

Awesome

NYC

**Our Mission: Mobile UI & UX
Design Agency for Tech Startups**

January 2014

We Fuel Startups™



500 startups



Getting Results

The value of working with a team that specializes in startups, is we are constantly accumulating more experience within the industry, and we apply that knowledge to get better results for our clients. It's like an upward spiral and it gets results: collectively, our clients have raised over \$4M in funding and have gotten into accelerator programs like TechStars and 500 Startups.

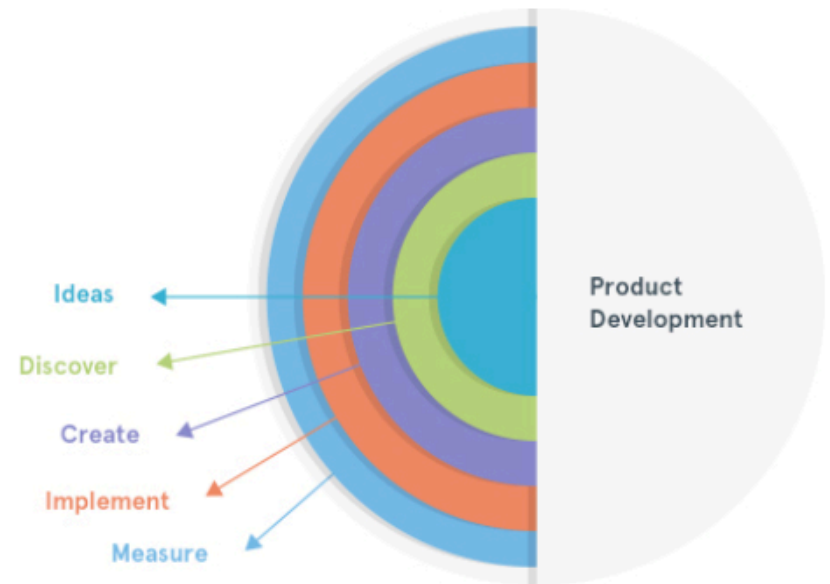


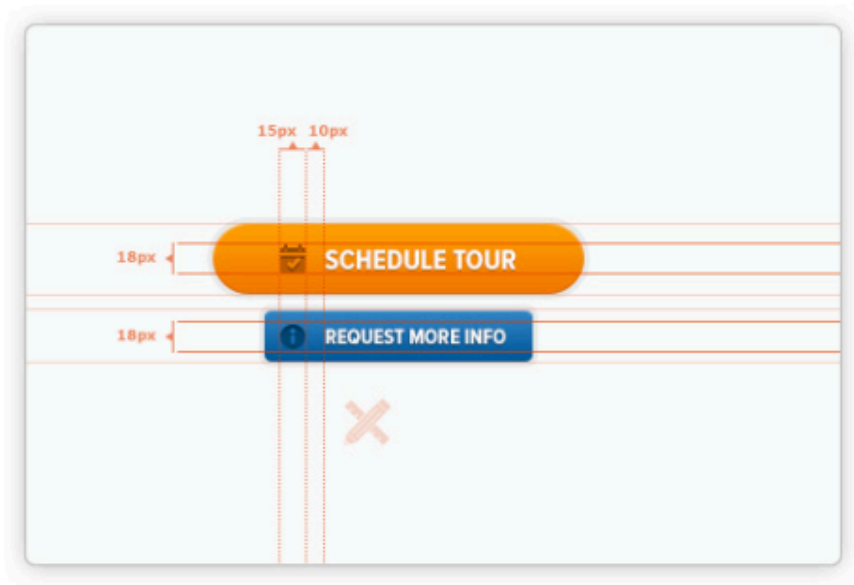
Perfect Pitch

When the design is finished, a lot of agencies will simply collect their check and wash their hands of the project. We go the extra mile and help you present to investors. As startup founders, we've been through the pitch ringer once or twice (or dozens of time)—we know what to expect, how to handle it, and we can help you through the process.

Product Leadership

We're not just great Photoshoppers—we also have experience developing products as entrepreneurs. This allows us to contribute to your project beyond just the design by providing our expertise on product development—offering suggestions on everything from functionalities to defining your MVP. We don't want to step on any toes, but we also don't turn a blind eye to improvements. Just like good New Yorkers, if we see something, we say something.



