



Value Through Amazing Products

Q4 2017

hellobuild.co

Who We Are

Luciano Ibias, Biz Dev & Partnerships

luciano@hellobuild.co

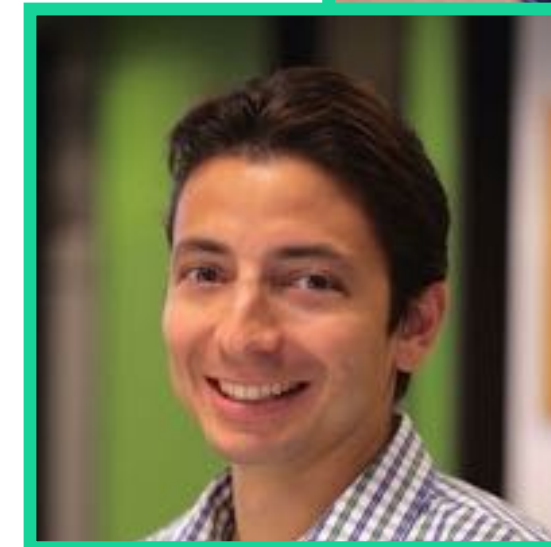
Jason Calleiro, Design & UX

jason@hellobuild.co

Jonatan Alava, Engineering

jonatan@hellobuild.co

- + Dedicated teams of developers & designers
- + Independent sales team





What We Do

Consulting & Development for Digital Products





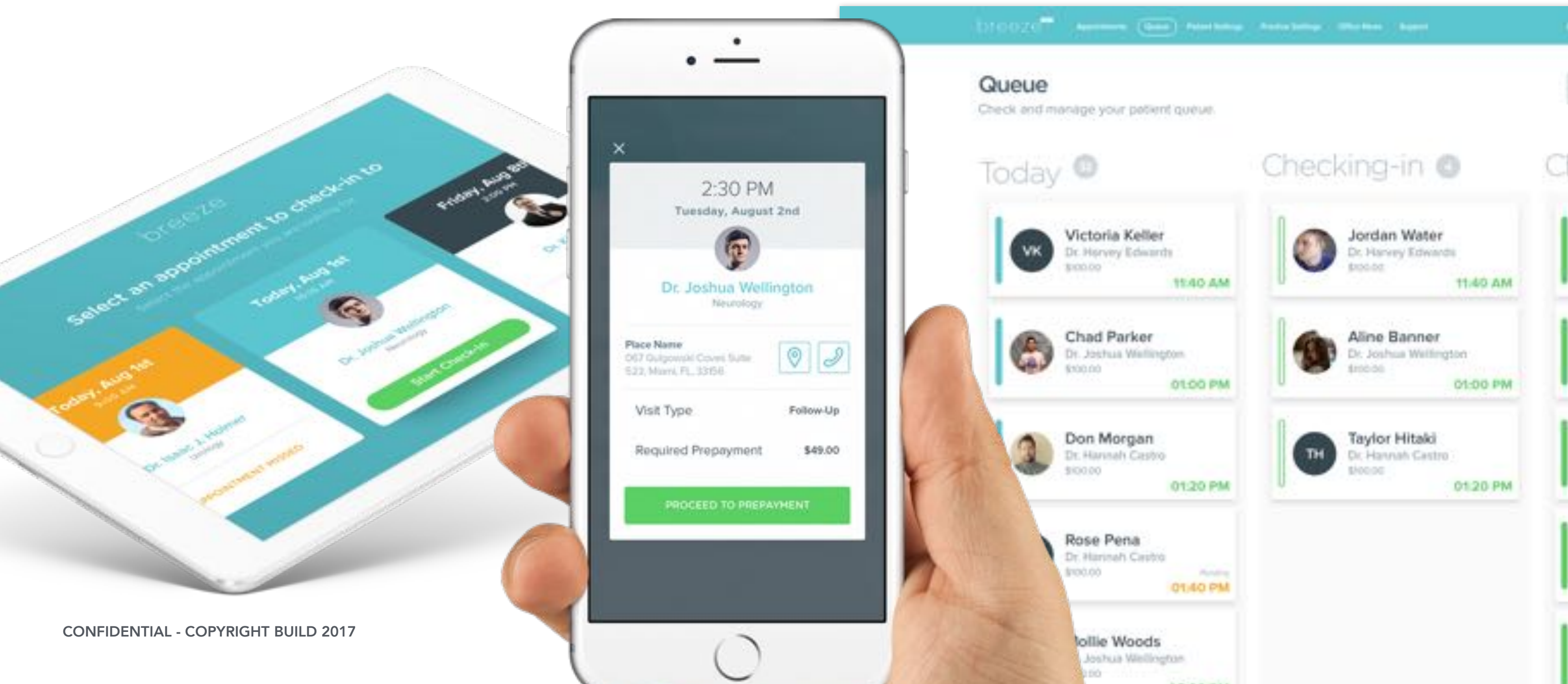
What We Do: Samples

- Deliver a complete digital product:
 - iOS/Android apps + web.
 - AI bots (FB Messenger, Twitter).
 - App for voice assistants (Alexa, GHome).
- Provide full design services, including UX scoping & insights.
- Consulting:
 - Review & understand current product development process & tools.
 - Identify opportunities for improvement.
 - Recommend actionable tasks to capitalize on opportunities discovered.
- Help focus on a new path, bring the client's product along to monetize on it.
- Quickly bring an idea to life in a demo/MVP.

and more...

