



SLEIGHDOGS

PULLING
VENTURES



50 YEARS

OF COMBINED EXPERIENCE IN PIONEERING
DIGITAL SOLUTIONS.

15 TALENTS

HAVE ALREADY JOINED SLEIGHDOGS. FULL-STACK
DEVELOPERS, UX AND SERVICE DESIGNERS AS
WELL AS STRATEGISTS.
WE ARE ALL INTERNATIONAL, ENTREPRENEURS
AND DIGITAL ADVENTURERS.

03 CITIES

WHERE INNOVATION IS AT HOME - BERLIN,
PRAGUE AND BARCELONA.
WE ARE DEEPLY CONNECTED TO THE STARTUP
SCENE AS EVANGELISTS OF AN OPEN INNOVATION
CULTURE.

LESS BUZZ, MORE BITE.

A startup team to hire - from ideation and
implementation to launch - we redefine the experience
of developing ideas into digital products.

Passion and discovery are at the heart of our culture.
We use cutting edge technology to create products
that defy conventions.

WE OWN THE INNOVATION JOURNEY

There are no nine to five jobs at sleighdogs. We focus
solely on results and do not delegate responsibility.

Making a difference, together - we bring in an
entrepreneurial mindset and become your partner in
crime.

Never trust elitist thinking - we embrace a strictly
user-centric approach, ask rather than assume.

01 UNDERSTAND

/ RESEARCH AND INSIGHT
/ PERSONAS AND USER STORIES
/ DEFINE THE JOB TO GET DONE

02 IDEATE

/ IDEA MAPPING
/ PROTOTYPES AND USER TESTS
/ CONCEPTS AND BUSINESS MODELS

03 BUILD

/ BRAND AND PRODUCT STRATEGY
/ AGILE SCOPING
/ DESIGN AND USER EXPERIENCE
/ CODING AND SYSTEM ENGINEERING

04 MEASURE

/ KPI DRIVEN TRACKING
/ PERFORMANC TESTING
/ BUSINESS INTELLIGENCE

PULLING VENTURES

Where lean startup meets design thinking.

- Set a solid basis, understand the mission and context
- Ideate beyond standards to shape a product, your users will love
- Build your product fast and stay open for change and improvement along the way
- Measure the impact, listen to your users and understand the implication – a product has a long life

Finally, continuously repeat and improve.

WHAT WE DO

CONSULTING - business models, market research, brand & product strategy and startup mentoring

DESIGN - visual design and user experience concept

DEVELOPMENT - websites, custom online software, ecommerce solutions and mobile applications

KEY REFERENCES

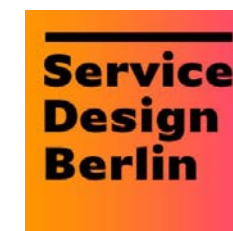
GLOBAL
PLAYERS



STARTUPS
AND SAAS



INNOVATION
AND INCUBATION





SAVING MORE THAN 10,000
EMAILS EACH MONTH
THROUGH AUTOMATISATION

Teamhero is a CRM and project management platform
simplifying HR processes and shift planning.

DURATION	5 months
SERVICES	Product Conception Development UX/UI Design Operations
TECHNOLOGY	PHP Symfony

01. THE IDEA

Features: project timetracking, geo-localisation, ratings, text message reminders, job vacancy management and application form generator, hiring funnel, team calendars, realtime-notifications, data exports and reports for all projects

02. THE RESULT

It is used by promotion and hostess agencies as well as call centers or even airport personell services.

03. THE SPECIAL TOUCH

The supergrid view offers an auto-fill option to create shifts for all team members just by their individual availability schedule - with one click.

Mission

Product Promotion London

admin@sld.gs

0

Type to search...

