



**DeveloperTown**

**Solve Business Problems,  
Capture Big Opportunities**



# Startup Speed.

Our first four years were focused on helping startups build and launch new software products. We use a proven process to test assumptions that were exposing the most risk. By intensely focusing on customer validation upfront, we are able to quickly answer questions that reduce risk, decrease cost, and identify the MVP.





# Enterprise Needs.

Over ten years in and 350+ projects later, we've touched nearly every industry and discovered what it takes for a software venture to be successful. Leveraging what we learned with tech startups, we apply our experience in the enterprise world. Helping some of the largest companies in the world innovate quickly through a mix of legacy and new technology.





# Healthcare Needs.

We're passionate about improving the state of healthcare technology. We take our experiences learned building and launching SaaS startups, and marry that with our enterprise work to layer on scalability, security, and governance - to create user experience focused healthcare solutions that solve real problems for patients, providers, and payers.





# Healthcare Leadership.

Luke Pittman is DeveloperTown's VP of Healthcare Solutions.

Luke is a Board-Certified Family Physician with extensive experience in urgent care. He received his medical training from IU School of Medicine, where he also completed an MBA at the IU Kelley School of Business, with a capstone project focusing on quantifying the gaps influencing Indianapolis' rank in the ACSM American Fitness Index. During his residency training at Community Health Network, Luke served as the resident member of the Network Outcomes and Performance Committee.

Luke was Clinical Advisor at Meridian Street Capital, an Indiana-based venture capital firm focused on healthcare IT. He's a co-founder of Duett, which provides a new way for care coordinators to connect patients to home healthcare services. And Luke is a co-founder and former CEO of Uppstroms, which provides portfolio of precise tools that enables modern healthcare to align proactive resources toward proven action on social determinants of health.





# Learn and Launch. Together.

Here's how we do it.



## Innovation Consulting

Innovating equals success in the digital economy. From idea to working MVP, we can help.



## Process Automation

Automated manual processes with no-code, low-code or (RPA) solutions.



## Software Development

Leverage technology to drive growth. Bespoke user experiences for software that scales to meet enterprise needs.



## Data Services

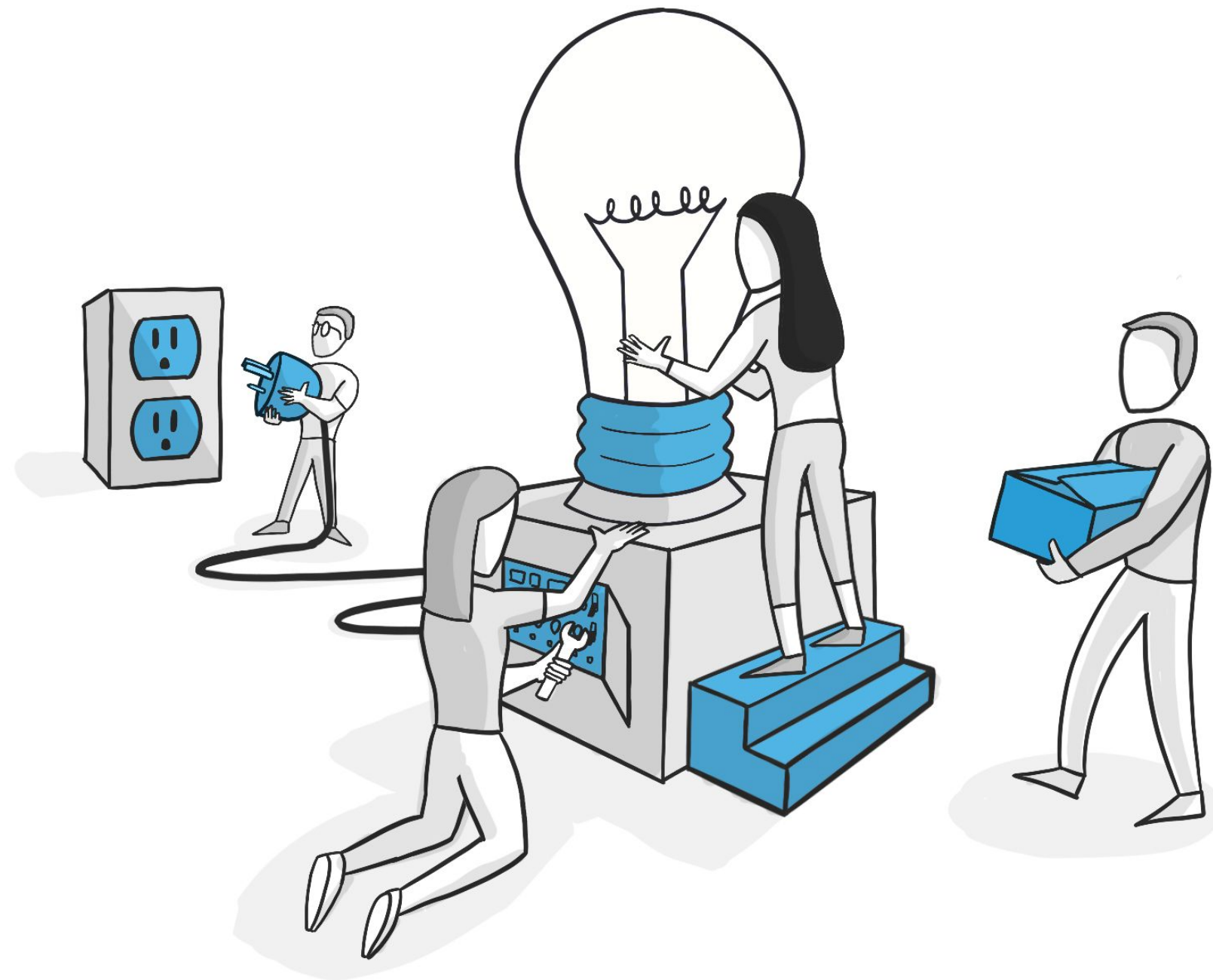
Data quality, management and enrichment; Modeling and prediction; BI and Analytics



## Managed Teams

Long-term support is critical for products and teams. Dedicated scrum teams to managed services.





