

creative

**Digital
Innovation
Agency**

Age of disruption.

You will either disrupt, or you will be disrupted.

The industries are overlapping and the competition is rising.

To stay competitive, you have be agile, adaptable and fast.

This requires companies to reinvent their key business activities and embrace innovation as the only way forward.



Our answer is Leannnovation™.



Leannovation™.

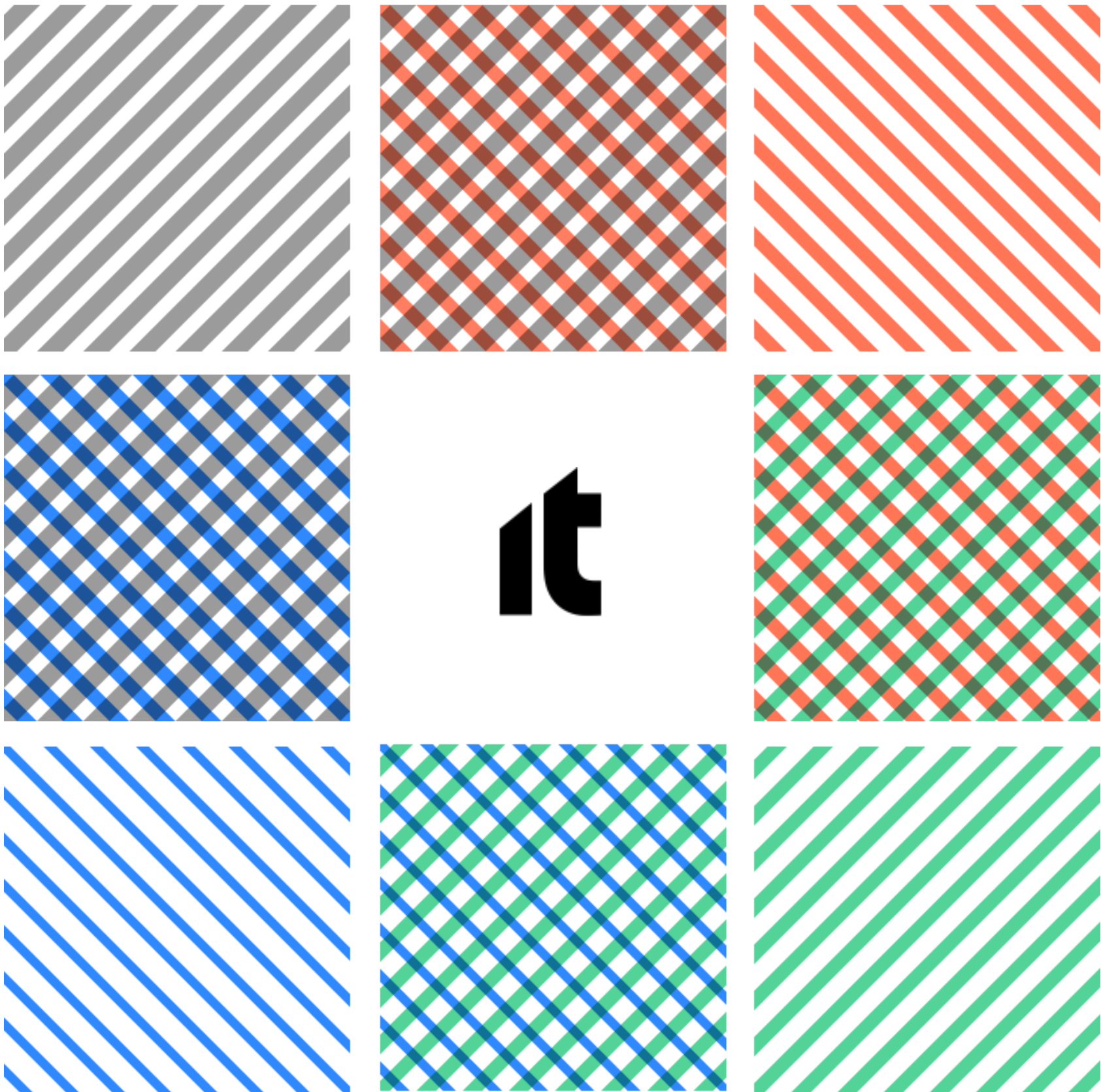
A framework designed to address the threats and opportunities of disruption.

- 1. Believes that success comes at the intersection of all stakeholders.
- 2. Provides a balanced blend of consulting, technology, creative and content services.
- 3. Enabled by a culture of agility, adaptability and speed.
- 4. Delivered in a lean way.



CONSULTANCY

CREATIVE

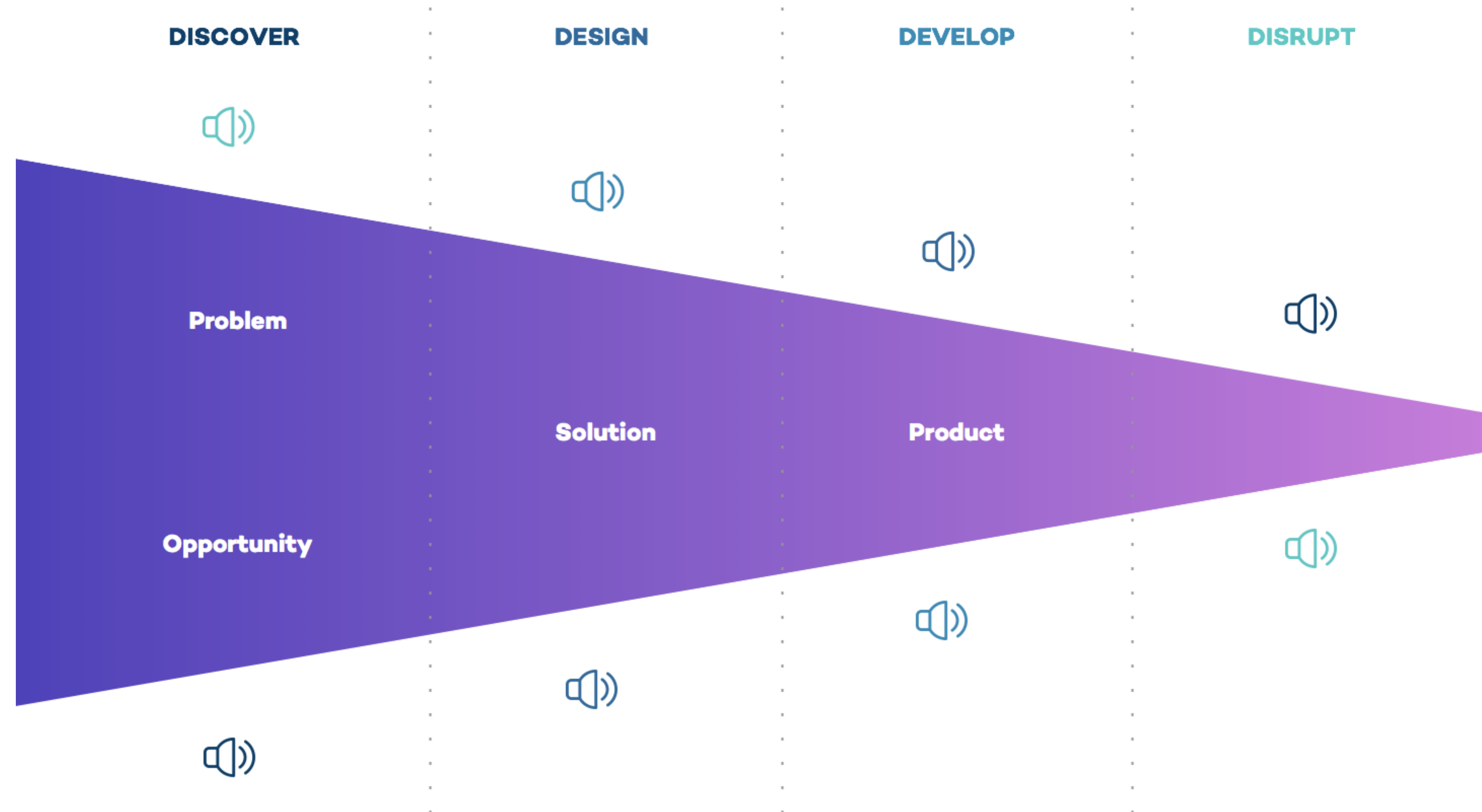


TECH

MEDIA
CONTENT

How Leannovation™ works?

- Leverages a **4Ds** process
- Communicates using **Content waterfall™**
- Builds a **strong case** around validated idea
- Turns the idea into a **disruptive product**



You want to disrupt.

You are:

- Responsible for innovation in your company
- Involved in your company's digital transformation efforts
- Or you might have a brand new product idea



We can help.

1. Discover pains and opportunities.
2. Generate ideas.
3. Validate ideas.
4. Promote ideas internally.
5. Build a strong case around idea to secure the budget.
6. Turn idea into a market-ready product.
7. Promote product internally and externally.
8. Scale the product.

