

A hand is shown from the bottom right, palm up, holding a glowing, orange-red digital network of interconnected nodes and lines that stretches across the width of the image. The background is dark, and the overall aesthetic is futuristic and technological.

Richard's Projects Portfolio

48 Wall Street, Suite 1100, New York City, NY, 10005, USA

+1 718 395 9793 | innovate@virtualforce.io | virtualforce.io

Startup **Agility** with Enterprise Grade **Quality**

Virtual force brings in the concept of Lean Startup Methodology to help Enterprises transform their business.

For more than 10 years, Virtual Force has been serving as an innovation partner for small and large enterprises.

Our innovative agile process enables solving complex business challenges, experimenting with **innovative ideas** and rolling out **reliable products** at **rapid speed**.



My portfolio has **GONE BIG!**

Virtual force's supported enterprises have made headlines across the globe.

Moodfit

TOTAL FUNDING AMOUNT

\$400K

Top 50 startups in MENA

LoveStoriesTV™

The place to watch wedding videos

SEED FUNDING ROUND

\$1.7M

Youtube for Wedding videos



TOTAL FUNDING AMOUNT

\$400K

Acquired by Shuttle

Acquisitions:



by



by

Roomi



Interior Design Made Easy

An online interior design platform bringing a designer's touch to residential or office spaces. It offers a hassle-free online home furnishing and decoration service. It connects, coordinates, collaborates and manages renovations end-to-end via an intelligent algorithm matching the right designers based on the design preferences of the homeowners.

VF Role

Ideation, Design, Engineering, and Launch

Tech

PHP, Laravel, Twitter Bootstrap, jQuery, HTML5, JavaScript, Facebook SDK

Project Link

<http://moodfit.com/>



Virtual Force Achievements

Moodfit was able to roll out a Minimum Viable Product (MVP) in a short span of time and announce its presence with its first-of-its-kind interior designing application.

It has recently secured a seed investment worth north of \$400K from Seeders Angel Group as well.

Challenge

Moodfit's business model relied heavily upon its app as it would serve as the guidance for the interior design for its customers. Naturally, the app had to be easy to use and intuitive. In addition to current requirements, it had to be scalable to for use in AR/ VR applications in future as well.

Solution

One of our Engagement Manager took up the challenge and architected a comprehensive system after mapping all the requirements. The ensuing product was a combination of incisive approach of our technical team and suggestions forwarded by Moodfit.

Features

Interactive Design Quiz

Customers can take a one-minute design quiz for the algorithm to determine their style and match them up with complementing designers.

Choose from Select Designers

The customers can browse designers' portfolios and choose the designers based on their preference.

Interactive Online Design Board

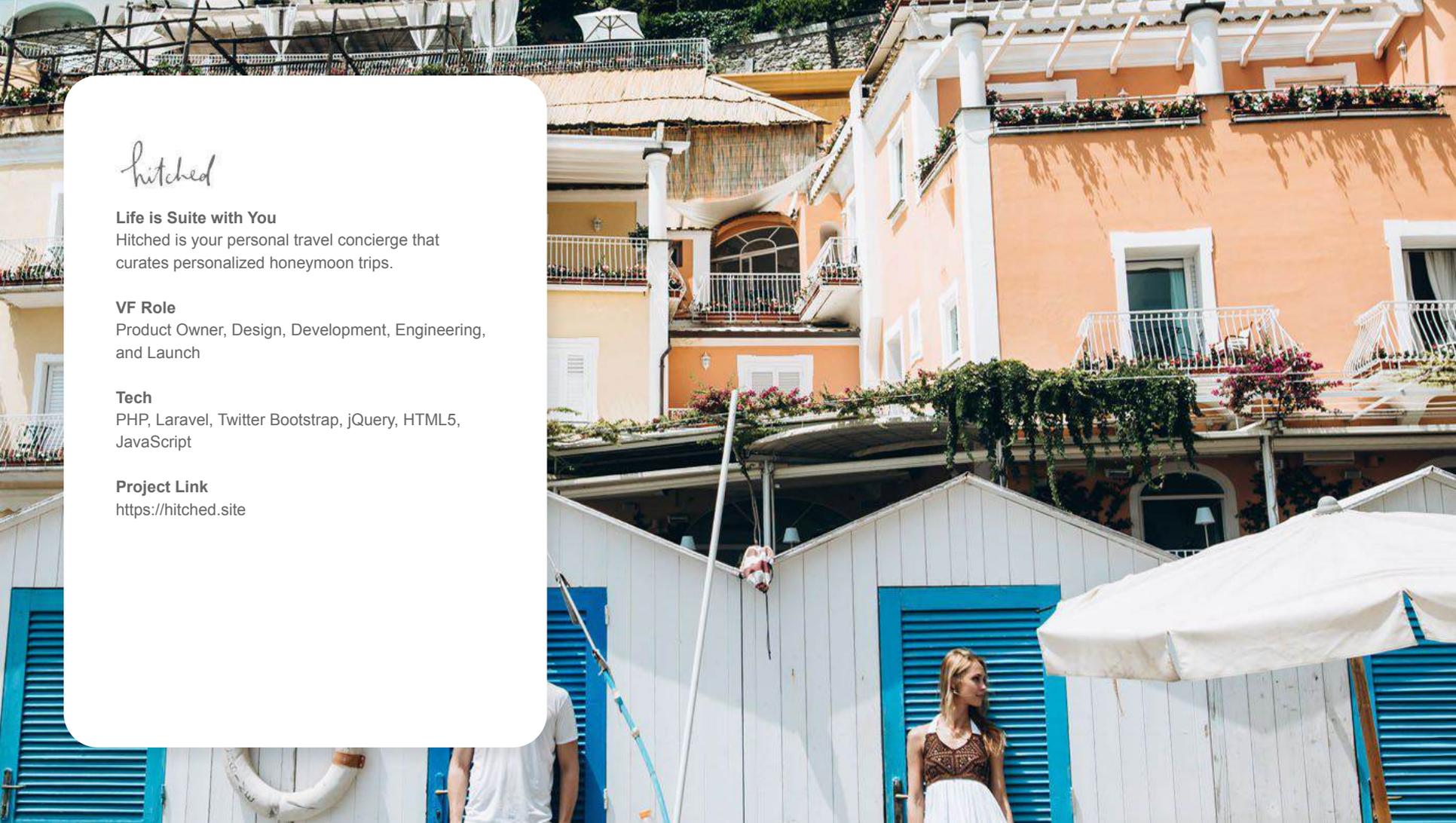
Once the customer's taste and demands have been established, they are redirected to the designer on our online Design Board to create their dream space.

Ready Made Shopping List

The customers receive their furniture layout and furniture shopping list from their selected designer after completing their design on the Design Board.

"Virtual Force was able to make a remote work sound easy and thus were able to gain our trust as our tech partners. Through more than a year of collaboration, they were able to provide a consistent and professional service while also being very responsive in critical moments."

Ghassan Abi Fadel | CoFounder Moodfit



hitched

Life is Suite with You

Hitched is your personal travel concierge that curates personalized honeymoon trips.

VF Role

Product Owner, Design, Development, Engineering, and Launch

Tech

PHP, Laravel, Twitter Bootstrap, jQuery, HTML5, JavaScript

Project Link

<https://hitched.site>



Life is Suite with you.

Discover the best of life in a beautiful coastal destination.

View more



About Hitched

At Hitched, we believe in creating unforgettable experiences for our guests. Our team is dedicated to providing exceptional service and ensuring every stay is a memorable one. We're proud to be a part of a community that values quality and attention to detail.



Blog



Blog Post 1

View



Blog Post 2

View



Blog Post 3

View



Services

High

High service and amenities are available at our top properties. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.

Days

Days of the week are available at our top properties. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.

Book

Book your stay at our top properties. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.

With High

With High service and amenities are available at our top properties. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.

View

View our top properties. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.

View

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View

View our top properties. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.



How it works



How it works: Discover the best of life in a beautiful coastal destination. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.

View

View our top properties. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.

