CASE STUDY 01 / FOUNDER EXPERIENCE / DELIVERED PLATFORM

100 Businesses Online Before E-Commerce Was Established

Digital commerce and secure transactions

THE BUSINESS CHALLENGE

The required payment integration, secure identity, order processing and fulfilment systems were not available as a ready-made solution. Multiple independent institutions had to operate as one.

THE WORK PERFORMED

01 Business model and funding. Conceived the shared online-commerce model; developed the proposition and assembled approximately $5 million in public- and private-sector backing.

02 End-to-end process architecture. Mapped how merchants, customers, financial institutions, call centres and postal operations would exchange information and complete transactions.

03 Payments and transaction processing. Designed the transaction gateway and integrated the payment process with the storefront and order-management workflows.

04 Security and trust. Designed public-key infrastructure, certificate-authority functions, digital identity and transaction controls.

05 Operational integration. Connected order intake, customer support, pick-pack-ship fulfilment and delivery processes with Canada Post.

06 Storefront delivery and acceptance. Built the customer-facing platform, enabled 100 stores and conducted functional and user-acceptance testing.

THE RESULT

A shared platform enabled 100 storefronts to offer consumer and business products, including government publications and downloadable media. The work showed that secure, integrated infrastructure could make online commerce accessible to small businesses.

100
online storefronts

WHAT THIS EXPERIENCE PROVES

Demonstrates the ability to conceive, finance, architect and deliver a secure, multi-organization platform when the supporting infrastructure does not yet exist.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Small firms lacked a practical, trusted path to sell online.	Built a shared platform connecting storefronts, payments, identity and fulfilment.	100 businesses gained an online presence and could trade across consumer and B2B markets.

SELECTED CAPABILITIES

Ideation and business design | Solution architecture | Systems integration | Payments and transaction controls | PKI and certificate authority | Process automation | User acceptance testing

Experience: Tracey DeLeeuw | Historical performance figures should be corroborated before external publication.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 02 / PROFESSIONAL ENGAGEMENT / TRAINING PILOT

Helping Investment Advisors Use AI With Confidence and Care

Regulated financial services

THE BUSINESS CHALLENGE

Brokers were experimenting with AI before the organization had established a mature strategy or usage guardrails, creating risks involving confidential information, client communications and compliance.

THE WORK PERFORMED

01 Role and workflow assessment. Studied the day-to-day work of brokers and identified where AI could support research, client preparation, reporting and administration.

02 Risk and compliance review. Researched self-regulatory obligations, confidentiality risks, unapproved tools and AI-generated meeting records.

03 Learning strategy and design. Structured a practical orientation spanning beginner, intermediate and advanced uses of large language models.

04 Content and materials development. Created pre-session communications, preparation material, exercises, demonstrations and participant resources.

05 Tool and use-case demonstrations. Showed ChatGPT and Gemini workflows for research, reports, presentations, templates, images and task support.

06 Delivery and guardrails. Delivered the pilot and explained what advisors could and could not safely do while formal firm policies were still developing.

THE RESULT

Participants gained practical orientation to AI fundamentals, permitted and risky uses, research, document production and everyday productivity workflows. Training attendance and post-program adoption rates have not been provided.

150
brokers in the organization*

WHAT THIS EXPERIENCE PROVES

Demonstrates how to translate fast-moving AI into role-specific workforce capability while making regulatory and confidentiality boundaries explicit.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Brokers faced fast-moving AI tools without a shared understanding of appropriate use.	Designed and delivered a practical, risk-aware orientation across beginner, intermediate and advanced use cases.	Participants understood AI fundamentals, common risks and practical uses relevant to their daily work.

SELECTED CAPABILITIES

AI learning design | Financial-services compliance | Governance awareness | Use-case research | Prompt engineering | Workshop facilitation | Change enablement

Experience: Tracey DeLeeuw | * Historical or engagement figures are based on the founder interview and should be verified before external publication.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 03 / PROFESSIONAL ENGAGEMENT / IMPLEMENTED AUTOMATION

60 Hours of Monthly Reporting Reduced to Less Than One

Commercial recycling and waste handling

THE BUSINESS CHALLENGE

A small company with limited technology and staff was spending about 60 hours a month producing complex client waste-compliance reports.