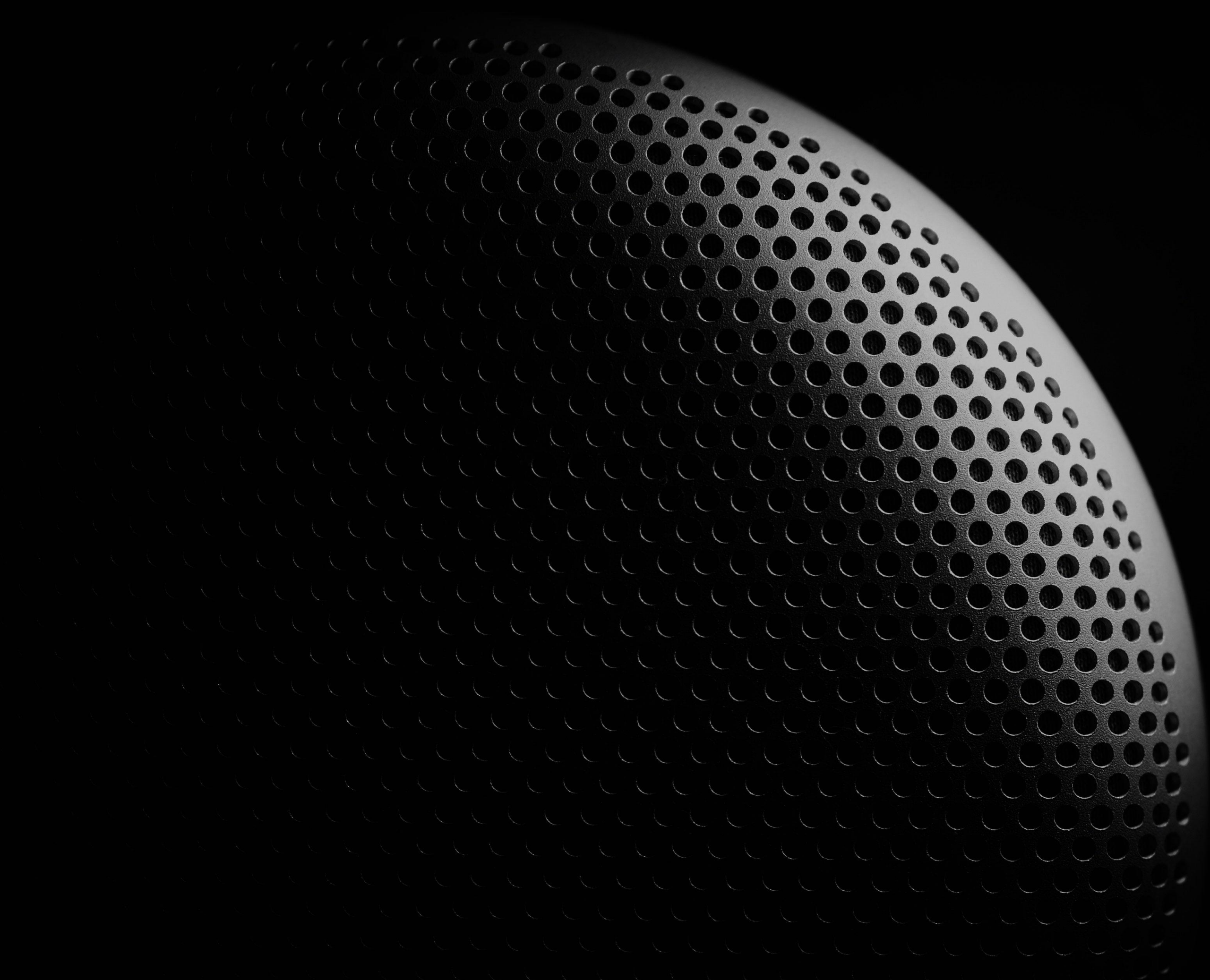


Result.

Accelerated innovation.

Efficient digital transformation.

Successful digital product.



Discover.

Design thinking at its best.

Hands-on brainstorming with stakeholders to identify the problem or the opportunity, and conceptualize the possible solutions.

The goal is to focus on the what, the who, and the why, so that the team can work out the how.



- **Interactive**
- **Inspirational**
- **Innovative**
- **Thorough**



Services.

- 01** Discovery workshop
- 02** Product roadmap workshop
- 03** Product strategy workshop
- 04** HackIT innovation challenge
- 05** Custom workshop

Support Services

Market research & insights

Industry research & trends

Competition analysis



Discover.

Visa Thailand

Experiencing human-centered design principles.

For this project, Visa wanted to help their clients discover how human-centered design principles can be used to leverage their organization's innovation agenda.

We organized a workshop in Corporate Innovation Summit 2019, Thailand, together with Visa to help the participants discover the drivers of change, future scenarios, and options for how they can adapt to, co-create, and transform those future scenarios.



VISA

Discover.

University of Auckland

Digital transformation in educational institution.

The University of Auckland is New Zealand's leading university based on the QS World University Rankings 2019 where they are placed #85 among other institutions globally.

The University's biggest challenge was increasing digital literacy across all areas of the organisation – administrative staff, faculty members and students. We organized a workshop where we helped them to identify the challenges and a 2-year digital transformation roadmap was generated.



Discover.

Prudential

A personal care plan at your fingertips!

Prudential, one of the leading global providers of life insurance and financial services, recognized the difficulties encountered by people with type 2 diabetes and potential way of helping them.

They approached us in order to better formulate the problem itself and abstract an appropriate solution. We organized a workshop where we came up with a mobile app that provides the broader image of the disease management for the users.



Design.

Once we have honed in on the problem and/or the opportunity, and strong ideas have been generated, we proceed with designing of the solution.

Throughout this phase we engage in a cyclical process of prototyping, in which we gather feedback from all stakeholders by letting them experience an abstract version of the future solution.

The goal is to end up with a clear vision of the final solution, while minimizing the time and effort invested, by getting crucial feedback in the early stages of the solution design



- **Rapid**
- **Iterative**
- **Insightful**
- **Efficient**



Services.

- 01
- Rapid Prototyping
- a.

visual prototype
- b.

functional prototype
- c.

