WEBCENTRIQ

DIGITAL TRANSFORMATION
DIGITAL INNOVATION

By Kamyar Ezzati

OUR SERVICES

① Digital Transformation (Startup)

② Digital Transformation (Mid-Market)
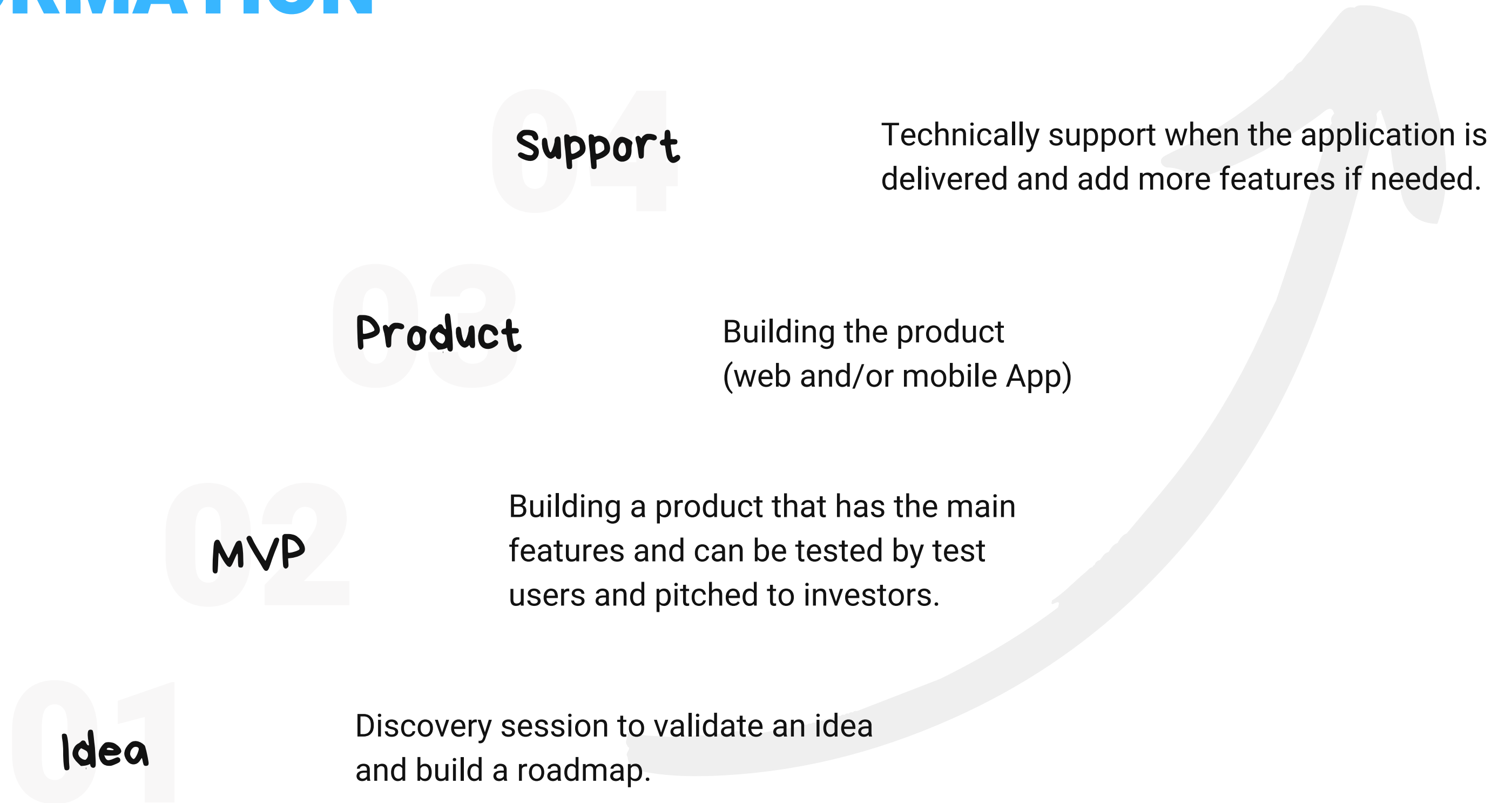
③ Digital Innovation (Enterprise)

