

STIMULUS

TECHNOLOGY . CONSULTING . PRODUCTS



STIMULUS was started in 2012 as an IT service company operating in Ahmedabad & Surat...



...but with the goal of creating a
consulting company for
enabling businesses



...serving **150+** clients across
industries and verticals

AUTOMOBILE, TOURISM, HEALTHCARE, HRM,
BANKING, FINANCE, FMCG, MANUFACTURING
EDUCATION, ENTERTAINMENT



...providing **technology** solutions for
enterprises and startups

ANDROID, IOS, IONIC, FLUTTER, ANGULAR JS, REACT JS
PHP, LARAVEL, MAGENTO, WORDPRESS
JAVA, PYTHON



In 2015, STIMULUS started working with startups, enabling their ideas into products or solutions in no time!



Web Apps

Web app development has been our core expertise over more than 8 years now and we have worked across web technologies to arrive to adopt the latest technologies for developing enterprise applications, ecommerce, content management systems, work flow applications, corporate sites etc. Our team of experts delivered the web apps which have achieved the business goals for our clients and we have been present for them pre and post development in order to assist them with their business goals.

Mobile Apps

As the use of smartphones across the world has increased multifold, we have focused on creating these devices into the problem solvers. We have been crafting the automation, process optimizers and execution solutions through mobile apps for our clients. We have been able to solve many industrial, operational, sales & marketing related and user experience related problems by our ideation and development of the unique and innovative mobile products.

Consulting

With our approach to deal with the business problems, consulting comes organically in our offering. We enjoy the challenges with ideation, prototyping, strategies in new and existing businesses. Along with our information and technology expertise, we help the businesses with product design, sales and marketing design, organization structuring, financial planning and investment planning. Our clients include startups and medium to big size companies.

UI / UX

The eye which is needed for creating the most intuitive and user friendly user interfaces is the key we have, which makes us one of the best UI/UX team in the market. We understand the business problems from all dimensions and produce best looking and usable interfaces for web, mobile, tablets, kiosks and other devices where the user interaction is the key. UI/UX services we offer are key to business re-engineering and optimization.

RECENT WORK

Academe

Online Learning App

ui/ux, flutter, laravel

Case Excerpt

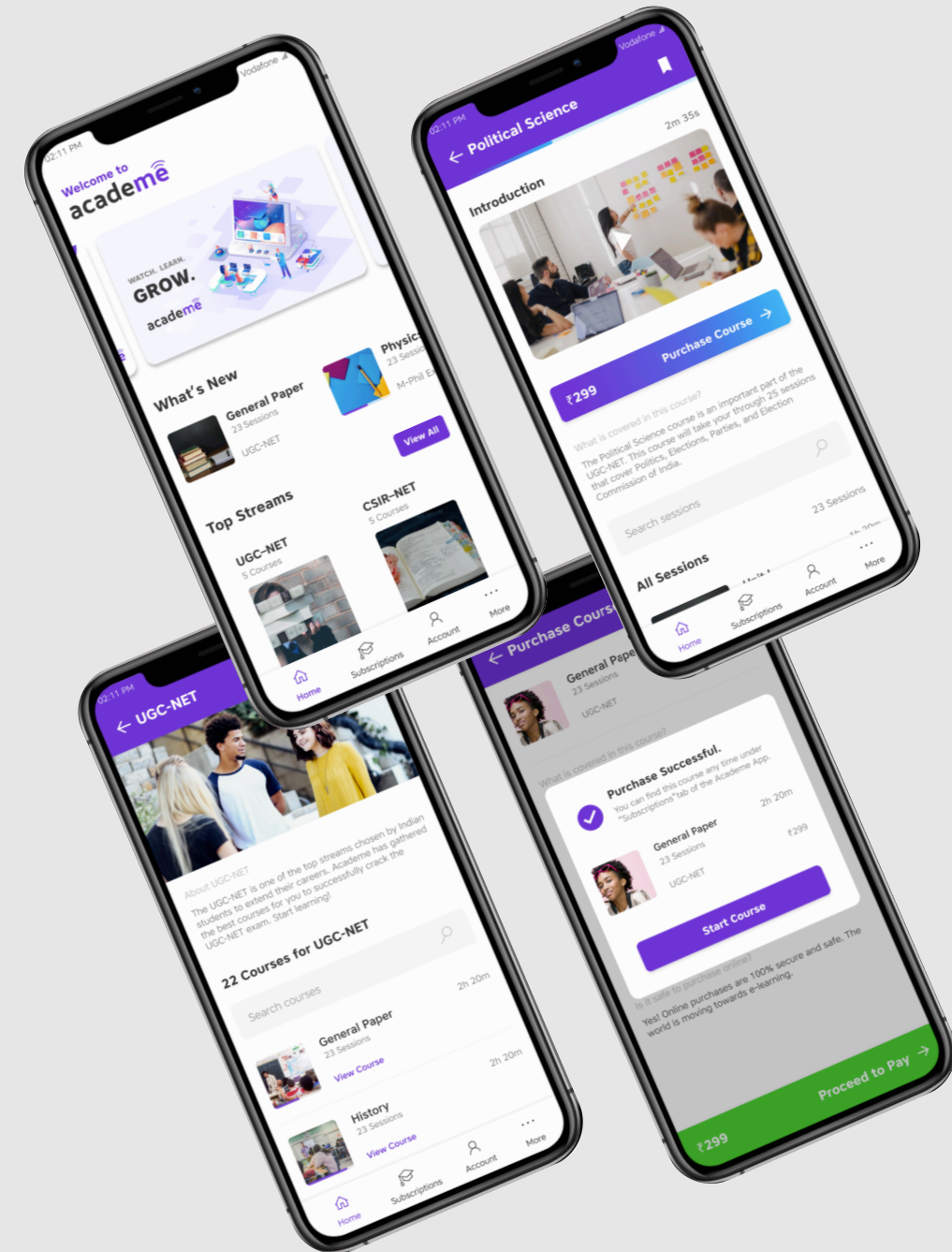
India based coaching company wanted to build an online learning app, where students can opt for e-learning instead of attending classes.

Being these the competitive exams students – a course structure was developed where students can subscribe to paid courses, view lectures and track the progress of the course.

The app also allows to stream LIVE lectures for the students.

This app is suitable to all kinds of coaching institutes and schools who would like to prepare and upload their courses.

More interactive features are to be built in coming versions.



