



FIND.ME.

AI AND BIG DATA TO REVEAL
REAL-TIME CAR CHOICES



About the Client



Scouring the internet for different products can be a pain. There's just so much information and so many products, that it takes lots of time and effort to find exactly what you're looking for. Out of personal frustration from unfruitful searches, the founder and CEO of Find.me Stefan Ceulemans decided to create a digital platform that could aggregate all available data about a specific product and then provide recommendations to users based on their profiles.

Find.me streamlines the registration process and provides a complete overview of all of the products that the market offers. On one hand, it gives customers a faster and more complete offer and on the other, it results in more efficient advertising spending for retailers. It's a win-win situation. Partnering with Skelia, Find.me developed its first successful digital product find.me/my car, a platform that helps people who already had some preferences and even those who have no idea what type of car they would like to have.

- **Industry:** IT
- **Size:** 1-10 employees
- **Location:** Brussels
- **Client since:** May 2017 - present
- **Services Used:** Dedicated Teams
- **Technologies:** PHP, Elasticsearch, Microsoft Azure, MongoDB, and Python



WINNER OF THE DISRUPTIVE INNOVATION OF THE YEAR

In 2018 Find.me received the highest appreciation by the industry and won Disruptive Innovation of the year' award @ the Tech Start-up Awards.

Find.me/car already interacted with notable brands in the automotive industry to get their products in their system, and their representatives also praise the platform.

The Challenge

Find.me needed a vendor that could help them develop a digital platform for their find.me/my car service. Driven by a lack of IT expert capacity and high cost in its domestic market in Belgium, they started to sort after nearshore development companies.

The ideal vendor had to be able to seamlessly collaborate with Find.me's team (a Data Processing Algorithms developer and Data Scientist located in Belgium and the CTO in Panama). After shortlisting several candidates, meeting and evaluating all of them, Skelia seemed to be the best fit for Find.me's big project.

Strategic Partnership

Find.me has been working with Skelia since 2017.