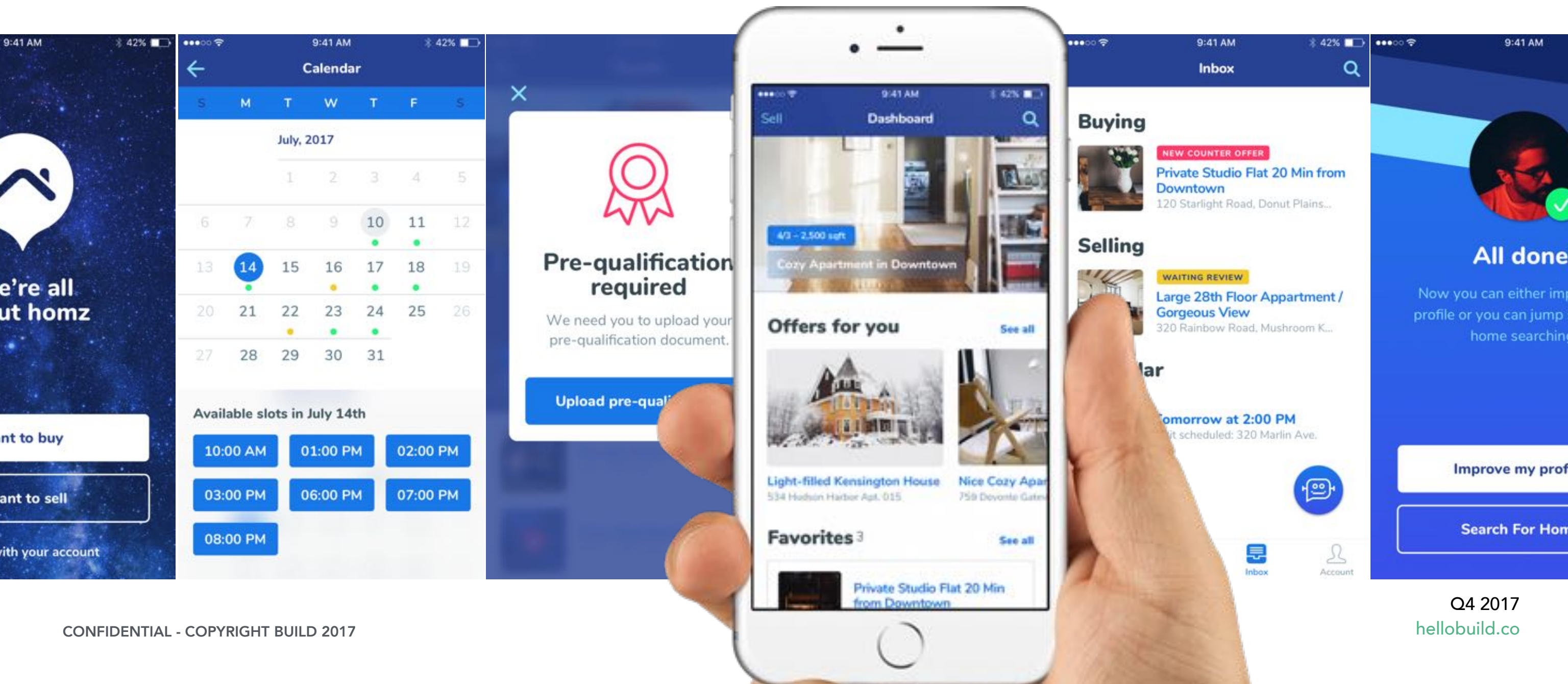


Samples: Medical Appointment App





Samples: Real Estate App



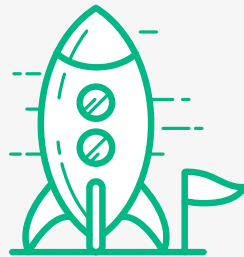


How We Do It: Build in Blocks

Our modular approach focuses on using the right tools for the right problem. According to the stage of your product, we provide the best way to assess, improve and deliver.

DISCOVERY

We can take your concept and produce a clear, actionable and achievable roadmap.



PRODUCT DEVELOPMENT

Create a fantastic product and delight your users, from start to finish.



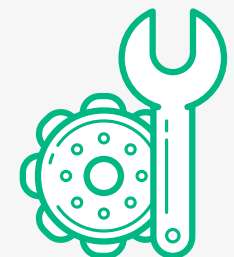
DESIGN & UX

Get a complete design that is not only beautiful, functional, it's also feasible.



TECH AUDIT

A clear and measurable plan of action to help improve your internal processes.