Metropolis India

Website Redesign, Redevelop with Back-end Revamp
ui/ux, laravel, js, angular

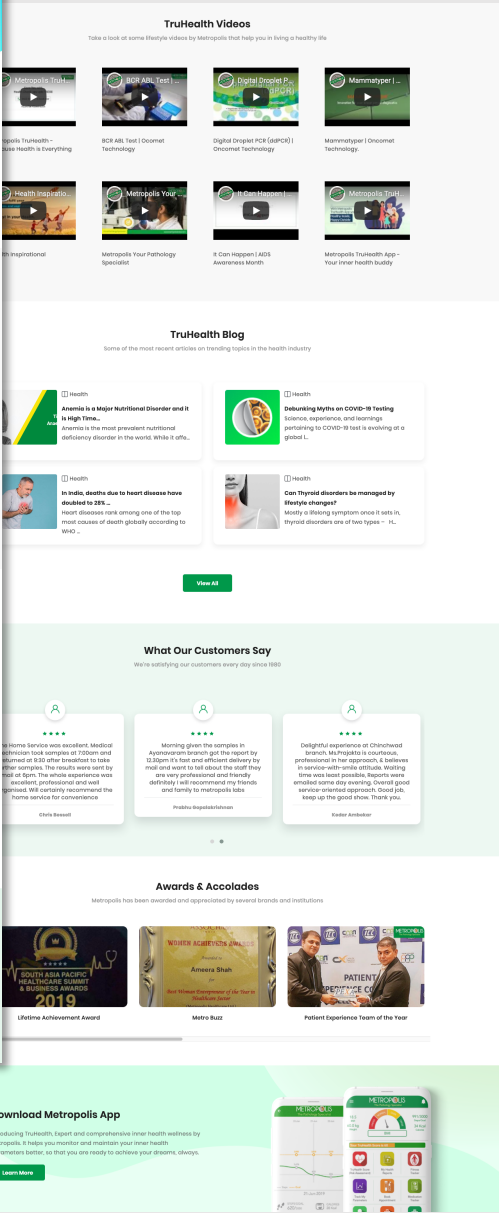
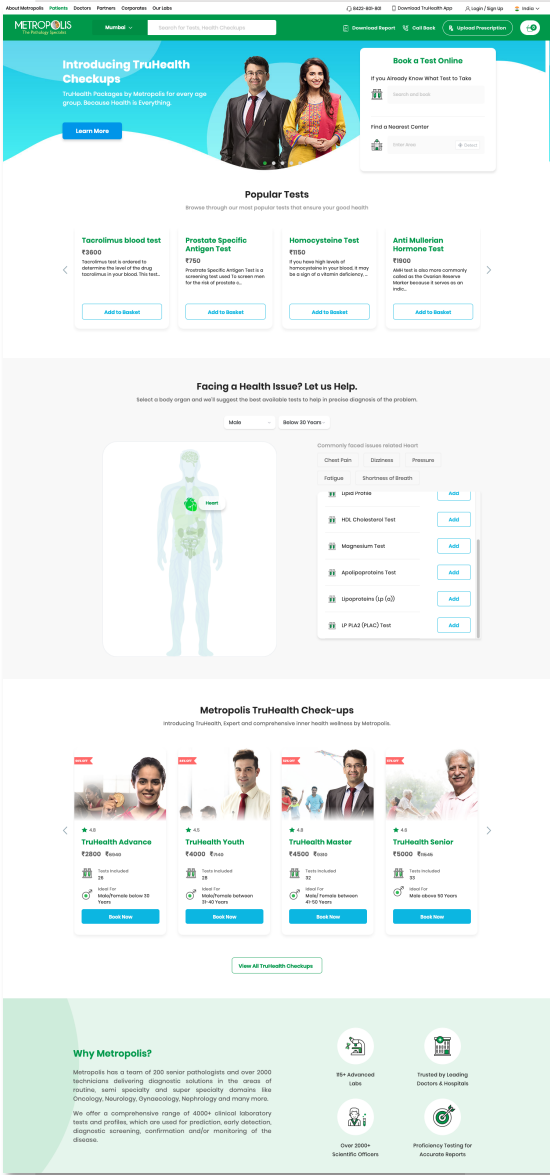
Case Excerpt

Top diagnostic company, having a dated website wanted to structure the data, create central repositories and create a contemporary visual look and feel for the website.

Stimulus worked through the understanding of users, creating user experience and design an intuitive user flow. One of the most challenging and interesting part was to engage the customers coming to the website.

A refreshing look and feel designed on the basis of the brand guidelines and the site was developed coordinating with multiple entities of the business, compiling data, APIs and feedbacks.

The back-end was designed to work as a central entity which will cater to all sites, apps of Metropolis with data, APIs and transactions.



OoWomaniya

Online Women's Health & Wellness Platform

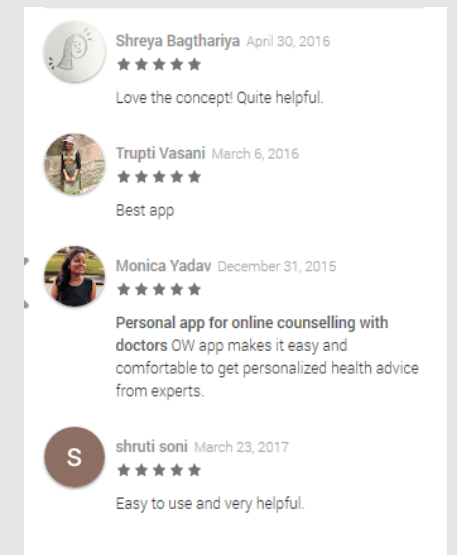
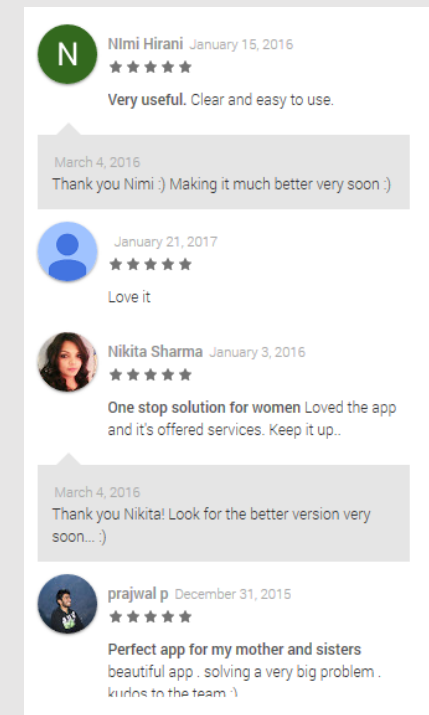
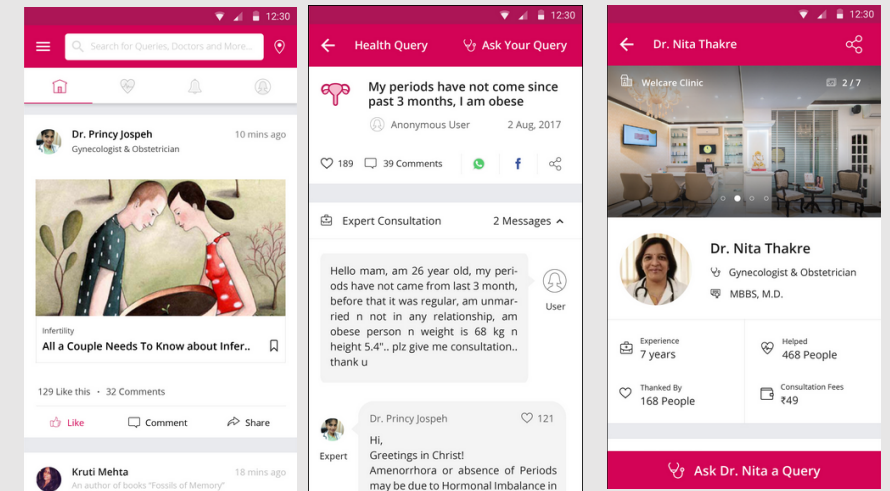
android, iOS, laravel, angular, ui/ux