full prototype



Support Services

1 on 1 interviews

User testing

Focus groups

User observation

Market research

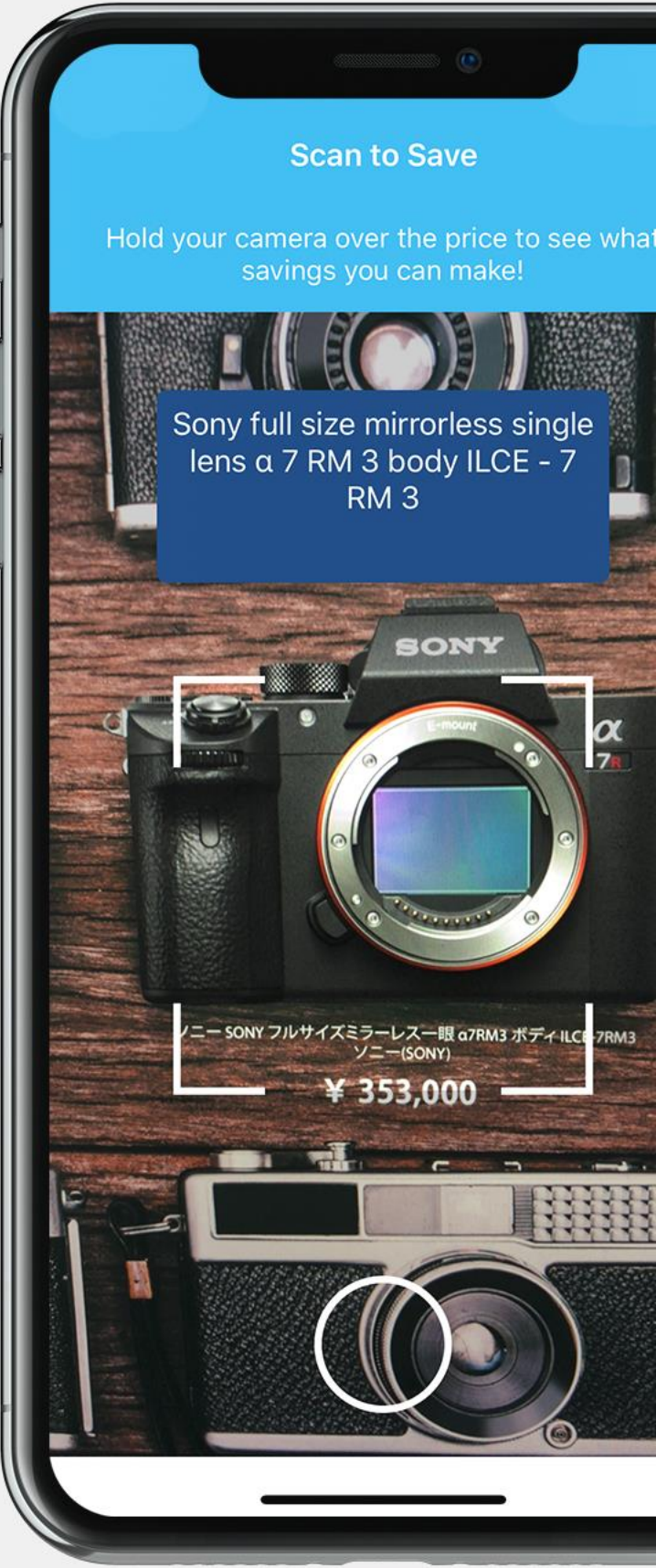
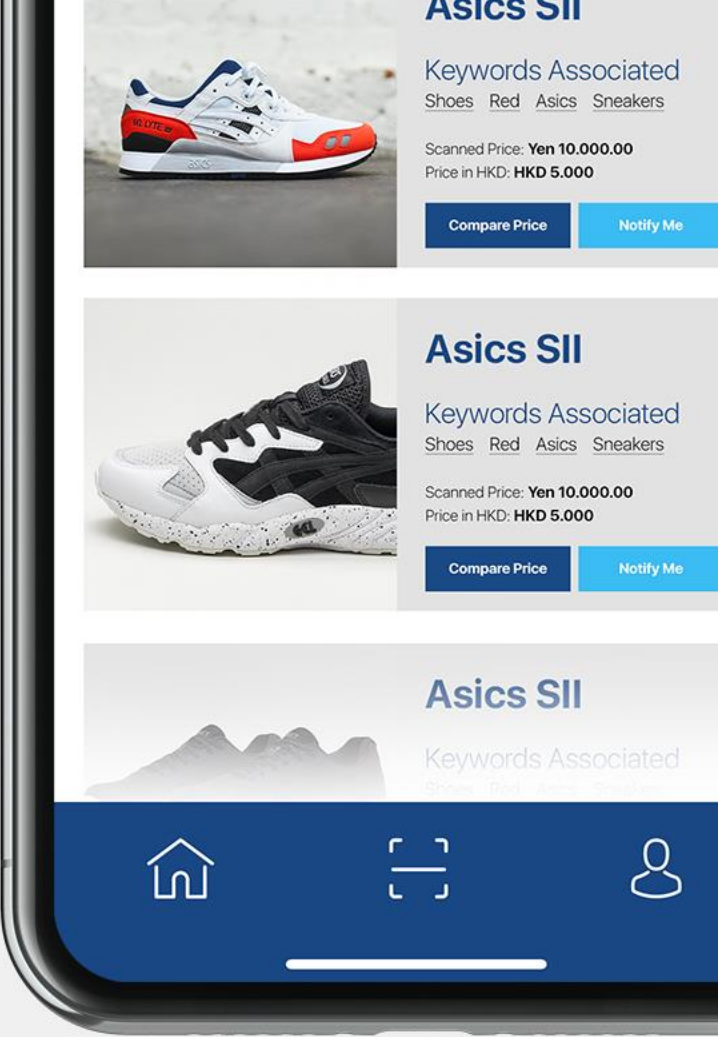
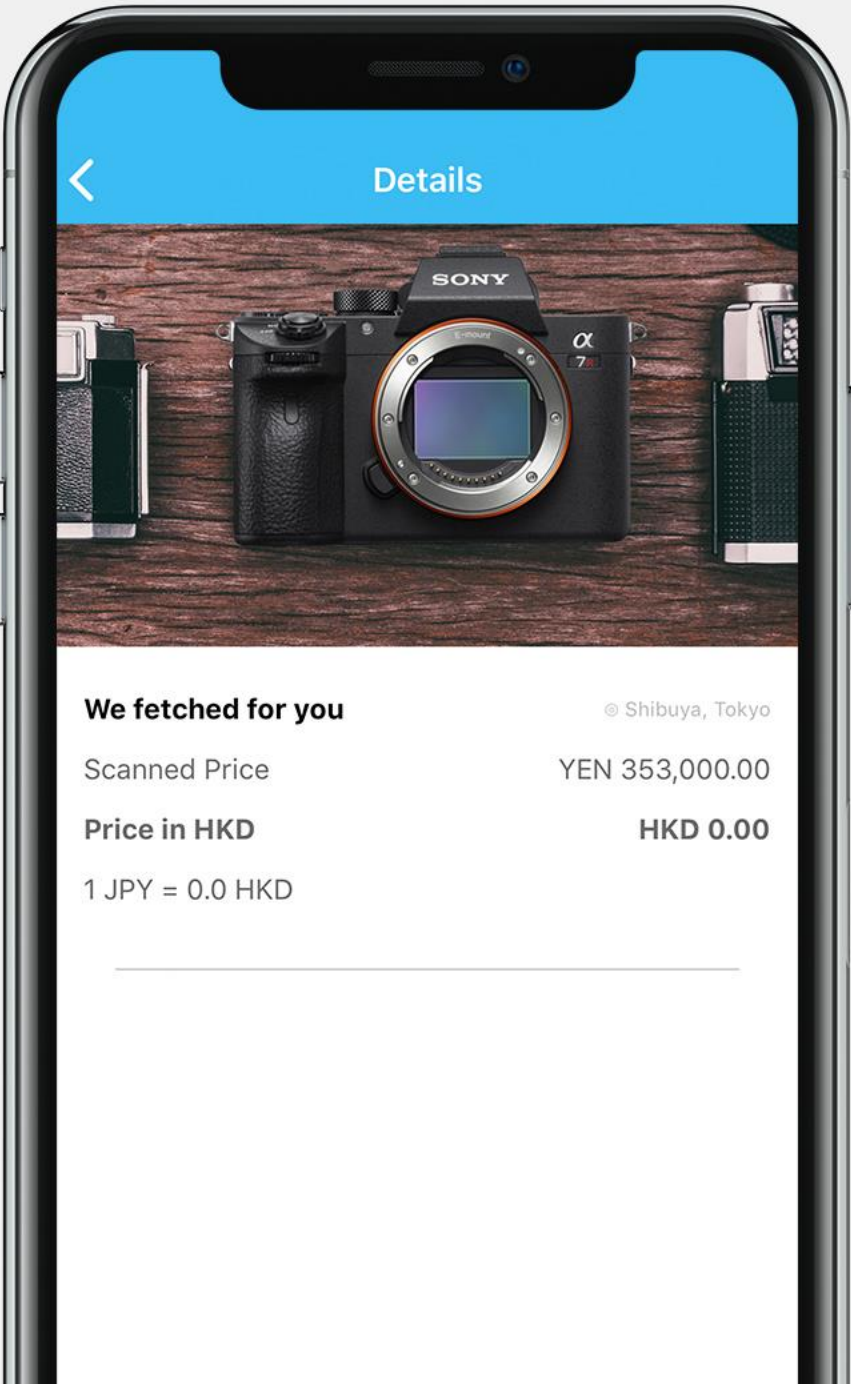
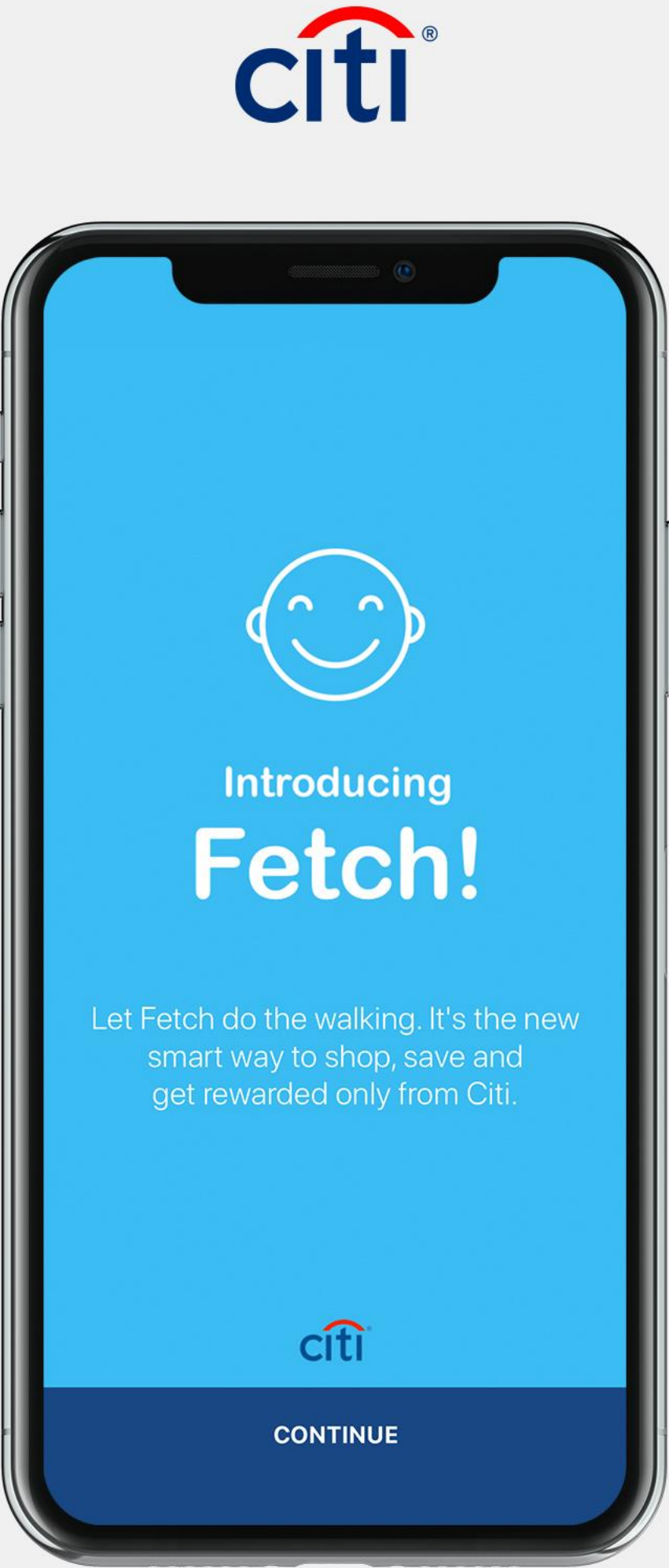
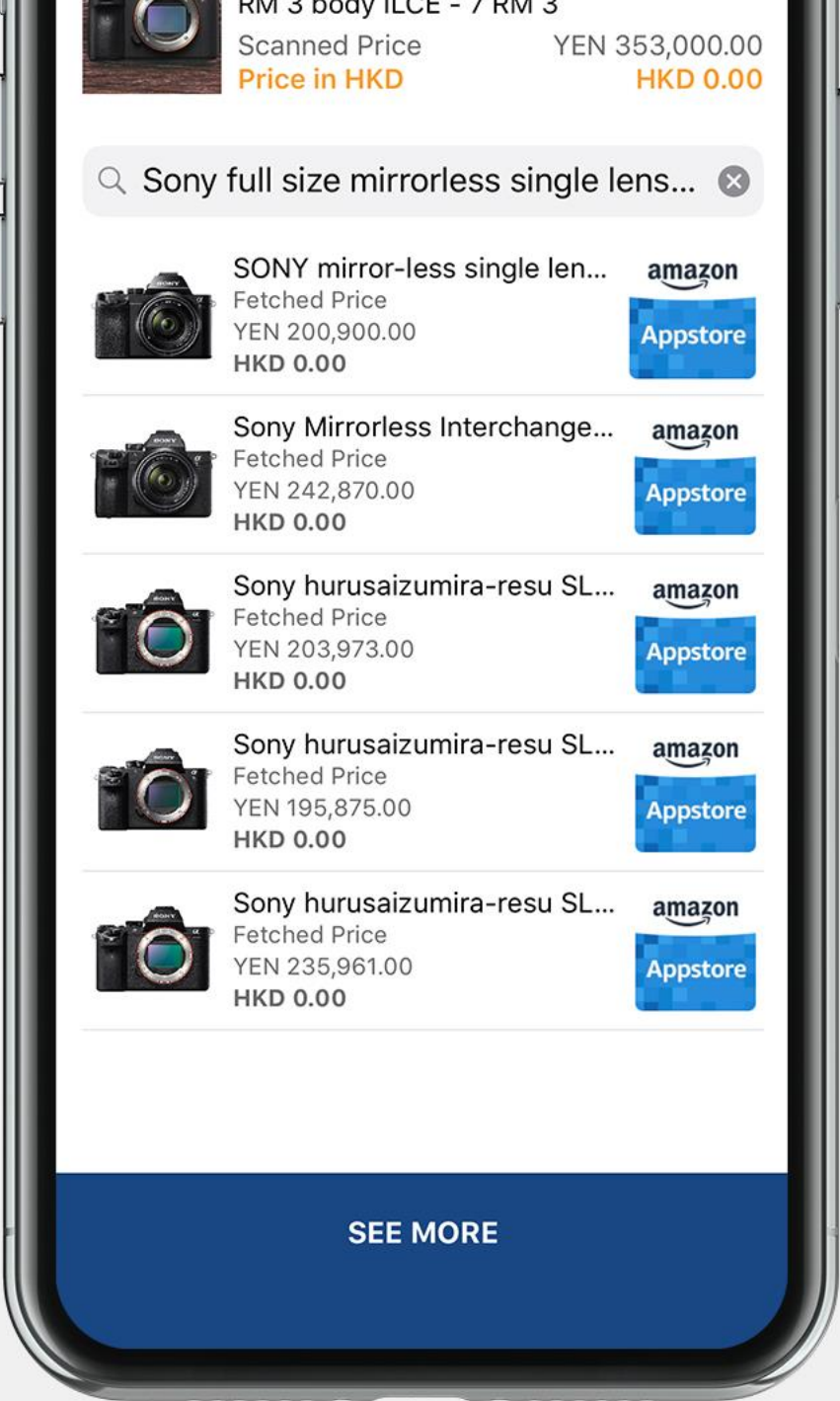
Design.

Citi Fetch

Shazam for your items of desire.

Visa Innovation center Singapore and Citibank have united in customer’s crave for easy finding the best deal of articles they intend to buy.

We came up with the app called Fetch, which gives users an opportunity to easily scan and find products based on the image recognition feature and compare prices from several world's biggest merchants.