View

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View

View our top properties. Enjoy the best of life in a beautiful coastal destination. Discover the best of life in a beautiful coastal destination.



Spotlight Hidden Gems of Mexico.

View more



View more



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Connecting Cargo and Trucks Innovatively

Lorryz is an innovative online marketplace / digital platform through web and smartphone app that connects cargo owners and truckers to provide cost & time efficiency, transparency and control through hassle-free bookings, real-time tracking, more business generation and 2-way feedback within the entire delivery process.

VF Role

Ideation, Concept, Hardware Prototyping, Mockups, Research, Development, and Maintenance

Tech

Website Ruby on Rails, JavaScript, HTML5, SAAS

iOS & Android Ionic 3, Cordova, HTML, CSS

Integrations Google Maps for Live tracking, EC2, RDS, S3, SES, Twilio

Project Link

<https://lorryz.com/>



LORRYZ [HOME](#) [HOW IT WORKS](#) [ABOUT US](#) [TRACK](#) [CONTACT US](#) [LOGIN](#) [SIGNUP](#)

Connecting Cargo and Trucks Innovatively

New Shipment

From:

To:

Truck Type:

Weight:

[Book Now](#)

HOW IT WORKS

- 1. CREATE SHIPMENT REQUEST**

Input data to fill out your request by filling out our form or use our mobile app to fill out your request via our mobile app.
- 2. CONFIRM YOUR BOOKING**

We will send you an email confirmation and you will receive a text message with your booking details.
- 3. VISIBILITY**

Track your shipment and view real-time updates on the mobile app.
- 4. DELIVERY NOTIFICATION**

We will notify you via email and text when your shipment is delivered.

ABOUT US

At Lorryz, we are a digital marketplace for trucking and logistics. We connect shippers and carriers through our mobile app and website. Our platform provides a secure, efficient, and cost-effective way to manage your trucking and logistics operations. We are committed to providing the best service to our customers.

OUR VISION

LORRYZ [HOME](#) [HOW IT WORKS](#) [ABOUT US](#) [TRACK](#) [CONTACT US](#) [LOGIN](#) [SIGNUP](#)

4,000 Trucks waiting to take your cargo

Sign in to start your request

From:

To:

Truck Type:

Weight:

[Book Now](#)

We will take care of your cargo and deliver them safely. To ask Lorryz team please send email to connect@lorryz.com

Lorryz

- Home
- How it Works
- About Us
- Track
- Contact Us
- Log In
- Sign Up

24 hours support

Fast and reliable

Tracking Service

LORRYZ [HOME](#) [HOW IT WORKS](#) [ABOUT US](#) [TRACK](#) [CONTACT US](#) [LOGIN](#) [SIGNUP](#)

We're here to help

From:

To:

Truck Type:

Weight:

[Book Now](#)

We will take care of your cargo and deliver them safely. To ask Lorryz team please send email to connect@lorryz.com

HOW IT WORKS

LORRYZ [HOME](#) [HOW IT WORKS](#) [ABOUT US](#) [TRACK](#) [CONTACT US](#) [LOGIN](#) [SIGNUP](#)

Track Your Shipment

[Track](#)

TRACK YOUR SHIPMENT

Real-Time Shipment Tracking

Estimated Time of Arrival (ETA)

Current Location

Destination

Tracking ID

INTERNATIONAL TRACK & TRACE

- 24 hours support
- Fast and reliable
- Tracking Service

We will take care of your cargo and deliver them safely. To ask Lorryz team please send email to connect@lorryz.com

Lorryz

- Home
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- Track
- Contact Us
- Log In
- Sign Up

24 hours support

Fast and reliable

Tracking Service

Virtual Force Achievements

With the help of Virtual Force, Lorryz is able to establish a seamless experience and mobile-friendly usability for cargo owners, truck owners and the Lorryz admin. VF designed and developed apps for iOS and Android platforms to provide an Uber-like real-time two-way communication between both cargo and truck to innovate the industry of traditional logistics.

Challenge

For Lorryz, bringing the collaboration of cargo owners and truck owners on a single trusted platform was a key challenge. It had to be a mobile-friendly solution which could provide insights and communication in real-time. An admin panel handled by Lorryz was to be integrated into the app and web platform to keep a check on all indicators generated and entered by the user profiles. A trust was to be built among all cargo and trucks.

Solution

- Ideation, Conception and Execution of Web Platform and Mobile Apps
- Accessible Web Dashboard for Cargo and Admin
- Streamlined Mobile Apps for Cargo and Truck
- Bidding, Market Pricing, and Shipment Approval for Truck/Fleet Owners
- Shipment Request, Tracking, and Driver Rating for Cargo/Shipment Owners

Features

- Permanent Profiles for Cargo/Shipment Owners and Truck/Fleet Owners
- Option to Choose Truck Type for Unique Weightage and Shipment Needs
- Communication via Messaging between Cargo and Truck
- Real-Time Shipment Tracking for Reliability
- 24 Hours Support for All Parties
- Payment via Debit/Credit, Cash-on-Pickup or Cash-on-Delivery
- Reminders on License Expiration/Renewal for Truck Drivers
- Security and Privacy for Cargo and Trucks



Airbnb for Students

It is a thorough application on similar lines to Airbnb, but focused solely on student accommodation. Students can search apartments, contact landlords, book apartments, make payments, etc. A Venmo-like functionality covers up split payments between multiple tenants in one apartment.

VF Role

Ideation, Design, Development and Implementation

Tech

Ruby on Rails, AngularJS, Stripe, Heroku, Google Maps, Facebook SDK, HTML5

Project Link

<https://www.studyabroadapartments.com/>





Welcome to
The capital and most populous city of England and the United Kingdom.



Living

Volunteer your skills and time to help out with a community project or charity.

Learn more >



Studying

Meet new people and learn about the culture and customs of the city.

Learn more >



Living in London

London is one of the most vibrant cities in the world. From the historic parts of London, to the modern parts of the city, there is something for everyone. Discover the best of London with our expert guides.



Virtual Force Achievements

VF offered a time-effective solution that notably accelerated the launch of the Study Abroad Apartments. The project has received immensely positive feedback from its target niche as well. Thousands of students have so far availed the service while a collaborative relationship has been made with partner universities as well.

Challenge

Study Abroad Apartments' business model posed a unique challenge as they entered into a market, saturated by brick & mortar businesses. The objective of Study Abroad Apartments was to allow students to simply search by city & date, and present furnished options that best suit the needs of a student. This presented a technological challenge of mapping the requirements into an application for business use. Our aim was to provide a solution to allow students a stress-free & reliable process in obtaining international student accommodation.

Solution

One of our Engagement Manager took up the challenge & architected a comprehensive system after mapping all the requirements. It was decided that the application would roll out for a web version. Further iterations of the product could contain an app for mobile devices as well.

Features

Search Verified Properties

Select your city, move-in, and move-out date, then search through thousands of rentals. Filter your search and find what you are looking for, in a few clicks.

Escrow for Payment Security

Your first month's rent is kept safe until you move in or sign a contract with your landlord. This ensures that payment cycle and schedule for both landlords and students is not a worry for both parties.

Active Support & Sizeable Community

Students can contact support team if they have any questions. A booking specialist will personally contact the student and help with the search on request. If you are looking for a roommate, you can find one in the active community of Abroad Talk group on Facebook.

Quick Response Time

Your landlord has 48 hours to accept or reject your booking request. The app only shows you options that are available.

Split-Payment Options with Roommates

Study Abroad Apartment allows to the option to split the payments with your roommates. You have access to this through your personal dashboard.

"Virtual Force has been an excellent resource and works very professionally. They have made a huge impact on our dev team."

Brett Newman | Chief Operating Officer, Study Abroad Apartments



Connecting Patients to Right Doctors, Right Away

A video-conferencing-based telemedicine platform connecting patients that have chronic conditions and long-term problems with specialist physician via video calls and messaging. No referrals or visits to the clinic required. MediCheck consists of a network of 200 specialist physicians with a dedicated group handling communication, technology and support for MediCheck.se.