THE WORK PERFORMED

01 Process and controls assessment. Mapped the reporting workflow, client compliance obligations, approval points and approximately 60 hours of monthly manual work.

02 Inputs and outputs analysis. Identified source records, data fields, required calculations, report outputs and reporting formats.

03 Product and architecture selection. Evaluated automation options and selected a practical approach using existing accounting software and available APIs.

04 Data transformation and reporting design. Specified data extraction, transformation, validation, report generation and output formatting.

05 Environment and systems integration. Coordinated environment setup, configuration and integration with offshore programming resources.

06 Implementation and automation. Implemented the end-to-end workflow, including processing logic and automated report production.

07 Testing and validation. Tested data accuracy, workflow behaviour, controls and report formatting against the required outputs.

THE RESULT

The automated workflow reduced monthly reporting from approximately 60 hours to less than one, a reduction of more than 98%. The business could support growth without proportional reporting headcount.

< 1 hour
monthly reporting after automation

WHAT THIS EXPERIENCE PROVES

Demonstrates end-to-end transformation capability: diagnose a process, specify data and controls, select products, integrate systems, implement and validate measurable improvement.

BEFORE / TRANSFORMATION / AFTER

BEFORE
Manual client reporting consumed about 60 hours every month.

TRANSFORMATION
Mapped inputs and outputs, selected automation tools and connected existing systems through APIs.

AFTER
The reporting workflow required less than one hour a month.

SELECTED CAPABILITIES

Readiness assessment | Workflow and controls review | Solution design | Software selection | API integration | Process automation | Implementation

Experience: Tracey DeLeeuw | Historical performance figures should be corroborated before external publication.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 04 / PROFESSIONAL EXPERIENCE / SMART-BUILDING DEMONSTRATION

Turning Intelligent-Building Design Into a Tangible Buyer Experience

Commercial real estate and intelligent buildings

THE BUSINESS CHALLENGE

Connected-device technology was emerging, but developers, operators and occupants did not yet have a shared operating model or a clear way to demonstrate its value.

THE WORK PERFORMED

01 Opportunity and stakeholder assessment. Explored the emerging capabilities of connected devices and the different incentives of property developers, operators and occupants.

02 Front-office operating model. Designed future-state concierge, resident-service and customer-interaction experiences.

03 Middle-office operating model. Mapped administration, billing, payments and property-management processes.

04 Back-office operating model. Designed the role of sensors and controls across building engineering, HVAC, water, waste and related systems.

05 Integrated architecture. Developed technology, information, application, transaction-flow and human-interface architectures, including identity and permissions.

06 Executive demonstration. Prepared the concept and executive presentation and translated the proposed technology into a demonstration-suite experience.

THE RESULT

The technology-enabled demonstration suite was associated with reported presales exceeding 55% within seven weeks. This is a project outcome, not proof that the technology alone caused the sales.

55%+
presales in seven weeks*

WHAT THIS EXPERIENCE PROVES

Demonstrates the ability to connect resident experience, administration and building engineering into one intelligible investment and operating proposition.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Building technology was fragmented and its buyer value largely invisible.	Designed a connected-building operating model and translated it into a demonstrable resident experience.	The technology-enabled demonstration suite supported reported presales of over 55% in seven weeks.

SELECTED CAPABILITIES

Ideation and imagineering | Cross-silo operating models | Technology architecture | Information architecture | Application architecture | Human-centred design | Executive communication

Experience: Tracey DeLeeuw | * Historical or engagement figures are based on the founder interview and should be verified before external publication.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 05 / FOUNDER VENTURE / DIGITAL PLATFORM

Making Smart-Home Technology Understandable and Actionable

Consumer smart-home technology

THE BUSINESS CHALLENGE

Consumers could buy individual devices but struggled to choose compatible technology, create useful routines or understand integration and security risks.

THE WORK PERFORMED

01 Business and use-case strategy. Defined practical decision journeys for remote caregiving, family automation, security, cottages and rental-property management.