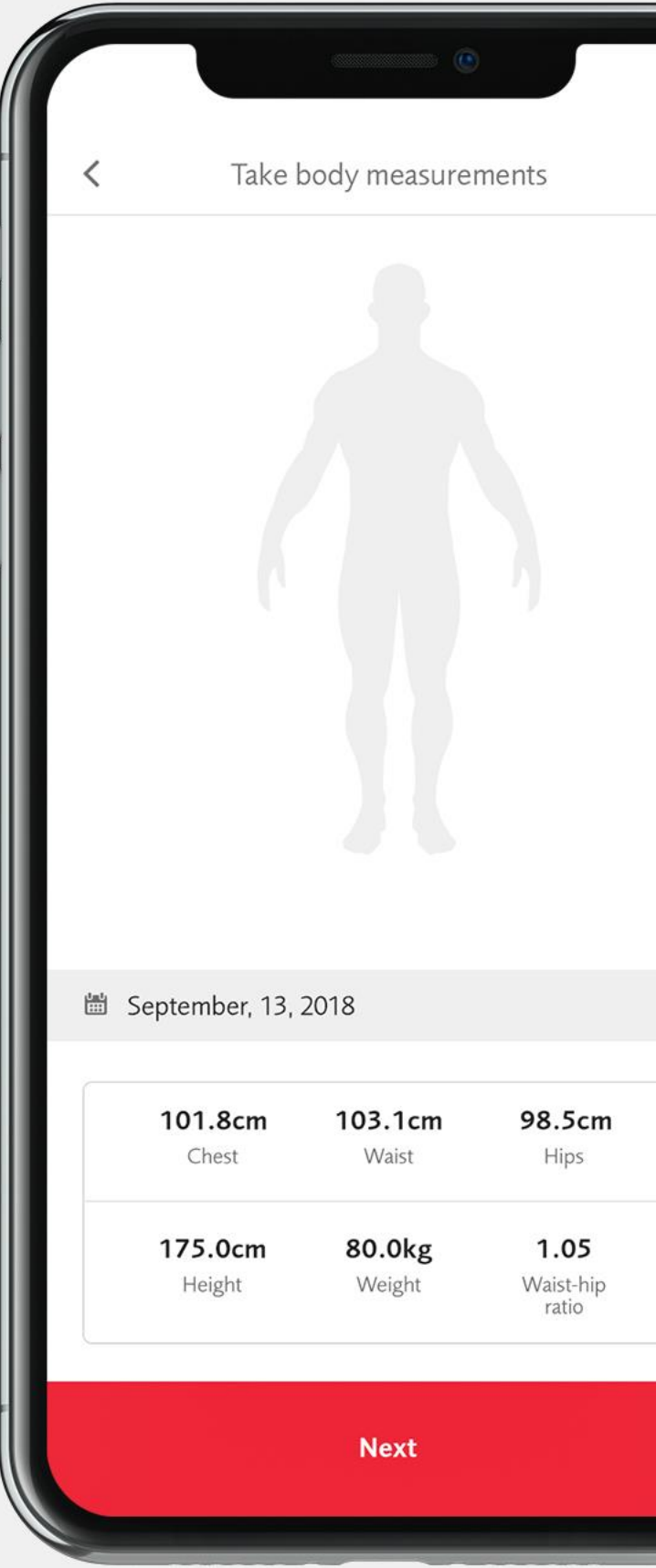
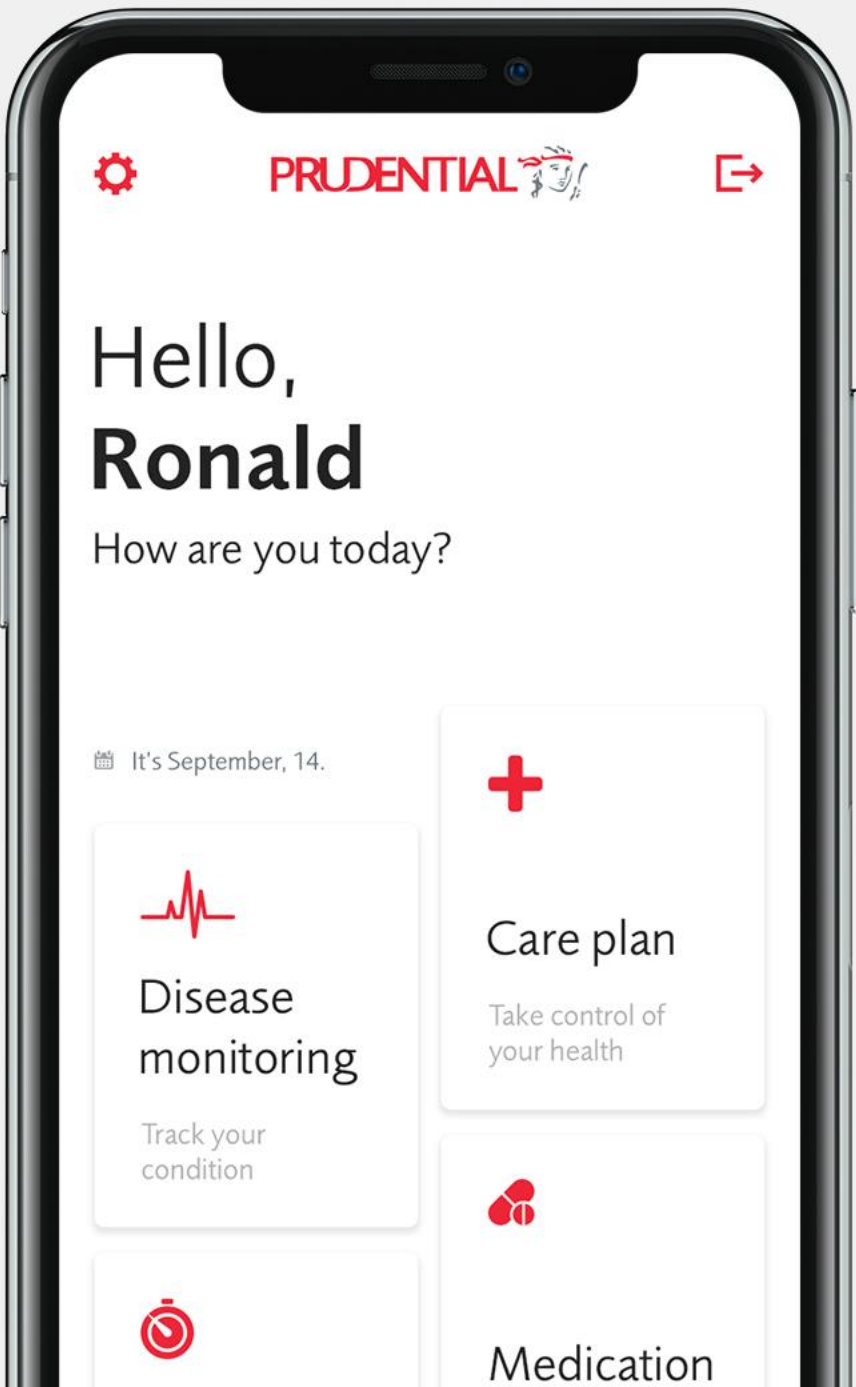
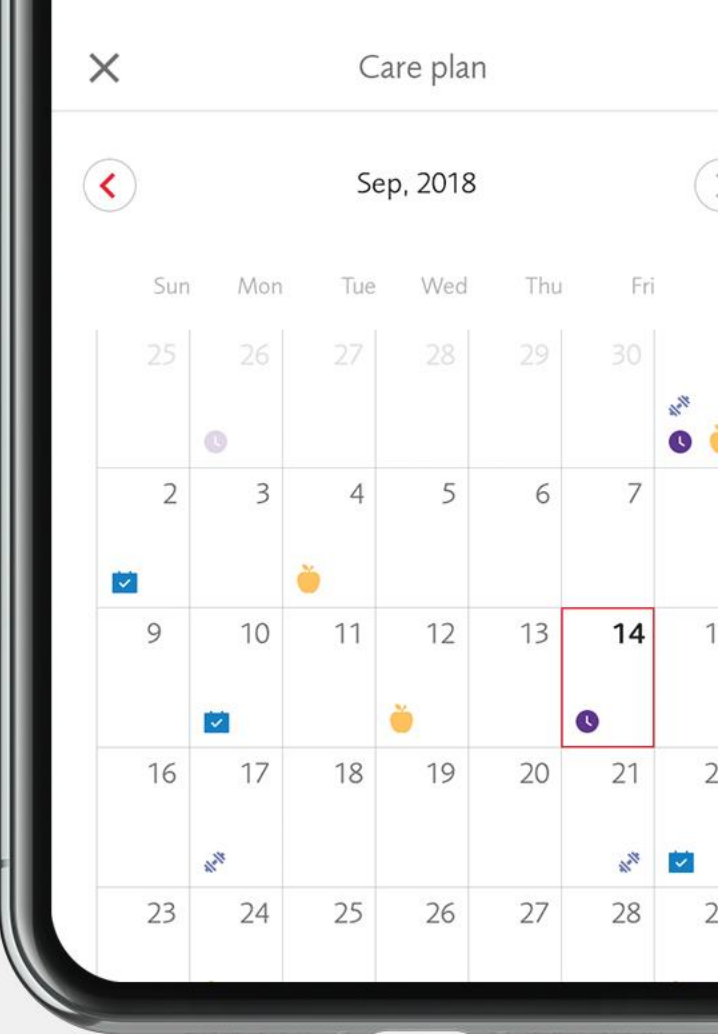
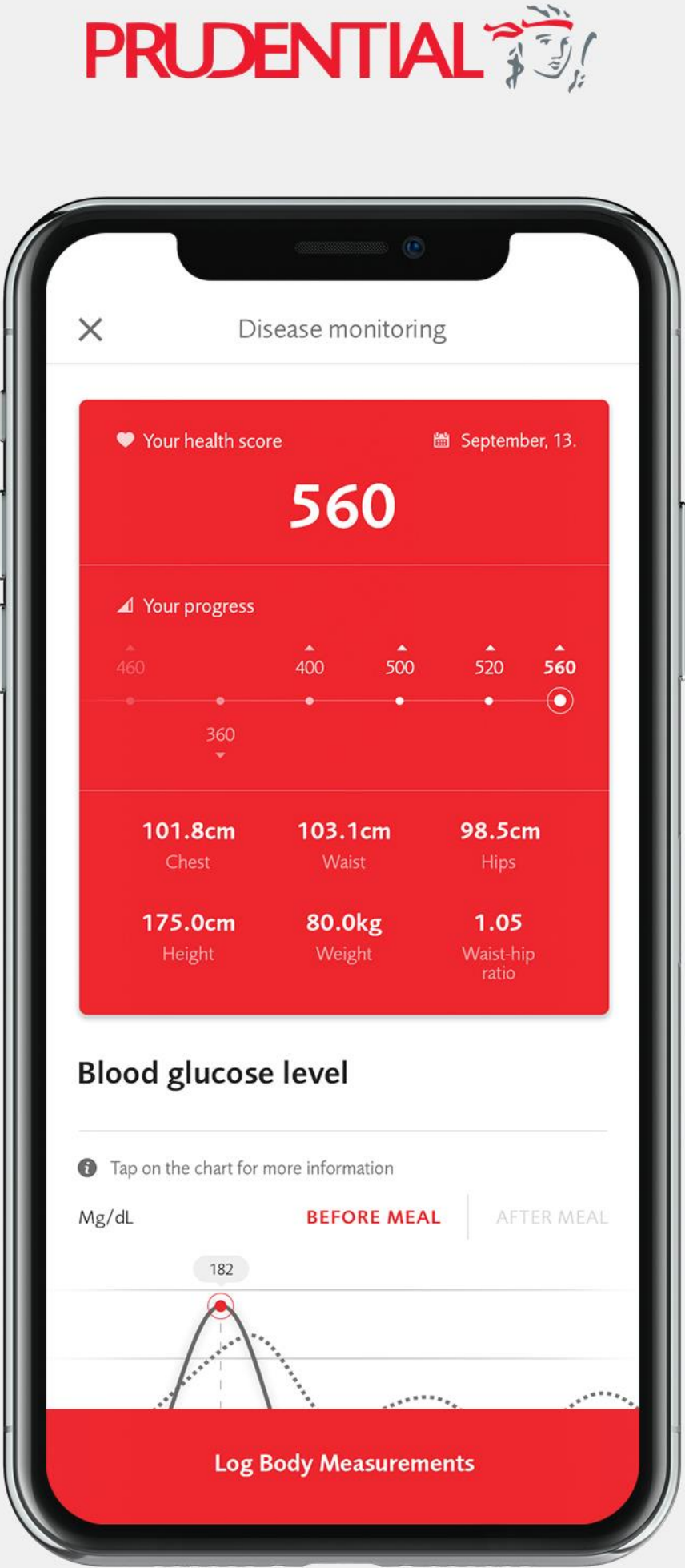
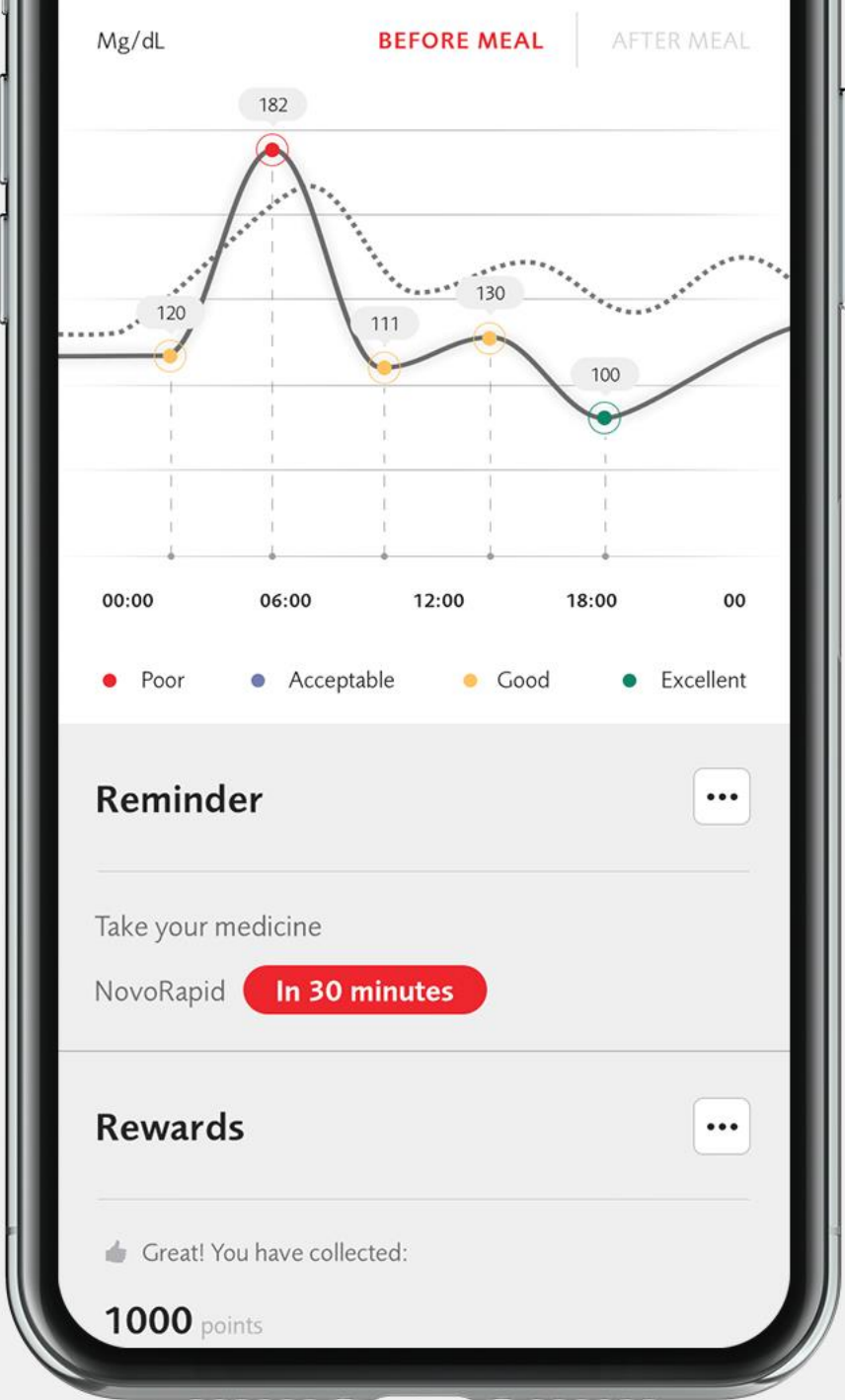
Design.

