

WE ARE SPECIALIZED IN

Study and Development of
New **Digital Products**.

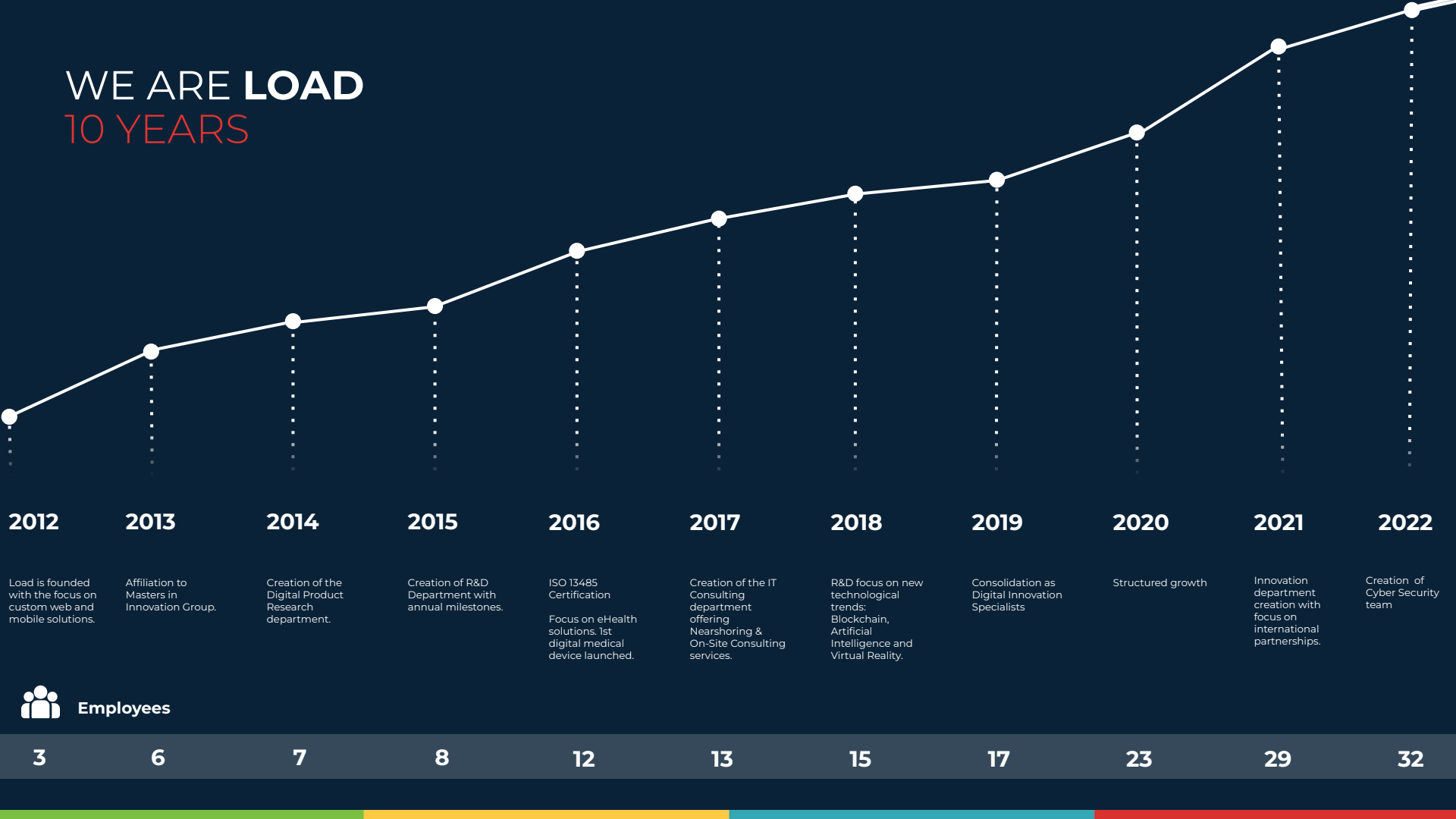
WE PROMOTE TECHNOLOGICAL DEMOCRACY

All projects have **specific
needs**. we use the **right
technology** to tackle them,
not the other way around.