VF Role

Design, Engineering, and Implementation

Tech

Web

Node.js, MongoDB, AngularJS, iOS, Android

Integrations

Twilio, BankID, DIBS Payment Services, Alfa e-Receipt, Arvato AfterPay

Project Link

<https://medicheck.se/>

[Android App](#)

[iOS App](#)



Virtual Force Achievements

MediCheck has been touted as a 'success' by its founders as the idea of low-wait times and telemedicine has caught up the attention of many in Sweden. In addition, the software provided by VF has managed to bring hundreds of patients in initial months, adding to revenue of MediCheck.

Challenge

Our client, MediCheck, decided to step in as an alternative to the long wait times. They required a software which could handle basic needs of brick-and-mortar setups. All the basic facilities required for checking a patient including appointment scheduling, telemedicine, multilingual support and of course, quick response time were needed. In addition to this, the platform was also envisaged as a 'second opinion' platform for both patients and the doctors.

Solution

The solution to the problem was simple; if a doctor is free and reachable within a few hours drive, patients should be diverted to the available doctor instead of being forced in a queue. Our engagement managers at VF analyzed the multi-pronged requirements and devised a solution to address all of our client's needs. A consensus was reached after we pitched a final product design.

Features

Appointment Scheduling

Booking an appointment to the doctor is easy. Just select a time, describe your symptoms and list your insurance if necessary. Simple.

Second Opinion Platform

Serving as a second opinion tool for both doctors and the patients, Mediceck allows more options with the same level of expertise of doctors. This means patients can get more than one diagnosis and gauge their options for further course of action.

Telemedicine for Remote Areas

For people in far flung areas, Mediceck is ideal. No need to travel the distance as all work, from diagnosis to prescriptions will be handled by the software.

Quick Response Time

Virtual Force's proposed software allowed for cutting down response time from 2 hours to up to 50 mins. This process was also expedited by setting protocols for outbound operators.

Multilingual Support

Due to varying demographics in Sweden, Virtual Force designed the application to have support for dozens of languages including Swedish, Arabic, German, Hebrew, Mandarin Chinese, Russian, and more.

"We have successfully been supported by VF in building our digital health platform. The knowledge and expertise of VF have significantly contributed to the success of MediCheck."

Thomas Ehrengren | CEO MediCheck AB, Sweden



Marketplace for Off-the-Beaten-Path Boutique Hotels

A digital marketplace of off-the-beaten-path boutique hotels. It is a B2B web and mobile-enabled technology that helps boutique hotels in places like Africa, Latin America, and Asia to efficiently manage bookings, communications, international trade relationships, and ground operations.

VF Role

Development, and Engineering

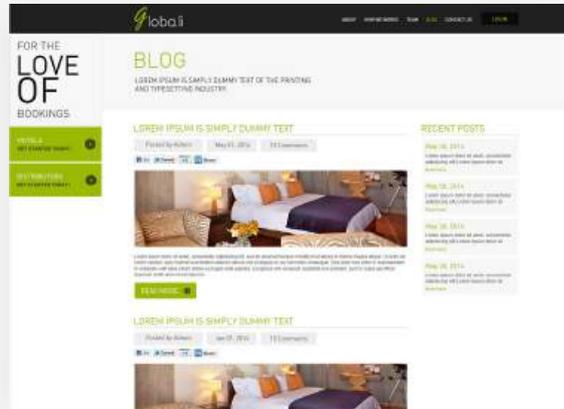
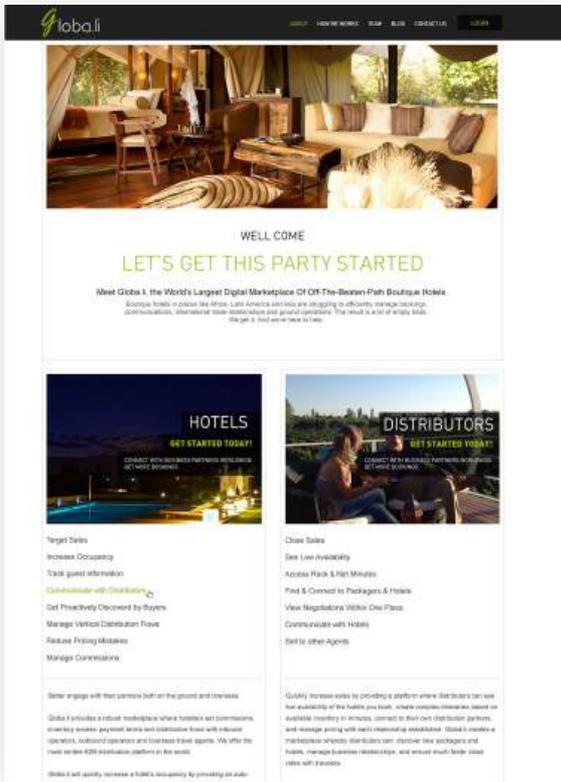
Tech

PHP, jQuery, AJAX, CSS3, HTML5, Resrequest Hotel Facilitator API

Project Link

<https://www.globo.li/>





Virtual Force Achievements

Globa.li's innovative online hotel reservations marketplace enables travel agents to book more hotels online using the HTI reservations technology. Over 2,500 African hotels are now using the HTI reservations software to manage the agent commissions and distribution channels via Globa.li. This Long Tail Travel inventory identified by a research company certainly had huge potential and market in terms of revenue, convenience and job opportunities. However, there was a need to create a two-sided platform, a marketplace that connects the boutique hotels and distributors, and facilitates them to view and book rooms online. Economists predicted that this initiative would drive a new economy. This vertical distribution chain model has given Globa.li a distinctive competitive edge. Virtual Force, through its skilled engineering and business analyst team, has provided continuous support to build this unique solution for the travel industry.

Challenge

The term "Long Tail of Travel" was coined by a travel industry research firm, to describe the enormous opportunities that exist in the tourism sector. Why stay in the corporate five-star hotels, when you're out for an adventure? Products like small safari camps in Serengeti, private villa rentals in Buenos Aires or a guesthouse in Trondheim give a more distinct sense and depict a perfect culture of the place. Hence, the concept of this term is to bring these guesthouses and boutique hotels online that exist in the countryside and are far-off from the urban centers. The idea is primarily for travelers who are looking for a unique, local and more natural traveling experience.

Solution

Alternative travel products like boutique hotels and guest rooms, collectively referred to as 'Long Tail of Travel' were not online, digital or organized till 2007. As most of these facilities are located in remote areas, it was a tough task to bring them online. Lack of facilities, unreliable internet, and power shortages were some of the barriers. However, now cloud and mobile technology are finally ready to serve this huge market segment.

"Globa.li's partnership with Virtual Force was a very important one. Globa.li's business is a complex supply chain management tool for boutique hoteliers in far off places. The technology we needed to build was complex both from a connectivity standpoint but we needed to make it easy for the users to access, especially in the remotest of areas like the Masai Mara. Virtual Force allowed us the ability to trial and error a working proof of concept that allowed us to present our idea to potential users and begin scoping out the nuances of our Version 1.0. Without their help, hard work and technical know-how, we would have spent at least triple the cost of what we did on our final product. For companies who do not have technical co-founders of any kind, a first-step technical partner like Virtual Force is a no brainer. "