## Innovation Consulting

From entrepreneurs who leverage everything to create a product they believe in, to intrapreneurs who drive innovative thinking throughout their companies, we support people throughout their innovation journey.

- Competitive Analysis
- Jobs to be Done
- Journey Mapping
- Go-to-Market Strategy
- Design Thinking
- Market Sizing
- Business Modeling
- Stakeholder Analysis
- Minimum Viable Product Development



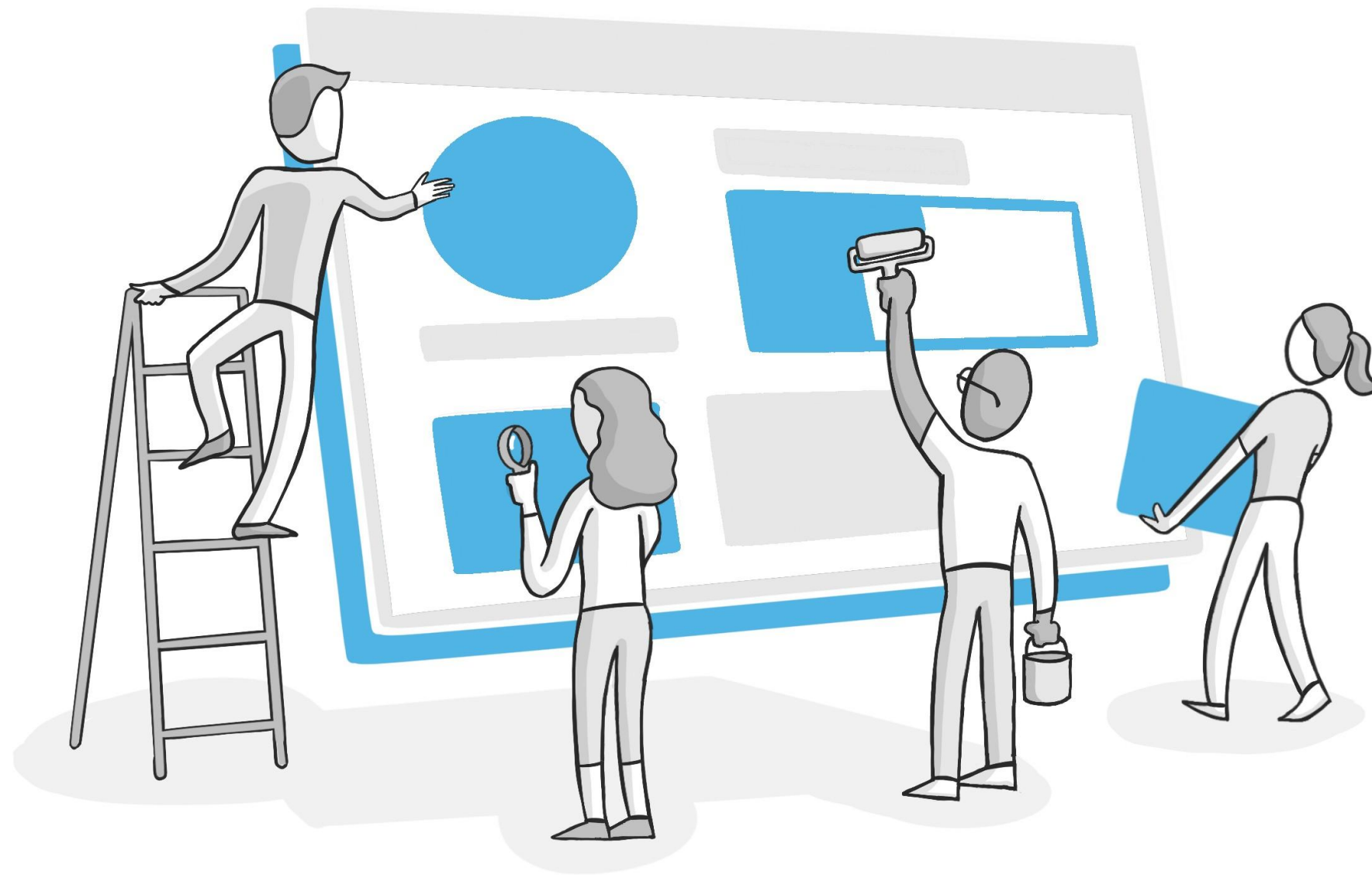


## Process Automation

We go beyond the consultants that may merely help you identify a tool. We map your current processes, do discovery, recommend solutions, implement and train. We seek to understand how things are done and then ask why they are done this way.

- Process Mapping
- Low Code / No Code
- Robotic Process Automation
- Tooling:
  - Microsoft Power Platform
  - UI Path
  - BluePrism
  - Automation Anywhere
  - Celigo





## Software Development

Budget awareness and the maintenance of existing systems and architectures are table stakes requirements.