Details Shifts Calendar Ratings Time tracking Emails SMS Comments

Edit mission

+ Add Shift Close all shifts

Logistik manager	01.03.2016 09:00	01.03.2016 19:00	Bernd Beispiel
Promoter	01.03.2016 10:00	01.03.2016 18:00	Edith Example
Promoter	01.03.2016 10:00	01.03.2016 18:00	Select approved contact
Promoter	01.03.2016 10:00	01.03.2016 18:00	Valerie Vorlage
Promoter	01.03.2016 10:00	01.03.2016 18:00	Select approved contact
Teamleader	01.03.2016 10:00	01.03.2016 18:00	Select approved contact

Total Hours: 50h Total Cost: 760.00€

LIVE

Product Promotion London

Promotion

6 shifts 5 open

01.03.2016
in [Lambeth, London SE1 8SW](#)

Hendrik Schneider
hs@myteamhero.com

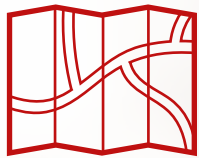
Factsheet Briefing Archive mission

The screenshot shows the 'Team' view of the software. At the top, there is a 'New Job' button. Below it, a list of team members is shown with their assigned shifts. The timeline at the top ranges from 0 to 16 hours. The shifts are as follows:

- Bernd Beispiel: Green 'Outbound' shift from 2 to 10.5 hours.
- Edith Example: Green 'Outbound' shift from 2 to 9.5 hours.
- Valerie Vorlage: Green 'New Job' shift from 2 to 9.5 hours.
- Bernd Beispiel: Red 'Outbound' shift from 2 to 10.5 hours.
- Edith Example: Grey 'Outbound' shift from 2 to 9.5 hours.
- Bernd Beispiel: Grey 'Missionname of blocking shift' shift from 2 to 9.5 hours.

A mouse cursor is hovering over the 'New Job' shift.

