



# CASE STUDIES

by Cleverativity

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# Welcome

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Thank you for your interest in Cleverativity.

In this document you'll find some of our best case studies, we hope you'll enjoy reading them, and if you have any question, just let us know at [luca@cleverativity.com](mailto:luca@cleverativity.com) or by phone [+393491802487](tel:+393491802487)

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## Abhay Tewari

Former Sr. New Product Operations Manager at Apple,  
CEO of Sumbon

*"I truly appreciate all your hard work for Sumbon.  
THANK YOU!!"*

# Solutions Provided to Sumbon

How we helped Sumbon reach the top of online fundraising



# Sumbon's Growth Hacking Project

See how we helped Sumbon reach more customers and increase their income

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## What is Sumbon?

Sumbon (Sum + bon) means "Addition" (i.e., the sum) "of all good" (i.e., bon = French for good). It's a global online platform that connects donors and nonprofits in a meaningful and sustainable way. Sumbon was designed by Abhay Tewari - a former Apple Engineer - who quit his prestigious job and started his company because he believed that there should be an easier way for donors to find reputable nonprofits to help. Sumbon emphasizes communication, transparency, and trust between nonprofits and donors.

You can read more at:

<https://www.sumbon.com/founderstory/>

## Their Requirements

Like many of our other customers, we first met Sumbon when they were struggling to market their platform to customers. However, they had a double-edged problem - without Donors, Nonprofits wouldn't be interested in signing up for their platform. On the other hand, without Nonprofits, there was nothing to attract Donors. The challenge, then, was to find a way to grow both user bases at the same time.

## Our Solution

We started by focusing on donors and set up a robust Content Marketing campaign that included Social Media Marketing, Blog Articles, Newsletters, and Landing pages focused on spreading the word about Sumbon.

We also tried a successful experiment with Influencer Marketing, where a famous "mom blogger" wrote an article about Sumbon and helped us reach a new audience. After we got a sufficient number of donors, we pivoted to Nonprofits and helped Sumbon reach new customers through Lead Generation and Newsletters.

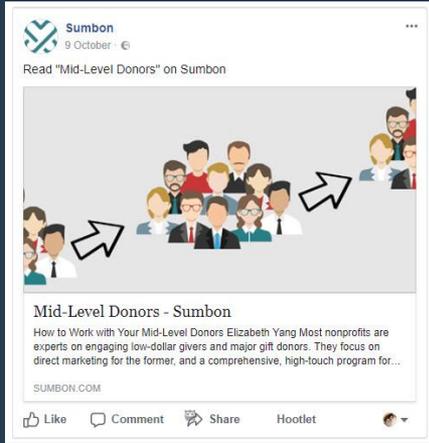
## Benefits

By the time we were done, we'd helped Sumbon get more interest from the Nonprofits community, close more deals, and increased the number of donations made through their platform.



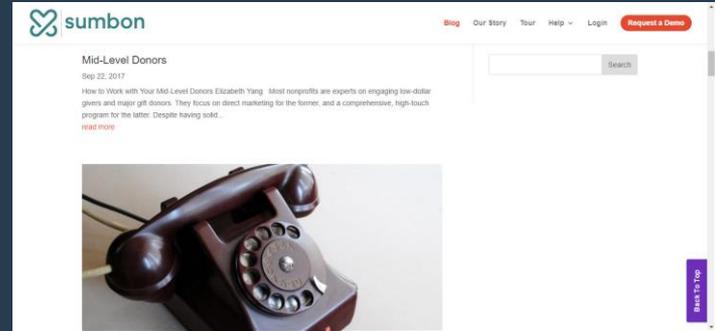
# Sumbon's Growth Hacking Project

See how we helped Sumbon reach more customers and increase their income



## Social Media Campaigns Management

One of the many activities we helped Sumbon with is curating and scheduling all the Social Marketing material.



## Cohesive Integration with the Website

Thanks to our strong Web Development background, we integrated their website with all their marketing channels.

# Sumbon's Impact Newsletter Tool

A Web App designed to help Nonprofit reach their donors and show how they're making an impact in the world

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## What is Sumbon?

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## Their Requirements

Sumbon wanted to provide their signed-up Nonprofits an additional platform that could be used to generate traffic to each Nonprofit fundraiser, as well as drive attention to the impact made. We recognized right away that this would only be possible with a special Newsletter system, where each Nonprofit could schedule newsletters, add fundraiser info, and fetch impact information directly from Sumbon.

## Our Solution

We developed a custom-made newsletter system that included a variety of features, including:

advanced PHP and Javascript, a Campaign Scheduler, an HTML5 template editor, a dashboard showing Newsletter performances, a record of the impact of newsletters, a list of the most active readers and what they did.