At the same time you need to find a way to focus on driving innovation to move your organization forward.

- .NET
- NodeJS
- iOS & Android
- React
- React Native
- Angular
- Rails
- PHP
- DevOps
- IoT



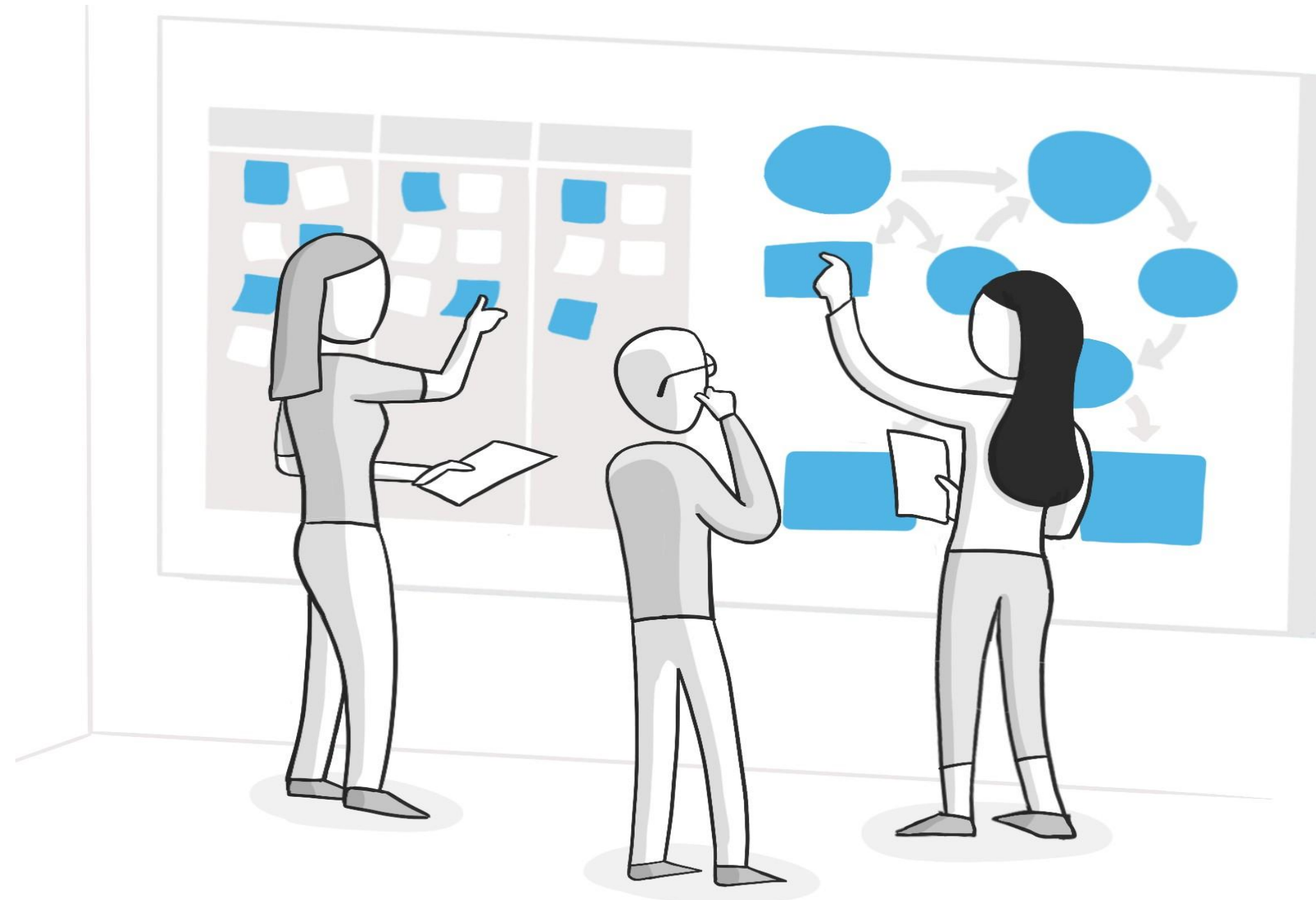


## Data Services

It all starts with good data quality and governance. Once we have that established, we can help with modeling and prediction (all the fun stuff). We don't model in a vacuum, our models can actually be implemented. And we think about how users will interact with those models while we're developing them.

- Data Quality
- Data Governance
- Data Enrichment
- Modeling
- Prediction
- Business Intelligence
- Analytics
- Machine Learning
- Artificial Intelligence





- Scrum as a Service
- Blended Teams
- Long-Term Projects
- Managed Services
- Agile Coaching
- App & Web Analytics

## Managed Teams

We provide long-term support for products and teams. The more we learn about your business, the more valuable we can be. And the better we integrate, the faster we all move.



# Recognition and Awards.



*Fastest 5000 List*



*Product Feature*



*Top Developer*



*IBJ Fast 25*



*Policy Collaboration*



*Best Charity app*



*Startup Insights*



*Product Finalist*



*Top Tech Feature*



*Product Feature*



*Best Tech Space*



*Product Finalist*



# What our clients say.



"The feedback from the design review was excellent. You have my sincere thanks and appreciation."

**Todd Wagner**

*Co-founder of Broadcast.com  
& CEO of The Charity Network*



"They helped us validate a complex idea quickly and convince senior leadership to move forward on a major digital opportunity."

**Scott Humphreys**

*Commercial Lead  
Johnson Controls*



"It's the first product we've released to beta where our customers told us we couldn't turn the beta features off. They absolutely loved it."