Maisa Fernandez | COO & Founder, Globa.li



Coway Airmega

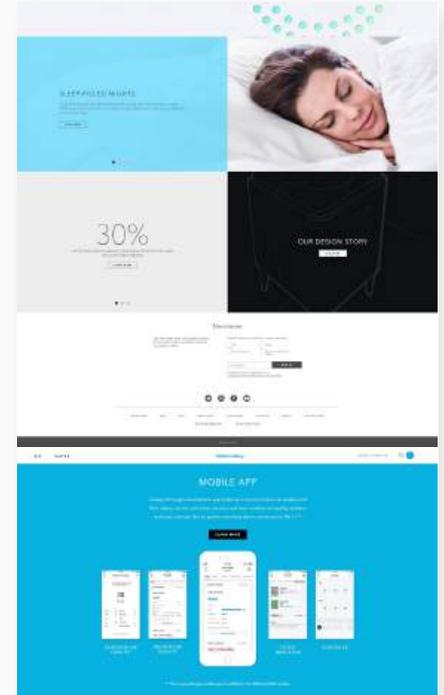
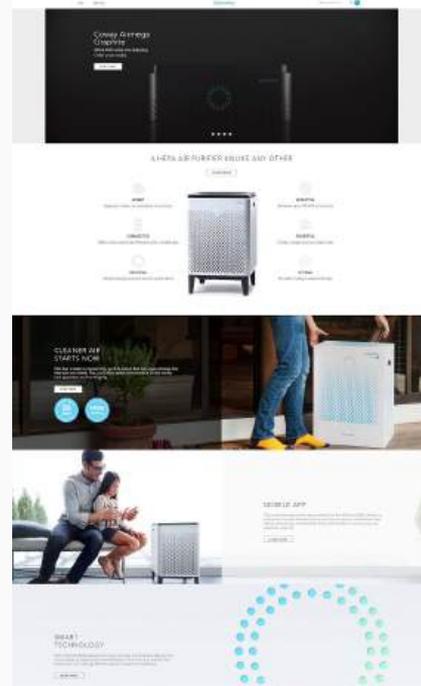
Coway's launch partner Agenda NYC collaborated with Virtual Force to technologically materialize a web platform for its successful launch. Airmega by Coway is an air purifier which Coway wanted to launch in the US market through a web platform showcasing the product and its features along with holistic e-commerce capability.

Tech

WordPress, WooCommerce, PHP, jQuery, JavaScript, HTML, CSS, YouTube, Yoast, Facebook SDK, Mailchimp, JSON

Link

<http://www.cowaymega.com/airmega/>





Online Marketplace for Loans

An online marketplace for loans that facilitates borrowers to raise finance to purchase a vehicle. It also offers investors the opportunity to invest in these asset backed loans.

VF Role

Concept, Ideation, Mockups, Design, Development, Launch, and Maintenance

Tech

PHP, CodeIgniter, HTML5, CSS3, jQuery, CallValidate, CallCredit

Project Link

<http://motofunding.jklabz.io/>



1

Apply Online

2

Get Your Quote

3

Buy Your Car

CALCULATE YOUR LOAN

CREDIT SCORE

VERY POOR	POOR	FAR	GOOD	EXCELLENT
Price of the Car I would like to Buy: £25000				
Deposit/Trade in value of current car: £3000				
I would like to repay it over: 24 months				
I would be paying the following lump-sum at the end: £1				

GET STARTED WITH YOUR LOAN

The amount you want to borrow: **£22500**

APR: **21.0%**

Flat Profit Rate per annum: **10.0%**

Total Repayment: **£27225.00**

Total Cost of Credit: **£4800.00**

Monthly Repayment: **£1134.38**

Transaction Fee: **£325.00**

GET STARTED

[SHOW APR GRAPH](#)

MOTO FUNDING

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1

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3

Earn a Return

LENDER SIGN-UP

Email*

Choose Password*

Confirm Password*

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LoveStoriesTV

Wedding Videos Streaming/Sharing Platform

A video streaming-and-sharing platform which is the first and only library of data-enriched wedding videos. It provides the online community with a never-ending supply of wedding-related inspiration and entertainment. It is a place to find wedding products and services, filmmakers, wedding vendors, and endless hours of video content.

VF Role

Design Engineering, UI Design, Engineering Implementation, and DevOps

Tech

PHP 7.1, WordPress, Bootstrap 4, HTML, CSS, JW Player, S3, AWS, SES

Project Link

<https://lovestoriestv.com/>





Natalia & Francisco
by Heidi Weddings

Watch
Adorable Groom
Reactions



BOHEMIAN

Wedding inspiration for Bohemian brides.



Lucy & Tom in Bohemian Wedding at
Lundy Island



Ben & Emily in Bohemian Wedding at
Lundy Island



Ben & Emily in Bohemian Wedding at
Lundy Island



Ben & Emily in Bohemian Wedding at
Lundy Island

VIEW ALL PHOTOS

LESBIAN WEDDINGS

Why have we finally caught up on lesbian weddings? The Best of the Best lesbian weddings.



Natalia & Francisco in Bohemian Wedding at
Lundy Island



Ben & Emily in Bohemian Wedding at
Lundy Island



Ben & Emily in Bohemian Wedding at
Lundy Island



Ben & Emily in Bohemian Wedding at
Lundy Island

VIEW ALL PHOTOS



Jordan and Kevin Planned the Dreamiest Forest Wedding in Our Month

When it comes to the time they got engaged, Jordan and Kevin brought a lot of love, and got married. But after a wedding day, Jordan and Kevin...
When it comes to the time they got engaged, Jordan and Kevin brought a lot of love, and got married. But after a wedding day, Jordan and Kevin...
When it comes to the time they got engaged, Jordan and Kevin brought a lot of love, and got married. But after a wedding day, Jordan and Kevin...



How did you meet and fall in love?
In January 2015, I met a guy on the street. I was out for a walk, and he was out for a walk. We began to talk and discovered we had a couple of mutual friends...
Jordan was engaged and when we got together the day after, which was a message back and forth and when they were about to get married...
Jordan was engaged and when we got together the day after, which was a message back and forth and when they were about to get married...
Jordan was engaged and when we got together the day after, which was a message back and forth and when they were about to get married...

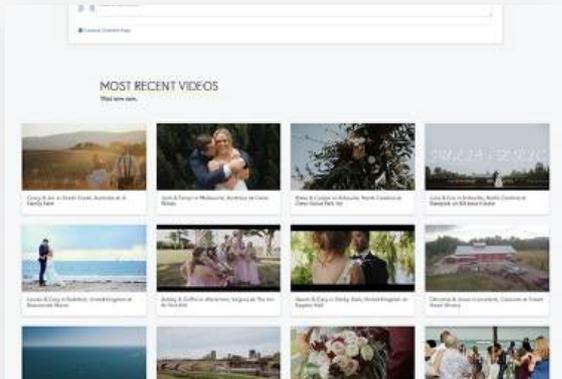
What was the most memorable moment from your wedding?
The most memorable moment from our wedding was when we got married. It was a beautiful day and we had a great time...
The most memorable moment from our wedding was when we got married. It was a beautiful day and we had a great time...
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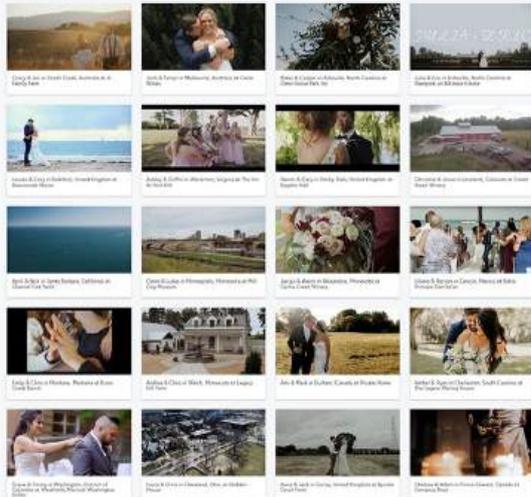


Instagram post content including likes, comments, and bio information.

Let us know something that was special or unique to your wedding.



MOST RECENT VIDEOS



VIEW ALL VIDEOS

MORE HIGHLIGHTS YOU'LL LOVE



VIEW ALL



Bringing Food to Seoul Quickly & Efficiently

A mobile-ready web app for Bird Riders which is a bi-lingual, fast, easy-to-use food delivery service for Seoul. The solution enables the Bird Riders team to manage online order taking, partnerships with the restaurants and its backend office of order delivery.