This allowed Nonprofits to not only send out Newsletters whenever they wanted, but also to utilize analytic strategies and see how to improve future campaigns.

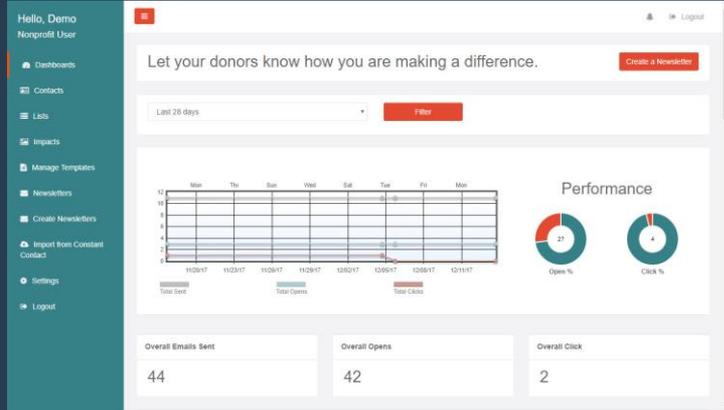
## Benefits

This tool is now used by many Nonprofits to drive attention to their fundraisers and events. It also helps them acquire more funds and - just as importantly - share how those funds are making a difference in the world. That was one of Sumbon's main goals, and we were careful to keep it in mind.



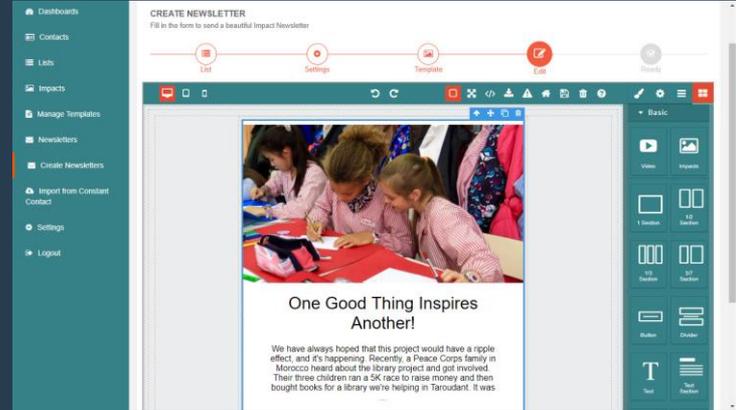
# Sumbon's Impact Newsletter Tool

A Web App designed to help Nonprofit reach their donors and show how they're making an impact in the world



Newsletter Dashboard

Thanks to the Dashboard we developed, Nonprofits can monitor any newsletters campaigns and see their impact.



Full Integration with Sumbon's Platform

Nonprofits can showcase their fundraisers and impacts shared through Sumbon in an easy-to-use, attractive interface.

# Sumbon's New Corporate Website

Cleverativity can also offer an outstanding website design service

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## Their Requirements

In the beginning, Sumbon didn't have a corporate website - their home was also their marketplace. However, that was a problem for them because they wanted to have more flexibility in designing their website and getting more attention from potential customers (Donors and Nonprofits alike).

## Our Solution

We designed a new website tailored to Sumbon's needs, emphasizing great-looking graphics and simple, user-friendly navigation. We shaped the website so that both Nonprofits and Donors could find out more about Sumbon and how it was relevant to them.

This was a key part of our strategy. Sumbon was a rare challenge because not only did they have two completely separate groups of customers, but those customers needed to see each other before they'd be willing to join.

## Benefits

Few things help a company more than a great-looking website. Sumbon soon began to see increased traffic and conversions on both sides of their customer base, and details of the company started to spread by word-of-mouth.