**Jim Hutchins**

*CTO  
T2 Systems*



"In my 20 years of experience, this is the one IT project that has had the quickest success in the shortest amount of time."

**Matt Koscal**

*Chief Admin Officer  
Republic Airways*



# Our Work





## The Challenge

Indiana University was awarded a five year NIH grant to conduct a statewide clinical trial for a new technology for dementia caregiving. Building on a initial study of 61 family caregivers, they now needed to enlist hundreds of diverse family caregivers and coaches and provide a secure and scalable platform to support them over the five year trial.

Can we create a determinate shift in patient outcomes by providing real-time support, coaching, and assessment for family caregivers for patients with dementia?



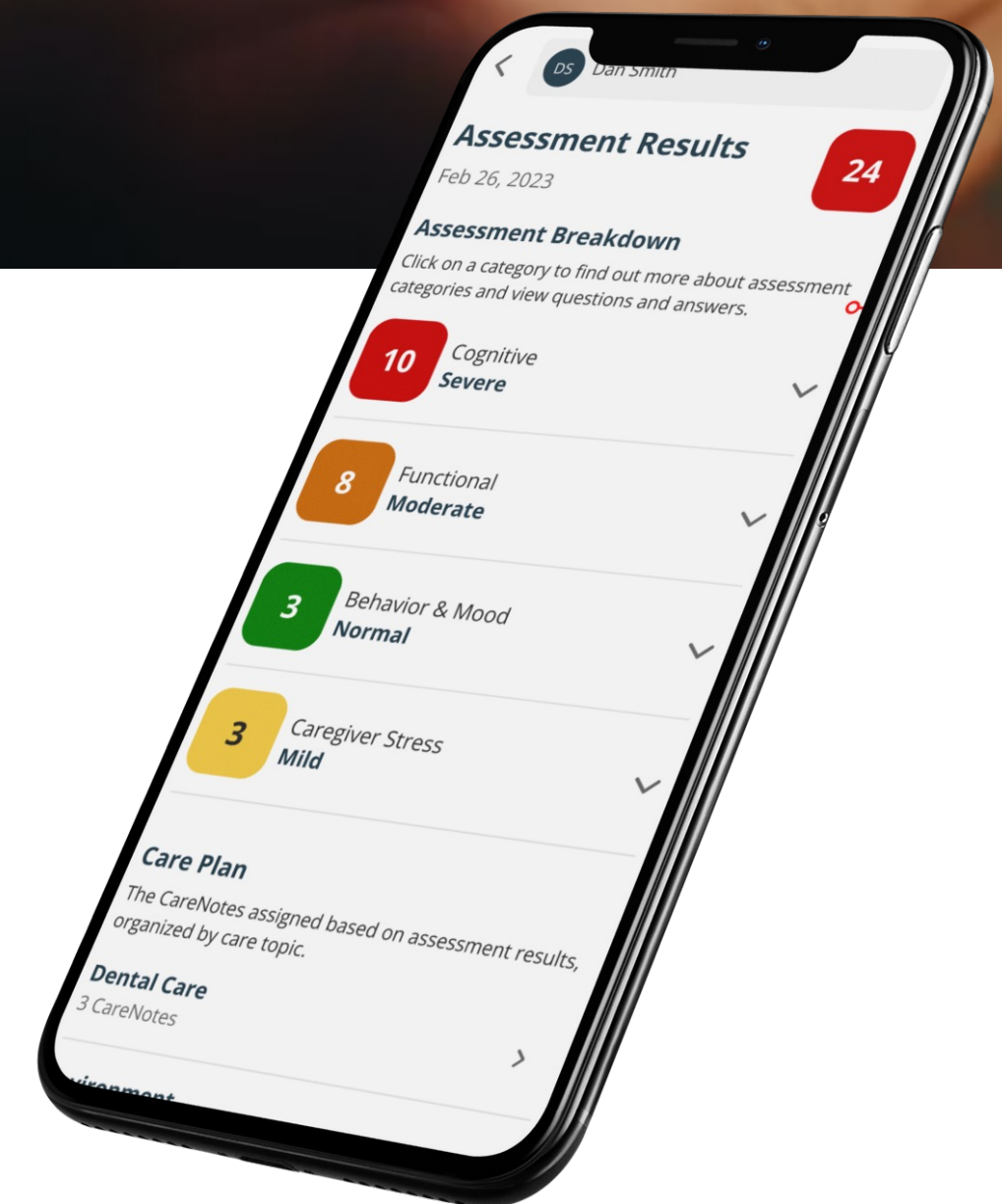
**INDIANA UNIVERSITY**  
BLOOMINGTON



## The Result

Using the Brain Care Notes progressive web app, care givers can now communicate directly with coaches via secure HIPAA compliant messaging, along with accessing real-time information, community support, and assessments. Brain Care Notes provides the clinical support for those caregivers, giving them the opportunity to improve outcomes for those in their care.

**DeveloperTown has partnered with Indiana University for the entire five year NIH trial, providing ongoing support and product development as needed for the trial.**







## The Challenge

How do you successfully launch a product in an industry where you have zero products or customers?

One of the nation's most successful wholesale suppliers of ingredients for the foods and drinks you buy every day wanted to bring a product directly to consumers in the endurance athlete space. With 10 years of research behind their product, we knew we needed to achieve traction quickly.