02 Technology and product assessment. Researched and organized approximately 200 products around needs, interoperability, controls and security considerations.

03 Selection experience design. Designed a use-case-led way for visitors to identify relevant devices, platforms and integrated routines.

04 Content and knowledge development. Authored books, guides and detailed scenario explanations to support informed technology choices.

05 Website and software integration. Built an e-commerce-enabled WordPress site, integrating roughly 15 modules and custom development.

06 Commercial and operational setup. Connected affiliate purchase pathways and consulting services; configured and operated the site.

THE RESULT

A live product-selection and education platform was developed around approximately 200 products, practical guides and affiliate pathways. The caregiving and property-management examples are use cases, not independently measured customer results.

200
products curated

WHAT THIS EXPERIENCE PROVES

Demonstrates product strategy, technical integration, content development and digital-commerce execution around practical customer needs.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
People encountered disconnected products and unclear choices.	Built a use-case-led information and product-selection platform.	Visitors could explore integrated solutions for caregiving, family life, security and property management.

SELECTED CAPABILITIES

Business ideation | Website development | Product selection | Content strategy | Affiliate commerce | WordPress integration | Digital operations

Experience: Tracey DeLeeuw | Experience and venture descriptions reflect the founder interview. No additional client outcomes are implied.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 06 / RESEARCH & AUTHORSHIP / ADVISORY CONCEPT

Making Business Succession More Transparent Through Technology

Small-business succession and M&A

THE BUSINESS CHALLENGE

Owners of traditional businesses often lacked centralized records and documented workflows, making operational value difficult to demonstrate and buyer risk difficult to assess.

THE WORK PERFORMED

01 Market and succession analysis. Examined retirement-driven business transfers and the risks created by low digital maturity and undocumented operations.

02 Seller-side value assessment. Mapped how CRM, centralized records, repeatable workflows and automation could improve the evidence available to buyers.

03 Buyer-side technology diligence. Developed questions for assessing operational systems, data quality, technology gaps and post-acquisition risk.

04 Practical playbook development. Wrote complementary books addressing preparation for sale and acquisition followed by modernization.

05 Prompts and implementation thinking. Created assessment prompts and modernization pathways to help owners identify priorities and potential returns.

06 Advisory model. Outlined how Green Teaming could work alongside business-sale and acquisition professionals; no transaction outcome is claimed.

THE RESULT

Produced two complementary educational guides and a consulting proposition for business buyers and sellers. Improved transaction prices or acquisition returns are potential benefits, not measured outcomes.

2
complementary guides

WHAT THIS EXPERIENCE PROVES

Demonstrates research-led strategy and technology diligence for business transitions; the outputs are educational frameworks, not completed M&A transactions.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Undocumented operations obscured business value and increased buyer uncertainty.	Developed paired playbooks for technology-enabled selling and post-acquisition modernization.	Buyers and sellers gained a framework for assessing digital readiness and value opportunities.

SELECTED CAPABILITIES

Market assessment | Business strategy | Technology assessment | Modernization roadmaps | Content creation | Prompt engineering

Experience: Tracey DeLeeuw | Experience and venture descriptions reflect the founder interview. No additional client outcomes are implied.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 07 / RESEARCH & AUTHORSHIP / USE-CASE DEVELOPMENT

Designing Technology for Independence and a Second Working Life

Aging, workforce and connected living

THE BUSINESS CHALLENGE

Aging technology was too often framed solely around care and monitoring, rather than independence, social connection and continued economic participation.

THE WORK PERFORMED

01 Demographic and economic research. Studied the implications of population aging for independence, work, caregiving and community participation.

02 Aging-in-place use cases. Developed scenarios for lighting, temperature, locks, communications, television controls, sensors and alerts.

03 Connected routines and automation. Explored how integrated home controls and remote monitoring could support autonomy and reduce avoidable visits.

04 Workforce participation concepts. Developed technology-enabled mentoring and training concepts, including AR/VR-supported knowledge transfer.

05 Content and research development. Wrote books and practical use cases for seniors, families and service providers.

06 Community application. Incorporated accessibility, social connection and older-adult participation into broader community design research.