load'

WE ARE **LOAD**

10 YEARS



Employees

3

6

7

8

12

13

15

17

23

29

32

OUR CUSTOMERS

PORTUGAL



IKEA



BENELUX



SIEMENS



proximus

ABInBev



niko



OTHER GEOGRAPHICAL AREAS



Vestas

THE GROUP



MOEBIUS DESIGN 

ON – SITE
PRODUCT
DEVELOPMENT

[visit website](#)



PRODUCTS
NIMO BY
LAMBDA-X

LAMBDA-X

OPTICAL
PRODUCTS
DEVELOPMENT

[visit website](#)



DIGITAL
PRODUCTS
DEVELOPMENT

[visit website](#)

Our Approach

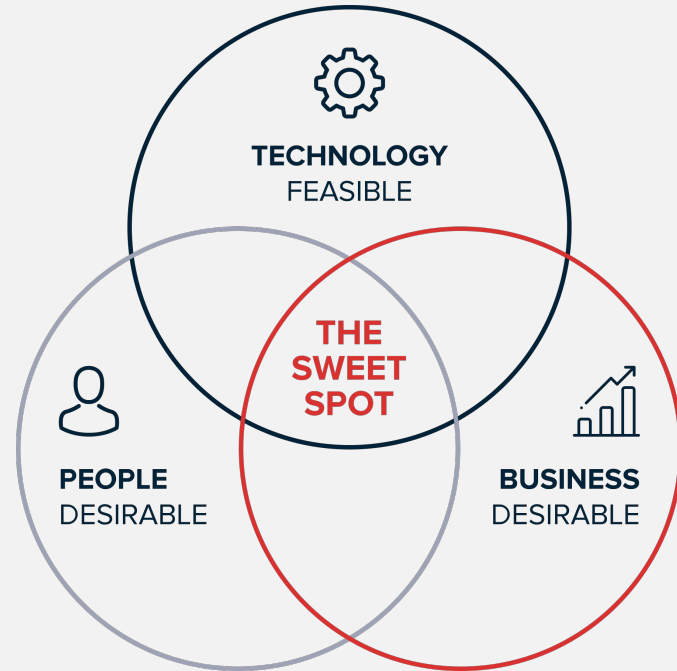
We aim for help you create a product that is:

- **Desirable**, focused on **people**;
- **Unique**, solving a specific problem like no other;
- **Financially viable** while **technologically advanced**;

We do so following our motto: ***“Think Big, Act Small”***

Our processes enable us to find your Minimal Viable Product (**MVP**) setup, aim for a **Quick ROI** (Return on Investment) and evolve from there.

Learn how we do it in the next slides.



DPR

Digital Product Research

We do research on your product idea: from the trends to the implementation plan, passing by the assessment of 'target user' needs, redefining the value proposition, a 360° workshop for new products analysis and co-creation, reviewing your business model, as well as risk analysis and mitigation processes.

DPD

Digital Product Development

We bring your idea to life. From concept and solution analysis*, visualizing with design, defining the information architecture, materializing with software development, validation, ending with the final release and delivery of the solution.

* if no DPR has occurred

DPI

Digital Product Introduction

We keep your product alive while you focus on the business. This encompasses broad-based testing, analysing user behaviour, ongoing support according to a customized SLA, performing maintenance and evolving your product. Later on, we help you create your own tech team.

**TRADITIONAL
CONSULTANCY**

**DYNAMIC
CONSULTANCY**

**TEAM AS
A SERVICE**

DIGITAL PRODUCTS STRATEGY

DIGITAL CONSULTANCY SERVICES



Web Apps &
Solutions



Mobile Apps



3D & AR / VR



Blockchain



Cyber Security



Dev Ops



Artificial
Intelligence



Data Engineering
& IoT



Med Tech

DPR

Digital Product Research



1 Stakeholder Interviews

Listening to client's vision for the envisaged product and understand what is the problem that the new product intends to solve.

INPUT PHASE



2 Market Size, Trends & Competition

Analysis of which solutions can solve the same problem with a systematized market trends solutions.

