



Services and Skills

case study

Project Summary

Project Goals

- Develop initial release within 4 months
- Provide users with a rich multimedia and social-friendly experience

Skills and Resources Required

- Detailed UI specification/documentation
- Graphic user interface design
- System architecture design
- Flex/Flash software engineering
- Java software engineering
- Quality assurance

Knowledge Haus Partners with Neubloc for Access to Capital and Expert Resources

Knowledge Haus, Inc., the creators of StoryDeck™ – a patent-pending Internet service that records tacit knowledge creation via web-video, has teamed up with Neubloc in a unique equity option program aimed to provide early-stage companies access to low-cost capital and software development resources.

NEED: FUNDING AND EXPERTISE RESOURCES

Knowledge Haus' innovative application enables users to create, edit, and publish collaborative videos centered on topics over the web. StoryDeck has numerous moving parts and the development of the online application required a clear user design and strict project management of the development effort. Cost of development services was a strong consideration for Knowledge Haus in selecting the best partner, though finding the right team for the job reigned supreme. The complexity of the project and user interface design meant Knowledge Haus needed a team of highly technical and experienced engineers and project managers. Selecting Neubloc was the result of careful consideration from the Knowledge Haus legal team and feedback from mentors in the angel investment community.

As venture capital funding cools and angel investors tighten their wallets, startups are finding it difficult to obtain access to critical resources in a cash-strapped environment. Leadership at Knowledge Haus carefully considered all financing and development options and felt that VC funding was never really a consideration given the current economic conditions. Neubloc's Equity Option Program provides essential access to financing for early-stage technology enterprises by utilizing Neubloc's expertise in software design and product development.

"Neubloc was highly recommended as the best partner for providing complete back office new product development, capable of handling the complexity of the project and to deliver it on time and on budget."

Rebecca Bohms, Managing Director, Knowledge Haus



Above— Example screenshot that demonstrates the ability to view videos and multimedia content in a given collection, that can be filtered using advanced search tools. Users can rate and share videos with others.

SOLUTION: FUNDING AND EXPERTISE RESOURCES

The Neubloc Equity Program is backed by Ameritege Technology Partners, a private equity firm specializing in software development company acquisition. The revolutionary program allows entrepreneurs and startup technology companies to gain vital access to capital without having to give up controlling interests or significant equity in exchange. The program is opportunistic and helps business leaders launch new software solutions – a winning proposition for Knowledge Haus, Neubloc, technology users and the economy!

Armando Viteri, President and CEO of Neubloc designed the equity program based on principles that demonstrate “now” is the greatest opportunity to invest in early and growth-stage companies. The program provides an extension of resource and investment capital to allow companies to thrive and prosper.

RESULT: EQUAL PARTNERS

The Neubloc Equity Program is a win-win for both companies. The fact that Neubloc is an equity partner is recognition that all parties have a vested interest in delivering quality products, with top design standards, on budget and on time.. The Knowledge Haus team considers the parameters of Neubloc’s defined partnership a new standard in doing business with outsourcing partners. All parties have an equal share in success. Most importantly, confidence in the program is represented by Knowledge Haus’ recognition that Neubloc has been able to deliver every step of the way – a notable competitive advantage. The initial launch of StoryDeck, scheduled for mid-year 2009, was accelerated using Neubloc’s “follow the sun” 24/7 development schedule strategy with expert software developer teams located around the globe. Faster time to market translates to increased revenue opportunities, an essential factor today in helping new products get out of the gate and gain market share.

“Neubloc and Knowledge Haus both have compelling interests in shortening time to market and providing the capability to get software out to consumers, making money for Knowledge Haus and gaining customer loyalty in a shorter timeframe has massive benefits for all parties. We are proud to be playing a role in StoryDeck’s success.”

Armando Viteri, President and CEO, Neubloc



Left — Screenshot representing the review and acceptance of videos and other multimedia content in a given collection before publishing.