Case Excerpt

OoWomaniya is an online health and wellness platform for women. The goal for this platform was to create the most engaging experience for the users, make it interactive for them to consume content and creating an experience to make it easier for women to access information and services.

We worked towards analyzing and understanding the goals for the app, and designed a contemporary user interface for the mobile apps and web app for the client. It didn't just uplift the entire experience but a visible positive change was recorded through the reviews and comments from the users.

Built on the Laravel framework base, entire tech structure is secure, robust and neatly deployed on the cloud. We have been helping the client to achieve the business goals by introducing new technological features and tools.



BrickLendy

In-house Product – Orthodox Property Platform
android, laravel, ui/ux

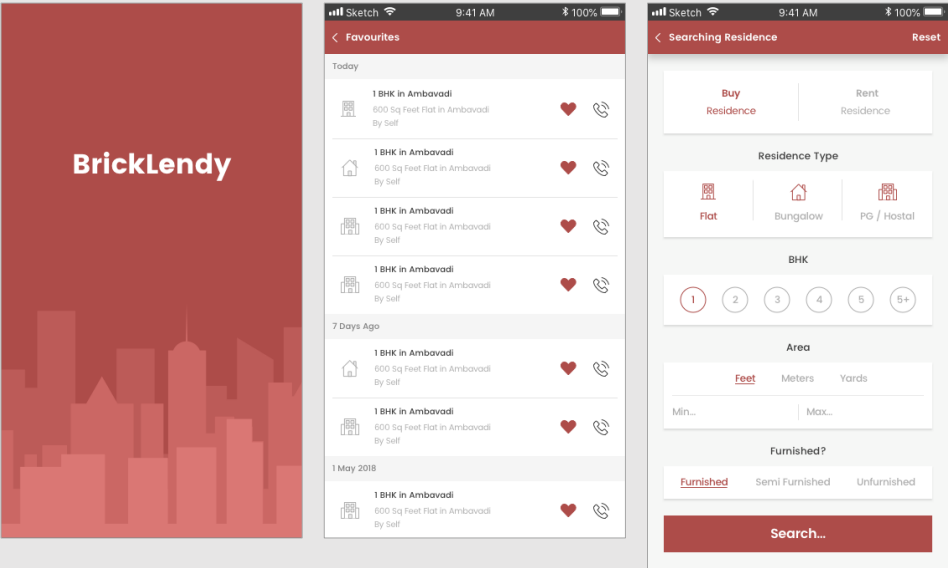
Case Excerpt

Propertyee is an experiment we are working on internally. We call it an orthodox platform as it is extremely minimalistic, no photos, no reviews, no more information.

This Android app connects the users with the property owner within 30 seconds based on the search criteria – for the residential, commercial and other types of real estate.

We also experiment with the development deadlines and we launched this app in 30 days.

This app has a back-end in Laravel to manage the listings, inquiries and reports.



CityTadka

City based Community Platform

ui/ux, android, iOS, laravel, wordpress

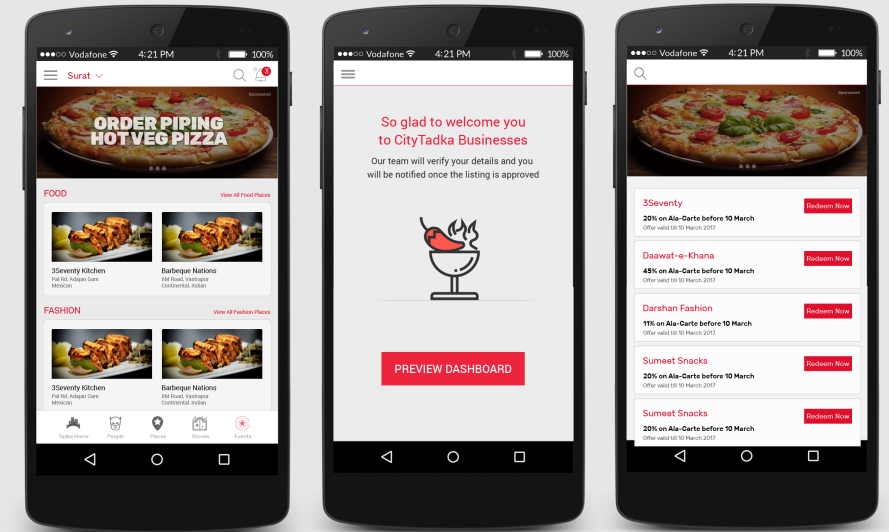
Case Excerpt

CityTadka was initiated as a facebook community and the passion for the city led the client to expand this community at a huge scale. With having more than 60K followers on facebook, client wanted to convert the following into a formal community platform.

We planned and strategize the first version of website and it was majorly about the business listing. Client found their business model to be working in the city and we built next version of the website and also launched the mobile apps.

With the new features increased community of 300K followers and more than 500 listed on the portal – CityTadka became the market leader. We built the new features to support their business goals.

We used the WordPress CMS and mobile technologies to create this product pool for our client with GPS integration, online payment gateway, cdn and camera technologies.



User reviews



September 26, 2017

★★★★★

Best city app, I can find all food joints of Surat



Primex Media Services Pvt.

September 26, 2017

★★★★★

Superb app giving all local information of city



Nikhil Kothari November 13, 2017

★★★★★

Nice app



Pranav Bhageria August 9, 2017

★★★★★

Some bug fixes are required It isn't allowing me to even get an OTP



City Tadka LLP August 12, 2017

Hi Pranav, thanks for bringing this issue. We have fixed this issue now, can you please update and check if you are able to login now.



