Case Study

Complete Product Development for SeekingLeads.com : From Napkin to Launch in 5 month

Executive Summary

SeekingLeads is a web platform that connects businesses with new customers by offering referral fees for introductions.

SeekingLeads approached EndPointConsulting (EPC) with simply a napkin and within 5 months EPC had completely designed, tested and launched an entire web based platform to power this lead generating platform. There are now 1000’s of leads posted on this site from 1000’s of businesses as well as an in-house advertising platform.

Technologies involved:

* Microsoft SQL Server
* Microsoft .NET Framework
* HTML5
* ANGULARJS
* NODE.JS
* Web API

*“When I initially met with EPC to discuss the founder’s idea it was nothing more than a sketch on a napkin. Fortunately their sharp leadership team instantly understood my vision and was able to pick it up and run with it. Within 5 months my platform was complete and at a cost and quality level that could not be matched by others. I have since moved all of the software work for our other businesses to EPC.”*

*Jorge Alfaro*

*Chief Technical Officer  
SeekingLeads.com*

Challenges

SeekingLeads.com was a startup founded by a successful South Florida Entrepreneur. The company’s CTO was tasked with implementing a vision with a fixed budget and a tight timeline. He approached EPC to build an offshore development team quickly that could help accomplish this task.

How Services Helped

EPC provided the necessary offshore database and programming talent, which was tasked with translating the business requirements into a solid architecture and subsequent code base.

Results, Return on Investment and Future Plans

EPC Consultants were able to quickly begin delivering architectural documents and reference implementation for approval by the CTO. Once approved, coding quickly took place and the SeekingLeads.com platform was launched to market within 5 months of project inception. The project was finished under the initial budget that was originally proposed to the CTO of the company. Current staff includes 2 programmers providing support on the platform.