Prudential

Healthcare in your pocket.

A successful Discover phase done with Prudential lead to prototyping the health management app which tracks several important parameters related to type 2 diabetes. It also reminds users to improve their health by exercising more, eating healthier and tracking blood sugar levels.

This prototype enabled our client to validate idea, promote it internally and externally, build a strong case around the initiative, and smoothly enter to the the final - Develop phase.



Develop.

Develop phase has one goal, and one goal only - to turn our beautifully designed and validated solution in to a fully functional and thoroughly tested product, ready to meet its first users.

This is done through an agile approach, more specifically, within the Scrum framework.

At the end of this phase, we will be proudly looking at the product which will, as we have ensured in previous phases, meet the expectations of the future users.

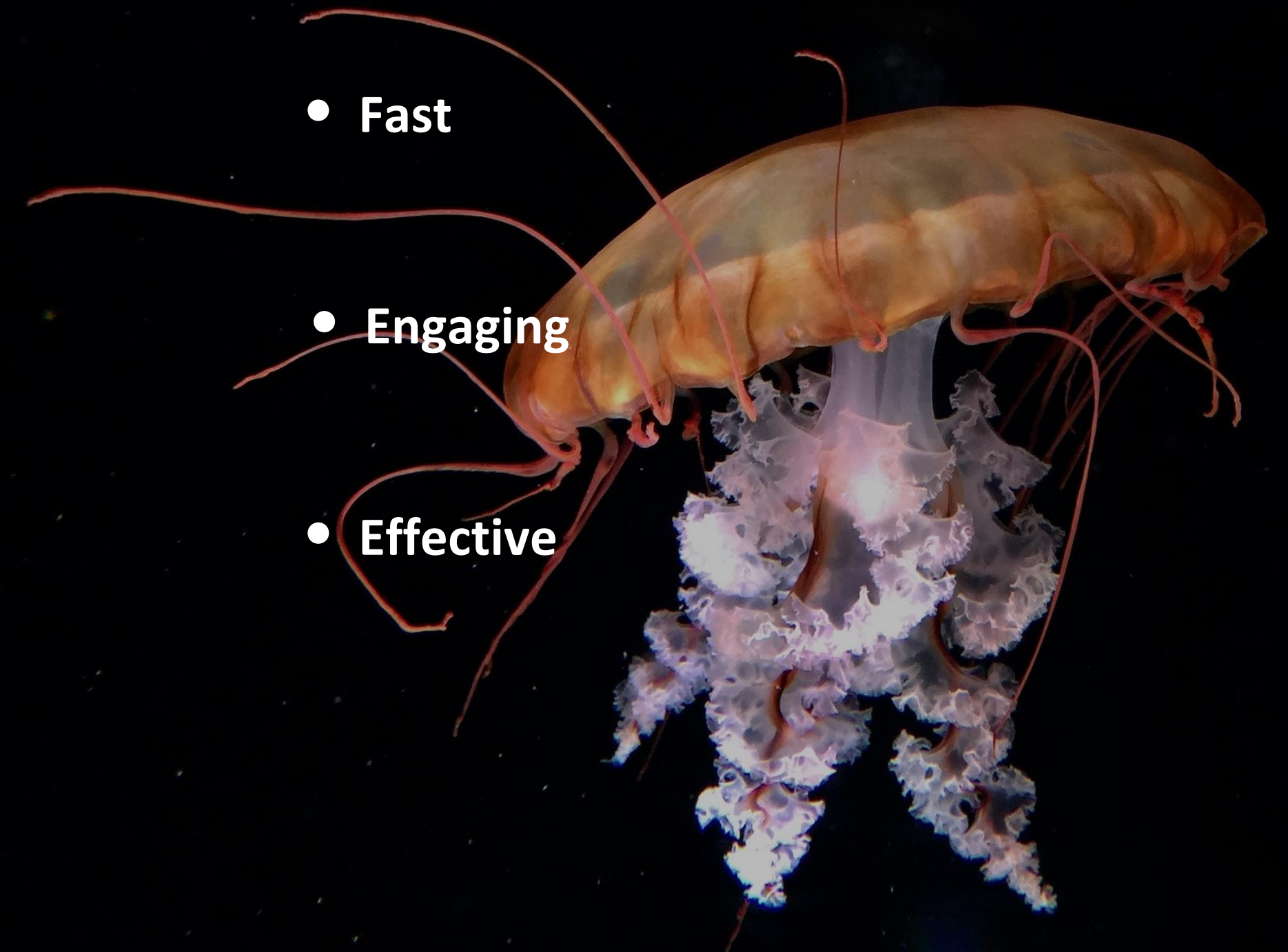


- Agile

- Fast

- Engaging

- Effective



Services.

- 01 Omni-channel applications
- 02 Web applications
- 03 Mobile applications
- 04 Business applications

Support Services

Product support & maintenance

Product analytics

User acquisition

Product monetization



Develop.

Segment Discovery Tool

Doing those boring calculations so that you can get creative.

Visa Business Development team needed to facilitate and accelerate the process of market research analysis.

Segment Discovery Tool is an app that collects data of the broad market research, performs complex calculations and combines them, providing information about different market segments, which significantly helped them in process of new products creation, saving their time, efforts and resources.