INPUT PHASE



3 Customer Needs & Observation

Behavioural field observation and Collecting opinions on the vision of the various stakeholder.

INPUT PHASE



4 Canvas Workshop with Stakeholders

Reconcile the different views of the product to create and identify technological challenges of the product and outline solutions.

INPUT PHASE



5 Service Experience & Touchpoints Audit

Definition of the proposal to the user group an Audit / analysis of existing software.

INPUT PHASE



6 Lab testing & technological benchmarks

Identification of possible technological solutions for the identified problems/needs.

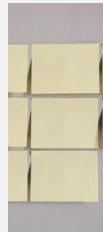
INPUT PHASE



7 User Value Perception Analysis

Co-creation workshop with users for presentation, validation and categorization of ideas.

INPUT PHASE



8 Service Experience & Touchpoints Definition

User/ Customer journey maps aligned with service & process flows and building a Wireframe.

OUTPUT PHASE



9 Risk Assessment & Mitigation

Identification of potential product killers in association with technological risks Development of strategy to mitigate risk.

OUTPUT PHASE



10 Product Philosophy & Design

Validation of the product philosophy and build a definition of User Experience with User Interface.

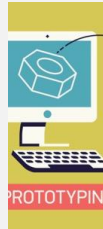
OUTPUT PHASE



11 Branding - Foundations

Overall business strategy assessment with target audience definition and research Review & Iterate.

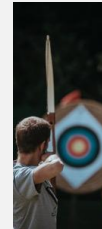
OUTPUT PHASE



12 Rapid Prototyping

Identification of core elements to be tested promoting Hackathon sprints including UI prototyping, bread-boarding & coding.

OUTPUT PHASE



13 Digital Marketing – Target Definition

Identification of potential consumer profiles with matching between business model and digital marketing budget

OUTPUT PHASE



14 Knowledge transfer

Workshop regarding knowledge transfer and deliver product's blueprint to development team.

OUTPUT PHASE

DPD

Digital Product Development



1 Product Analysis

Project Kick-off meeting and analysis of the problem to be solved by the new product.



2 Requirements

Functional requirements gathering regarding the product aligned with technical requirements gathering regarding the product.



3 UX Studies

Inspirational & creational aggregation, building user stories and Wireframing.



4 Architecture

Selection of the best suitable technologies regarding the product, then do the creation of system's architecture.



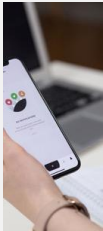
5 User Interface Design

Creation of visual identity concept with choosing colour scheme definition and Typographic



6 Software Coding

Product's frontend programming and backend programming with preparation of Quality Assurance environment (tests).



7 Testing

Preparation of functional test script and do all tests & bug-fixing.



8 Branding - Development

Brand Personality Development aligned with visual Styleguide and communication Design.



9 Digital Marketing – Campaigns Definition

SEO Optimization, Google adwords campaign definition, Social Media campaign definition and Email Marketing campaign definition.



10 Customer Validation

Involvement of Client in the tests, from the versions: Alpha, Beta and Release candidate.



11 Pre-launch

Migration to production and apply final adjustments.



12 Delivery

GO-LIVE and/or deployment on the defined marketplaces with client support regarding product usage.

DPI

Digital Product Introduction



1 Hosting Licenses

Hosting and encryption certificates management . Management of licenses required to run iOS and Android mobile apps on AppStore and PlayStore.



2 Large User Base Tests

Migration to production and apply final adjustments with a discussion of the steps following the GO-LIVE.



3 Go-to-Market Support

Integration with client IT teams, third-parties and also collaboration in migrations, integrations and all kinds of technical support.



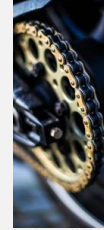
4 Digital Marketing - Activation

Campaign results analysis and iteration with budget redefinition based on previous learnings.



5 Branding - Activation

Brand Voice, engagement and activation with marketing strategy definition.



6 Corrective Maintenance

Identification of correction needs (not necessarily bugs) based on user reporting and collected usage statistics.