VF Role

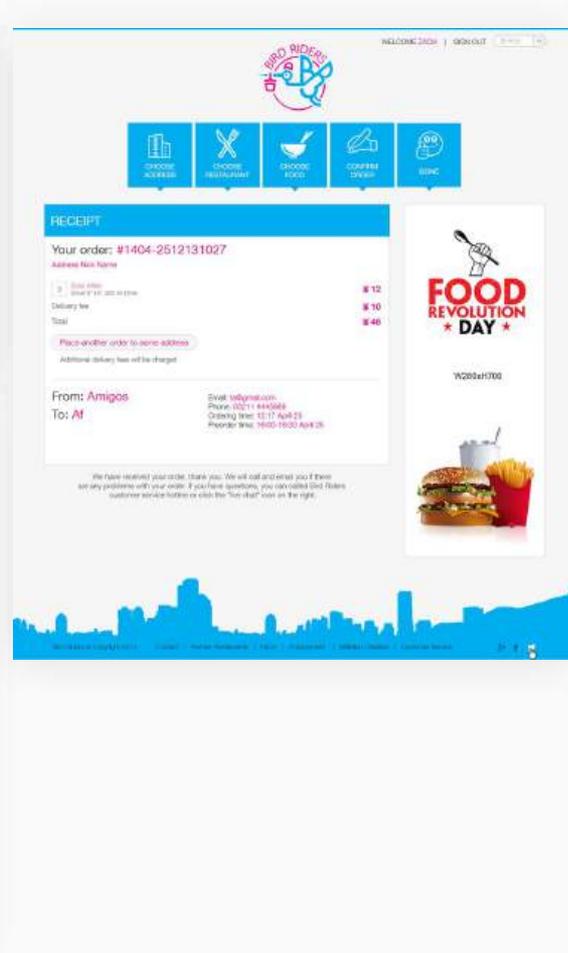
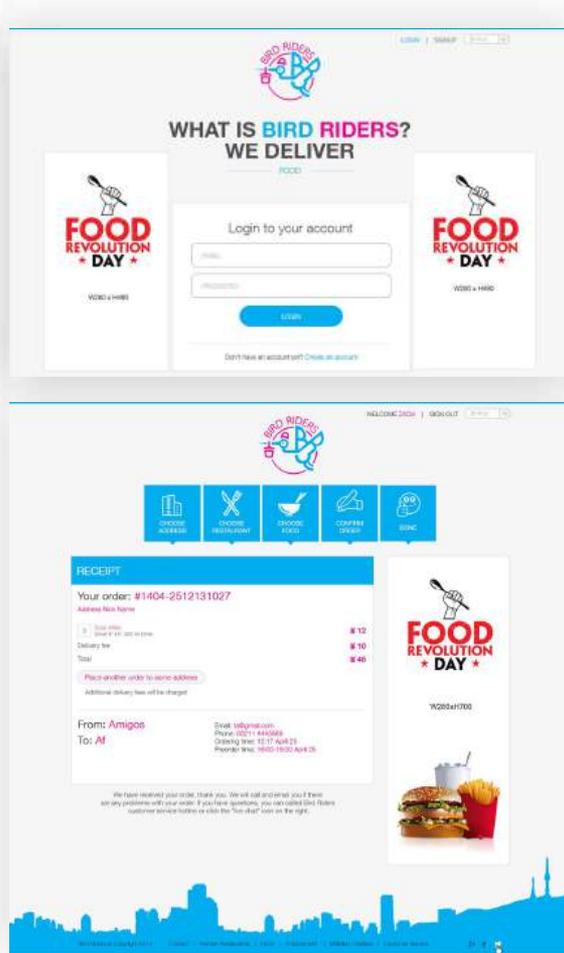
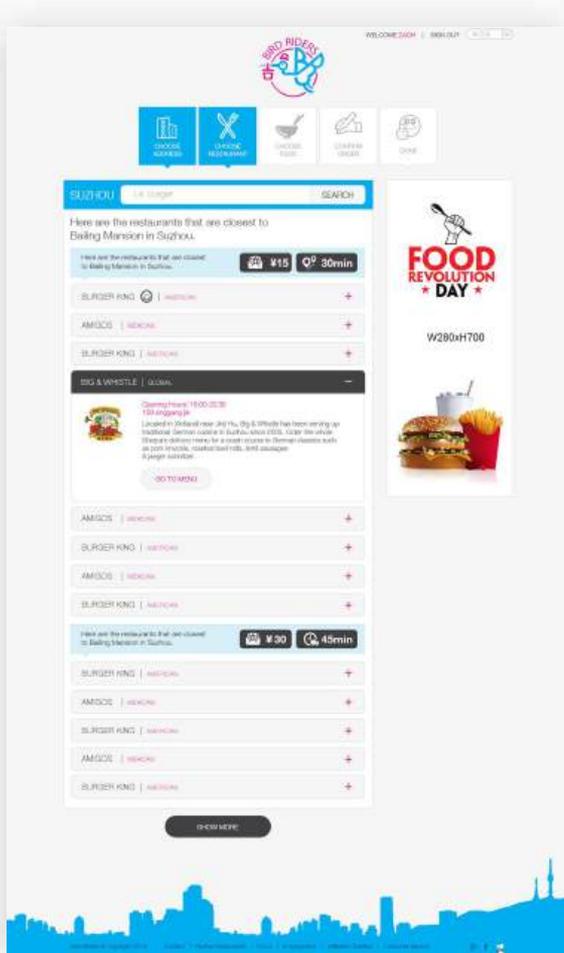
Ideation and Brainstorming, Mockups, Design, and Development

Tech

PHP, CodeIgniter, MySQL, AJAX, Bootstrap, HTML5, CSS3

Project Link

<http://www.brd.co.kr/>





A B2B Global Marketplace

Bozore provides an online marketplace platform for consumer packaged goods facilitating the largest brands, suppliers, retailers and merchants in the ecosystem to transact seamlessly.

VF Role

Product Ideation, Design Layout, Engineering, and Launch

Tech

PHP, Laravel, JavaScript, jQuery

Project Link

<http://bozore.com/>



BOZORE
Trade Redefined

THE GLOBAL B2B CONSUMER PACKAGED GOODS MARKETPLACE WHERE BRANDS, DISTRIBUTORS, RETAILERS AND MERCHANTS DISCOVER, CONNECT AND DO BUSINESS ONLINE

BOZORE - THE SOUGHT-AFTER B2B PLATFORM
A single, powerful platform for growing business and improving cost-allocation efficiency

DISCOVER AND CONNECT
Search and connect with the world's best brands.

- Discover Brands
Search from 100,000+ packaged goods brands
- Expand Your Customer Base
Connect with thousands of retailers

ENHANCED CUSTOMER EXPERIENCE
Purpose-built storefront and order placement platform

- Enhanced Mobile Brand Store
Customized storefronts for Retail Customers
- Fast and Easy Order
New ways to browse and buy with confidence

TRANSACTION CLOSURE

TRANSACTION CLOSURE
Close transactions through the platform

- From Product Discovery to Transaction
View the right data at the right time for every user
- Real-Time Reporting & Analytics
View and analyze your business data in real-time

Who is on BOZORE

684	5	10	989
Brands	Manufacturers	Retailers	Merchants

FOR ALL BRANDS

Join Bozore
The Wholesale World of Consumer Packaged Goods

REGISTER NOW

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 - Contact & Support Center
 - 401-515-8100
 - 3000 Lakeside Blvd, Suite 200
 - Berkeley, CA 94704
 - 1-800-800-8000

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BOZORE
Trade Redefined

Product List:

PHOENIX	Apr 08, 2014	\$30.14	\$32.14
MINNE	Apr 08, 2014	\$21.14	\$22.14
GORTON	Apr 08, 2014	\$20.14	\$21.14
WATSON	Apr 08, 2014	\$20.14	\$21.14

Amount Paid: US \$ 49,000.00

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Happy Birthday nutella
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THE GLOBAL... DISTRIBUTORS.

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Arla Foods Campaign

Web Platform | Online Sentiment Analyzer

Virtual Force designed a Sentiment Analyzer for Arla Foods' Mother's Day campaign in 2018. This application was unveiled simultaneously in 4 different locations across 2 cities. The application was a successful feat of technology engineering and a first of its kind for activities centered around Mother's Day campaign for PUCK by Arla Foods.