Develop.

Governance Compass

Enhance overall effectiveness.

Every successful board of directors needs a right mix of skills and expertise, as well as high level of effectiveness to secure healthy board dynamic and performance enhancement.

Compass is the leading provider of online board assessment solutions. They are conducted through surveys filled by the board members in order to give several valuable insights such as annual performance, board meeting effectiveness, director and chairman self-evaluation.



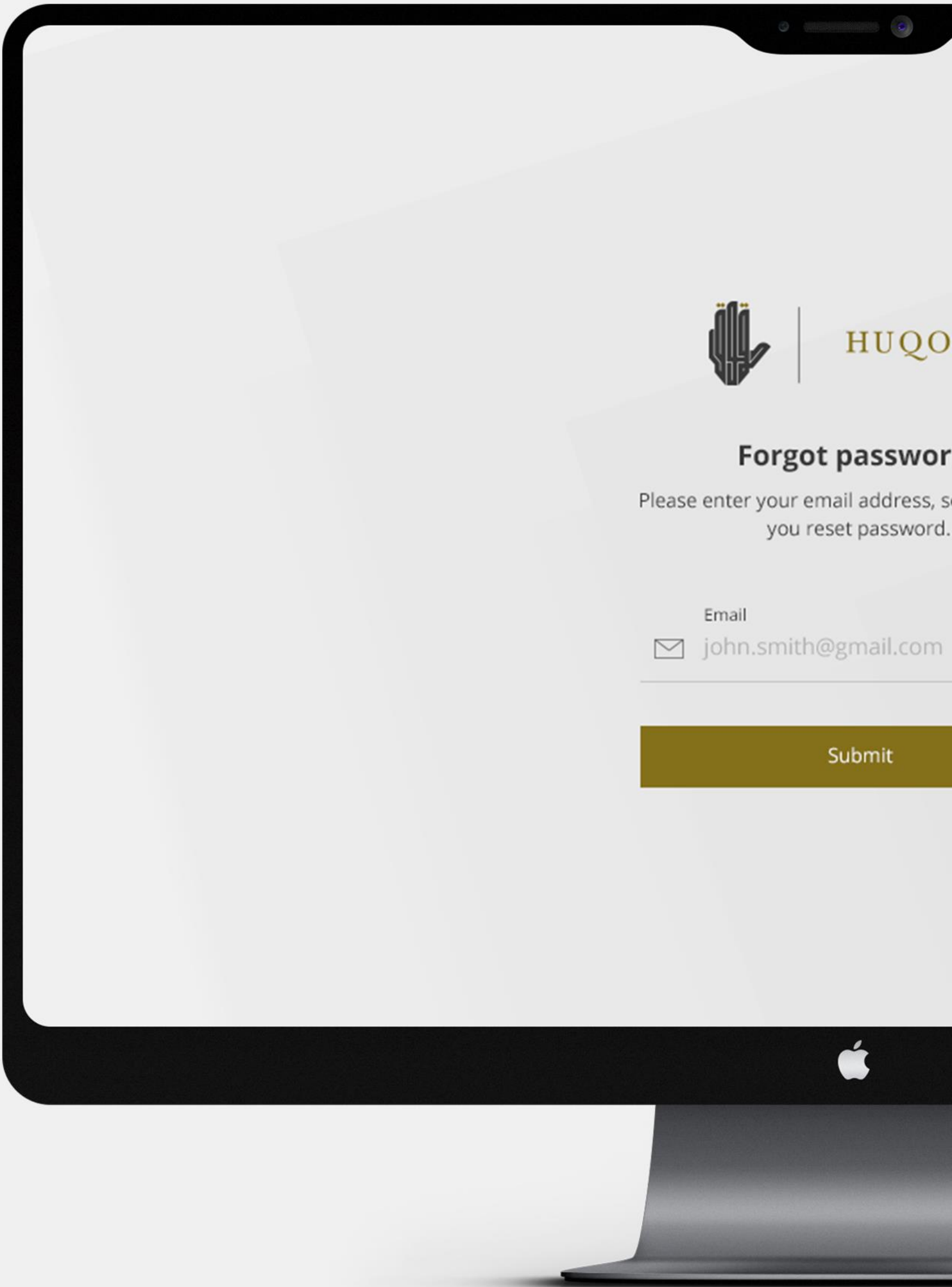
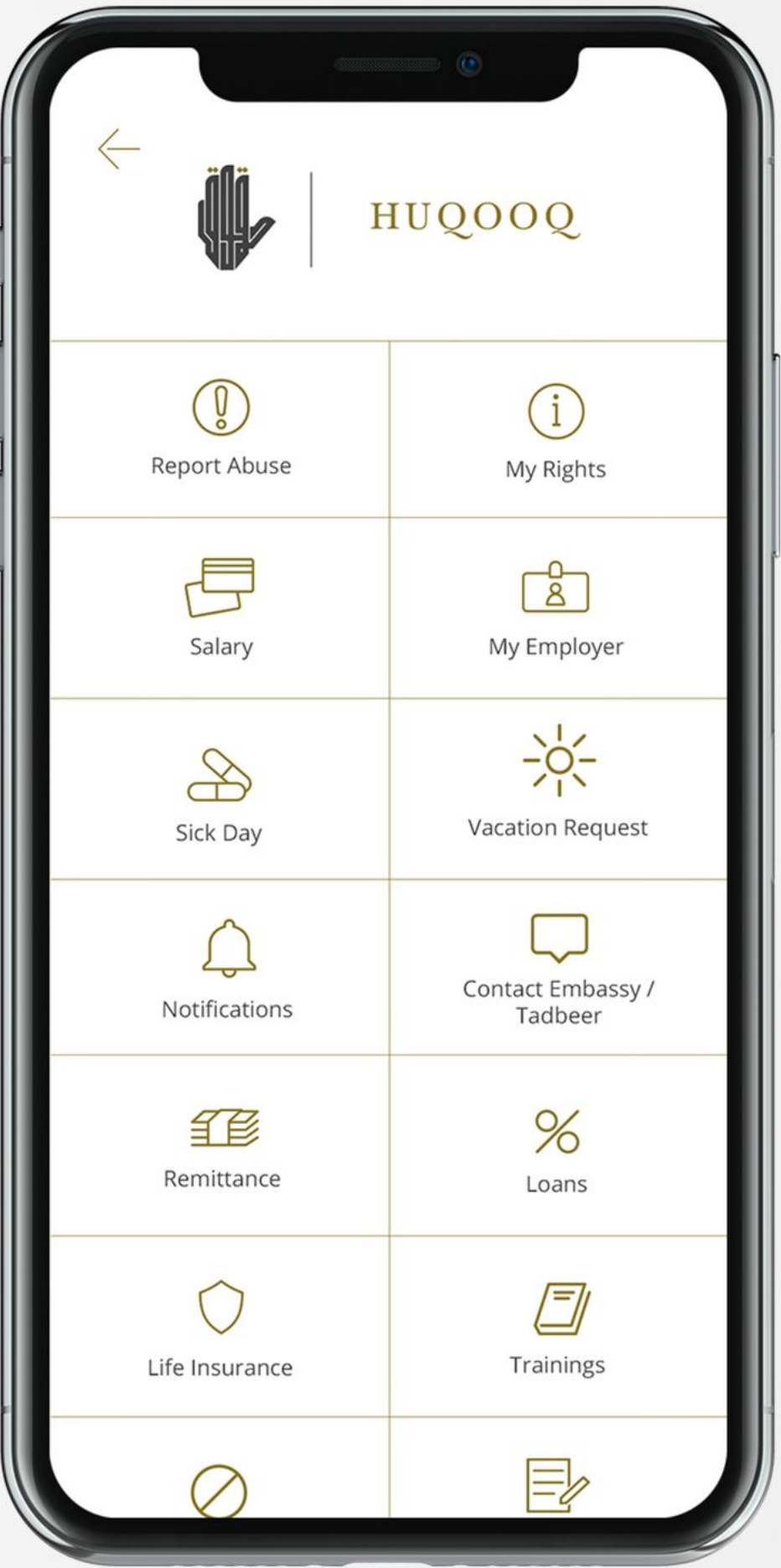
Develop.

Huqooq

Everyone must be treated equally!

Before Domestic Labor Law was passed in UAE, domestic service workers were subjected to serious harassment and disrespect. The law was written in order to resolve relations between employers and employees and cover the role of recruitment and employment agencies, standards for labor contracts, obligations, inspections, penalties, time off, etc. However, there was still a need for its better understanding and implementation encouragement.

We created the web dashboard and mobile app to ease up the communication between employers and domestic service workers, while it's being monitored by the state authorities.



Develop.

Abu Dhabi Medical Tourism Portal

Health management can be fun!