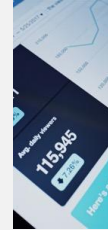
7 Preventive Maintenance

Analysis about the usage, availability, performance and stability of your product.



8 Evolutive Maintenance

Identification of improvement opportunities based on users reporting and the use of collected statistics.



9 Customer Support

Establish a Service Level Agreement to guarantee response times according to the needs of the product.



10 Satisfaction Assessment

Product Assessment with follow-up management, feedback analysis & reporting.



11 Recruitment & Team Build-Up

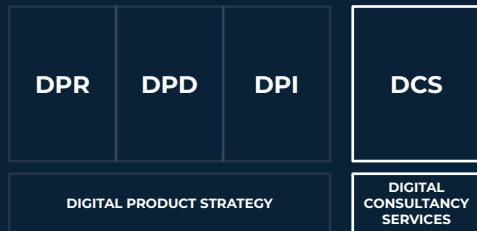
Recruitment and selection based on the necessary know-how to have a proper follow-up of the created digital product.

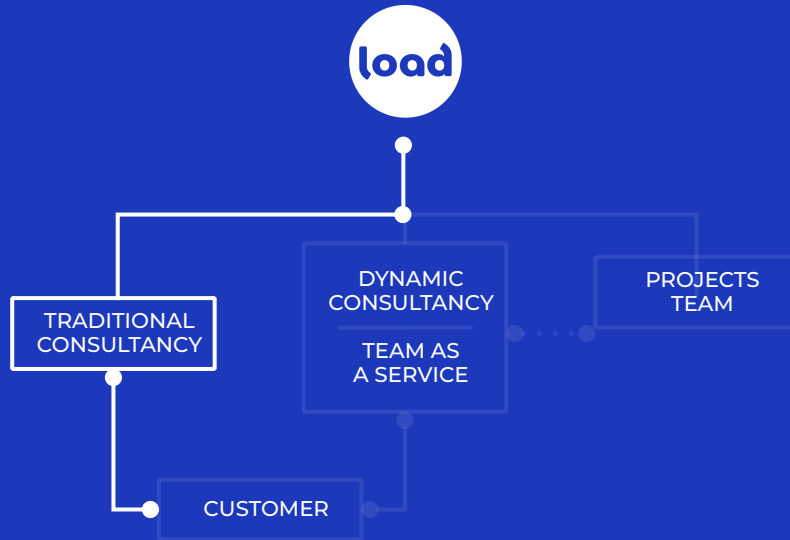


12 Knowledge Transfer

Sharing of intellectual property in a proper and clear way, with a preparation and delivery of source-code.

Digital Consultancy Services

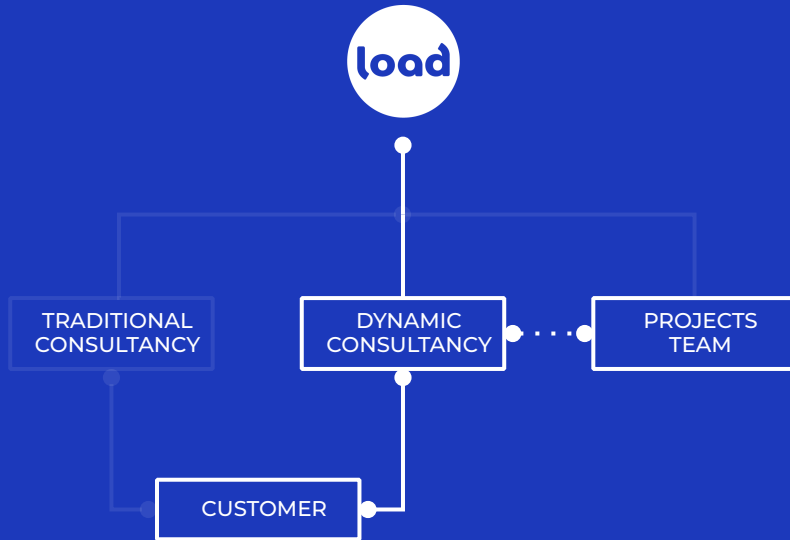




Traditional Consultancy

Additionally to Digital Products R&D, we also offer Digital Consultancy Services to our customers.