THE RESULT

Produced books, research and use cases for independent living, social connection and continued workforce participation. No implemented program outcomes have been claimed.

2
focus areas: home and work

WHAT THIS EXPERIENCE PROVES

Demonstrates the ability to connect demographic research, connected-home technology and workforce innovation into practical age-friendly concepts.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Aging technology was often framed narrowly as monitoring and care.	Developed use cases for connected homes, remote support and technology-enabled mentoring.	A broader model emerged: support independence, reduce isolation and extend meaningful participation.

SELECTED CAPABILITIES

Market and demographic analysis | Economic research | Use-case development | Technology selection | Process analysis | Smart-home automation

Experience: Tracey DeLeeuw | Experience and venture descriptions reflect the founder interview. No additional client outcomes are implied.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 08 / RESEARCH & STRATEGY / CONCEPT DEVELOPMENT

Connecting Housing Delivery From Concept to Occupancy

Municipal housing and community systems

THE BUSINESS CHALLENGE

Land, funding, approvals, construction and operations were handled in silos, while smaller municipalities and communities could not afford to reinvent connected systems project by project.

THE WORK PERFORMED

01 System and lifecycle research. Mapped the housing journey from early concept and land through approvals, construction, occupancy and operations.

02 Municipal and funding assessment. Researched government programs, grants, municipal requirements and potential funding pathways.

03 Land and partnership exploration. Examined land procurement and opportunities involving charities, non-profits and other community participants.

04 Community and solution architecture. Designed high-level community concepts and a connected approach to processes and participants.

05 Financial and strategic modelling. Developed research, financial models, strategy options and feasibility thinking.

06 Digital platform concept. Explored a reusable, secure digital approach to reduce fragmentation without publishing proprietary design details.

THE RESULT

Developed a high-level research, finance and architecture foundation for integrated housing delivery. This is concept and strategy work, not a claim of completed housing construction or platform deployment.

End to end
housing lifecycle scope

WHAT THIS EXPERIENCE PROVES

Demonstrates the ability to connect municipal requirements, finance, land, community design and digital architecture without revealing proprietary methods.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Housing delivery was fragmented across participants and life-cycle stages.	Researched a repeatable, connected approach spanning strategy, finance, community design and digital operations.	A high-level architecture for coordinated housing delivery and connected communities took shape.

SELECTED CAPABILITIES

Research and intelligence | Solution architecture | Community design | Financial modelling | Funding assessment | Partnership development | AI-assisted analysis

Experience: Tracey DeLeeuw | Experience and venture descriptions reflect the founder interview. No additional client outcomes are implied.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 09 / CROSS-INDUSTRY EXPERIENCE / ASSURANCE

Making Security Part of the Architecture, Not an Afterthought

Security, identity and information assurance

THE BUSINESS CHALLENGE

Security was frequently treated as a late-stage addition, rather than a core requirement of identity, human interaction, data protection and transaction design.

THE WORK PERFORMED

01 Secure transaction architecture. Designed identity, authorization and transaction-control approaches for early e-commerce and multi-party platforms.

02 PKI and certificate-authority work. Designed and user-acceptance-tested public-key and certificate-authority capabilities with a major Canadian bank.

03 Postal and logistics security. Applied secure identity, parcel-information protection and machine/process security in postal environments.

04 Permissions-based smart systems. Designed identity and access permissions for people interacting with connected-building services.

05 Assurance and controls. Applied audit, compliance and information-assurance thinking to architecture and process decisions.

06 Cross-disciplinary design. Integrated security requirements into user journeys, system architecture and operations rather than adding them after implementation.

THE RESULT

Applied secure identity, permissions and assurance principles across digital-commerce, logistics and smart-building work. This career-spanning example does not claim a single quantified security outcome.

Multi-sector
security-by-design experience

WHAT THIS EXPERIENCE PROVES

Demonstrates career-long application of identity, trust, transaction controls and information assurance across multiple industries and systems.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Security risked becoming a late-stage control added to a finished design.	Embedded identity, permissions, encryption and assurance into architecture and user workflows.	Security and human-centred design became joint design requirements, not competing priorities.