In accordance with the Abu Dhabi 2030. Economic Vision, Abu Dhabi

Department of Health decided to create a platform that allows users to

combine obligations and pleasure, by preventing patients from perceiving a

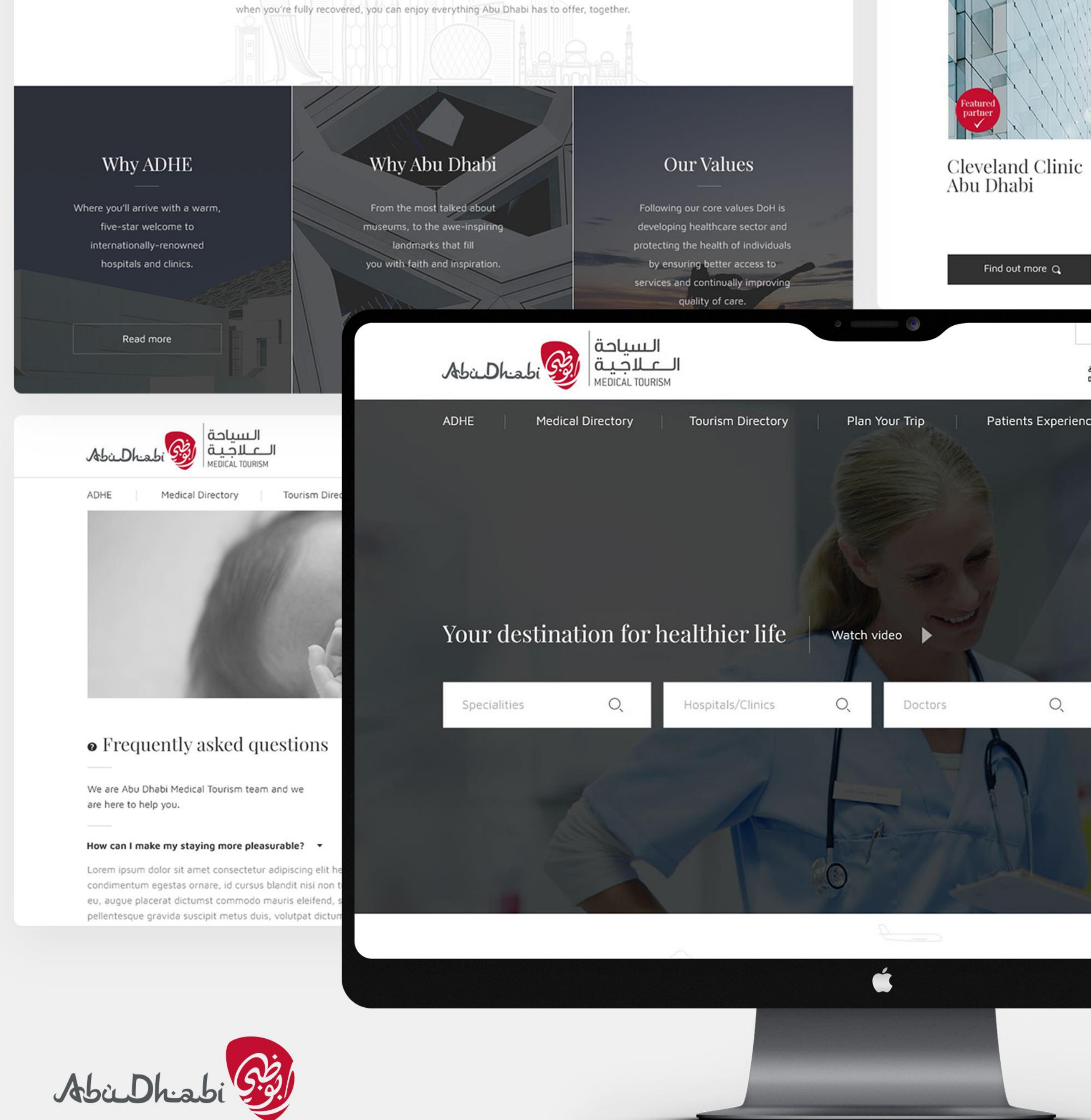
medical treatment as necessarily negative experience.

Namely, they thought about an application that allows people to book a

medical service, a health insurance, apply for a visa, buy a plane ticket and

plan a tour of Abu Dhabi tourist attractions in advance - all at one place!

↓ After they approached us with this initiative we developed an app that today eases life of many people.