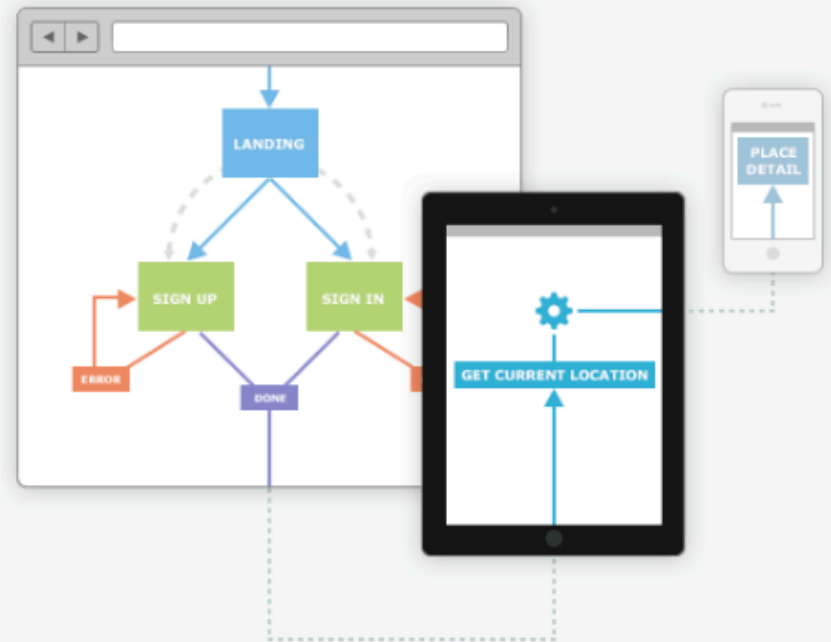


Craftsmanship

Our passion for design and aesthetics ensures that every product is unique, with each project tailored to that individual startup—from the layout to the icons to the signup forms.

We're Users Too

Our past experience spans across web, mobile, and tablet platforms: everything from gamification to in-depth business analysis applications to social networking sites. If a user can experience it, we can build it.





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A smarter approach to real estate valuation.

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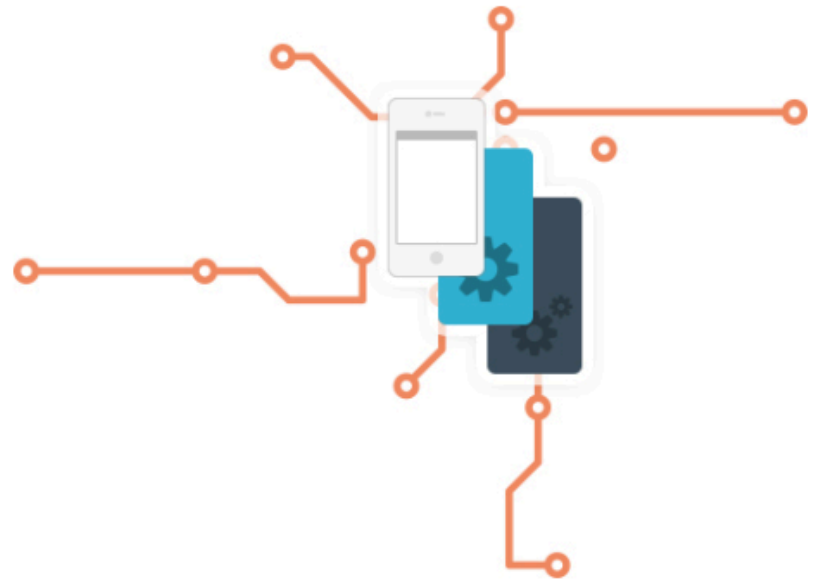
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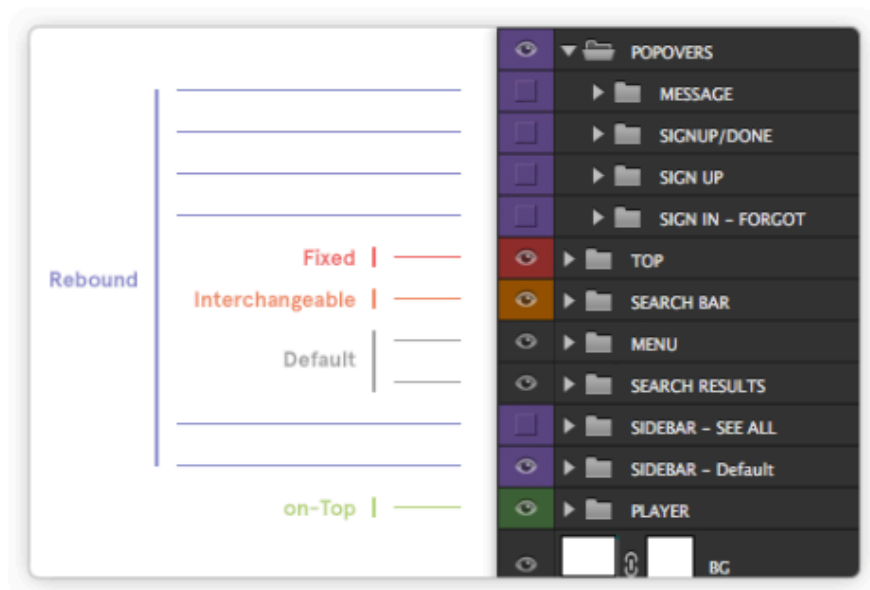
Project Management

Our quick turnaround time allows us to move through each project swiftly, but we understand the need for breathing room. Move too fast and you miss the little details; move too slow and it's near impossible to get feedback and re-iterate. We strive for that perfect balance.

Strong Technical Understanding

We won't design something that is impossible to build. That might sound like an obvious statement, but too often designs are created without an understanding of how it can be implemented. We know what is feasible, what isn't, and our strong technical understanding of development allows us to confidently design with execution in mind.





We're No IKEA

The documentation we provide ensures that the product is made the way it was meant to be, whether you're building an MVP, prototype, or full-scale. All of our files are given to you layered, named, and organized and we not only deliver the final Photoshop files, but we also provide wireframes, user flows, information architecture, and mockups. No muss, no fuss, no extra screws.