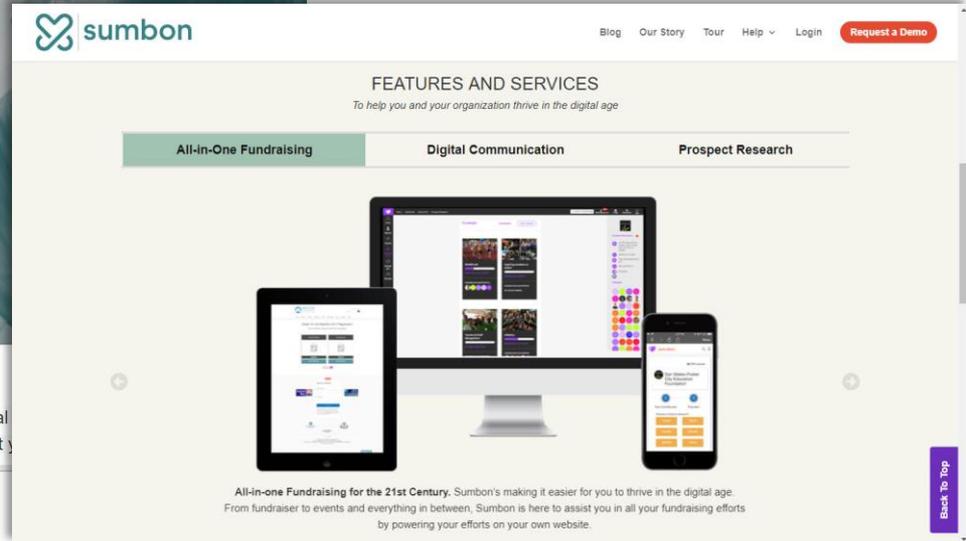
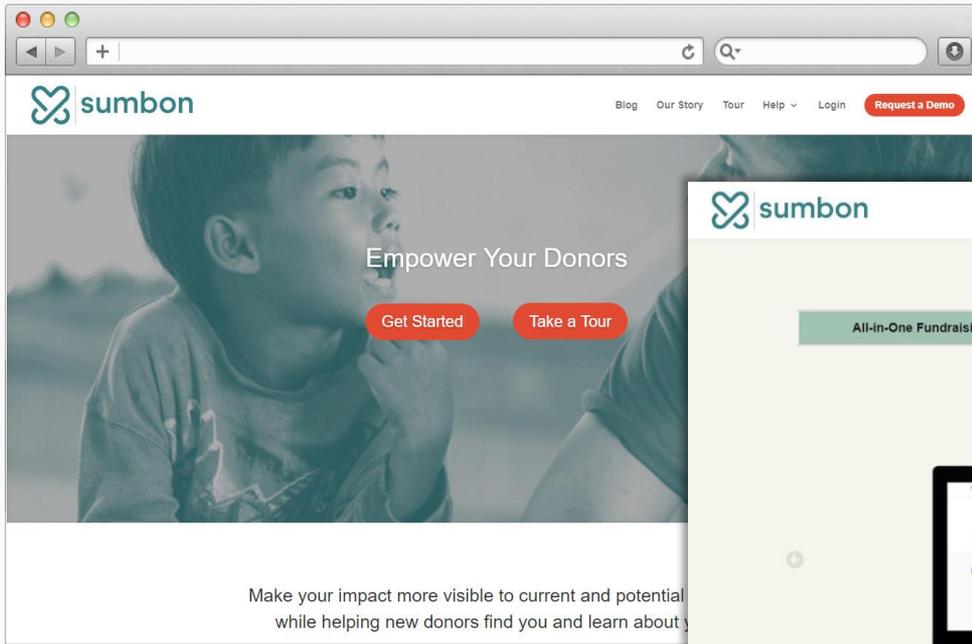


# Sumbon's New Corporate Website

Cleverativity can also offer an outstanding website design service

## Project Features

Attractive graphics and animations, clear content and the latest technologies in website creation.

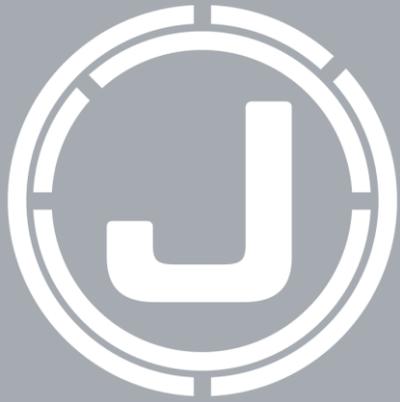


# Results

After one year of partnership

Sumbon Lauded as a “Technology and Business of Exceptional Potential” by the UK Government.





**JCC BOWERS**

## JCC Bowers

A brand new car/house/boat/plane eco-system

# Driving Attention to Smart Technologies

From cars to house devices, boats and planes. Grand ambitions for a young, skilled and fast growing startup

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## JCC Bowers

JCC Bowers is a UK-based startup that's developing an amazing electronic device targeted to the automotive industry. Their goal is to create a connected ecosystem where smartphones, cars and house electronics can be easily handled with voice commands.

## JCC Bowers' Requirements

Their main goal was to create a website that could catch the attention of leading automotive manufacturers from around the world. Once they'd done that, they also needed to provide information about the project, its challenging goals, and why it was worth paying attention to their mission.