RoadRush

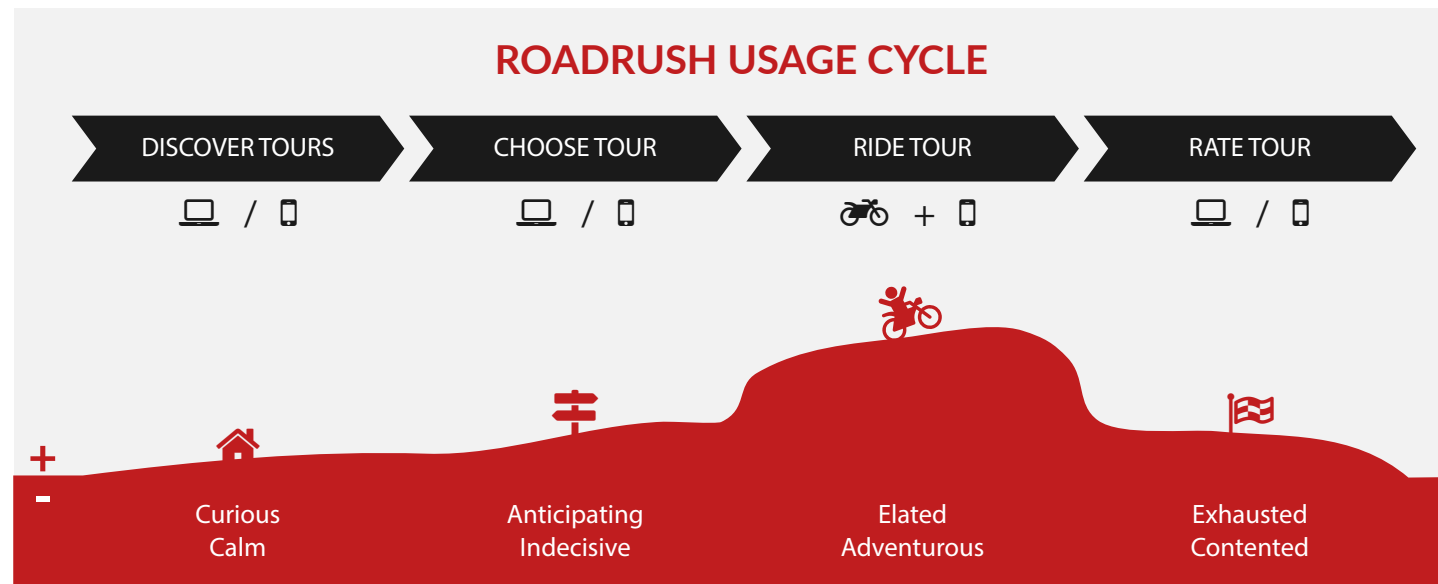


THE MOTORBIKER'S
COMPANION TO
EUROPEAN RIDES

RoadRush is a digital platform made for motorbikers, by motorbikers. As a rider, have all your instruments readily at hand from discovery to planning and riding right down to review. All in one place, at all times.

DURATION	3 months
SERVICES	Product Conception Development UX/UI Design Operations Marketing
TECHNOLOGY	Meteor Ionic Framework Leaflet.js

01



CASE STUDY

ROADRUSH

01. THE IDEA

How do you plan your next ride? Word of mouth, Magazines, travel books and websites, forums and Google maps, and once on the road GPS, a printout and guide books? RoadRush was founded by two motorbikers, who think there is a better way.

A companion, digital, robust and swift, one that will stand by your side through all the phases of your journey and take you to your uncharted territories.

Features: tour gallery and map of tours with your location, user ratings and reviews, tour technical data, favourite tours, printable navigation sheets, in-app navigation for tours

02. THE RESULT

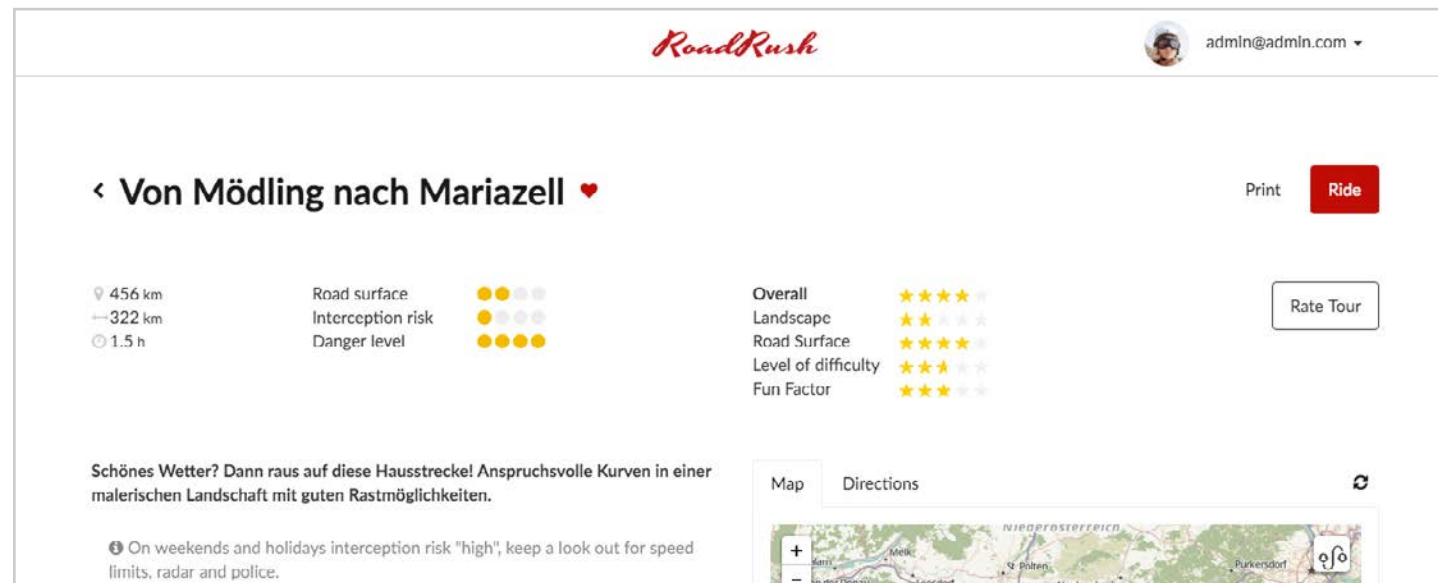
RoadRush is a desktop and mobile app. It combines your pre-ride research and discovery through curated tours across Europe, with your feasibility assessment and planning using key tour data, to then get you on the road to your destination with a live ride view. Once you have reached your goal, make the most out of the community's strength: review the tour, to help other riders in their decision and yours on other tours.

