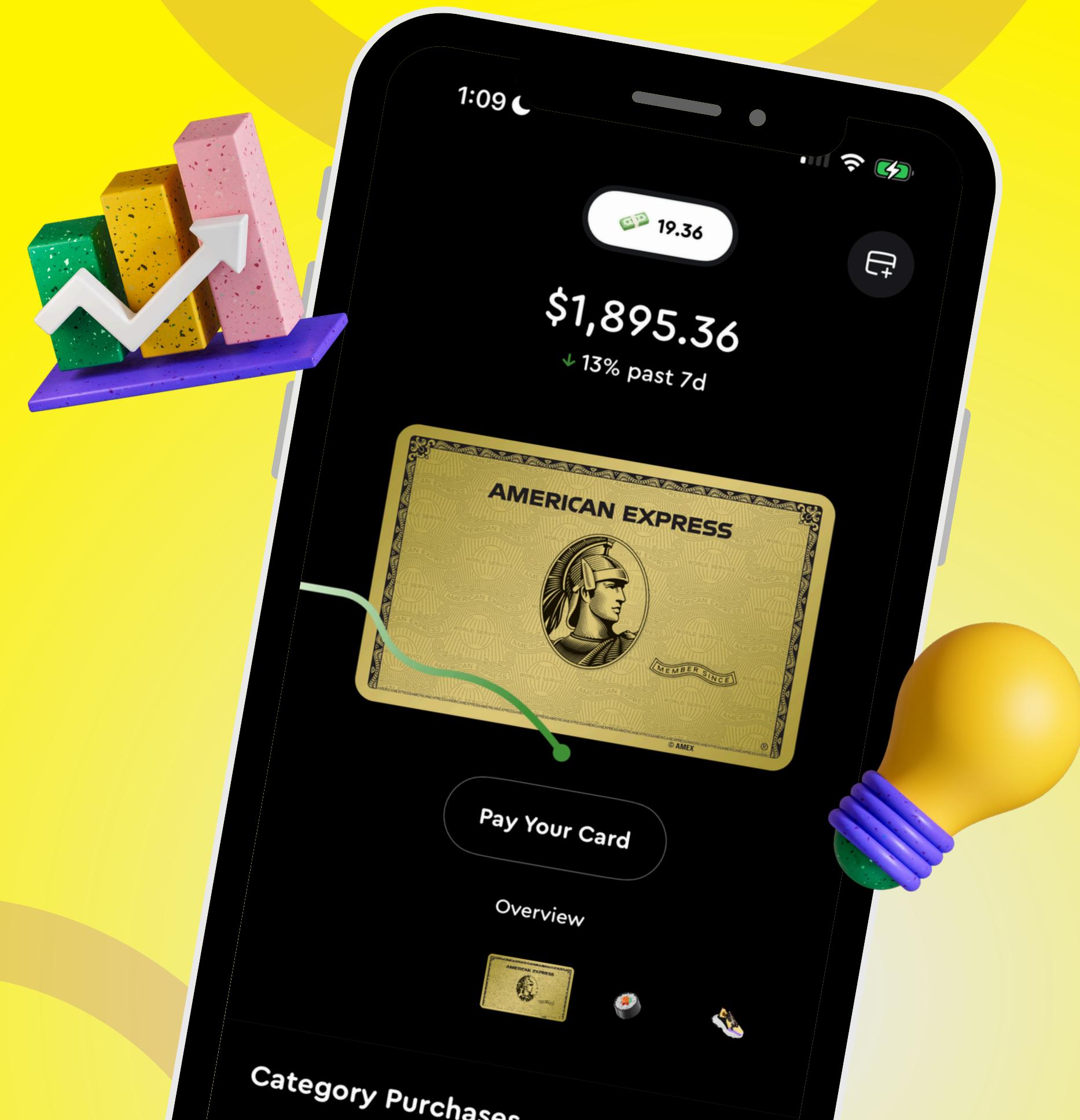


# Ascend X Coverd

A Story of Success in Social FinTech



# Before Ascend

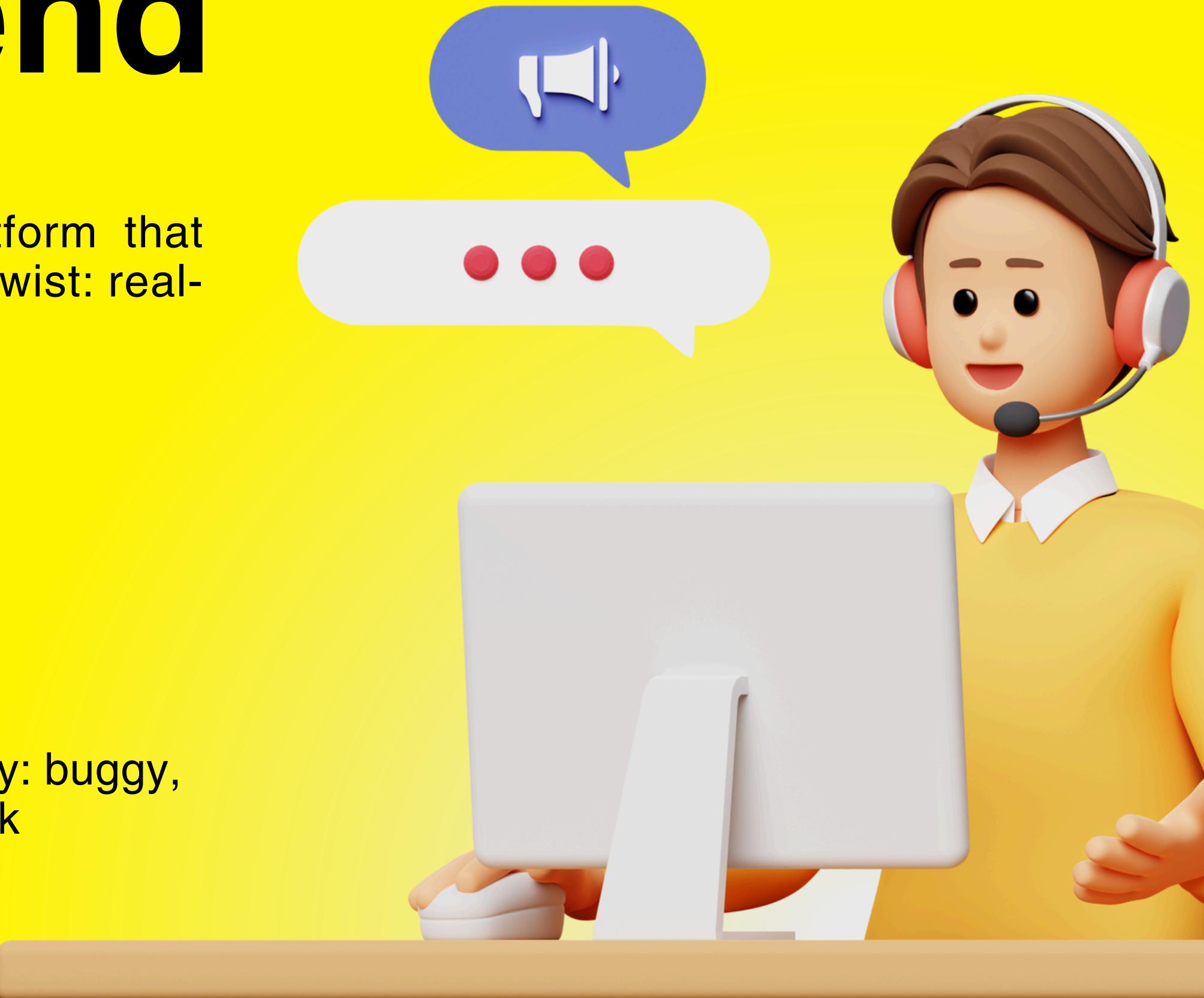
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Coverd is a gamified personal finance platform that helps users manage their finances with a fun twist: real-money gaming!

When we connected, they faced uncertainty:

- How would Gen Z receive the concept?
- Which features would resonate most?
- What would be their true differentiator?

Their TestFlight app was live, but it was still early: buggy, experimental, and in need of clear user feedback



# Our Approach

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## Pre-Engagement

- Established campus presence
  - Garnered **1500+** applications
  - Used a 3-stage interview process
  - Recruited top student talent
  - Ran 6-week training program
- 

## Set-Up Team

- Determined Coverd's goals
- Assembled **10-person** team
- Assigned project manager
- Integrated team into product
- Engagement kick-off

## Put Team To Work

- Did **hundreds** of user interviews
- Shared documented findings
- Find consensus amongst insights
- Led weekly product calls
- Gave actionable product insights

## Iterate W/ Your ICP

- Iterated alongside client team
- Maintained weekly cadence
- Acted as an extension of Coverd
- Replaced doubt with confidence
- Build faster than ever before

All it took from Coverd was joining four one-hour calls — we handled 60+ hours of research, 100+ interviews, and every insight in between.



# FROM THE FOUNDERS

“There are a lot of companies selling services to startups and, you know, we run into them all the time, but you guys are probably the best we’ve experienced.”

“Early feedback is super helpful because once we ship a design, it’s hard and costly to change, especially if key features were missed. Catching those things early saves a lot of back and forth.”

“You’re providing a group of interviewees who actually reflect the user, and that’s why it’s valuable. A lot of people think they understand their users, but they really don’t, I guess not like this.”





**C coverd**



**Albert Wang** · 1st  
Founder @ Coverd | Ex-oil trading @ Morgan Stanley  
United States · [Contact info](#)

 Coverd  
 a16z speedrun

# COVERD TODAY

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Coverd recently raised a \$7.8M seed round from top VCs and will continue to use Ascend to build a valuable, exciting, and intuitive experience for the fastest-growing consumer segment: Gen-Z.

Interested in doing the same?

Book a Call Today

