are almost always leftover inventory cause you have to buy in bulk to make it cost effective. Plus since this is an interaction as opposed to showing up to volunteer at a festival etc, there are costs to mail the items to people. Nonprofits have also reduced mailing costs significantly, moving to online delivery of traditionally printed materials etc. Coupons from business are an easy way to do a reward.

Humane Society // A Few Notes

Some data on donor and volunteer behaviors:

- Donors and Volunteers are mostly motivated by the cause and they want to see that their time and money is being put to good use.:
 - <https://www.networkforgood.com/nonprofitblog/7-reasons-why-donors-give/>
- There is a subset of donors who do like social recognition. Badges that post to their Facebook page would be effective with this group. Recognition like this could be an option for anyone with a Facebook page. A donor/volunteer could choose this recognition if they like it (My running app has this option)
 - <https://business.rice.edu/wisdom/peer-reviewed-research/impact-of-donor-recognition-on-giving>
- For volunteers, the motivation is a thank you and that they see the impact of their efforts. That and being part of a community.
 - <https://nonprofitshub.org/volunteer-management/tips-to-motivate-your-volunteers-and-keep-them-coming-back/>

Humane Society // A Few Notes

A few other ideas and consider:

- Maybe a photo gallery showing volunteers at work in the volunteer section, or a way volunteers can share photos of their work and staff has the chance to approve, comment and say thanks?
- Showing impact is important to all constituents. Lots of feel goods. That could be a weekly part of the daily A-Furr-Mations. A chance to share the community's successes (staff, donors, volunteers, sponsors etc)
- There are about 6 other Humane Society apps. There are also a few rescue groups. This app could also be sold to animal shelters too.
 - Most of the apps include pet profiles, education and donation opportunities.
- The Columbus Humane has a nice website that delineates what they do and what they need well. It is a good starting point for suggestions for the app. Their Facebook page is very active. This seems like a better point of reference.

Humane Society // A Few Notes

- app could use an additional piece in an “About Us, What we do” page. That is what they don’t do and where to go for those things. For example: I find a cat in my neighborhood. Can I drop it off at Humane? If not, where do I take it? Who do I call? This kind of info could decrease the amount of calls they field in their office. Maybe an “answers to frequent questions” page. What if I find a wounded bird or squirrel? (This would go to wildlife rescue). Do they affiliation with the National Humane Society? – This is good info to stress that they do not receive funding from this group, or from government or any other national agencies.
- A calendar of events would be very good that could include special events, adoption days where the pets are out at remote locations to meet people (if they do this), fundraisers, anything else significant. Add a spot to request appointments for meeting a pet, interviewing to be a volunteer, etc.
- Pet profiles seem super important to have listed in the app. I am assuming based on the first part of this document that is a given, but this isn’t explicitly stated. These are the pets that are available for adoption.
- There is a lot of info on the National Humane Society site. Do they have any affiliation or interest in using their content?
- How about a volunteer module where volunteers signing and out, changing contact info etc. it logs their hours etc. Red Cross has a nice one called “volunteer connection”.
- We could ask to survey the volunteers and donors for what they think, their ideas.

Humane Society // A Few Notes

Questions I have for Humane Society:

1. Where do the animals they have for adoption come from?
2. Would they like to link to national content, are they able to use it?
3. How far along are they in revamping their volunteer program? Would they share this info with us for insights for the app?
4. Do they have any “friend groups” that already fundraise for them that they would like to link to or provide an opportunity to be integrated in the app.
5. How do they work with Franklin County Dog shelter and local rescue groups? Do they partner with them in any way and how?

A big point to note:

- Their Facebook page has almost 30,000 followers.
- A lot of social media content is driven by donors and volunteers on their page: education, meet this pet, families adopting their new pet etc, as well as events are listed. Full list of adoption profiles are not listed.

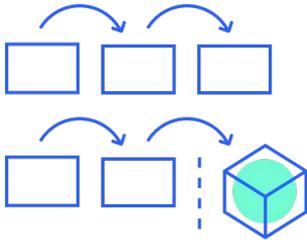
// APPENDIX



// Cooperation Models

Cooperation Models // Last Sprint First - Agile

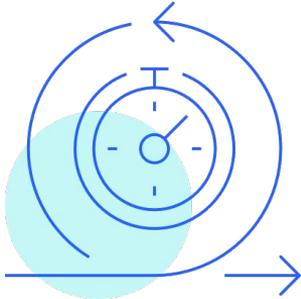
We work with most of our clients in a rapid, agile fashion (two or three week sprints of work) that we call *Last Sprint First*, in which the client pays for the last sprint at the beginning of the project and then pays installments at the end of each sprint. In this way we can keep close vision on project health and can adapt to changing priorities. This ensures:



- ✓ The price & scope have more flexibility.
- ✓ Cost and timeframe are estimated before the beginning of the work on project, but are broken down into smaller payments and align specifically to the work being done.
- ✓ Minimum risks.
- ✓ We can work for small and medium level projects that don't have well-defined specifications and precise deliverables from the start.

Cooperation Models // Time & Materials - Agile

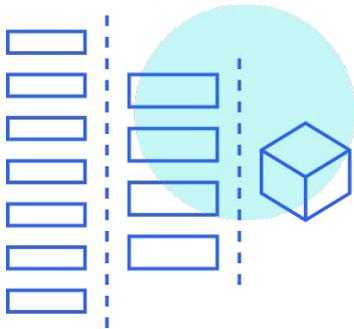
Unlike the fixed price approach, the time and material model offers more flexibility in terms of both budget and project requirements. In this case, the total cost of the project, as well as its scope, remains unknown until the product is ready. It depends solely on the actual time and effort used to implement it.



- ✓ Pricing is based on direct labor hours at specified fixed hourly rate. A deposit is required at project start.
- ✓ Suitable for situations when the requirements are not fully known, or are expected to change.
- ✓ The client can ramp-up and ramp-down project teams as per requirements and budgets.

Cooperation Models // Fixed Cost - Waterfall

When addressing a software development company, most clients already know how much they are willing or can afford to spend on their product. This model ensures:



- ✓ The price & scope will not change.
- ✓ Cost and timeframe are specified before the beginning of the work on project.
- ✓ Minimum risks.
- ✓ We make it easy for small and medium level projects that have well-defined specifications and precise deliverables from the start.



Get A Hold Of Us // Let's Build Great Things

We are here to help and look forward to hearing from you.



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