03. THE SPECIAL TOUCH

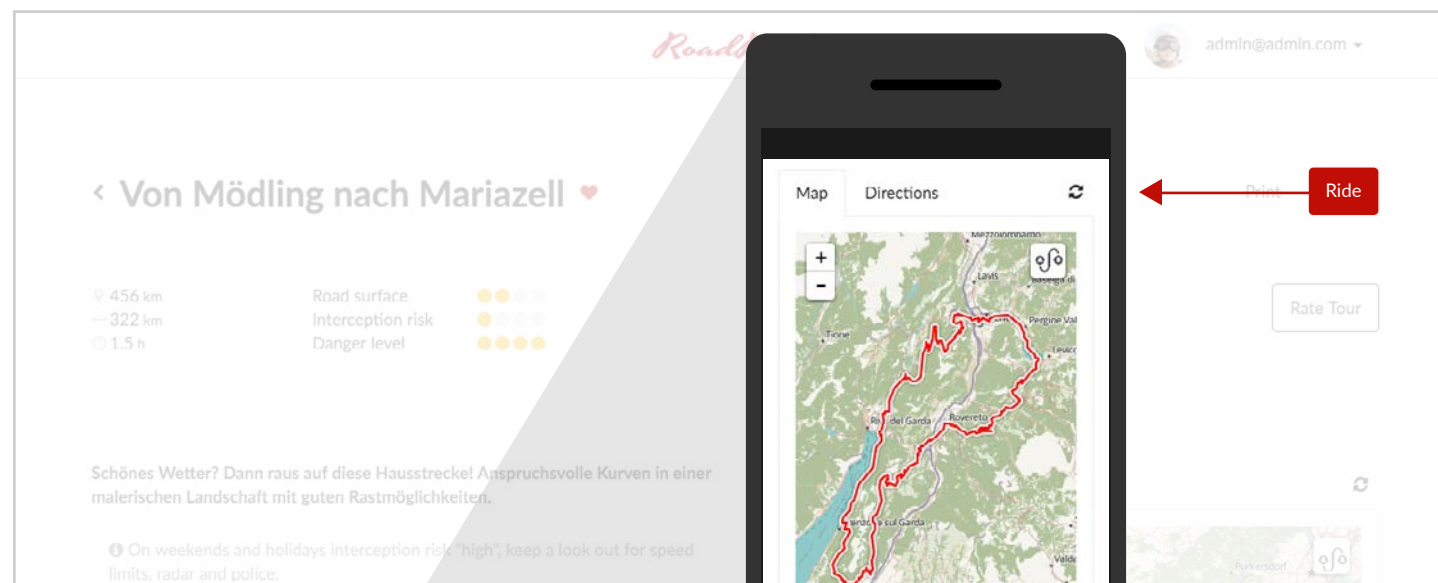
Drive your tour without second thought

The web application offers the possibility to push a selected tour to your mobile app, so you are ready to ride as soon as you switch your mobile phone on.

02



03



YORI



THE ELITE OF OVER 3000 BERLIN
STARTUPS AND FOUNDERS, ALL
IN ONE PLACE.

In Berlin, a startup was founded every 20min in 2015. Yori is the smart CRM helping businesses make the most out of the city's thriving opportunities, enabling in-depth targeting amongst Berlin's exclusive founder and startup network.