LOAD's **Traditional Consultancy** model addresses our customers' challenges by integrating LOAD experts into their team, **remotely or on-site**.



Dynamic Consultancy

LOAD offers the **Dynamic Consultancy** model in a slightly different way. Traditionally, this model addresses our customers' challenges by **remotely** allocating experts to collaborate with their team. On top of this, offer a **flexible FTE allocation model**, where a consultant doesn't need to be fully allocated and we can offer **integrated coordination and capacity from our in-house projects' team**.

Traditional vs. Dynamic Consultancy

Why we are better

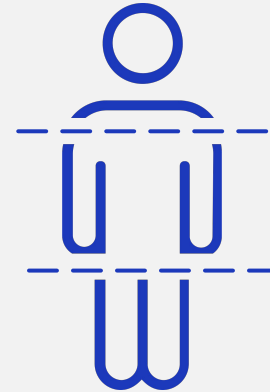
TRADITIONAL CONSULTANCY



1 FTE = 1
PERSON

When your need is a
SPECIFIC PROFILE

DYNAMIC CONSULTANCY



0,3
FTE
PROFILE
1

0,5
FTE
PROFILE
2

0,2
FTE
PROFILE
3

1 FTE = MULTIPLE
PEOPLE

When your need is
SEVERAL ROLES

Previous slides present the various service types provided by Load. Since this project can be seen as an ongoing project with growing needs and independency of operation, we propose the model of Team-as-a-Service.

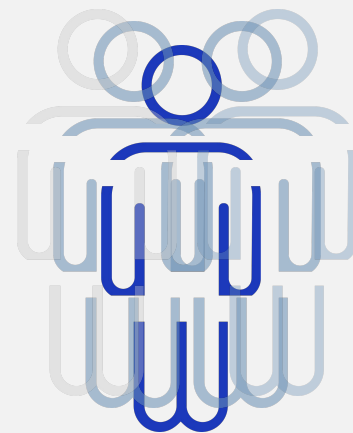
What is Team-as-a-Service ?

Team as a Service (TaaS) is a dedicated team comprised of various specialists, that are available to help the customer on a variety of tasks, ranging from digital product design, architecture, development, testing and other digital expertise fields. This type of service is appropriate for a ongoing relationship between the customer and the team, extending the capacity of the customer's team while not demanding as much interactions as with traditional Consultancy models. This can provide enormous benefits throughout the whole journey of a digital product life cycle.

With this model we can allocate an initial setup for the team working with the customer, composed by a variety of profiles, some fully dedicated, others partially dedicated, ranging from seniors to juniors and grow (or reduce) the team size over time.

DYNAMIC CONSULTANCY

TEAM-AS-A-SERVICE



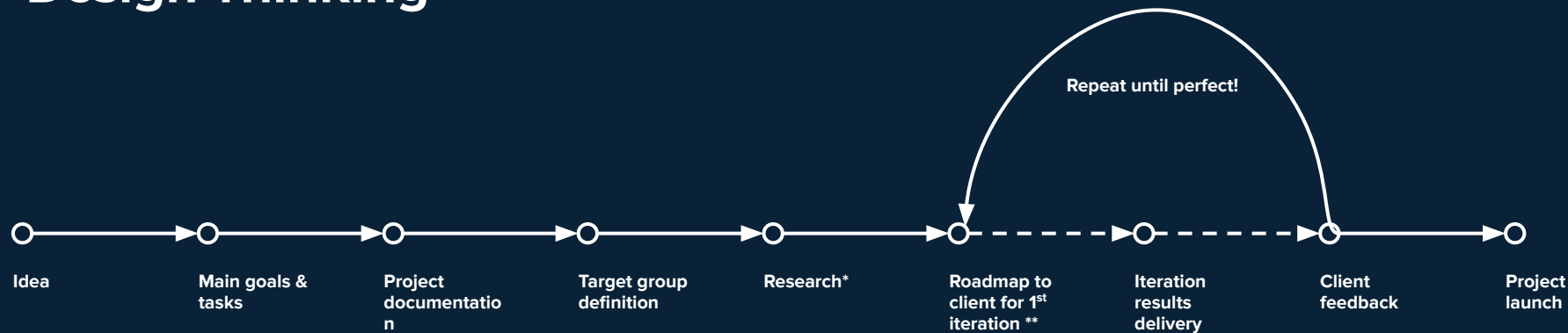
0,3 FTE	1,0 FTE	1,0 FTE
PROFILE 1	PROFILE 2	PROFILE 3

