

**SLOBODA**  
STUDIO

# Success Stories Of Our Clients



**Raised over**  
**2,5 million dollars**

## City Falcon

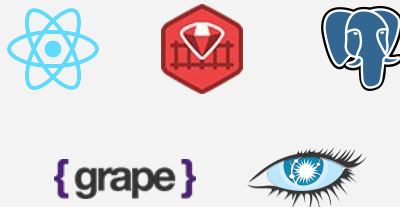
is a financial news aggregator.

## Currently CityFalcon:

- Processes 1 million articles per day
- 54 servers infrastructure
- Has a scoring algorithm to identify relevant & personalized content
- 3 voice assistants



## Technologies:



October 2016 > Now

## Project Goal

Our client aimed to develop a new and improved MVP.

## Project Challenge

Real-time big text data processing and scalability.

## Project Results

Sloboda Studio has firstly launched an improved MVP and then developed it into a fully-featured news aggregator.

**15% growth  
of audience**

## CityFALCON Voice Assistant

is a voice recognition personal assistant.

### **Project Stages:**

- Connecting 3 voice assistants to the site (Google Home, Microsoft Cortana, Amazon Alexa);
- Specifying the users' needs;
- Teaching the program;
- Handling the users' requests.

# CityFALCON Voice Assistants

### **Technologies:**



2019

### **Project Goal**

To enable voice-search via the CityFALCON news aggregator.

### **Project Results**

We've got a powerful, easily manageable and supportable integration of 3 voice assistants.

Now it is possible:

- to access to CityFALCON news, rates changing
- to distribute the content faster

## **Origin Research**

is a FinTech company for discovering the analyzed financial data on companies.

### **Main Features:**

- Ability to observe a companies' financial data;
- Model table for online calculations of financial data;
- Keyword Search & Time Filter;
- Ability to save and share financial models.



### **Technologies:**



May 2017 > Oct 2017

## **Project Goal**

To digitalize the offline investment consulting business by creating a digital platform.

## **Project Challenge**

Online calculation with Wijmo

## **Project Results**

We created the MVP of the Origin Research web application with clear server-side architecture and engaging UX for the client-side.

# 4X growth of audience

## Luca Accounting

is a web application for automation of invoice transactions

## Main Features:

- Accounting record keeping;
- Reconciliation of bank accounts in automatic and manual modes;
- Formation of accounting and tax reporting;
- GDPR compliance.



## Technologies:



2017 > Now

## Project Goal

To transform an MVP platform into a fully-featured product.

## Project Challenge

Reconciliation of bank accounts.

## Project Results

We upgraded the functionality of the existing MVP and transform it into a fully-featured online platform.

**Raised over**  
**6 million dollars**

### **Artur Inside**

community manager  
and a social network  
sharing tool.

### **Currently** **TikkTalk:**

- Significantly grown in revenue.
- AI has raised €5.5M in Series A round.
- Grown from startup to a company with 120 people on board.



### **Technologies:**



2016 > 2018

### **Project Goal**

To create an MVP that would showcase the primary benefits of the product.

### **Project Challenge**

KPIs measurement of campaigns.

### **Project Results**

On September 9, 2016, we successfully released our MVP, the same month we launched our Private Beta. In October, we went live with our Public Beta.

## Serves to **Deloitte**

### SimpleCater

is a US web app for the food delivery industry.

### Main Features:

- Report generation in CSV
- A system of creating order preferences based on such data: client order requests and history, restaurant info, review, ratings, proximity and other variables



### Technologies:



November 2018 > Now

### Project Goal

To add new features to the an MVP & to launch the online food platform.

### Project Challenge

Calculation of statistics on orders & invoices in different time periods

### Project Results

Sloboda Studio has created an MVP with all the necessary functionality and released the Public Beta.

## Serves to **Shell**

### MyDailyLifestyle

is a lifestyle & wellness coaching company to employees.

### Main Features:

- A personalized exercise scheme
- A new program registration
- A new feature 'sleep advice'



### Technologies:



2018 > Now

### Project Goal

To add, simplify and speed up the usage of the MyDailyLifestyle's services.

### Project Challenge

Introducing a new registration flow.

### Project Results

Sloboda Studio helped MyDailyLifestyle to introduce a new type of service, automate the manual tasks and simplify the registration process.

**75,000+ users**

## Cambridge Brain Sciences

is a a B2B cognitive platform.

### Main Features:

- New Admin Account
- Automated assessment schedules
- Custom-branded assessment ability
- GDPR compliance
- Payment integration with Stripe and Braintree



### Technologies:



2017 > Now

### Project Goal

To build a new B2B platform CBS Health from scratch.