DURATION

2 months

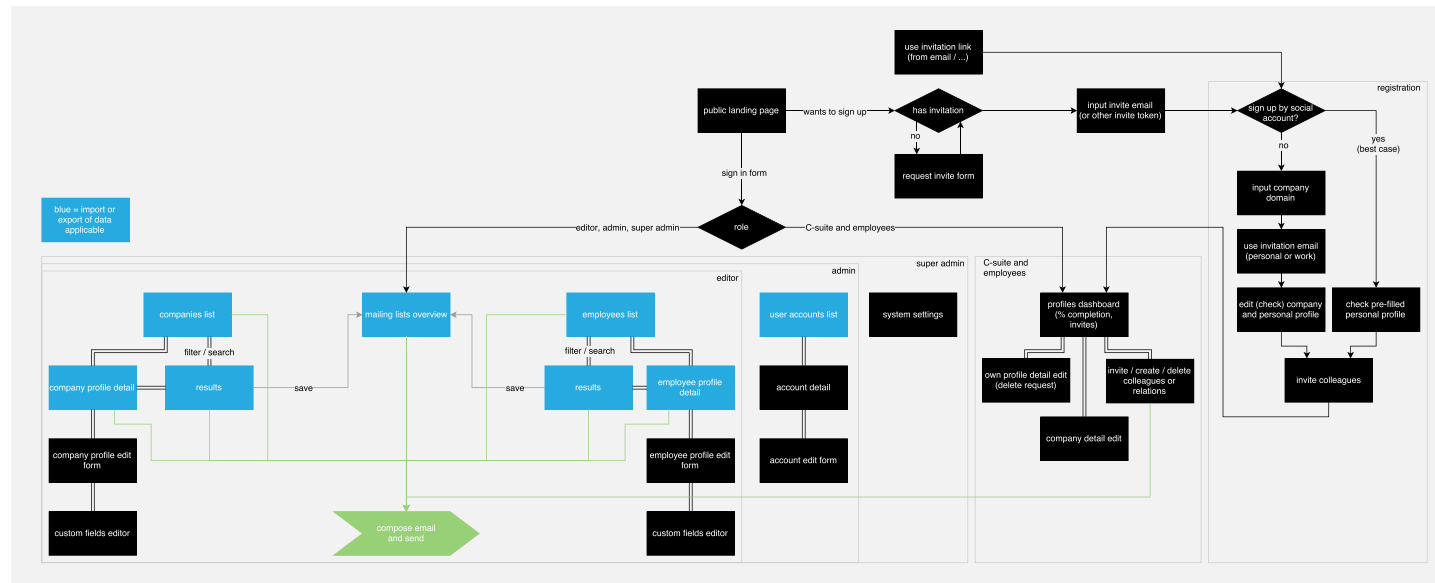
SERVICES

Development
UX/UI Design
Operations

TECHNOLOGY

PHP Laravel

01



CASE STUDY YORI

01. THE IDEA

The startup ecosystem is ever evolving. New companies and talents are both shifting fast. Keeping track and being able to cross-connect current information is exceedingly difficult. YORI is a curated CRM of companies and individuals of Berlin startups. Businesses can create highly targeted list of recipients to grow their business.

Features: holistic contact database, interlinked personal and company data, internal and external tags creation and management incl. merge and suggestion, cross-data filter and search, import and export, email dispatch