Sneha Bhavsar February 17, 2017

★★★★★

CityTadka has everything what you need to be in love with your city... Loved the daily updates



Taksh Shah February 23, 2017

★★★★★

Loved the cool booklet offers for Surat

Apply on Demand

An intuitive universal solution for applying for mortgage loan in US

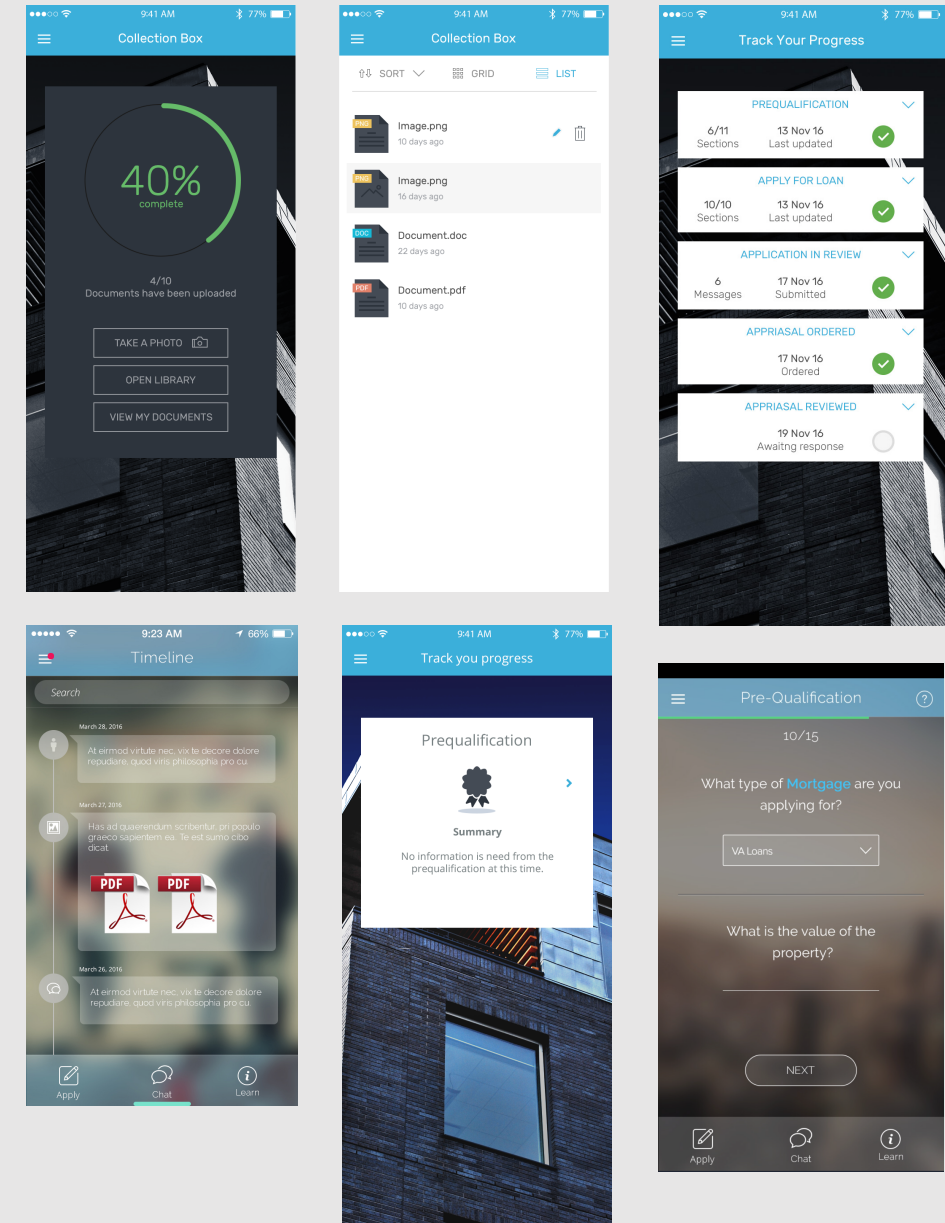
ionic, laravel, ui/ux

Case Excerpt

A US based startup is trying change and disrupt the way the mortgage applications are initiated and dealt with by the customers and banks respectively.

After their first version issues, we took over the development of the application along with creating the user experience. A simple data collection process with complex and critical verification checks as well as the precision-oriented work flow was delivered. Our client could take this product to the banks to test for the market.

We also developed the web application and exported the apps for mobile in hybrid technology. We used ionic to develop apps for android and iOS devices and managed the HTML5 development



Open for Business

An aggregator for mobile food trucks
android, laravel, ui/ux

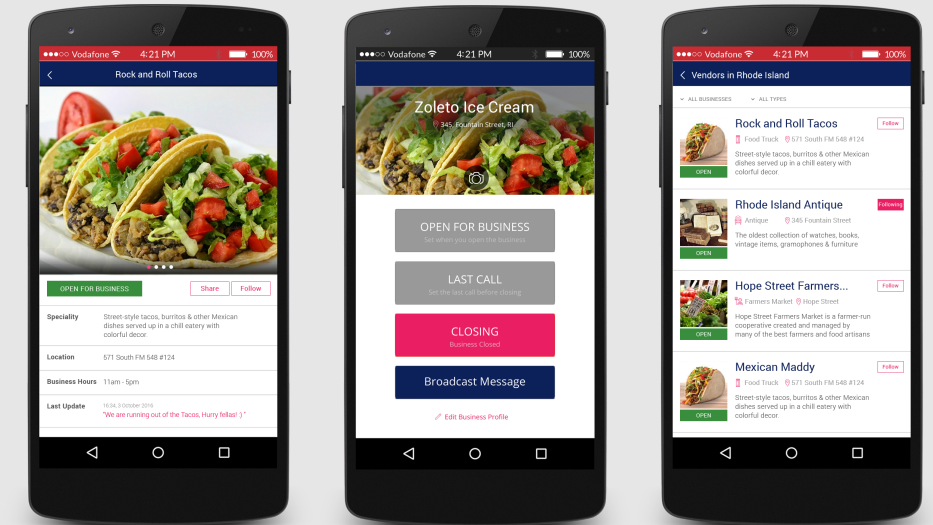
Case Excerpt

US based food truck expert is our client who wanted to address the concerns of the food truckers and the food lovers and he himself took up the product conceptualization. After a few discussion, we designed wireframes and information architecture.

Aim was to create an aggregator of the food trucks where all the business can LIVE list their food trucks, change their operating times, send notifications to the customers and send offers.

Users will have the ability to tap their favorite food trucks and view the notifications, saving time and keep updated.

Native apps were developed in Android and iOS including the back-end application in Laravel framework. A complete end-to-end consulting and product development was carried out by Stimulus team.