Tech

IBM Watson Engine, PHP, JavaScript , Sentiment Analysis API

VF Role

Design, Engineering, Implementation



Mother's Day Initiative by Arla Foods



Challenges

The main challenge was to increase time-on-market for PUCK by Arla Foods in a way that it heartens participants to express their love for their mothers.

Our client also wanted to be the first adapter to an experiential technology by using a sentiment analyzer in its Mother's Day campaign. This meant that software engineers at Virtual Force had to come up with an easy-to-use application on a platform (sentiment analyzing) newly introduced to the market, a feat few software companies could boast of.

Solutions

Our digital solution comprised of a web application portal for video recording and a sentiment analyzer. It was then deployed in booths for the campaign on Mother's Day. The central idea was to evoke an emotional response by asking a question; 'how many meals has your mother cooked for you in your lifetime?'.

An engaging question was put forward to the customers: 'How long have you stayed with your mom?'. When the user answered, our 'meal calculator' would reveal the number of meals cooked by mom as per the age of the person.

The expressions of the customers were to be analyzed for further analysis and their responses were to be uploaded as part of a greater marketing campaign.

Features

Video Recording Web Portal

Virtual Force designed an easy-to-use video recording portal where customers recorded a 'Thank you, Mom' video on Mother's Day. This, in turn, was publishable on social media with Puck's logo to increase their presence on the web.

Interactive Front-End

The users recorded their video message for their mothers through an interactive booth. The booth had a touchscreen with an integrated webcam. Coupled with a catchy UX and an emotional appeal, users found the both experience very fun and immersive.

Sentiment Analyzer

Virtual Force designed the Sentiment Analyzer, backed by IBM Watson for speech, text and tone analysis.

Through IBM Watson we analyzed and measured the sentiments of the users. A real-time graph was shown to the users to engage them and further enable them to adjust the message accordingly. A smart scoring mechanism was also created to rate every user after the session.

remedy

Google Glass App for Paramedics

This solution works as a combination of Google Glass, Android tablet and Web. Through this app, paramedics are equipped to get real-time support and help from specialist doctors. Immediate patient record creation and history logging is also part of the app. We developed a high-resolution video calling functionality in Google Glass for this solution.

VF Role

Engineering, Deployment

Tech

Google Glass SDK, Android, PHP, HTML5, JavaScript





GVC Global Platform

In Lebanon in 2017, the UNHCR presented the Lebanon Crisis Response Plan (LCRP), bringing together 65 agencies appealing for \$2.75 billion. GVC ensures the right dispersion and distribution of funding for Syria crisis based on individual cases and community segments. It flags and helps in resolving vulnerabilities for refugees from Syria in Lebanon that have increased exponentially year on year.

VF Role

Design, Engineering, and Implementation

Tech

Website: PHP, Laravel, PostgreSQL, HTML5, CSS3, jQuery

Integrations: ONA.io, Microsoft Power BI

Project Link

<http://dev.gvc-lb.org/>



Virtual Force Achievements

The global platform designed by VF for GVC Italia uses Microsoft Power BI to collect, assess and analyze data from humanitarian cases in the Syrian refugee camps in Lebanon. Virtual Force created a minimalistic and clean UI for the platform so it is easy to use even for first-time users and non-technical personnel. The entire system categorizes data and presents it in basic charts and diagrams for quick analysis. The filters and indicators can be selected to view individual and/or community cases from a specific perspective. The entire data collection helps GVC help and protect individuals and communities more efficiently.

Challenge

VF was brought on by GVC Italia to help them build a cutting-edge portal and platform for their ongoing humanitarian efforts in Lebanon. Based on the ideology of philanthropy, GVC helps and enables impoverished sectors and individuals within the Syrian refugee camps in Lebanon. It needed a global online platform to keep track of all the cases that are handled under its umbrella. The platform was planned to be easy-to-use with a minimum learning curve to make it widely accepted by the volunteers and humanitarians.

Solution

- Ideation, Research and Development of Global Platform
- Dashboards for Activists and Communities
- Analysis and Assessment of Individual Cases and Community Cases
- Tracking and Improvement of Cases on Crucial Indicators

Features

- Protection Analysis Dashboards
- Quantitative Analysis
- Narrated Analysis
- Individual Analysis
- Communities for Interactions
- Individual Protection Approach (IPA) IMS Dashboards
- Reports for Cases of Individual and/or Communities
- Assessment of Individual/Community Cases
- Analysis of Scores Based on Various Indicators and Filters
- Referrals of Cases to Available Handlers



GVC CPA Initiative

The GVC Italia CPA is a community engagement and empowerment instrument to design Integrated Protection Programs. WeWorld-GVC is an independent Italian organization that emerged from the union between GVC NGO (constituted in Bologna in 1971) and WeWorld (founded in Milano in 1999), with the aim of increasing the impact of Development Cooperation and Humanitarian Aid projects in 29 countries, including Italy.

VF Role

Design, Engineering, and Implementation

Tech

PHP, WordPress, MySQL, HTML5, CSS3, jQuery

Project Link

<http://cpainitiative.org/>



CPA World

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FROM HUMANITARIAN TO DEVELOPMENT.

Ensure protection in complex crisis

Nexus Collection VOL.1

Milan – April, 1st 2019
Conference Report

LEARN MORE



Tweets by @CPAWorld

CPA World (@CPAWorld)
 @CPAWorld

La trasparenza conta: a ottobre il bilancio 2018 della nostra organizzazione > [bit.ly/CPA1717](#)

CPA World (@CPAWorld)
 @CPAWorld

Insieme a Bruno Ciappagli, nell'ambito del progetto #Educazione, vogliamo conoscere ai bambini della scuola e dell'orfanotrofio di Albatay, in Siria, chi si può sopravvivere anche

What we do

The CPA is a **community engagement and empowerment** methodology to design integrated Protection Programs. The CPA provides operational tools to facilitate **collaboration, coherence and complementarity** among official, formal and informal aid institutions in order to find suitable and durable solutions to a given population's needs, vulnerabilities and risks.

READ MORE



Stories

TECH

FROM HUMANITARIAN TO DEVELOPMENT: KEEP...

NEWS

THE PROTECTION TRAINING OF REFUGEE W...

PROTECTION

DARE TO PROTECT...

EVENTS

FROM HUMANITARIAN TO DEVELOPMENT: ENSURE PROTECTION IN COMPLEX CRISIS

NOVEMBER COLLECTION VOLT - FROM HUMANITARIAN TO DEVELOPMENT: ENSURE PROTECTION IN COMPLEX CRISIS

EVENTS

WITH THE CPA, A PERSPECTIVE IN THE USE

EVENTS

THE USE OF DIGITALLY GENERATED CONTENT

EVENTS

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VIEW ALL STORIES

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CPA World

THE CPA is **community engagement and empowerment** methodology to design integrated Protection Programs.

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What We Do
Community
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WHERE WE WORK

Address: Via Salaria 6, 00198 Roma - Tel: (+39) 06 86 34 11 00.
Design: Via Francesco Saverio 3, 40138 Bologna
#cpaworld

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Alternate Financing for Medical Bills

Crediyo provides intervention at clinical point of sale where a consumer is billed and is in need of alternate ways of funding their clinical bills instead of using their insurance or partially using their insurance programs. It's an alternate lending platform in consumer lending space for providing loans for patient care.

VF Role

Ideation, Design, Development and Implementation

Tech

Ruby on Rails, AngularJS, Facebook SDK, Google Maps, CSS, JavaScript, PostgreSQL, Authorize.net

Project Link

<https://www.crediyo.com/>



Virtual Force Achievements

Crediyo, since its launch with a MVP, has progressed to further refinement through the years. The project has helped meet our clients' annual profits targets and debt settlement accuracy. As per latest statistics, 80% of medical bills contain errors. Crediyo's patient advocates detect and remove these errors so patients are never overcharged. Crediyo has also reported higher collections for providers by up to 20%.