DIGITAL TRANSFORMATION

FOR STARTUPS

DIGITAL TRANSFORMATION

FOR STARTUPS

04 Support — Technically support when the application is delivered and add more features if needed.

03 Product — Building the product (web and/or mobile App)

02 MVP — Building a product that has the main features and can be tested by test users and pitched to investors.

01 Idea — Discovery session to validate an idea and build a roadmap.

DIGITAL TRANSFORMATION

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MID-MARKET

DIGITAL TRANSFORMATION

FOR MID-MARKET

04 Support
Technically support when the application is delivered and add more features if needed.

03 Execution
Building the Web and/or Mobile App.

02 Planning Phase
Building the digital roadmap, technical, and resource requirements.

01 Discovery Session
Understanding the challenge that digitization can solve for.
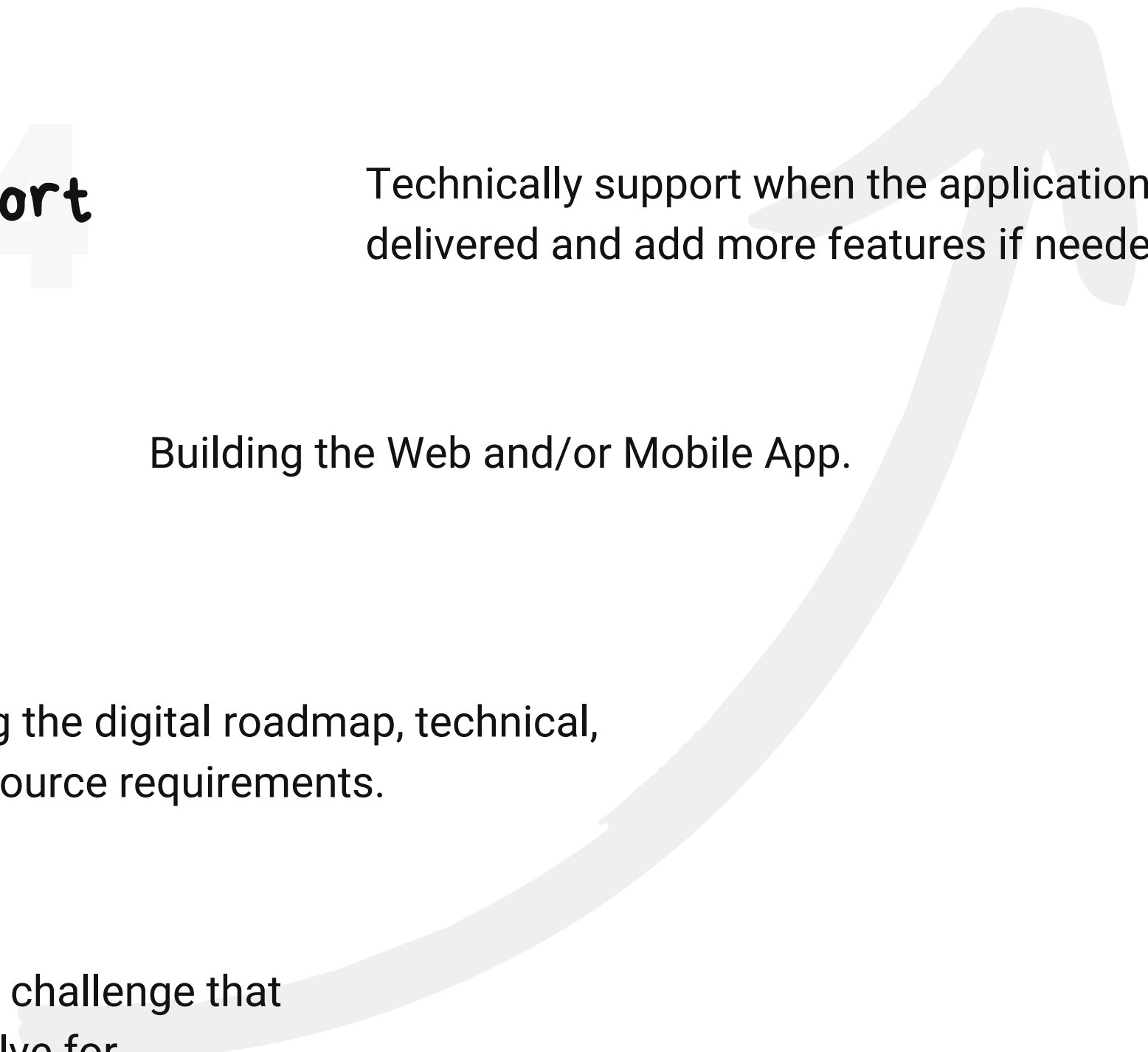
OUR MANDATE

AS YOUR
DIGITAL INNOVATION
TEAM

05 Adoption
What was delivered is actually being used!

04 Project Supervision
What's inside the SOW is what we defined as a business case/challenge and is going to be implemented as promissed!

03 Vendor Selection
Interview different vendors and find the best fit for the project and the organization.

02 Use Case
Working with internal teams across different line of businesses to define use cases for their business challenge

01 Audit
Digital Maturity
 >> Ad-Tech/Mar-Tech
Data Durability
>> Ready for cookie-less?

OUR LEADERSHIP TEAM

SHEILA NASEHI
CO-FOUNDER & CEO

Sheila has a Ph.D. in Information System and Technology with strong product management skills (12+ years of experience) in FinTech, Healthcare, Education, and Construction industries.
Prior to Webcentriq, Sheila led the software engineering team at HP in Texas, US.

MIKE FARA
CO-FOUNDER & CTO

Mike is a developer in heart with more than 10 years of experience developing, executing, and delivering complex web and mobile based projects in FinTech, Healthcare, Education, Construction, and also Web3 verticals.

KAMYAR EZZATI
REGIONAL VP

Kamyar is an innovator digital consultant with more than 8 years of experience in digital marketing, mar-tech/ad-tech, leading data science teams, and projects for a number of enterprise including Bank of Montreal, Mitsubishi Motors, LaVieEnRose, and more.

BRAD KRIEGER
BOARD OF ADVISORY

Brad is a leader in the Canadian marketing landscape, having developed and built two of the largest Digital Trade Desks in the country. Brad led digital marketing efforts for a number of enterprises including Ford, Microsoft, Disney, Target and General Motors amongst others.

THANK YOU FOR YOUR TIME!

Let's talk about next steps

For Questions: Kamyar@Webcentriq.com