OfferzZone

A hyper local digital flyer app

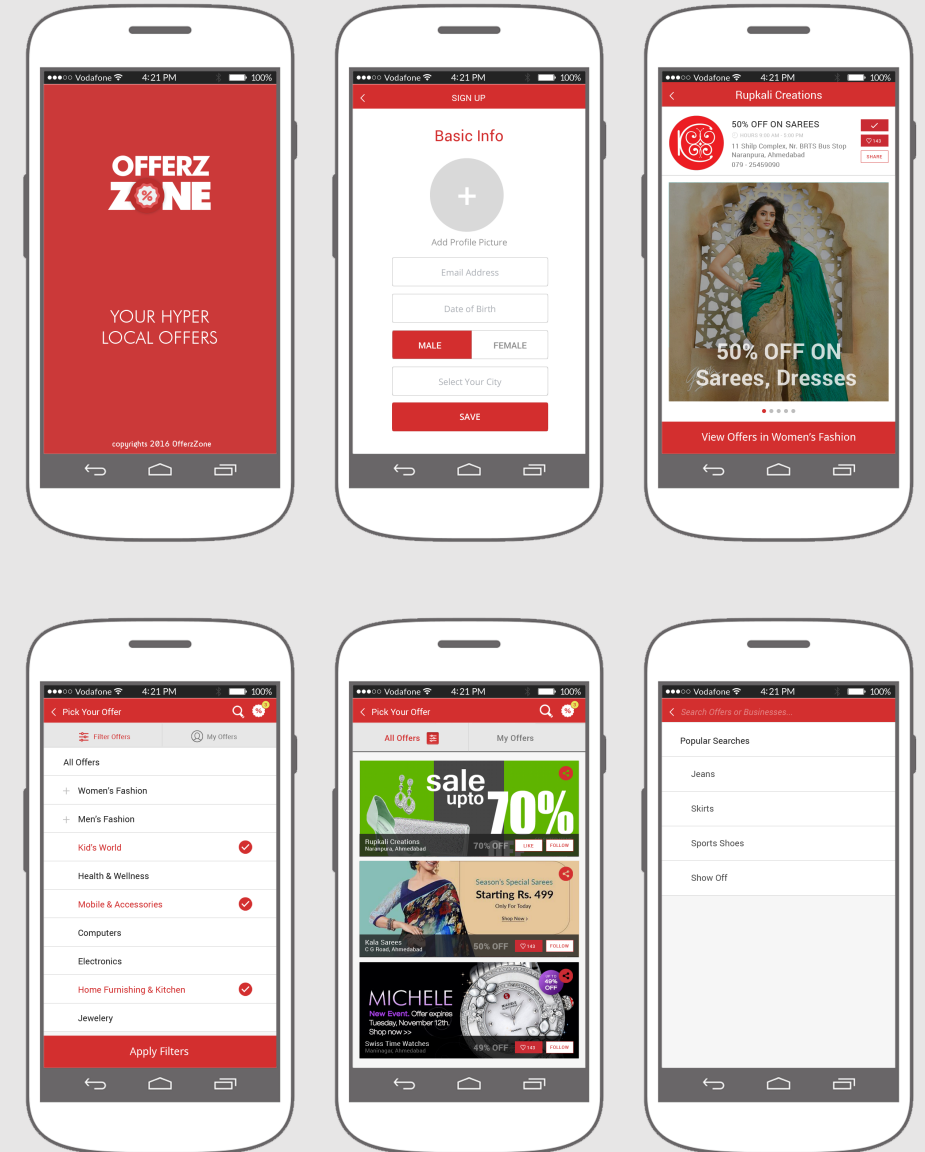
android, laravel, ui/ux + business consulting

Case Excerpt

An IT professional wanted to endeavor into starting his own digital startup to solve the problem that he himself was facing. The client wanted to bring the local offers to the users, easy, neat and quick!

We worked on the mock-ups which client already provided. Based on the market study and customer survey – we developed the first prototype which was taken to the market by the client. Initial response gave us the directives for the beta app we planned.

We developed the native android app for called OfferzZone which carried the local offers in a visually attractive way. Application would enable the user to spot the local offers using the tracking and geofencing. Client has been able to launch the app on Appstore and undergoing the user study.



A shuttle management tablet app with employee attendance system

With the requirement of creating a spreadsheet for the shuttle management business in Idaho, US – we designed the business process and created a product which can be used by the entire organization.

This application was developed for Android Tablets and were used by the business owner as well as all employees. Web back-end is developed in PHP.



←

DASHBOARD

NEW SHUTTLE

BYC

Share with

FROM

▼

TO

▼

CLIENT DETAILS

MOBILE NUMBER

EMAIL ADDRESS (Optional)

FIRST NAME

LAST NAME

CAR DETAILS

CAR MAKE (e.g. Toyota)

REGISTRATION

COLOR

DESCRIPTION

KEY LOCATION (e.g. Gate 10A, Under Transit gate, Buncraft)

PAYMENT DETAILS

CARD NUMBER

NAME ON THE CARD

MM - YYYY

CVV

DASHBOARD

NEW SHUTTLE

Business Process Consulting

FROM Jackson Lake Dam ▾

TO Pacific ▾

| | | | | | |
|------------------|----------------|----------|----------------|-----------|------------|
| jackson lake dam | Pacific | Oroville | Moose | Williston | Jacks Fork |
| Astoria | Elliott | Westlake | Strong's Gulch | Alpine | |

CLIENT DETAILS

MOBILE NUMBER

EMAIL ADDRESS (Optional)

FIRST NAME

LAST NAME

CAR DETAILS

CAR MAKE (e.g. Honda)

REGISTRATION

COLOR

DISPOSITION

☐ White
 ☐ Silver
 ☐ Black
 ☐ Brown
 ☐ Gray
 ☒ Red
 ☐ Green
 ☐ Blue
 ☐ Orange
 ☐ Yellow

KEY LOCATION (e.g., San cap, under front seat, bumper)