Challenge

Crediyo's venture into alternative financing solutions for medical expenditures coincided with the fact that more and more people were not paying their share of medical expenditures out of pocket. For debt of \$3000 or more, the on-time payment for patients dropped to 5% in the United States. Crediyo needed to come up with a Minimum Viable Product (MVP), that would settle debt for patients and offer competitive loans that would not default, using their proprietary datasets.

Solution

Our senior manager analyzed the requirements and devised a solution to address all of our client's needs. The final product design was the result of insightful information and suggestions provided by client and the innovative approach of our technical team.

Features

Personalized Payment Plans

Customers are offered payment scheduling according to their own budget and buying power.

Data Security

Patient data, history and credit database is kept secure using a variety of methods, including encryption.

Payment via Mobile/ Web

Crediyo payments can be made via mobile and web portal, making it easier for customers to access payment portals.

Point of Service Technology

Crediyo's point of service, HIPAA-compliant registration tool surveys patient medical history electronically, verifies insurance, calculates how much patients owe, and informs patients of their out-of-pocket responsibility.

Proprietary Credit Data

Crediyo owns a proprietary credit database to come up with debt and credit assessment for customers.



Organic Meat and Seafood Marketplace

Greensbury is the leading driver of the contemporary grass-fed movement. Their vision is raising organic grass-fed cattle in a way that is sustainable, humane, and consistent in taste and quality. Their organic meat and grass-fed beef is free of hormones, steroids, and antibiotics. It satisfies all USDA organic standards. The cattle are grass-fed and humanely raised. The chicken is vegetarian-fed whereas the seafood is wild caught.

VF Role

Development, and Engineering

Tech

WordPress, WooCommerce, jQuery, Facebook SDK, Twitter, Mailchimp, AJAX, Bootstrap, JavaScript, CSS, HTML5

Project Link

<https://www.greensbury.com/>



ORGANIC MEATS & WILD SEAFOODS

Sorted by product type



Organic, Grass-Fed Beef



Our organic, grass-fed beef comes from the finest quality beef cattle raised on our organic farms in the Cotswolds.

[VIEW MORE](#)

Organic, Free-Range Poultry



Our organic, free-range poultry comes from the finest quality birds raised on our organic farms in the Cotswolds.

[VIEW MORE](#)

Sustainable Seafood



Our sustainable seafood comes from the finest quality fish caught in the wild.

[VIEW MORE](#)

WHY GREENSBURY?



OUR FARMS & FORESTS

Discover our diverse farms, forests and woodlands. From the Cotswolds to the Cotswolds, we have the best of both worlds.



PRODUCTS WITH CARE

We care about the quality of our products. From the Cotswolds to the Cotswolds, we have the best of both worlds.



DELIVERED TO YOUR DOOR

We offer the best of both worlds. From the Cotswolds to the Cotswolds, we have the best of both worlds.



At Greensbury, we are 100% committed to total transparency about our products. Your satisfaction is always guaranteed.

[VIEW MORE](#)

WHAT PEOPLE ARE SAYING

"The quality of the products is excellent. I have been using Greensbury for a long time and I am always impressed by the quality of the products." - [GEMMA TAYLOR](#)

"I have been using Greensbury for a long time and I am always impressed by the quality of the products." - [EMMA TAYLOR](#)

"The quality of the products is excellent. I have been using Greensbury for a long time and I am always impressed by the quality of the products." - [EMMA TAYLOR](#)

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WHERE DOES OUR FOOD COME FROM?



ORGANIC & ABF POULTRY

We have a range of organic, antibiotic-free, hormone-free, and MSG-free poultry products. Our organic, antibiotic-free, hormone-free, and MSG-free poultry products are sourced from the finest quality birds raised on our organic farms in the Cotswolds.

ORGANIC



ORGANIC FREE RANGE CHICKEN BREASTS
1.5kg (3.3lb)
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ORGANIC FREE RANGE CHICKEN
1.5kg (3.3lb)
[VIEW MORE](#)



ORGANIC ORGANIC TURKEY
1.5kg (3.3lb)
[VIEW MORE](#)



ORGANIC FREE RANGE CHICKEN
1.5kg (3.3lb)
[VIEW MORE](#)



ORGANIC FREE RANGE CHICKEN
1.5kg (3.3lb)
[VIEW MORE](#)



ORGANIC TURKEY BREAST
1.5kg (3.3lb)
[VIEW MORE](#)



ORGANIC FREE RANGE CHICKEN
1.5kg (3.3lb)
[VIEW MORE](#)



ORGANIC FREE RANGE CHICKEN
1.5kg (3.3lb)
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ANTIBIOTIC-FREE



ANTIBIOTIC-FREE CHICKEN
1.5kg (3.3lb)
[VIEW MORE](#)



ANTIBIOTIC-FREE CHICKEN
1.5kg (3.3lb)
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OUR COMMUNITY



BLOG



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AUJ

Luxury Collection Online Store

AUJ is a print and fabric based design movement from Pakistan. Diving deep into antiquity and culture, AUJ showcases multiple design disciplines from all around the Subcontinent and fuses them with European Bauhaus geometry. Movements such as block prints, ralli, ajrak and chickenkaari blend with royal Mandarin, Victorian and Persian motifs to give rise to a design movement that is unique and different.

VF Role

Design, and Development

Tech

WordPress, WooCommerce, PHP, jQuery, Visual Composer

Project Link

<https://www.aujonline.com/home>



AUJ

JARDIN
DE LUXE LUXURY
 COLLECTION '18
 IN STORES & ONLINE

SUMMER '18
LUXURY
 COLLECTION

SHOP NOW

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New Customer

First Name

Last Name

Phone Number

Address

City

State

Zip

Country

Submit

Returning Customer

First Name

Last Name

Phone Number

Address

City

State

Zip

Country

Submit

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First Name

Last Name

Phone Number

Address

City

State

Zip

Country

Submit

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Quality Research for Economic Prosperity

The Institute of Development and Economic Alternatives (IDEAS) has a vision to strengthen the economic and social foundation of democracy in Pakistan by producing rigorous quality research. The objective is to identify, through research, pivotal opportunities of policy reform, both in terms of feasibility and impact, and subsequently use that knowledge for advocacy and policy engagement.

VF Role

Ideation, Design , Engineering, Launch

Tech

WordPress, HTML, CSS, Bootstrap

Project Link

<http://ideaspak.org/>



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Research Events

1 | IDEA to release findings for its comparative analysis for the 2017-18 period. The report titled "The Role of the State in the Economic Growth of Pakistan" will be released on 17 July 2018.

2 | IDEA to release findings for its comparative analysis for the 2017-18 period. The report titled "The Role of the State in the Economic Growth of Pakistan" will be released on 17 July 2018.

3 | IDEA to release findings for its comparative analysis for the 2017-18 period. The report titled "The Role of the State in the Economic Growth of Pakistan" will be released on 17 July 2018.

News and events

1 | Agricultural taxation in Punjab: The missing...
The issue of agricultural taxation in Punjab.

2 | China and Culture: "TODAY" there is...
The issue of China and Culture.

3 | Other topics
Other topics related to development and economics.

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Social Exclusion and Marginalization

The issue of social exclusion and marginalization for various all other areas of research of IDEA. The report titled "Social Exclusion and Marginalization: A Comparative Analysis of Pakistan and India" will be released on 17 July 2018.

News and events

1 | Ethnic Polarization in Pakistan

2 | Genesis and Evolution of Public Interest Litigation in the Supreme Court of Pakistan

Research Team

Dr. Hafiz Ullah Khan

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Careers

We are currently looking for individuals for our existing or upcoming projects. If you are interested, please send your resume to hr@idea.gov.pk.

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Latest Events & Multimedia

Tax Views
The views of the authors, shared and developed from 2017, on a series of seminars on the fiscal situation in Pakistan that specifically addressed the urgent need to generate revenue.

Harvard dialogue on education reform in Pakistan
A dialogue on Education Reform in Pakistan was held at Harvard University in Boston, MA on 18th and 19th July 2017. The event was moderated by IDEA's Dr. Hafiz Ullah Khan.