02. THE RESULT

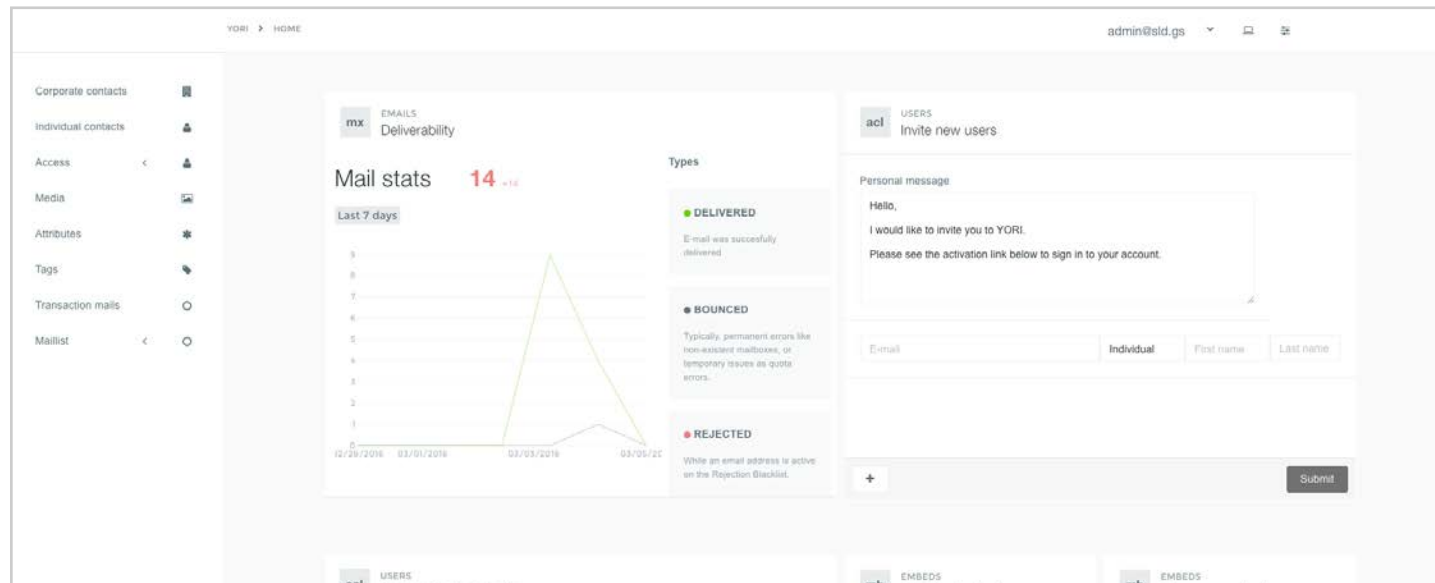
YORI gathers the key data of Berlin's top startups and talents and provides the tools to use them effectively. Have the up-to-date information from Individual and company through curated profiles, create strategic clusters through profile tags, dispatch emails directly within the system, now what is next with the statistics dashboard.

03. THE SPECIAL TOUCH

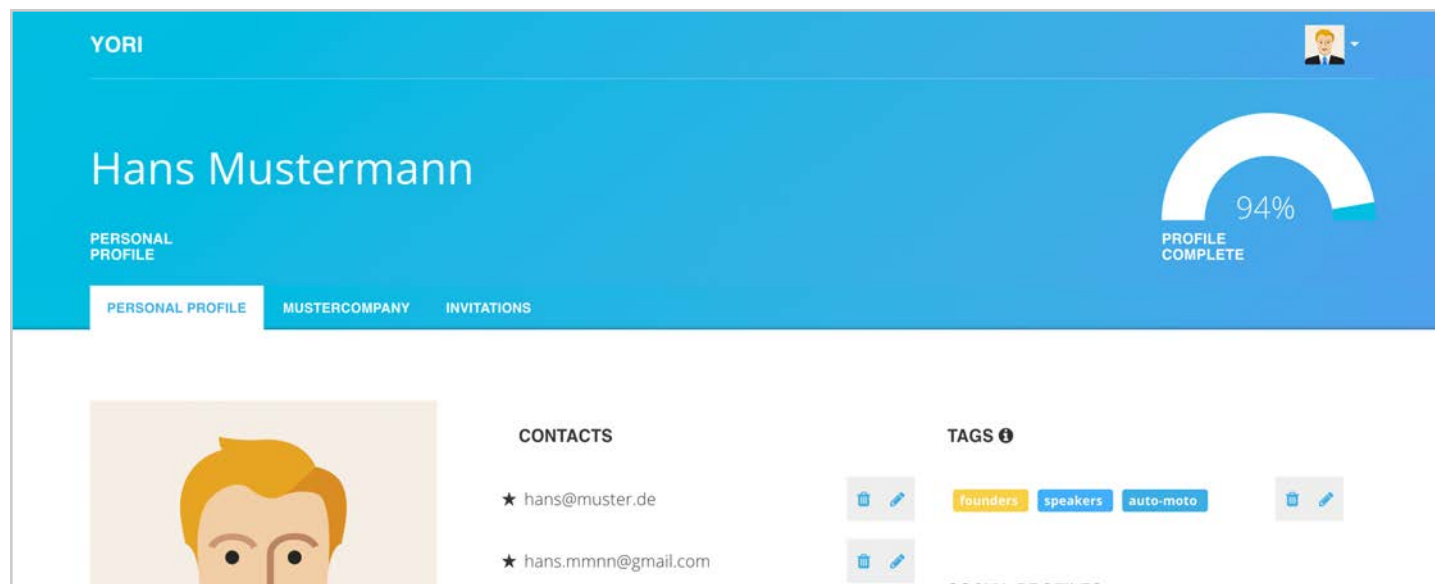
Tags for an evolving ecosystem.