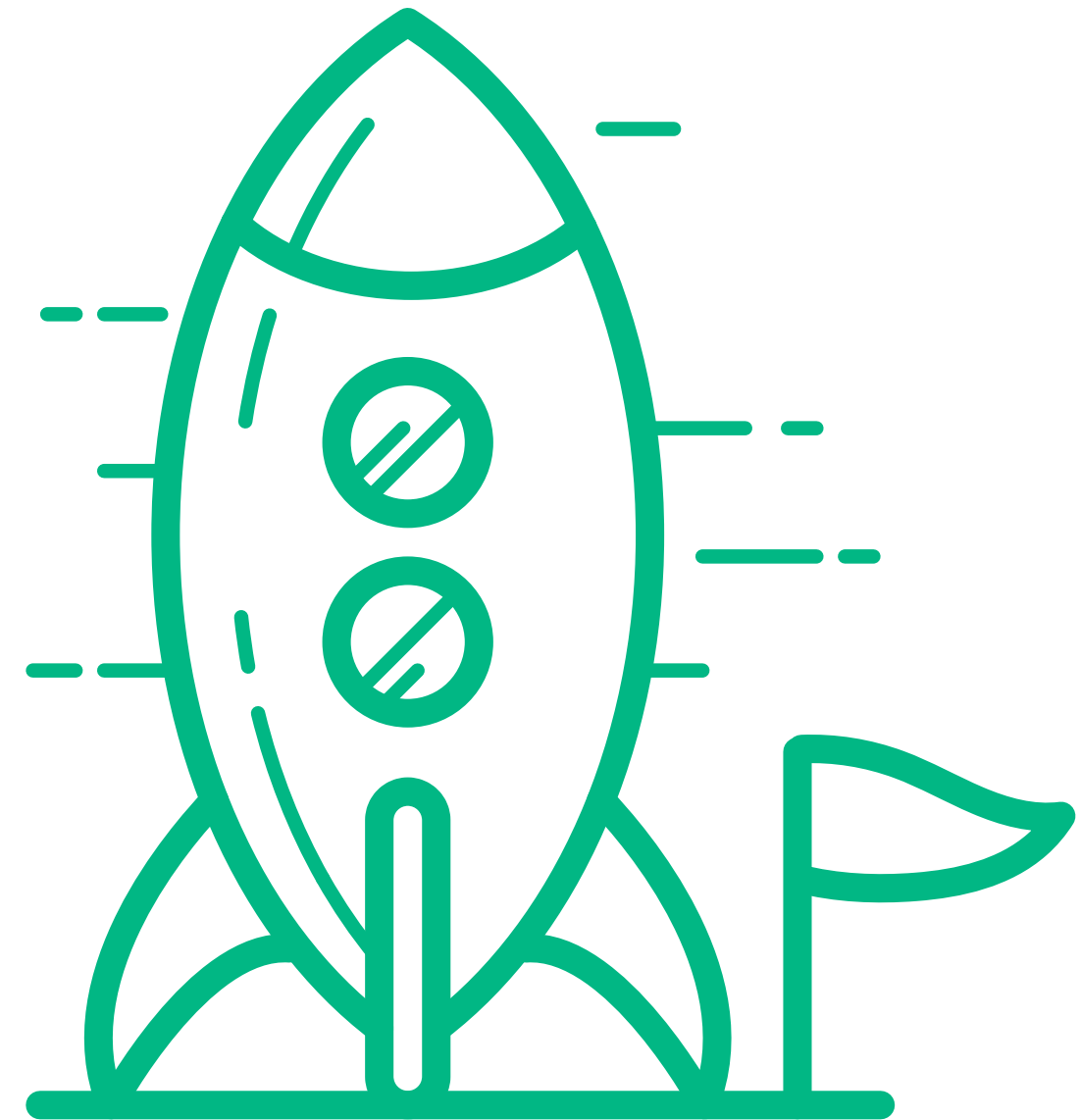
Discovery

"The hardest part is figuring out what to build, not building it."

Translate your vision into a
full fledged product roadmap and strategy.

Deliverables:

- Product outline and recommended deployment strategy.
