



Gold Application Integration
Gold Application Development

**Building responsible
software for innovators
everywhere.**



CARAVELLABS

Of the top 12 reasons why startups fail, 8 are related to challenges with **achieving innovation at scale**

Reduce risk by testing your innovation idea with stakeholders now

From CBInsights: Top 12 reasons startups fail



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Developer velocity is key to scaling innovation quickly

Organizations in the top quartile for developer velocity have:

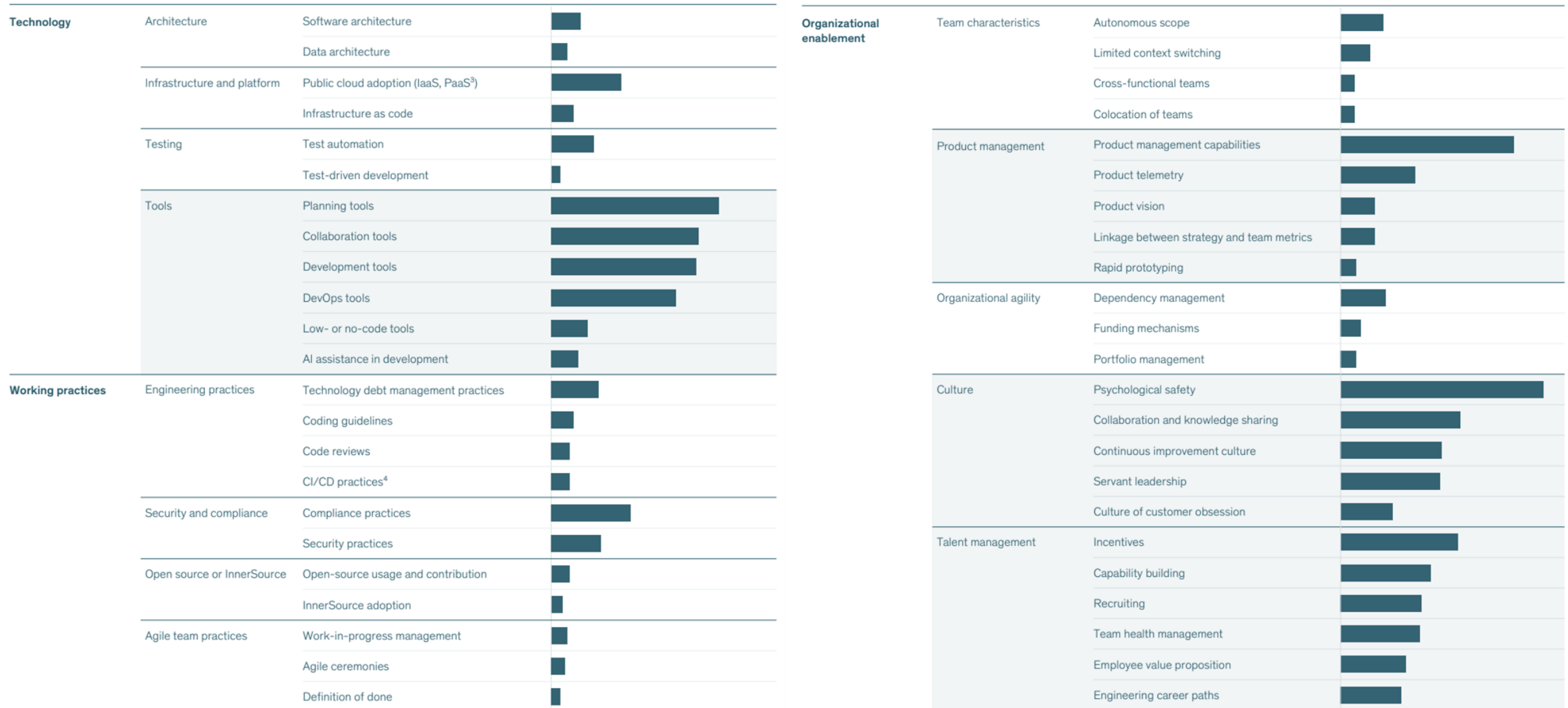
4-5x higher **revenue growth**

55% higher **innovation score**

20% higher **operating margins**

From McKinsey & Company: How software excellence fuels business performance

Impact of various capabilities on **developer velocity**



Relative importance to overall business performance indicators from McKinsey & Company: How software excellence fuels business performance

How we maximize **developer velocity**

Adopt the basics

Agile, open-source, public-cloud

Equip every development team member with product management skills

Standardize DevSecOps tools and practices

Leave enough flexibility to empower developers

Culture and compensation

Focus on recruiting and nurturing top tech talent

Our practices which achieve **high developer velocity**



Small Empowered Cross-Disciplinary Team

- ✓ 2-6 generalist engineers per team
- ✓ Every engineer practices across development, design, and site reliability
- ✓ Eliminate toil through deployment automation, test automation, and project management automation



Human-Centered Participatory Design

- ✓ **Empathize and define user needs through a Design Thinking exploration approach**
- ✓ Practice compassion and co-design with users by Rapid Prototyping
- ✓ Bring users feedback into product design by Usability Testing



Iterative and Incremental Product Development

- ✓ Fast development cycles enable adaptability to changes in business priorities
- ✓ Software release on demand with DevOps automation
- ✓ Robust building blocks with proven existing code frameworks

How we use **Social Impact** to engage your constituents



Research SDGs Alignment with Business Impact

- ✓ Research SDGs 17 Goals and 169 Targets to identify potential alignment with customer business impacts
- ✓ Research among the 232 unique Indicators on how to quantitatively and qualitatively measure progress towards the related Goals and Targets

Incorporate Social Impact in Product Design

- ✓ Explore practical ways to improve customer's product design to align with the related SDG Goals and Targets
- ✓ Implement telemetry and user feedback to calculate social impact using SDGs Indicators

Make Greater Impact to Attract Impact Investment

- ✓ Increase customer's business impact with trackable Social Impact aligned with SDGs
- ✓ Produce Social Impact Report with data collected to prove customer's contribution to making a better world
- ✓ Partner with customers to pursue Impact Investment



CARAVELLABS

Our Initial Valuable Product service

Build and launch a fully implemented software product **in 3-months or less**

Establish the software engineering infrastructure and operations stack to continue building into the future

“Pay-for-Outcome” pricing model – cost is tied directly to usage of the software once deployed

Who is Caravel Labs?

Ex-Microsoft Founders



Our founders have worked together for over 5 years at Microsoft, some for more than 12 years. This team led a revolution within Microsoft's consulting services group to bring design thinking and engineering agility to custom application development. The team built one of the highest performing business units within that organization over seven years, constituting a \$500 million portfolio. They have worked not only in traditional technology hot spots, but in 24 countries spanning every human-inhabited continent, and their shared work and positive results achieved are their inspiration for this venture.

Team of Global Citizens



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Global Leadership Team

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