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