



About Us: Change Partners Advisory, LLC (CPA) is a unique consultancy, informed by strategic expertise, operational excellence, and psychological science. Founded by Jodie Maccarrone, Ph.D.—a clinical psychologist with extensive experience and demonstrated results in complex clinical work, private equity, Fortune 500 organizations, and consulting environments—the firm delivers evidence-based, insight-driven analysis and tools designed to generate impactful results and provide clients with a competitive edge.

Initial Project Scope of Work:

Summary: CPA has developed a unique set of research-based, diagnostic protocols, algorithms and predictive psychological and psychophysiological variables and analytic tools that act as predictive and prognostic indicators to facilitate physiological and psychological insights that are not subject to the bias and error associated with self-report and interpretation found in traditional marketing strategies (e.g., surveys, observations, monitoring tools, etc.). These tools have commercial and clinical applications with applications in key markets such as marketing/retail, healthcare and insurance, and B2B applications.

Project Scope: Strategic Software Engineering Partnership

The goal of this project is to identify and collaborate with a strategic software engineering partner to automate key tools and develop bespoke proprietary software. The initial project serves as a pilot to establish the foundation for this partnership, focusing on automating a simple graphical analysis process.

Project Details:

1. Objective:
 - Automate the generation of a dynamic, data-driven graphic based on a provided target design (referred to as the "Sample Graphic").
2. Data and Graphic Specifications:
 - A small, simple data set (fewer than 10 variables) will be provided for testing.
 - A sample target graphic will be shared to guide the visualization of the output.
3. Automation Requirements:
 - The tool should dynamically generate the target graphic based on the input data.
 - The solution should allow for scalability, enabling future enhancements and integration with larger datasets or additional tools.
4. Deliverables:
 - A functioning prototype or proof-of-concept that automates the creation of the sample graphic.
 - Documentation outlining the technical process and scalability options for future development.

This project will evaluate the partner's ability to execute small-scale automation tasks while laying the groundwork for more complex projects in the future.

Additional Information:

We are seeking a partner who can provide design and engineering expertise and demonstrate their capabilities by automating a front-end input process for variables and back-end engineering to organize and import data, then customize the graphic by adjusting colors, fonts, and labels and lead to a finalized design to maximize readability, using the best visualization tools and automation scripts to streamline updates for future use and expansion

Project Purpose: This initial project will allow us to collaborate closely and ensure a strategic match / fit for the larger software development project.

Key Factors for Consideration: The following factors will be utilized to evaluate all proposals and select the best partner:

- Design and product quality
- Security features
- Timing
- Cost
- Team Allocation
- Creativity
- Experience/approach to protecting intellectual property
- Operational culture match

Sample Graphic