PAYMENT DETAILS

CARD NUMBER

NAME ON THE CARD

MM-YYYY

CVV

Business Process Consulting

Zybra

A SaaS based accounting tool

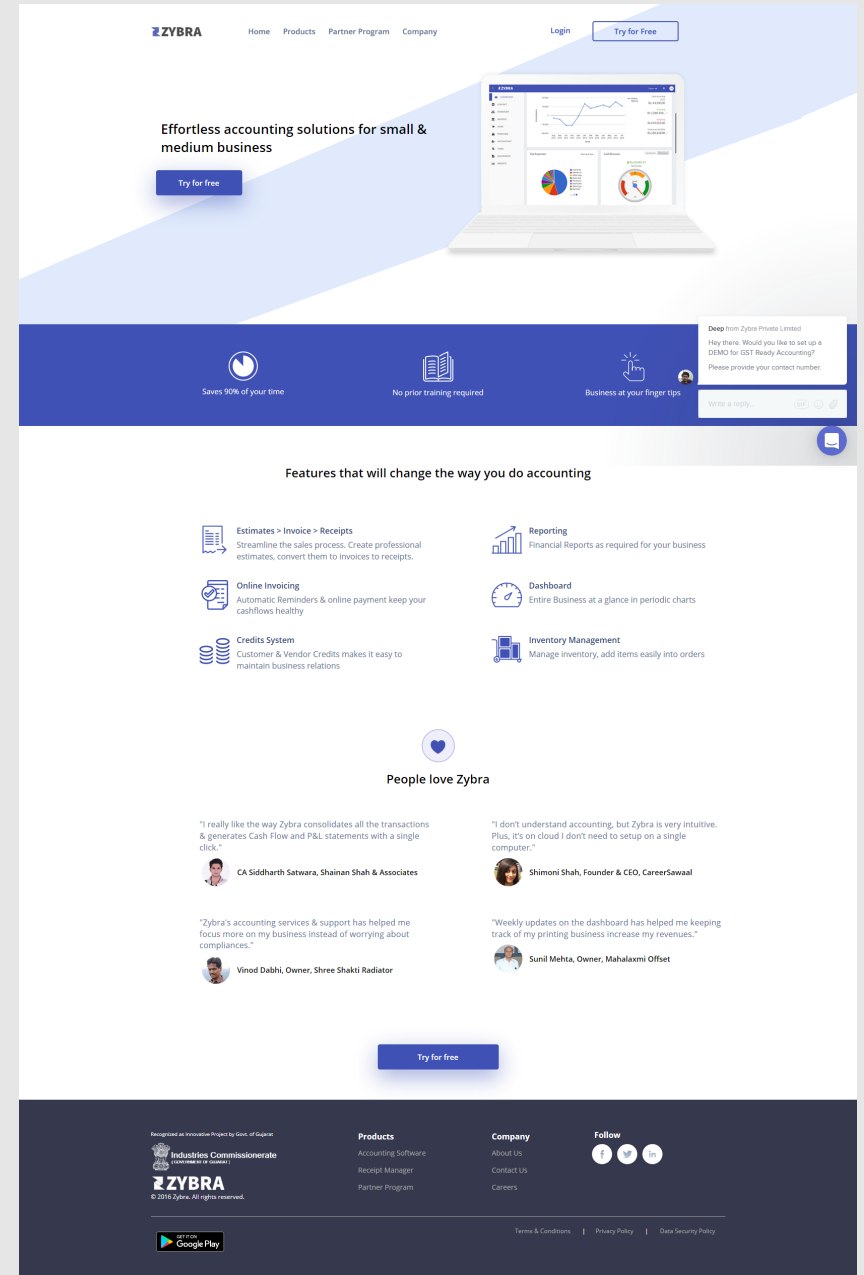
laravel, angular.js, python + technology consulting

Case Excerpt

India based startup wanted to innovate the accounting and finance sector with the evolving tool for any size of businesses.

Stimulus defined the skeleton of the product from the scratch and in 4 months, we created the entire basic accounting software which can be used as a service by the customers to manage their daily accounts, invoicing, receipts and payments.

While we provided consulting to the client on technology selection, resource management – we also created a roadmap for the business to be able to evolve the software continuously. Based on the first version of the product, Zybra raised the first round of angel investment and only to grow further over the period of time.



RECENT PROJECTS

Digital Marketing

Medical Tourism Leads

Digital Marketing Strategy for Medical Care in Bangalore

Communication Strategy and Lead Generation Campaign

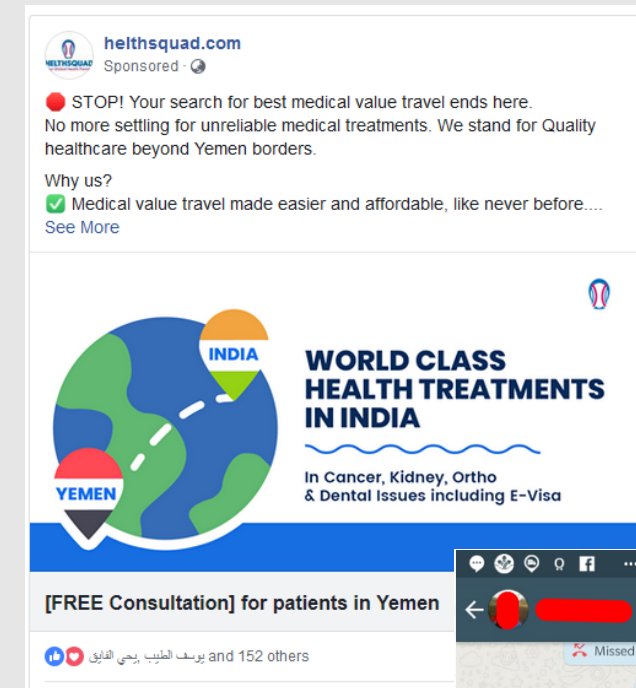
Case Excerpt

Bangalore based startup having a small network of hospital was ready to cater the end-to-end care services to the patients with heart, kidney and other serious diseases. Their online presence of only a few days could have taken months to put them in direct touch with their target customers.

This start would like to attract patients from Yemen, Iraq, UAE and also from African countries to availed high quality medical care in Indian hospitals.

Our research and communication strategy helped the client to streamline their focus on a few services. We executed a lead generation campaign and the client could **convert sizable number of customers out of the 200 leads we generated within one month** of span.

*Campaign
Preview*



*Customer's
Testimony
For Our Client*



Diagnostic Company

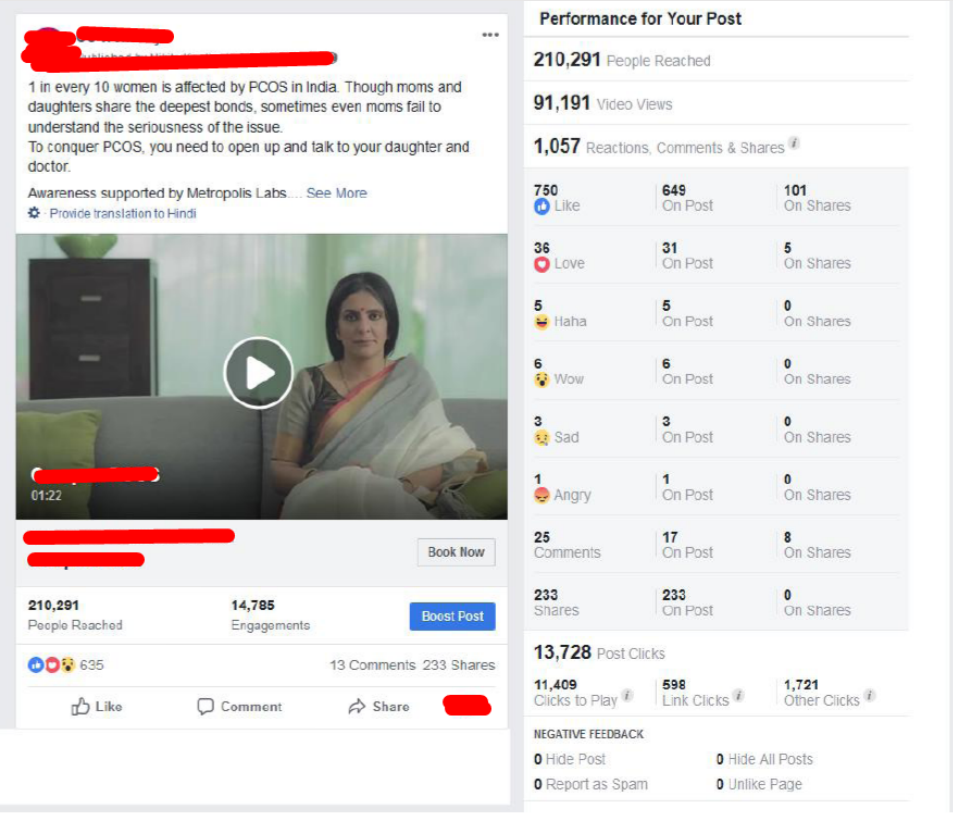
Digital Marketing for a Leading Diagnostic MNC
Content Design, Outreach Campaign + Traction