### Project Challenge

1. System overload
2. Data Security

### Project Results

Sloboda Studio team has helped Cambridge Brain Sciences create a new B2B cognitive platform from scratch and scale this platform.

# Solid

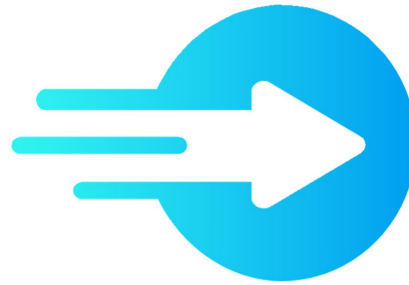
## data processing

### Swipe News

is a British online news aggregator.

### Main Features:

- A search for grouping news on various topics
- Statistical evaluation
- Natural Language Text Processing
- Data clusterization



### Technologies:



2016 > 2017

### Project Goal

To create a news website in order to provide the most objective picture of events.

### Project Challenge

Server overload and processing speed.

### Project Results

Sloboda Studio has developed a holistic solution according to the logic of data processing.

**Raised over**  
**1 million dollars**

## TikkTalk

is a B2C & B2G  
online marketplace.

## **Currently TikkTalk:**

- 1,247 monthly web visitors.
- is now a member of StartupLab, the biggest startup incubator in Norway.
- listed as one of the most innovative new projects



## **Technologies:**



February 2016 > Now

## **Project Goal**

To build an MVP with core features and expand it to a fully-featured platform.

## **Project Challenge**

Matching system  
and extended  
admin board.

## **Project Results**

Sloboda Studio has developed a fully featured marketplace that connects users from 72 countries and supports 67 languages.

# 1st marketplace for scooter rides in Los Angeles

## Split - Case study

It's a digital app marketplace for scooter rides in Los Angeles.

### Main Features:

- Verification
- User location
- Smart matching mechanism
- Advanced billing system
- Visualization on the map
- Accepting a ride

**Split**  
[takesplit.com](https://takesplit.com)

### Technologies:



2018 > 2019

### Project Goal

To build an MVP to prove the hypothesis of the relevance of such services.

### Project Challenge

Finding the nearest driver within a certain radius.

### Project Results

Sloboda Studio helped the client validate their hypothesis and see the results of the app: [Link to the app on AppStore](#)

**Fundraised & grew  
in users**

## Cleaning Marketplace

is a B2C & B2B online marketplace.

### **Main Features:**

- Registration
- Search & Booking
- Price formation
- Payment
- Matching customers with cleaners
- Admin Panel

# Cleaning Marketplace

### **Technologies:**



March 2018 > Now

### **Project Goal**

To digitalize offline business and create a B2C & B2B online cleaning platform.

### **Project Challenge**

1. Double booking
2. Changing business goals

### **Project Results**

Sloboda Studio has developed a fully featured marketplace that connects users from 72 countries and supports 67 languages.

## **B2C Consulting**

### **Marketplace**

is a sub-marketplace, integrated with the core marketplaces, that enables video and audio communication.

### **Main Features:**

- Integration and synchronization of a sub-marketplace with a core platform
- Stripe payments with a pre-payment system

# **B2C Consulting Marketplace**

### **Technologies:**



2018 > Now

### **Project Goal**

To add the essential functionality—online video counseling.

### **Project Results**

Sloboda Studio enriched our client's marketplace with the core feature – online video counseling.

## Uniting Health

is a digital platform dedicated to healthcare and well-being.

### Main Features:

- Matchmaking system;
- Communities and events sections;
- Google maps integration;
- In-app messaging and notifications;
- Stripe, ACH Payments integration;
- Authentication, authorization and registration

# Uniting Health

### Technologies:



2018

## Project Goal

To develop a Minimum Marketable Product.

## Project Challenges

1. US ACH Payments implementation;
2. Custom authentication and authorization system

## Project Results

We turned the prototype into the MMP of the wellness social network.

# Digitalized the business

## SAFHYRE

is a UAE online platform for recruiting.

### Main Features:

- Matching algorithm for similar resumes
- Email notification to admin when a company signs up
- Employers' abilities to search for resumes by keywords, skills, industry

# SAFHYRE

### Technologies:



February 2019 > Now

### Project Goal

To create an online recruiting platform from scratch.

### Project Challenge

1. Choosing an available payment provider.
2. Secure email system

### Project Results

Our team has helped to digitalize the offline business by building a platform from scratch.

# Digitalized the internal processes

## Enterprise Automation

App is a web app for providing technical industrial services.