SELECTED CAPABILITIES

Security assessment | Information assurance | PKI and encryption | Certificate authority design | Identity and access design | Solution architecture | Security awareness

Experience: Tracey DeLeeuw and Darren Jones | Experience and venture descriptions reflect the founder interview. No additional client outcomes are implied.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 10 / FOUNDER EXPERIENCE / DELIVERED PLATFORM

A 15-Module Service Platform Used by 40,000 Businesses

Service-based small businesses

THE BUSINESS CHALLENGE

Service providers needed integrated quoting, booking, work orders, contracts and payment, not just product-style storefronts. Fifteen software modules had to behave as one personalized service.

THE WORK PERFORMED

01 Market and platform strategy. Identified the missing digital-commerce infrastructure for service providers and designed an accessible subscription proposition.

02 Service-process architecture. Mapped how discovery, referrals, profiles, quotations, bookings, work orders, contracts and payment needed to work together.

03 15-module software integration. Selected and integrated 15 software modules, including open-source components, into a cohesive small-business operating platform.

04 Personalization and identity. Designed individualized buyer and seller experiences, profiles, permissions and secure transaction workflows.

05 Implementation and global delivery. Led approximately 35 distributed contributors, coordinating technical delivery through remote freelance resources.

06 Adoption and platform operations. Enabled service businesses to establish digital profiles and transact through a shared platform that reached about 40,000 businesses at its peak.

THE RESULT

The platform reached approximately 40,000 participating businesses, offering integrated service-commerce capabilities previously impractical for many individual providers.

40,000
participating businesses*

WHAT THIS EXPERIENCE PROVES

Demonstrates complex software integration, human-centred platform design, distributed delivery leadership and market-scale adoption.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Service businesses relied on referrals and largely offline scheduling, quoting and payments.	Integrated 15 software modules into a personalized, small-business operating platform.	At its peak, approximately 40,000 businesses were using the platform to transact.

SELECTED CAPABILITIES

Platform strategy | Software integration | Open-source engineering leadership | Human-centred design | Workflow automation | Secure transactions | Distributed team leadership

Experience: Tracey DeLeeuw | * Historical or engagement figures are based on the founder interview and should be verified before external publication.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming

CASE STUDY 11 / FOUNDER VENTURE / DEVELOPMENT-STAGE CONCEPT

Bringing Finance, Real Estate and Digital Systems Into Community Design

Integrated housing and communities

THE BUSINESS CHALLENGE

Housing development and community operations were fragmented across land, finance, design, technology and resident needs. The concept had to connect these disciplines without disclosing proprietary methods.

THE WORK PERFORMED

01 Research and community strategy. Synthesized decades of work in digital platforms, smart infrastructure, real estate and housing into a coherent community proposition.

02 Land and partnership strategy. Explored land pathways, community partnerships and stakeholder requirements at a strategic level.

03 Finance and feasibility. Developed financial modelling, investment thinking and approaches to project viability.

04 Community architecture. Developed high-level concepts integrating housing needs, built form, resident experience and shared services.

05 Operations and technology architecture. Applied firsthand property-operations experience and secure-platform principles to the community lifecycle.

06 Concept development and validation. Prepared research, strategy and design material for further development; no completed community or deployed platform is claimed.

THE RESULT

Produced a development-stage community concept combining financial, physical, operational and digital considerations. No completed community, funding award or deployed operating platform is claimed.

In development
concept, not a built project

WHAT THIS EXPERIENCE PROVES

Demonstrates the convergence of real-estate experience, finance, secure systems, community architecture and cross-sector strategy in a development-stage venture.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Housing projects were planned and operated through disconnected disciplines.	Brought together community architecture, real-estate experience, financial modelling and secure digital-platform thinking.	A founder-led, integrated community vision has been developed for further validation and delivery.

SELECTED CAPABILITIES

Community strategy | Real-estate and financial modelling | Solution architecture | Systems integration | Security and governance | Smart infrastructure | Partnership development

Experience: Tracey DeLeeuw | Experience and venture descriptions reflect the founder interview. No additional client outcomes are implied.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming