

## WHO WE ARE

Harmonypark is a privately-held company that innovates and incubates ideas, products and services across mobile and digital culture.

## WHAT WE DO

We make apps and services. Sometimes for the web, mobile devices and/or social platforms; but generally we like to think of our ideas as being platform-agnostic. We don't just develop apps, we develop brands and businesses.

Our aim is to help simplify and personalise an increasingly complex and impersonal world, and we try to apply the same approach to business by providing a holistic input that covers funding, business models, infrastructure, marketing, strategy, branding; as well as the more tangible design and development of the app/service itself.

We work together with a select group of creative companies, corporates, entrepreneurs, startups and investors to create relevant and shareable services and social experiences.

## WHAT WE'VE DONE RECENTLY

We have created, launched, scaled and managed successful and innovative social/enterprise Apps before.

Expensure - Social Expense Sharing startup : <http://expensure.com>

BBC Blast - Web/Video-mediated Robotic Art <http://blastgetcreative.co.uk>

Specl - Global Publishing Database startup : <http://specl.net>

Travelstormer - Travel Brainstorming startup <http://travelstormer.com>

Twurn - Online Decision Engine : <http://twurn.com>

Vzaar - Video Hosting/Streaming startup : <http://vzaar.com>

Lingobabes - Video-based learning tool for iPhone : <http://lingobabes.com>

Grok Institute - Popup digital-art events/spaces : <http://grokinstitute.com>

## LEADERSHIP

The founders are Andrew McPhee, Mike Evans and Ebony Charlton.

We call ourselves a cultural construction™ company not only because our output connects the worlds of culture and commerce in a marriage of mobile and digital harmony, but because we actively try to evolve the way people interact with technology, and each other, in a relevant and engaging manner.

We have a flat management hierarchy, which means as a client you get to deal directly with the people who will help you make your strategy and ideas a reality.

We aren't afraid to step out of our role and area of expertise to help make a project happen on time, and most importantly, we're actually nice to work with. The vast majority of our income comes from repeat business/referrals.

## SPECIALISATION

We work predominantly with agile project methodologies such as TDD/BDD and our own variation of SCRUM sprints. Technology-wise we often use Ruby on Rails, Flash and everything in between; but it really comes down to choosing the best tools for the job at hand.

Our core competencies include Enterprise Product/Service Incubation, Web/Mobile Innovation and Development, Creative/Cultural Technology Consultancy, Experimental Interactive & Online Video Broadcasting, iPhone/iPad/Twitter Applications, Social Platforms, Online Mythmaking and Digital/Internet Magic.

## CLIENTS/BRANDS WE WORK WITH INCLUDE

BBC / BBH / eBay / Fallon / ITV / Specl / Travelstormer / Unilever / Vzaar.

## CONTACTS

Global New Business contact:

Andrew McPhee - CEO/Founder  
+44 (0)20 7250 3204 | [andrew@harmonypark.net](mailto:andrew@harmonypark.net)

## A QUICK GUIDE TO BECOMING MORE AGILE

We're often asked to help advise on innovation process, and we think there are a few simple principles that will really help improve your chances of creating a successful digital innovation project.

More than anything a genuine openness between partners is required, as the road to glory will no doubt have a few bumps along the way.

### FIXED TIME AND BUDGET, FLEXIBLE SCOPE

You are navigating a sea of change: be open and prepared to change course as new insights and learnings are gained.

### NO MORE EPIC DOCUMENTS & MEETINGS!

- ★ trust + flexibility = success : draft documents of intention instead of rigid specs.
- ★ put an end to endless meetings by using collaborative online tools to stay in touch.
- ★ Find Truth Fast: Prototype, Launch, Learn, Improve
- ★ ideas can sound great on paper, but only your users can tell you if they really work
- ★ focus on getting a first alpha build up and running to prove a concept and to stake your ground.
- ★ spend further budget on iterative development to refine your startup/ service/experience based on real-world feedback
- ★ increase new user uptake, grow peer recommendations and improve repeat-user conversions by listening to users and paying close attention to user analytic data.

### MAXIMISE THE WORK YOU DON'T DO

- ★ less features, less work, less time till launch!

## WHERE WE ARE

+44 (0)20 7250 3204 | [info@harmoniypark.net](mailto:info@harmoniypark.net)

60 Tabernacle Street, London EC2A 4NB, United Kingdom

<http://harmoniypark.net>

## MAP