### Main Features:

- Automation of registering and placing orders
- Price formation automation
- Automation of holding and processing orders
- Invoice generation

# Enterprise Automation App

### Technologies:



Aug 2019 > Oct 2019

### Project Goal

To digitize and automate the processes of order processing and price formation.

### Project Challenge

To configure scripts for running autotests for GitLab CI.

### Project Results

We helped our client to digitalize their internal business processes and routine work of their employees.

# Analyzed job applicants via Twitter

## Twitter sentiment analysis

is a algorithm for creating a psychological portrait.

### **Project Process:**

- Initial text data preparing;
- Tweet cleaning: tokenization and lemmatization of the pre-cleared text;
- Model training

# Twitter sentiment analysis

## **Technologies:**



January 2019

## **Project Goal**

To simplify the recruitment by analyzing applicants' psycho portrait based on tweets.

## **Project Challenge**

Analysis of obtained data.

## **Project Results**

We created an algorithm for analyzing the applicants' tweets & assessing if the applicants is right for the job.

## Used in

**30+ countries**

### Lasertag.net

develops,  
manufactures, & sells  
lasertag equipment.

### Main Features:

- A user-friendly interface with ActiveAdmin;
- Enabling admin panel tests with Swagger;
- Ability to view, edit, or delete the information on the database



### Technologies:



2018

### Project Goal

To create a server technology that would gather statistics from various lasertag clubs.

### Project Results

We created the administrative system for gathering statistics from the local devices of different lasertag clubs and storing it on one server.

## Processes

**5,000 calls/day**

### CallMeBot

Is a chatbot designed to help a local British car dealer with car sales.

### Main Features:

- giving interactive responses to clients' requests;
- parsing advertising sites for information;
- detecting a client's region & making phone calls to this client.

# CallMeBot

### Technologies:



February 2016 > Now

## Project Goal

To replace the cold calling specialists.

## Project Challenge

A bot able to translate text to speech and vice versa.

## Project Results

We built an all-purpose bot that can check & collect the information about the clients and give them a relevant offer on selling or buying a car.

## **SalesFolk**

is a USA managed service marketplace for copywriters.



## **Main Features:**

- Task commenting system
- Ability for clients to edit email templates
- Ability to modify emails
- Ability to create a buyer persona for editing emails

## **Technologies:**



2018 (3 months)

## **Project Goal**

To upgrade a marketplace with market required features.

## **Project Results**

We have improved the initial MVP and created a dashboard panel for different user roles.

# Determined death factors with BI

## Power BI Research (Europe)

Analysis of mortality trends & statistics in Europe

### Used analysis tools:

- Maps for displaying countries and numerical characteristics.
- Time series for analyzing mortality by year.
- Decision tree in machine learning (PowerBI) for mortality rate modeling.

# Power BI Research (Europe)

## Technologies:



2019

## Project Goal

To analyze the mortality statistics for the past years and determine the causes of death.

## Project Results

- Our visualization showed the mortality per 100,000 people in Europe
- The decision tree in machine learning helps to simulate the mortality rate per 100,000 people by selecting a country..

## **Power BI Research**

is a market research on what affects IT salaries.

### **Project Stages:**

1. Data preparing: chose the Power BI instrument.
2. Data research: evaluated data distribution (descriptive statistics, visual methods & simple modeling).
3. Data modeling: used ML modeling.

# **Power BI Research (Ukraine)**

### **Technologies:**



December 2018

### **Project Goal**

To find out what qualifications are highly valued among IT candidates.

### **Project Challenge**

To find non-trivial & non-standard answers from respondents.

### **Project Results**

We found out that the key factor to affect a salary is a candidate's experience. The highest salaries can be found in Kyiv, Kharkiv, Odessa, and Lviv.

# Raised seed funding

## HOME FIT OUT

is a digital platform that provides cutting edge home furnishing solutions.

### Main Features:

- Account dashboard: ability to see order details & change them, admin's ability to create furniture orders for furniture suppliers
- Automatic deployment

# HOME FIT OUT

### Technologies:



2018 > 2019

### Project Goal

To optimize & redesign the admin dashboard for more convenient and fast usage.

### Project Challenge

1. Image storage optimization.
2. Automation process

### Project Results

Now the admin dashboard has a fast load time, plus an attractive and convenient interface.

**Raised over  
\$1M+ dollars**

### **Applift BI**

is a leading platforms on the mobile advertising market.

### **Main Features:**

- 



### **Project Goal**

To help automate decision taking and data availability.

### **Project Challenge**

### **Project Results**

Our developers worked with the dynamical template, which collects info from the different chart from the different database and generates letters.

### **Technologies:**



January 2017 > Now