- Core interaction defined and documented.
- High level competitive landscape fit.
- Product roadmap aligned with business goals.



Design & UX

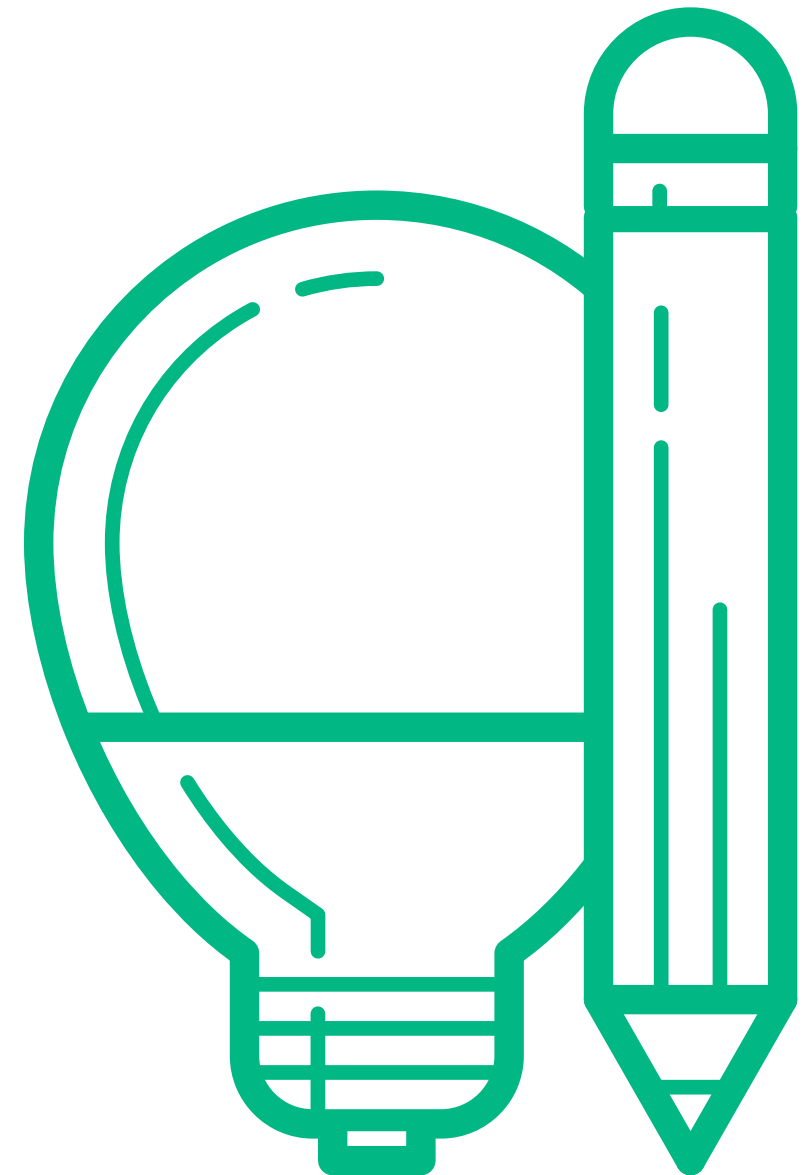
"The best user experiences make interactions feel natural"