**How do you launch a new product with customers waiting to purchase?**

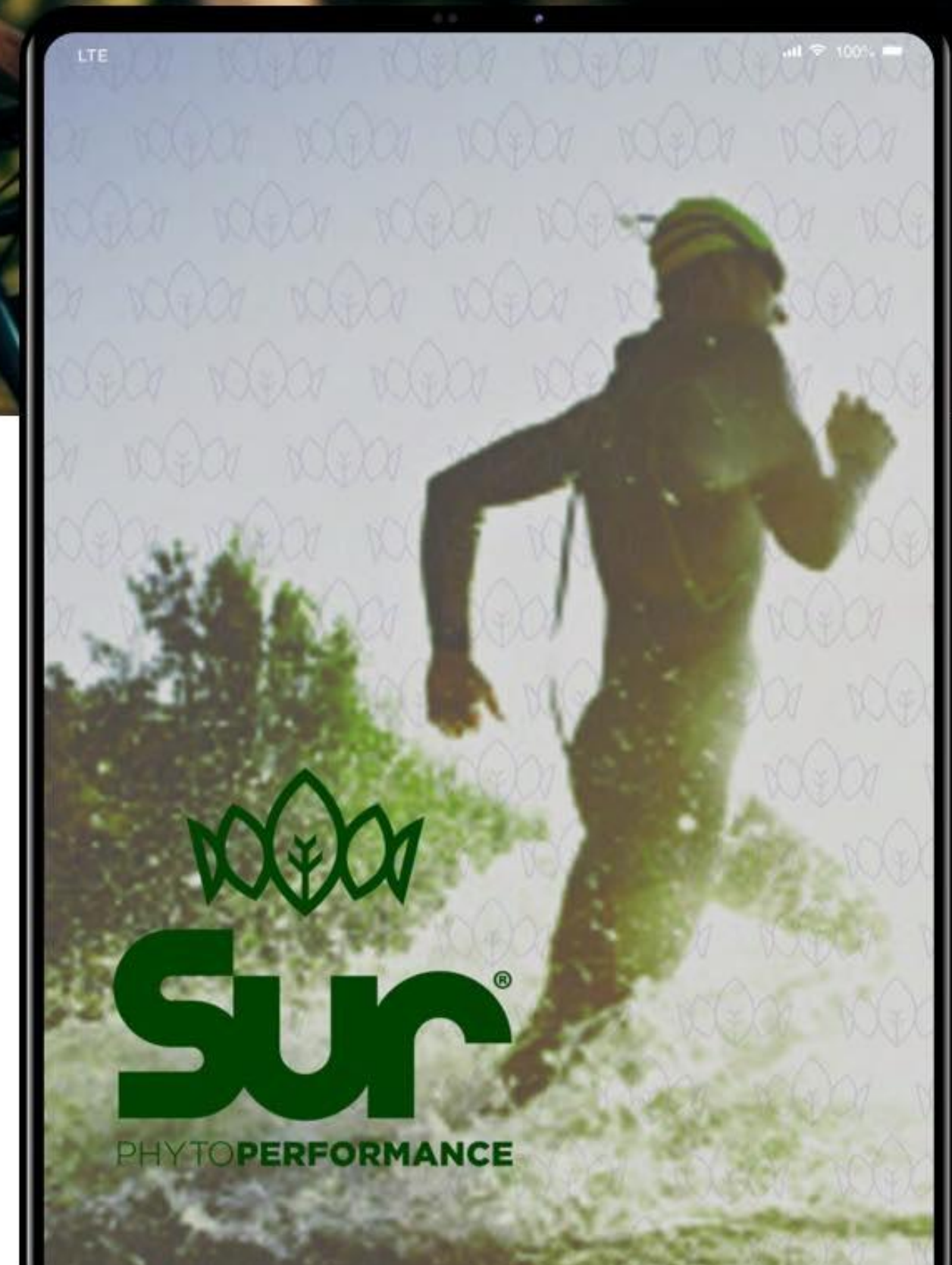




## The Result

Start building your audience long before you start selling. You can launch new products with an existing customer base. We challenged the assumption that you need a branded product before acquiring customers. What we proved is that branding mattered less than education about the key and proprietary ingredient and its effects.

**Build your audience before the product is launched and see 100% sales growth month over month.**







## The Challenge

Initially selected for design and user testing on specific pieces of functionality within a diabetes mobile application. During the design process and user testing phase, the team saw that updating the designs was not enough to engage users successfully and stand out in the marketplace. But there was a key constraint to consider - stringent FDA regulations slowed the release cycle to two releases per year.

Can we come up with a strategy to expedite release frequency so that we can improve the user experience?