Case Excerpt

An MNC Headquartered in Mumbai provides diagnostic services across major cities in India. Having a significant business penetration, company wanted to run an outreach campaign for brand building and outreach. With their new offering – company wanted to reach out to certain section of female audience to spread awareness for PCOS and its consequences.

Along with our expert content partner – we designed a campaign to achieve a desired outreach for PCOS. Client’s video asset was to reach to more than 1.5 million women through different medium and they also needed more than 100 thousand video views.

Our outreach campaign helped the client to not just achieve more reach than they expected but also they were able to [distribute their service video to desired audience within one month’s time.](#)



Business & Finance Consulting Firm

End-to-End Business Growth Consulting for a Dubai Based Accounting Firm
Branding, Website, Digital Marketing and Lead Generation

Case Excerpt

A Dubai based early stage business and finance consulting firm was looking to have a strategic partner to grow their business in UAE. Client wanted to create a fresh and impactful online presence and wanted to establish themselves as a native expert company in finance, accounting and vat consulting.

Stimulus provided an end-to-end solution where we revamped the entire identity for the company, created a fresh profile through a new website and presented the company on several digital forums.

Stimulus is also providing the digital marketing solution to the client and helping them grow in UAE market swiftly. In 2 months of time, Stimulus has created a fresh presentation of the company and is now ready to penetrate its services and offerings in the market and grow their business.



HORIZON
BIZ CONSULTANCY

هورايزون بيز للاستشارات



Concerned About VAT? Your Trusted VAT CONSULTANTS are Here To Help!

As VAT is new in UAE, lack of proper understanding has created chaos amongst enterprises. Fines and Penalties relating to the UAE VAT Law compliance are hefty, on top of the negative cash flow impact of UAE VAT on SME business, as late receipt of sales invoices might mean paying VAT before actually receiving cash from clients. We stand ready to support your Business to be fully VAT-Ready and prepare your staff, systems and procedures, contracts, documents, IT to the VAT state of affairs. Choose us as Your Trusted Consultant



Tax Consulting & Compliance services

- VAT Consultation
- VAT Health Check
- Tax Compliance & VAT Return Submission
- Transaction Restructuring
- VAT ERP Updation
- Hand-holding Services

Accounting & Reporting Services

- Book-keeping & Journal Posting
- Ledgers & Bank Reconciliations
- Preparation of Trial Balance
- Cash Flow Management
- Compilation of Annual Accounts & Financial Statements

Other deliverables

- Management Reports & Future Projections
- Accounts Payables & Receivables Management
- Payroll Processing
- Auditing and Assurance Services (Auditing Internal through our local associate, who is approved by all free zones)

Why Us?

Our main objective will be based on cost reduction, process improvement, and automation with improved turnaround time and service quality.



We use our experience and expertise for the betterment of clients and add value to clients business by:

- ✓ Trained knowledgeable professional team
- ✓ Latest update with Accounting & Legislative Changes
- ✓ Latest Technology Updation
- ✓ Abiding by Professional Ethics

Why Outsource your Accounting?

Top Line

- ✓ Focus your time on generating revenue / Acquiring clients
- ✓ Spend less time in hiring and managing accounts team

Bottom Line

- ✓ Up to 60% reduction in back-office management cost
- ✓ Smooth execution of day to day operations