First, we analyze all aspects of UX, in all screens and devices.

Then, you receive **a design that, besides beautiful, is fine-tuned for a solid user experience.**

Deliverables:

- Executive summary of UX study finds and design strategy.
- Complete style guide.
- Final design files.
- 2 full revisions included.



Product Development

"Putting it all together to create an amazing product"

We follow our flexible process to help us deliver **multi channel applications, using the most efficient stacks** that rapidly enable going from MVP to final release.

Deliverables:

- Complete code base - we write, you own it.
- Release of application on the appropriate distribution channels.
- Repository based document to describe application.
- Daily syncs and weekly reports with detail of progress.



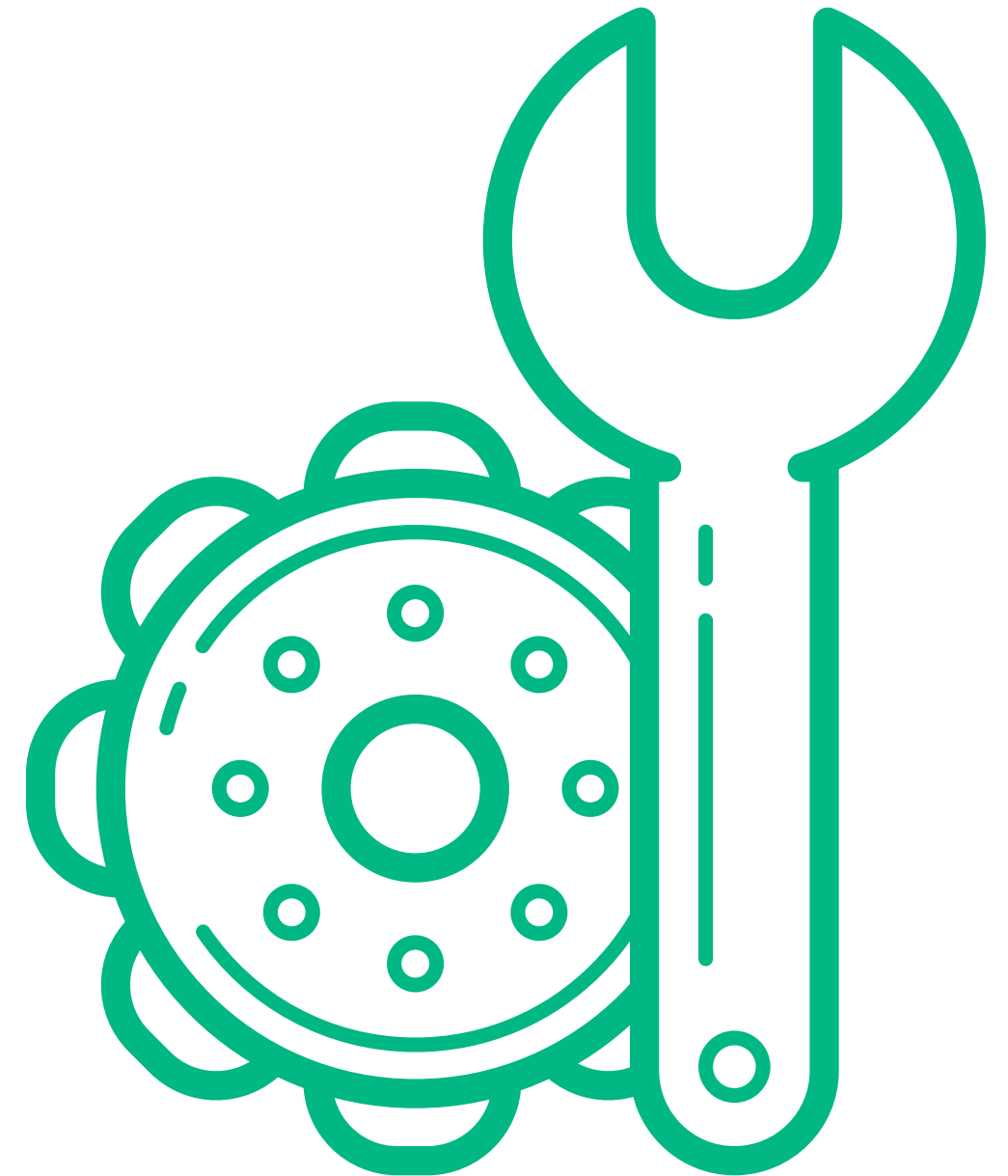
Tech Audit

"Automation and clearly defined processes give you the edge"

We assess your current development process to deliver
a report with clear findings to improve it,
with emphasis on automation.

Deliverables:

- Learnings from a deep dive into your current development process.
- Framework to accurately measure productivity of your developers.
- Possible solutions to enable automation at crucial points within your pipeline.



Why Build

- We do not push a cookie-cutter solution. We **develop tailored results** for each client.
- Our modular approach, in blocks, can be **as flexible as the budget**.
- We can either **enhance current products** as much as we can **deliver new, outstanding products**.
- We are honest. Seriously.





Luciano Ibias

Luciano is driven by passion for technology, quality content, and successful partnerships. Luciano keeps the overall vision of the project, bridging technical knowledge with business bottom-line requirements. After leading teams on 3 startups, Luciano helped **Univision** conceive and deliver a winning social media strategy across the whole organization. At **Twitter**, he worked together with the Amplify monetization team