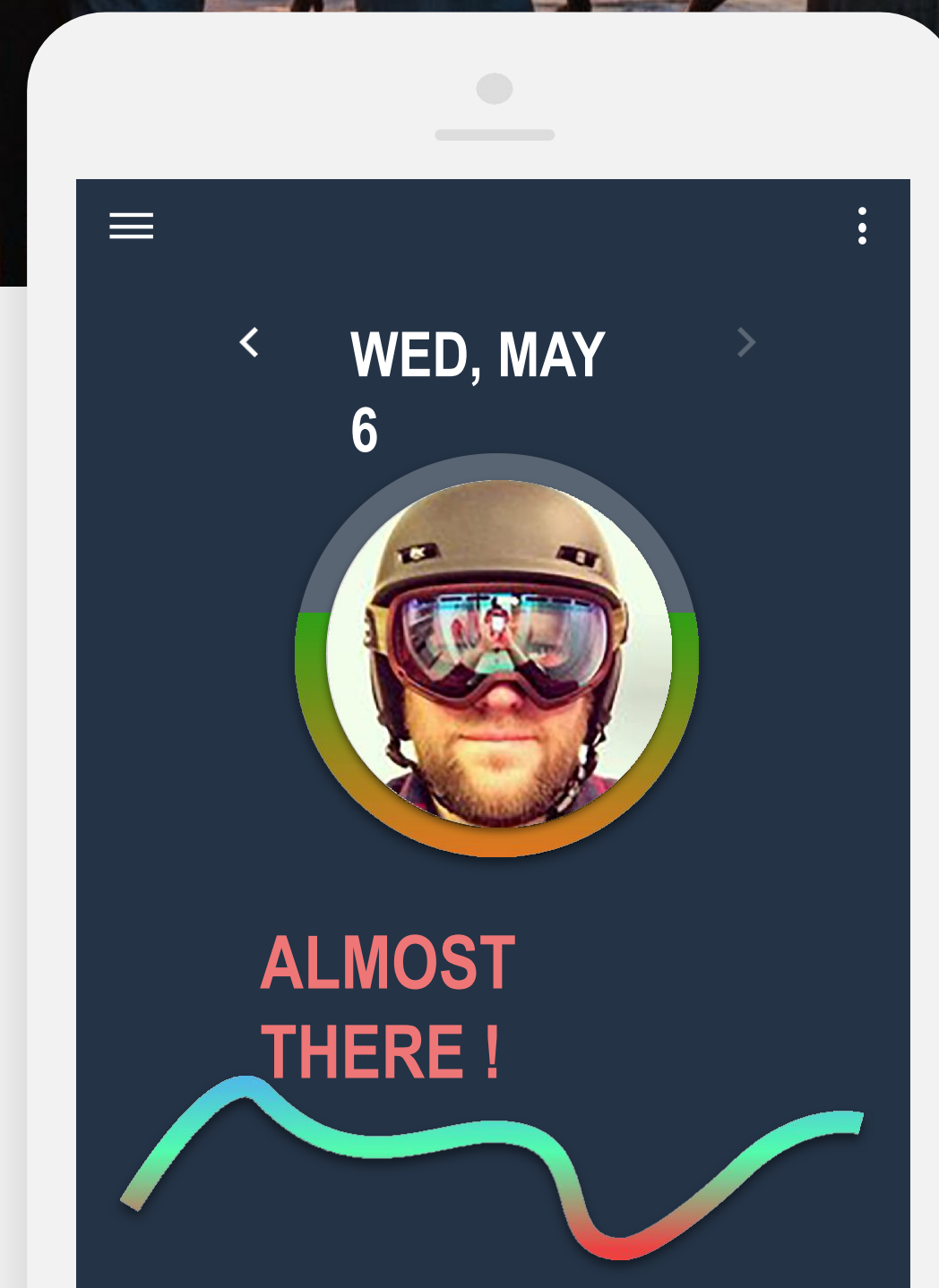




## The Result

A new strategy evolved focusing on a customized, personal app experience that would be unregulated by the FDA - allowing for rapid iteration and content updates.

A new approach focused on behavioral factors instead of invasive testing allowed for the creation of a parallel mobile app. This new app could be unregulated by the FDA, and could be updated much quicker based on customer feedback.







## The Challenge

There is a problem with the way doctors communicate. Medical professionals don't have a one-stop shop to access important patient records or communication with each other. They can't text each other about patients (it's illegal), and they can only access important information sitting at a computer. Since doctors are unable to work on the fly, it costs time, money, and sometimes lives.

**Could we improve patient care if doctors were able to communicate documents, messages, and notes about patient interactions in real time?**