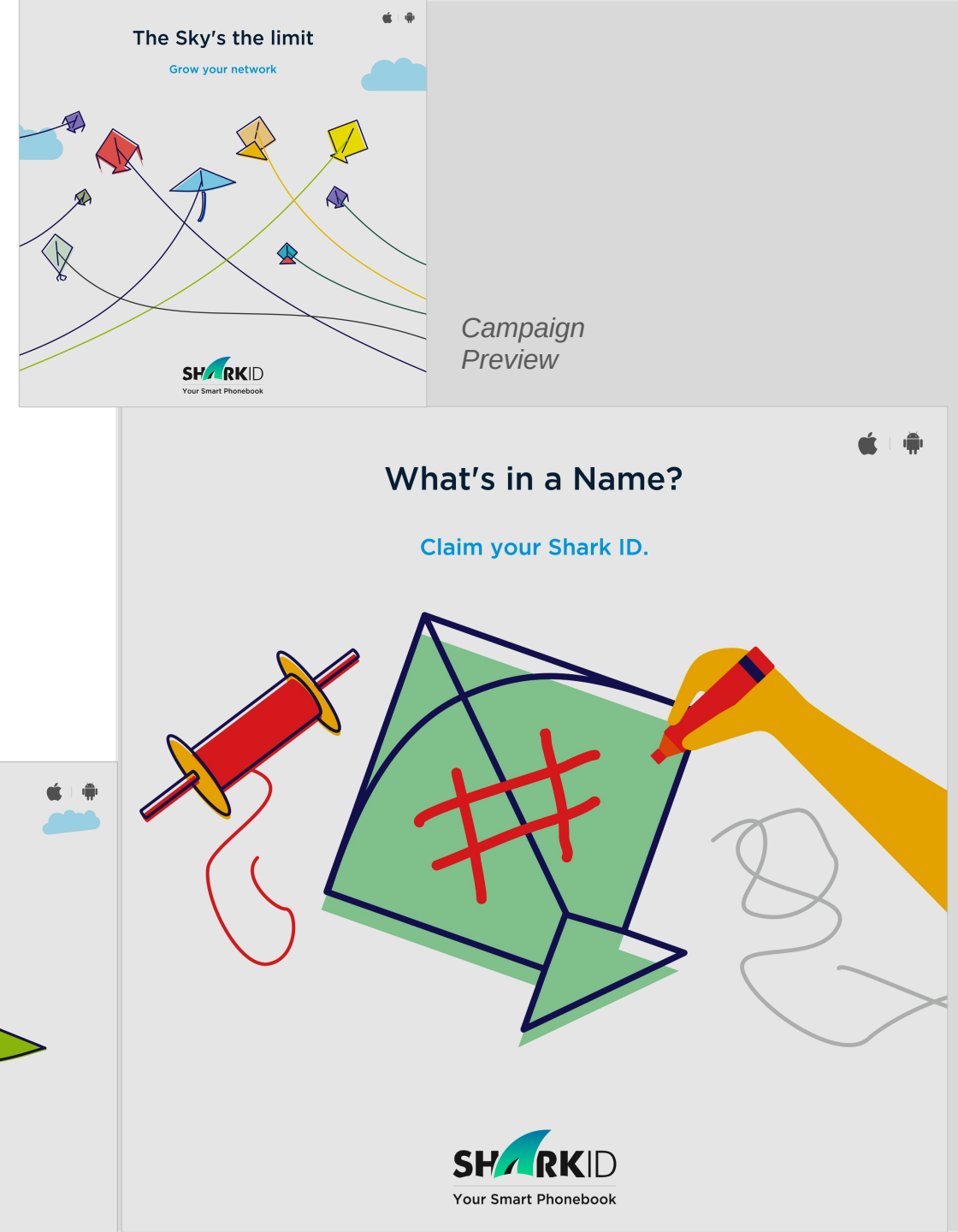
Smart Phonebook

Design Strategy for a Startup based in Ahmedabad
Communication and Design Strategy for Social Media

Case Excerpt

Ahmedabad based startup wanted us to create unique and original design and communication strategy to position their app in the market.

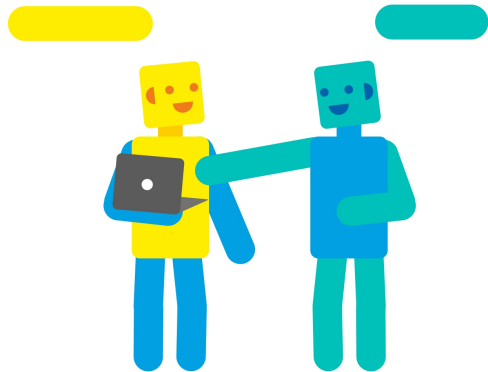
This retainer design contract was intended to attract intention users to get attracted towards the product and enter into the qualification stage to ultimately download the app.



Smart Phonebook

Design Strategy for a Startup based in Ahmedabad
Communication and Design Strategy for Social Media

Benefits of Networking :
Expert Input



Download Shark ID

SHARKID
Your Smart Phonebook

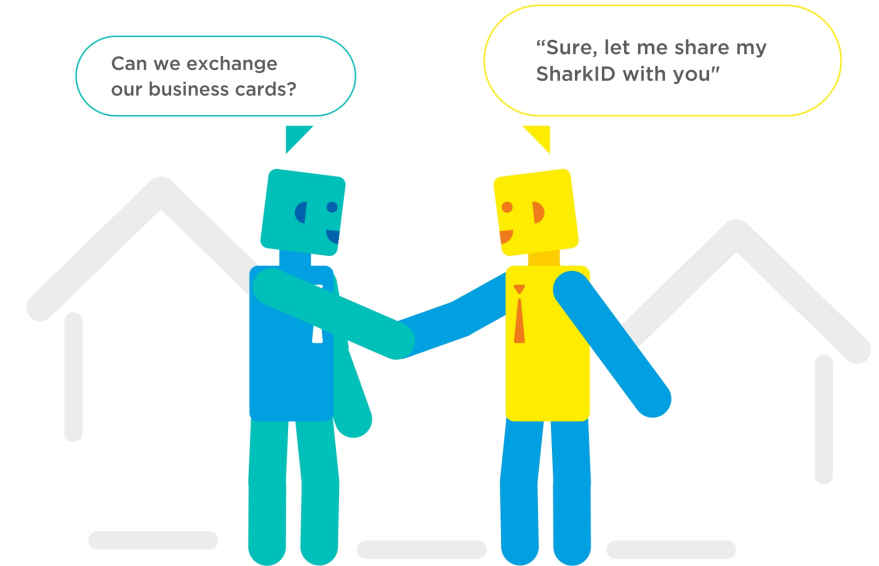
Character Design

Benefits of Networking :
Satisfaction from helping others



Download Shark ID

SHARKID
Your Smart Phonebook



Download Shark ID

SHARKID
Your Smart Phonebook

Lexicon

Design Strategy for a lexicon based in Ahmedabad
Communication and Design Strategy for Social Media

Character
Design



ટેપ, વૉકમેન અને વીસીઆર

પેન્સિલ, જલેબી(અત્યારે બધા એને એક્સટેન્શન બોક્સ કહે છે)
અને નેઇલ-પૉલિશ(આ સંબંધની ખબર નહીં હોય કદાચ.)નો
સીધો સંબંધ હતો, છે અને રહેવાનો.

(યાદી મુજબના મનગમતા ગીતો ભરી આપનારની
ભારે માંગ અને ઈજ્જત રહેતી.)



શબ્દો જે સફર કરાવશે બાળપણની



એસ.ટી.ડી.

એ કંબિનમાં બેઠાં બેઠાં નજર
હંમેશા ઉપર જ રહેતી.

ગરોળી કે ભગવાન માટે નહીં પણ
કેટલી મિનિટો થઈ એ જાણવા.)



શબ્દો જે સફર કરાવશે બાળપણની



છાપ

આ ખજાનાની સાચવણી માટે છાપી તિજોરીઓ
રાખવામાં આવતી હતી.
(આ અમુલ્ય વસ્તુના કદરદારો એવું કહેતા કે, "નીચે જોઈને ચાલવાથી
નવી જાતની વહેમ મારી શકાય એવી છાપો મળે.")



શબ્દો જે સફર કરાવશે બાળપણની

PROCESS

Digital Marketing



Audit Report

We perform a basic audit of the web or mobile app product or website to understand the current positioning on internet & future opportunities.

This audit includes:

- 1) On Page SEO Audit
- 2) Off Page Search Engine Positioning
- 3) Digital Presence and Quality Check
- 4) Activity and Content Audit
- 5) Other – based on the product/service type

1-2 Weeks



Planning

Based on the audit, we plan optimization for content, product and social media presence.

Major activities:

- 1) Central content repository
- 2) Unified communication & design language
- 3) Content distribution plan
- 4) Business listing optimization
- 5) SEO & SEM Plan

4-5 Weeks



Execution

Once we are ready with the robust, unified content and clear goals from the products – we design the execution to fulfil goals of capturing leads, creating traction or selling products online.

Some of many major activities:

- 1) Content marketing
- 2) Competitor submission & create backlinks
- 3) App Store Optimization
- 4) Press releases

3-4 Weeks + On-going

Our Clients



THANK YOU FOR YOUR TIME!

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STIMULUS

TECHNOLOGY . CONSULTING . PRODUCTS