on tailoring strategies for the leading cable channels in the US. He also frequently presents strategical analysis to executive teams, helping inform decisions about the latest media trends. His goal is always to exceed the client's expectations (for either internal or external clients). He firmly believes the journey is always progressing, being eager to learn and evolve with each new challenge.



Jason Calleiro

At Jason's core is a passion for user experience and Human Interaction. Jason has led many projects from concept to delivery while running his previous consulting firm App Theory, an agile product development agency. Before app theory, Jason worked lead small and large design teams at companies like **.CO Internet** where he was the director of design. He conceptualized and led in the design of internal and external projects to help promote and build the .CO domain name across the tech landscape. At **CareCloud** he served as lead user experience designer where he led in the design of a large-scale product for the healthcare industry that spanned across a multitude of devices across 4 platforms. Jason's main goal is to always simplify and deliver amazing experiences that align with the business goals of the companies he works with.



Jonatan Alava

Jonatan Alava is an experienced technology leader. He has lead large teams on public companies as well as built technology enabled startups from the ground up. Jonatan understands technology is an enabler for business solutions and focuses on business alignment with engineering processes, metrics and results. During his tenure at **TracFone** he improved IT Development processes to increases efficiencies as well as launch a myriad of products, including an engine that powers most of TracFone brands' service plans. His latest startup venture, **EarlyShares**, was a Fintech platform built from the ground up on cloud technologies and anchored by automated processes to avoid high operational costs. The company was acquired late Q3 2016.



Thank You