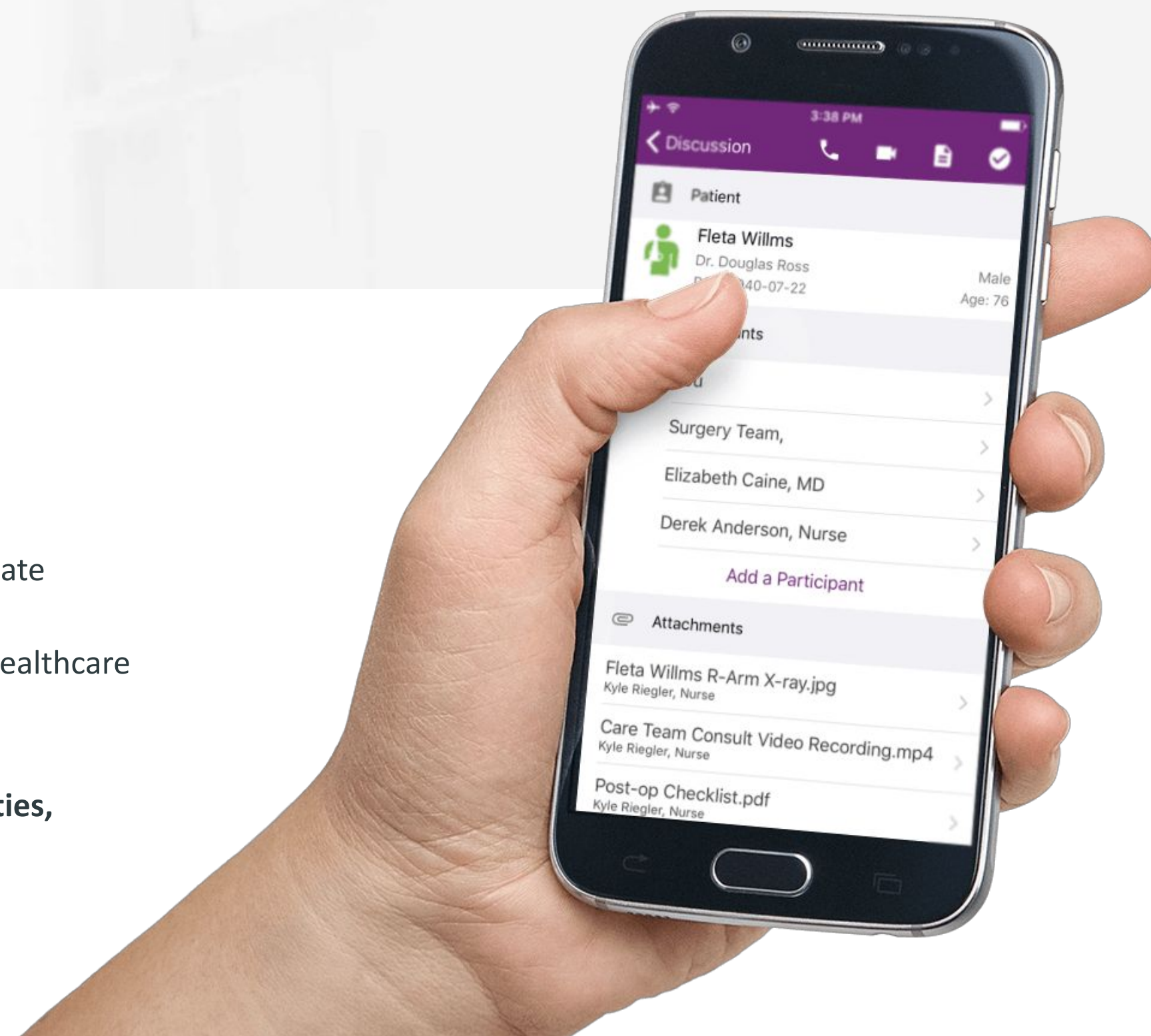




## The Result

Using Diagnotes on smartphones or tablets, patients and their caregivers can now communicate directly with their providers via text, voice message and real-time group video chats in a HIPAA-compliant manner. Diagnotes provides the platform for a more efficient exchange of healthcare information electronically, improving access and interoperability.

**Diagnotes' clients include large health systems, community hospitals, long-term care facilities, employers and behavioral health organizations.**