Dr. Bilal Azeem, research paper on education education of post conference, Nepal
Dr. Bilal Azeem, research paper on education education of post conference, Nepal. The paper titled "Education Reform in Pakistan: A Comparative Analysis of Pakistan and India" will be released on 17 July 2018.

Dr. Iqbal Hussain presents agriculture income taxation paper at FICCI and others
Dr. Iqbal Hussain presented his paper "Agricultural Income Taxation: Evolution of the revenue potential in Punjab" at the Pakistan Institute of Development Economics (PIDE) conference.

Research Report: Subsidy program (IDP) - Round - Table on Research opportunities
The report titled "Subsidy program (IDP) - Round - Table on Research opportunities" will be released on 17 July 2018.

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Debating Ideas

Whipping Civil Society Spaces in Pakistan
A theoretical and empirical analysis of the role of civil society in Pakistan. The report titled "Whipping Civil Society Spaces in Pakistan" will be released on 17 July 2018.

ISLAMIC STATE
All Islamist and Culture related "TODAY" there is no other way to go but to embrace the globalized and digital world and embrace the digital world.

Other Topics in Punjab: A Missing Paradise
All Islamist and Culture related "TODAY" there is no other way to go but to embrace the globalized and digital world and embrace the digital world.

Defiance and the Defiance
The report titled "Defiance and the Defiance" will be released on 17 July 2018.

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Mobile App for TOTC 2014

Tales of the Cocktail® is the world's premier cocktail festival, bringing together the international spirits community for five days of what's now, what's new and what's next in bartending. VF partnered with Wired Magazine to provide the Mobile Apps for this event. These apps contained information about the event, some location based contests for event sponsors, analytics for the event organizers and offline availability of data as well.

VF Role

Mobile App Development

Tech

iOS, Android, Foursquare API, Java

Project Link

<https://play.google.com/store/apps/details?id=com.virtualforce.totc>



tales of the COCKTAIL

Tales of the Cocktail® is the world's premier cocktail festival, bringing together the international spirits community for five days of what's new, what's next and what's in bar-tending.



tales of the COCKTAIL

Download the Tales of the Cocktail® app and easily find and schedule local events right from your mobile device!

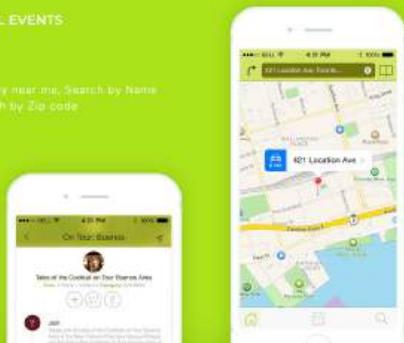


01.

SEARCH COCKTAIL EVENTS

Search by name, Search by Name or Search by Zip code

Find your local cocktail events



03. CALENDAR MENU

Keep track of events, set reminders and share them with your friends.



04.





Video Chat Platform for Virtual Dating

WooMe connects people on its video chat platform with future loved ones in a safe place. It's a great step for individuals to find like-minded love interests virtually before moving ahead in the physical world. WooMe cares about the safety of women especially and provides a safe place to meet strangers virtually.

VF Roles

Design, and Development

Tech

MySQL, Laravel, Vue.js

Project Link

<https://woome.io/>

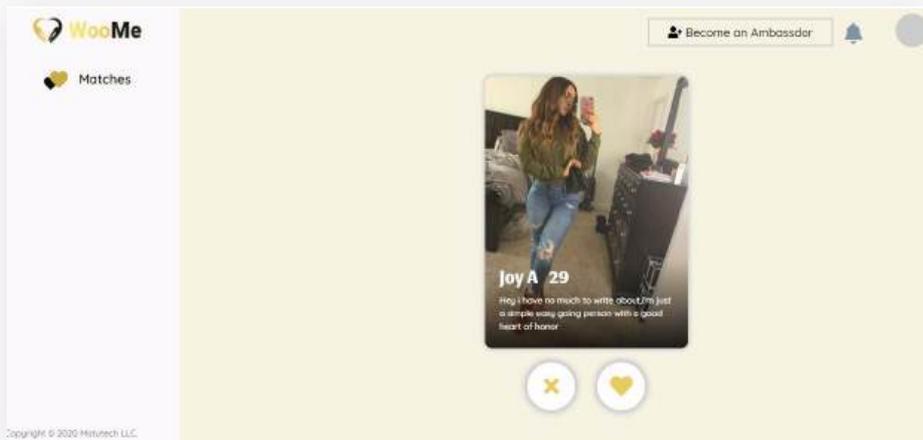


Virtual Force Achievements

We partnered with WooMe to design and develop a seamless video dating platform by creating intuitive interface and features. VF modernized their entire digital environment to encourage people to expand their social life virtually and safely. The solution we offered is unique from other all dating sites by offering a quick, safe and reliable dating experience.

Challenge

We were tasked to build a real-time video chat application that offers high-quality voice and video calls in a modern design aesthetics and latest tech. We kickstart the project by offering advisory on the design and development of the platform. We embedded latest audio/video technologies into the application to keep things simple. This offered a smooth experience for the users when making voice and video chats. Eventually, we ran extensive quality tests to ensure that we delivered the most reliable video chat application; a safe virtual date.





A Compliance Solution for Data Transfer

RIA in a Box is a compliance software and support, famous for its constantly upgraded tech systems to remove inefficiencies in data transfer. VF developed the API compliance solutions allowing advisors access to the most updated information provided through the fastest data flow gateways.

VF Roles

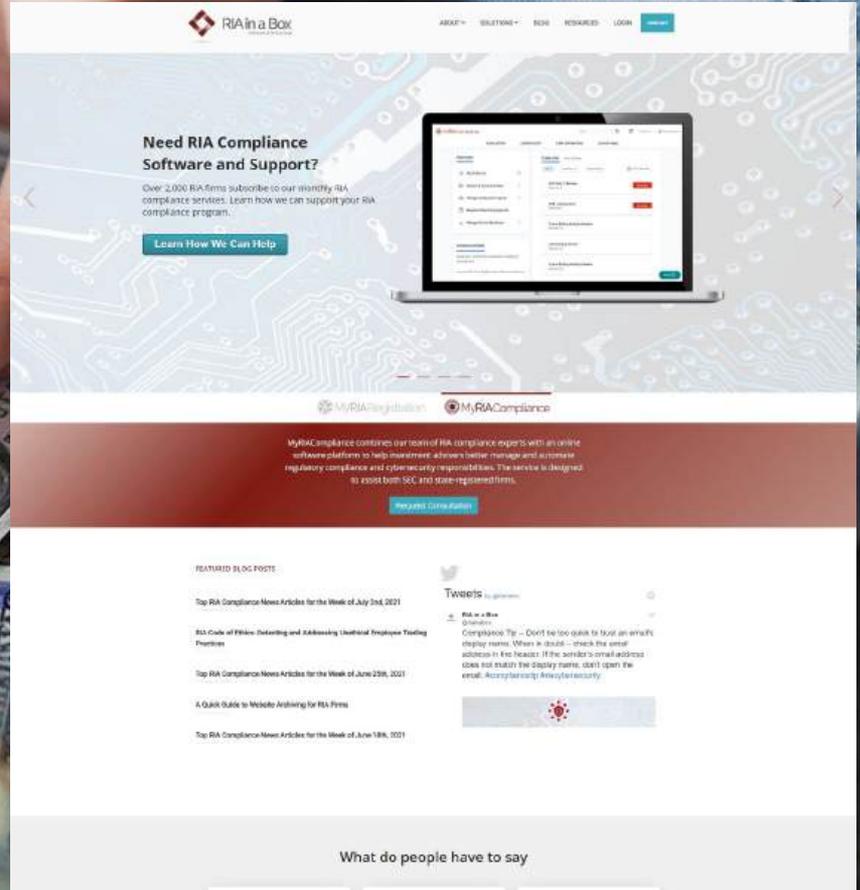
Development

Tech

PHP, Lumen

Project Link

<https://www.riainabox.com/>



What do people have to say