FTE - Full-time Equivalent

When your need is **several roles** working **independently** while still an **extension** of your team

**Processes,
Competences &
Technologies**

Design Thinking



*Research

1. One day workshop/ Kick off Meeting
2. Consumer research (individual consumer interviews)
 - i. Question number and type definition
 - ii. Survey development
 - iii. Survey conclusions
 - iv. Report production

**Roadmap to client 1st iteration

1. Personas / Use cases definition
2. UX Approach Definition
 - i. User stories definition
 - ii. Customer journey maps / User workflows
 - iii. Wireframe production
 - iv. Mock-up production
 - v. Prototyping
 - vi. UI Design
 - vii. Testing & Quality Assurance
3. Project calendar and delivery dates



UX / UI Design

- Concept validation
- Ideation
- User Personas
- User stories development
- Customer journey mapping
- Information Architecture
- Design research
- Rapid prototyping
- UI Design
- UI Testing & QA

- **Misc Utils:**

Balsamiq, Invision, Zeplin, Slack, Photoshop, Sketch



Software Engineering

- Benchmarking & Software Auditing
- Brainstorming & Fast-Prototyping
- System architecture & Design
- Agile project management
- Web & Mobile Development
- Data warehousing & Data Mining
- DevOps & System Administration
- Artificial Intelligence, Deep Learning, CNNs, RNNs, LSTM-CRF, NER, Machine Learning
- Blockchain, Smart Contracts, DApps
- CyberSecurity
- Computer Graphics, Realtime 3D
- Virtual & Augmented Reality
- Computer Vision
- Unit tests, Functional tests, Integration tests, Acceptance tests
- Technical writing (architectural design documents, interface control documents, ...)



Software Development Skills

- **Native Mobile**

iOS, Android

- **Hybrid Mobile**

Ionic, React Native, Xamarin, Cordova

- **Web client-side**

Html5, Css3, AMP, PWA, Angular, Socket.io, React, Sass, Bootstrap

- **Server-side**

Node.js, Express.js, MySQL, MariaDB, SQLServer, PostgreSQL, LAMP

- **Big Data**

Hadoop, Spark, Kafka, MongoDB, Cassandra, Hbase, Redis, ElasticSearch, RabbitMQ, Mosquitto, BigQuery

- **Programming languages**

Java, Kotlin, Swift, Objective-c, Javascript, Typescript, PHP, Python, C++, C#, Go

- **IaaS/PaaS**

IBM Bluemix, Amazon (AWS), MS Azure

- **Blockchain**

Bitcoin core, EOS, Ethereum, Smart Contracts, Solidity, EOS.IO, EOS JS, IPFS, C++, Solana

- **Artificial Intelligence**

TensorFlow, Keras, Caffe, NumPy, Python, CoreML, Py Speech Recognition, Microsoft Speech SDK, Linguakit / NLTK, Cereproc, Freeling, OpenCV, Pyttsx, Neo4j

- **3D, Computer Vision, AR/VR**

Unity3D, OpenGL, WebGL, OpenCV, OpenNI, ARToolkit, Vuforia SDK

- **Embedded fast prototyping**

Arduino, Raspberry-Pi

- **Tests**

Protractor, Jasmine, Karma, XCTest, Appium

- **Collab & Tracking**

JIRA, Confluence, Trello, Slack, Basecamp

- **Devops & Misc Tools**

Jenkins, Fastlane, Fabric/Crashlytics, Swagger, Confluence, Testflight, SendGrid, Docker

- **Version control**

GIT, SVN

THANK YOU.



Load is part of the Masters in Innovation Group, a leading product innovation center.

Av. Dr. Lourenço Peixinho, 96D 4º Andar
3800-159 Aveiro, Portugal
info@load.digital