The tags function is fed on two fronts: external users (talents and companies) as well as from the YORI admins. Both sources are saved in YORI and automatically managed through merges, for a clean database so as to highlight new and imminent trends.

02



03



YOUR CHANGE AGENTS



**MARIANE
DELLA ROCCA**

THE STRATEGIST

Built and led the digital units and marketing of agencies and startups in Germany and abroad. Expert in branding and marketing strategy, internationalisation, innovation and project planning.

- Focus on innovative business, marketing and product strategy and project management
- Head of Agency at Sleighdogs



**KARL
KARAFIAT**

THE ARCHITECT

Worked as a business consultant (DAX) and behavioural economist expert for business models, statistics, new work concepts and engagement systems.

- Focus on recruiting, performance management and organisational development
- Co-founder of Sleighdogs and leading operations in Prague



**JONAS
KWASCHIK**

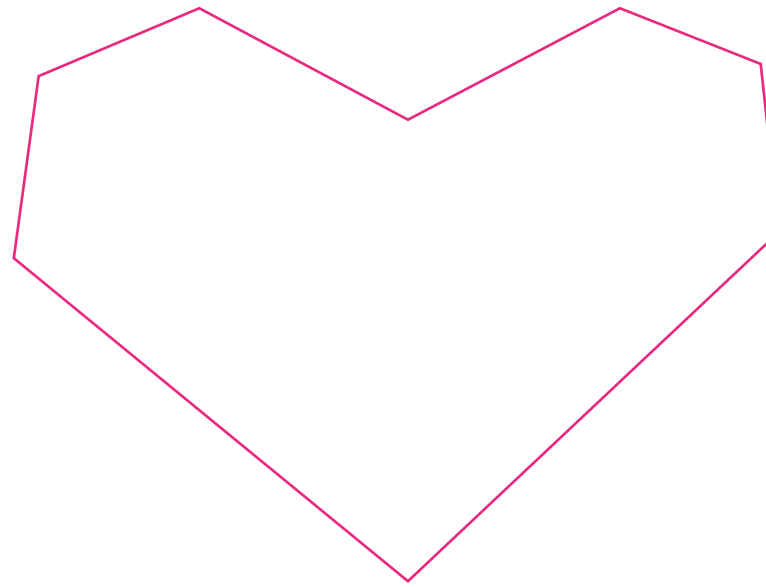
THE ENTREPRENEUR

Founded both agencies and startups and delivered 100+ projects. Expert in user experience, product development, service design and startup processes.

- Focus company and product development
- Co-founder of Sleighdogs and leading operations in Berlin

A team of huskies is pulling a sled across a vast, flat, snow-covered landscape. The sun is low on the horizon to the right, creating a warm, golden glow and long shadows. In the background, there are snow-covered mountains. The sled is in the foreground, and the huskies are harnessed to it. The scene is peaceful and adventurous.

LET'S SET OFF!
PULLING YOUR
VENTURES



THANK YOU!

hello@sld.gs