## Our Solution

We designed a brand-new website tailored to their needs. Since the main goal was to communicate a single clear message, we emphasized simple navigation, captivating graphics and pixel perfect design.

We also focused on integrating the new website with their existing CRM system, allowing them to get a better understanding of how visitors were interacting with the site and, potentially, becoming customers.

## Benefits

With their new website, JCC Bowers made an impression on the most important car manufacturers. They also received a lot of attention from the press, which led to investors becoming more active in the project and more willing to invest in the future of this award-winning Startup.



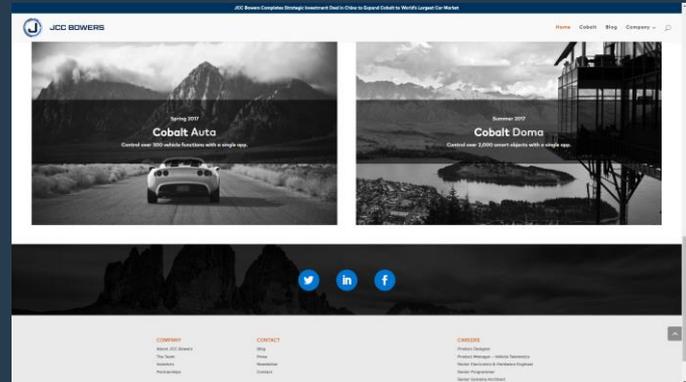
# Driving Attention to Smart Technologies

From cars to house devices, boats and planes. Grand ambitions for a young, skilled and fast growing startup



## Captivating Graphics

Each page of JCC Bowers' website is pixel-perfect, with a captivating contrast between pictures and brand colors.



## Perfectly Designed for Success

Integrated with the latest technologies, their website made by Cleverativity is a lead generation machine aimed to succeed.

# Results

After Cleverativity helped them to develop their digital image

JCC Bowers successfully showcased their technologies to the biggest car manufacturers worldwide





# Randall Mauro

Entrepreneur, Investor, Consultant and Book Writer

*" I like it A LOT! Nice work!!*

# Solutions Provided to Randall Mauro

How we helped Randall Mauro reach the top of investing consulting

			
<b>Four Different Websites Provided</b> Randall hired Cleverativity many times for different projects. We always gave him our best service.	<b>Use of the Latest Technologies</b> We focused on providing the best possible user experience.	<b>Newsletter Curation</b> A vital but tedious part of today's marketing, we helped Randall Mauro and untangle this job	<b>Infrastructure and IT jobs</b> A non-working server is money thrown out of the window. We helped Mauro in avoiding that.



# Promoting a new Best-seller Writer

From Investing Analysis to Entrepreneurs Consulting, Randall Mauro is a true Multi-tasker. See how we helped him reach the success.

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## Buy and Hope

Randall Mauro's new book "Buy and Hope" talks about how to defend your investments in a time of economic uncertainty. Randall Mauro is an entrepreneur, an investor and consultant that has been working in this field for many years.

## His Requirements

Randall Mauro needed a great-looking, responsive website to promote his new book and share blurbs and comments from colleagues and luminaries of the investment assessment field. The website needed also to be easy to update, since he expected to add new comments from his colleagues over time.

## Benefits

The website drove attention to Mauro's new book and helped him sell many more copies through the largest online bookstores.

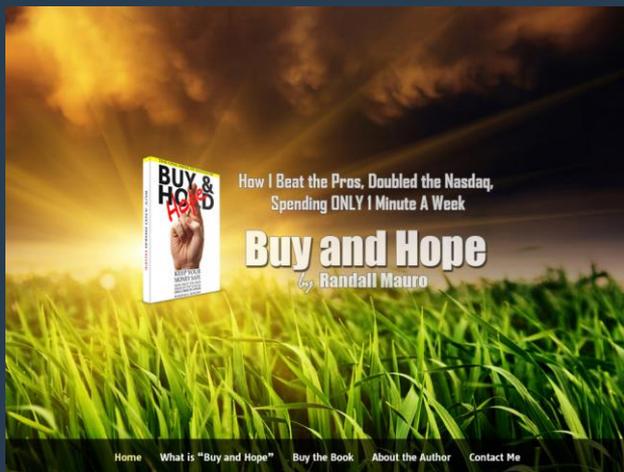
## Our Solution

We designed a new website tailored to Mauro's needs, with great-looking graphics and simple navigation. We also focused on easy-to-use back end features so he could easily update the site without having to worry about breaking anything.



# Promoting a new Best-seller Writer

From Investing Analysis to Entrepreneurs Consulting, Randall Mauro is a true Multi-tasker. See how we helped him reach the success.