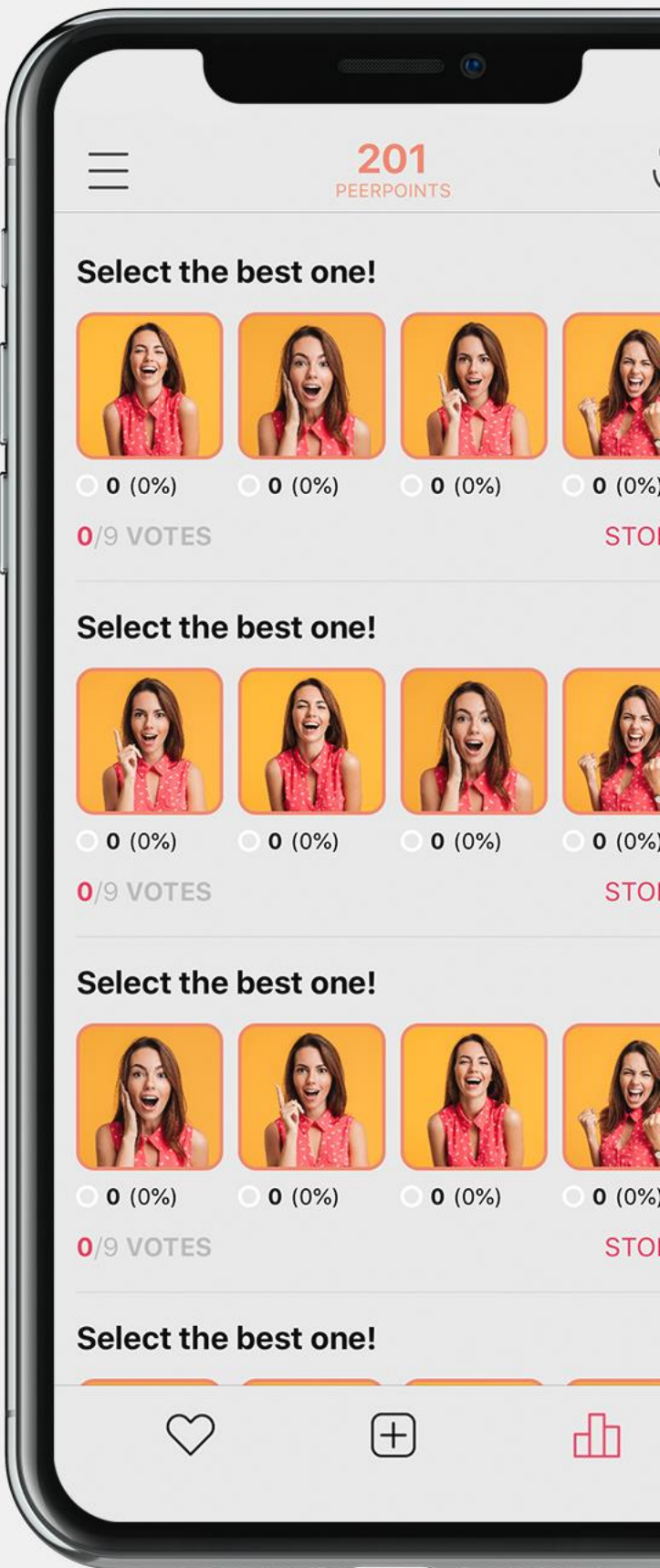
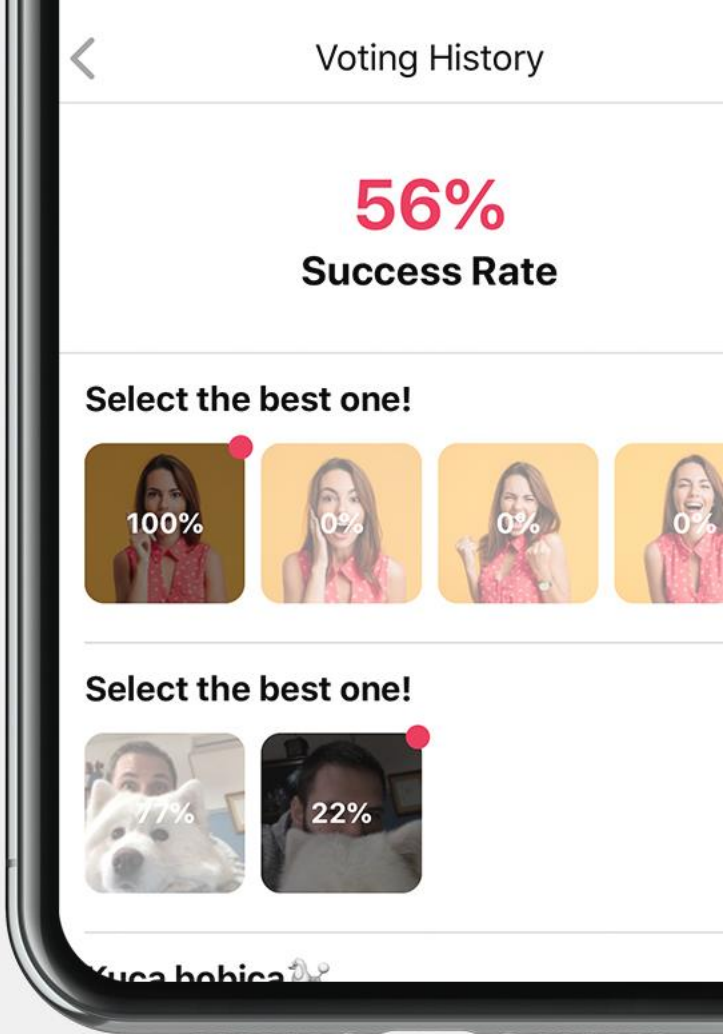
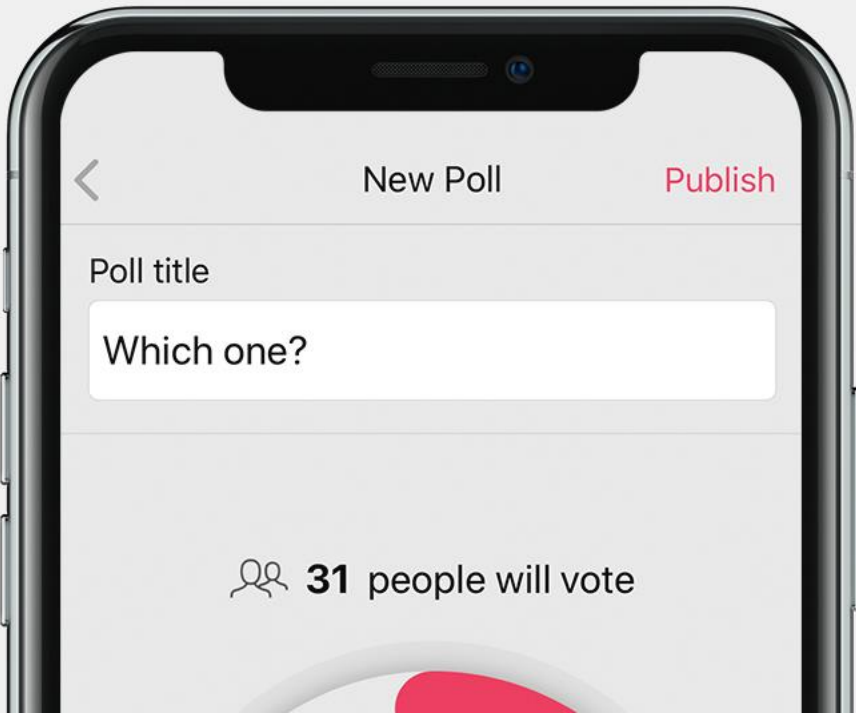
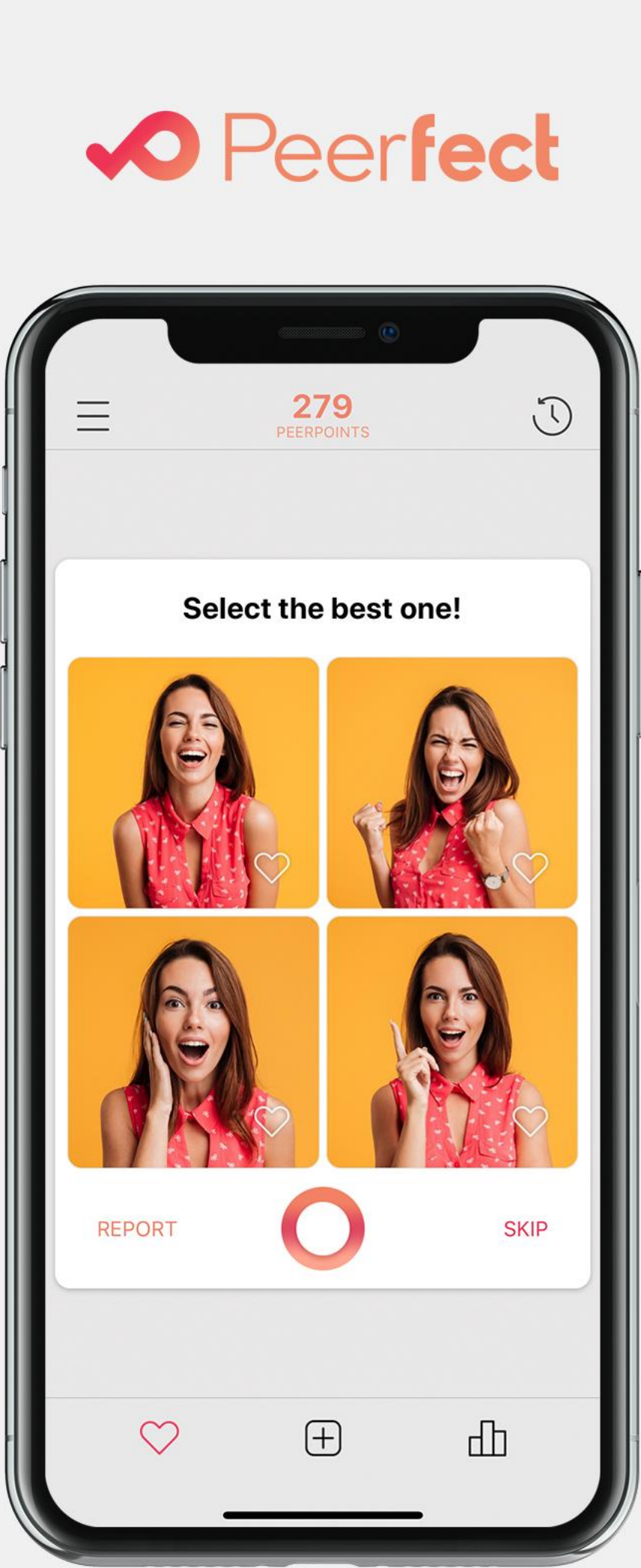
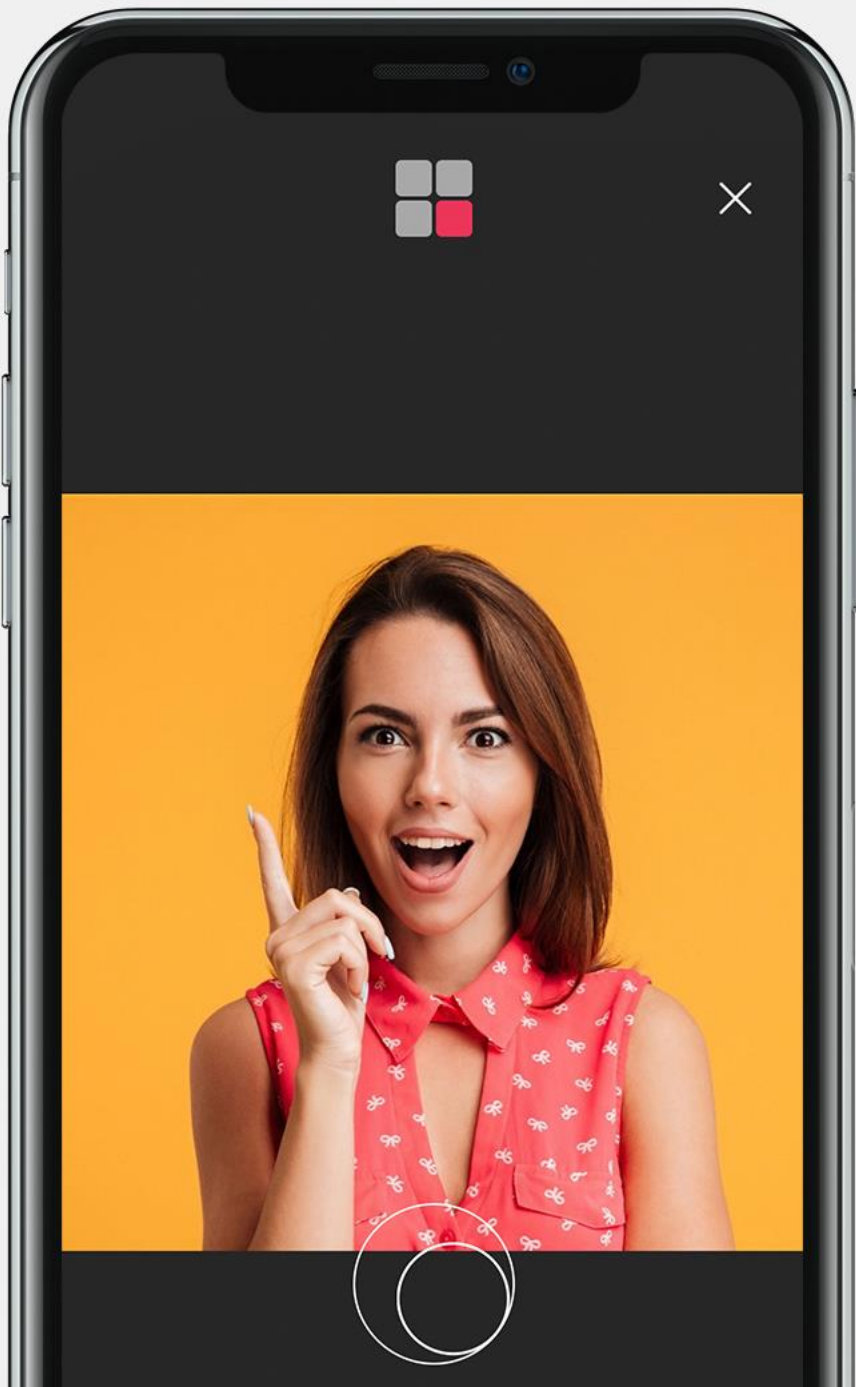
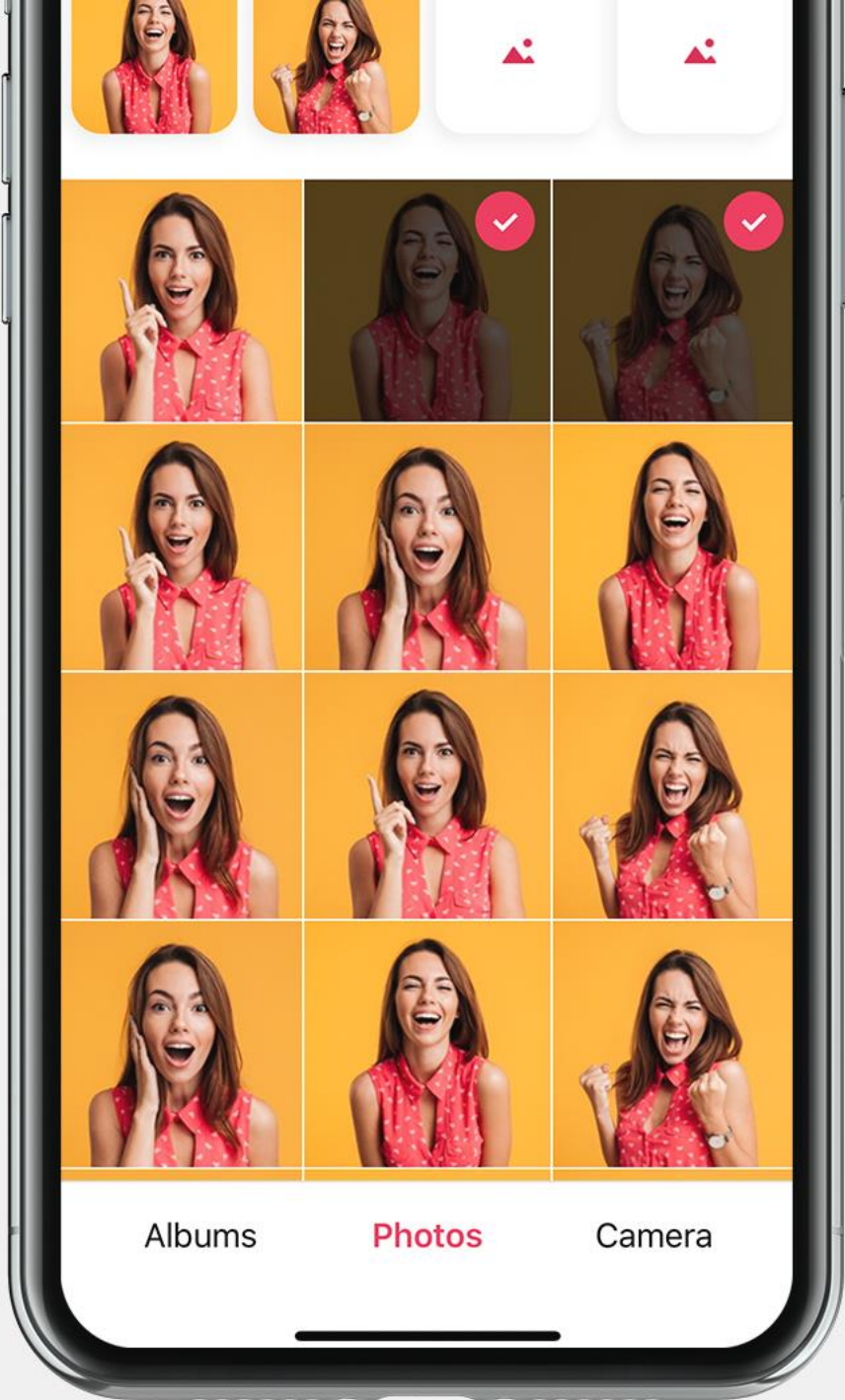
Develop.

Peerfect

Overthinking is a modern man disease that needs to be cured!

People's need for an instant resolution of everyday doubts was noticed as an opportunity for a project like Peerfect.

We created a decision-making mobile app, that allows users to post up to 4 photos of anything they can't choose between and get a relevant feedback from anonymous worldwide community in no time.



Once a product reaches this stage, it's already actively providing the necessary business value - which is why being in this stage implies success.

After an MVP is built, further development on the product takes place. Various activities can be organized during this phase, including additional workshops, user testing, and notably usage analytics.

Ongoing Development

Data, Data, DATA!

Monitor, Track, Analyze, Learn



Creitive in numbers.

3

Offices

Dubai
Singapore
Belgrade

50

People

3.5

Years
retention
rate and
growing

4

Global 500
clients

Visa
Microsoft
Citibank
Prudential

200+

Projects



Let's disrupt.

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