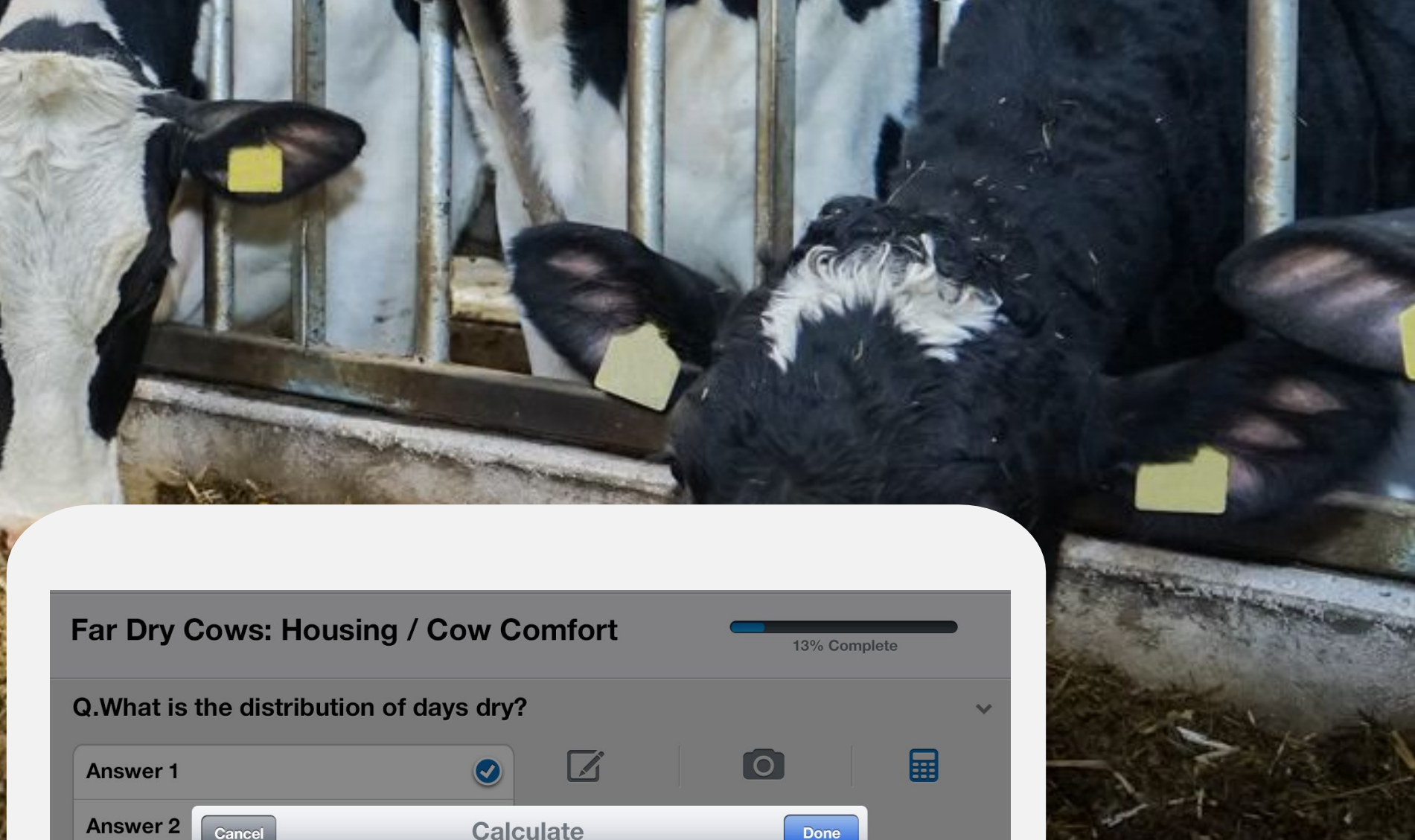
## The Challenge

A Fortune 500 client needed a partner to build a mobile application as a sales tool to help channel partners sell more product through expert guidance and automation of assessment criteria that would lead to recommendations for animal living conditions and nutritional needs. We helped them design and build a full mobile experience, while partnering with their existing offshore backed development partner for integration and scale.

**Can better channel partner tooling drive sales by providing more consistent and high quality recommendations around the appropriate products to deploy to increase animal health?**



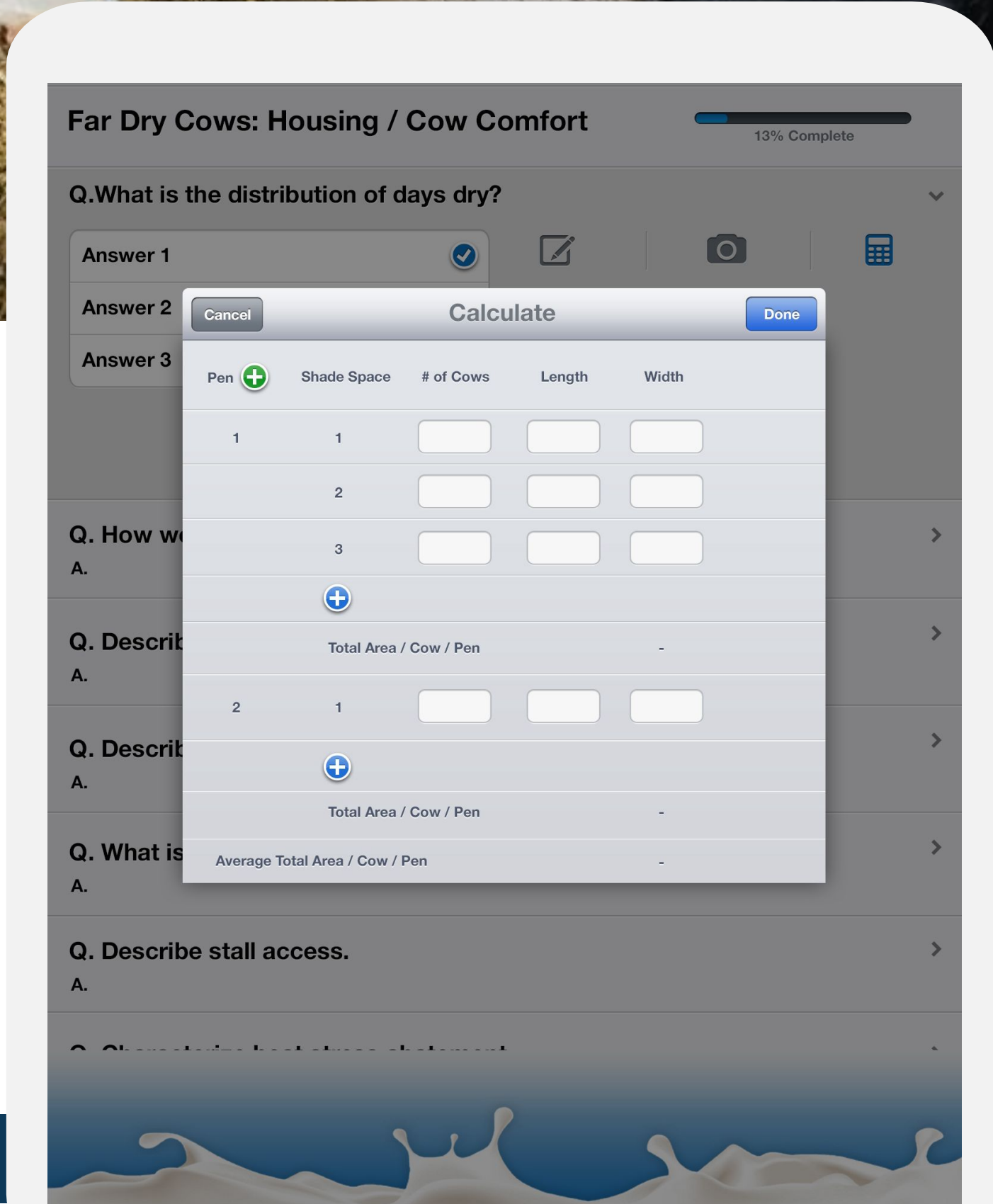




# The Result

Within 90 days we launched the client’s first full-featured mobile application to support 3rd parties. The app was internationalized at launch (supporting both English and Portugues), and supported enterprise features such as single-sign-on, full auditability, and full offline access.

By leveraging in-house product owners and subject-matter-experts, a long-term 3rd party software development firm in China, and our startup-focused mobile development team, the Animal Health Firm was able to launch their largest strategic technology product to date.







# DeveloperTown

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