## Captivating Graphics

Thanks to curated graphics, the website helps people see right away that Mauro's book is truly helpful investments guide.



## Blurps and References Management

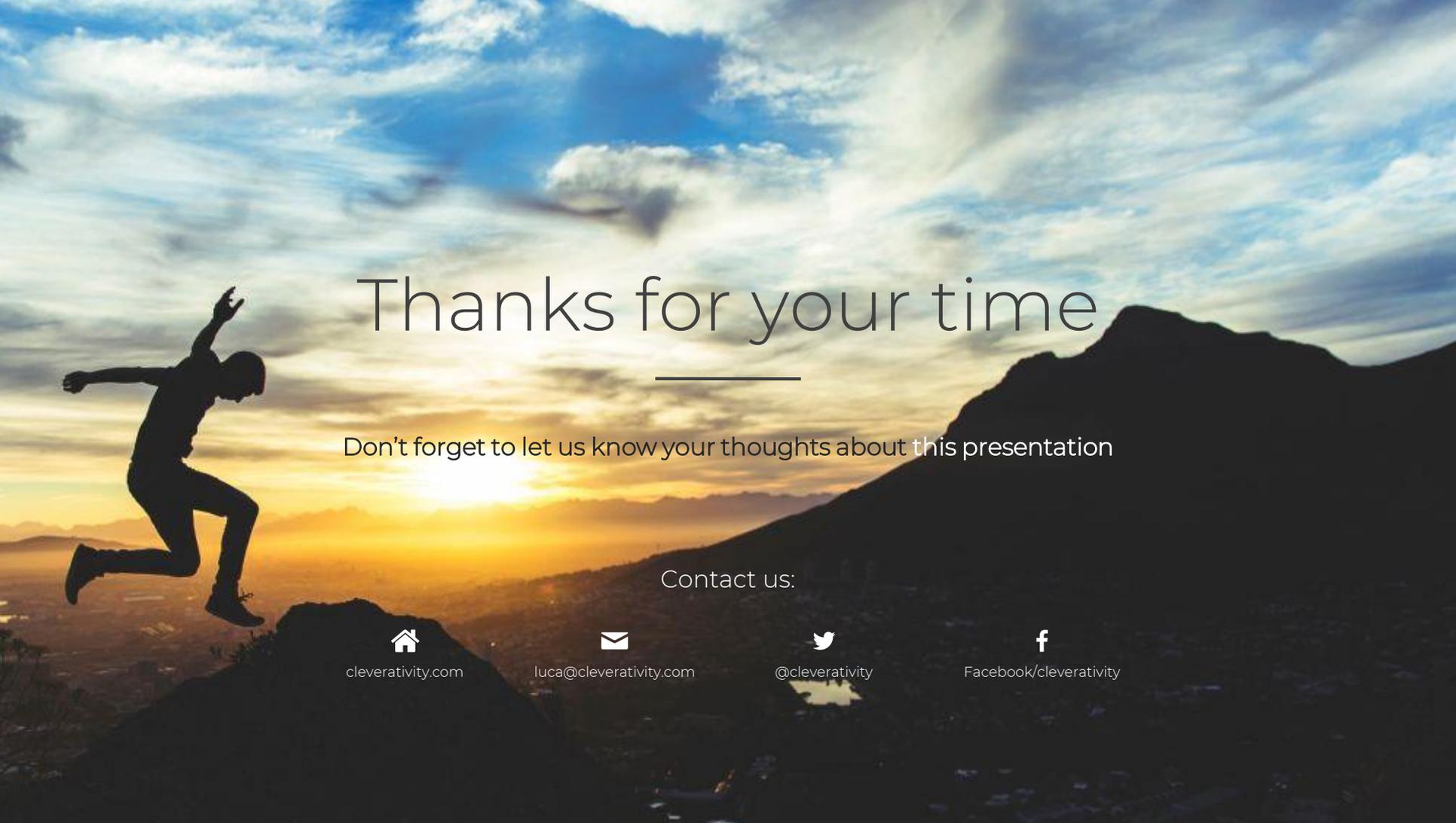
Randall Mauro can quickly add new blurps or positive comments by his readers through a simple frontend interface.

# Results

After many projects completed

Randall Mauro keeps hiring  
Cleverativity for various marketing  
and design tasks since the last  
four years



A silhouette of a person jumping on a mountain peak at sunset. The person is in mid-air, with arms and legs outstretched. The background shows a vast landscape with mountains and a city below, all under a dramatic sky with a bright sun and scattered clouds.

# Thanks for your time

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Don't forget to let us know your thoughts about [this presentation](#)

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