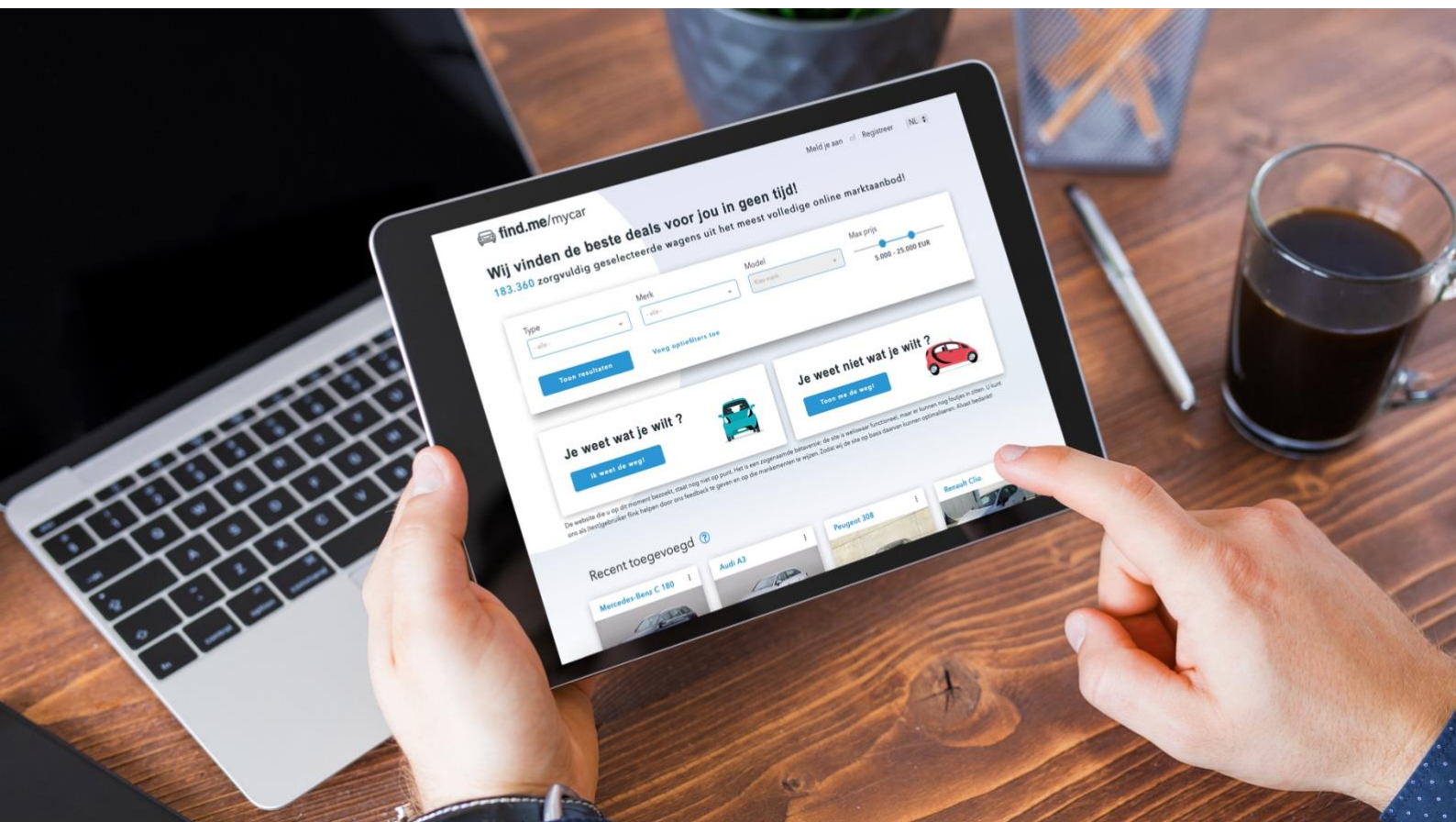
At first, Find.me tested Skelia by asking for a trial phase whereby the Skelia's team had to put together several mockups and then consult with Find.me on the technological stack for further development. As soon as the scope had been agreed with, Skelia's team designed the interface and started building out the solution.

Skelia helped to build Find.me's Data Science model right from scratch. The model contained a mixture of analytic approaches for Find.me/my car :

1. Analysis and processing of static, content-based models;
2. Dynamic, collaborative filtering models for individual items, based on user actions and preferences;
3. Dynamic, collaborative filtering models for subcategories, based on user actions and preferences;
4. A rule-based model that combined collaborative subcategories and content-based models.

Skelia's team comprised of a development team lead, a full-stack developer for the backend, and a data engineer.

While Skelia operates remotely from Ukraine, the client points out that *"it feels like they're literally in the same room as us."*



The Results

At present, the basic platform for car search with virtual assistance is complete and successfully launched on the market. Find.me/my car helps people to easily find the best option for their future car and it saves them tons of hours they would have needed to spend on the internet. They get a personalised offer, based on a proprietary developed matching algorithm.



“What I liked the most about working with Skelia’s team is that they always go the extra mile and come up with suggestions for some valuable and innovative features that actually create an even better user experience. They are passionate about the product and put their soul into its improvement.”

Stefan Ceulemans, Founder & CEO

Who benefits from using find.me/car:

- People who already have a car preference. They can find their ideal car using the given filtering option which allows them to choose different categories like the car brand, model and price among others.
- People who have no idea what kind of car they would like. They have the unique option to fill in some information about themselves, their lifestyle, driving preferences, the stylistics of the car they want, and even more. Find.me’s innovative virtual assistance will help match them to the ideal car.

“Skelia has become a reliable partner for our startup. They supported us from the development of the first AI Model, throughout the creation of the first MVP version until the launch of the product and its further development. They are also very flexible towards our needs and deliver real value in time and budget.”

Stefan Ceulemans, Founder & CEO