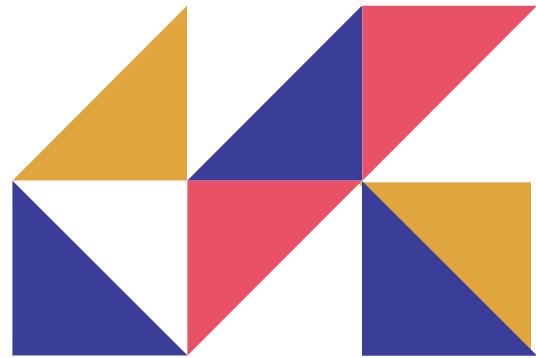




EIG Case Study: Holder Company



ACCELERATE TIME TO MARKET

As CEO of venture studio backed startup, Holder, Drew Beechler faced a dilemma: how to balance the need for a software product with limited funds to hire a software team.

To disrupt the crowded landscape of marketing automation platforms and to differentiate from the onslaught of emerging competitors, he knew Holder needed a Minimum Viable Product (MVP) - a real product prospects could touch and try - as quickly as possible.



Drew Beechler - *CEO, Holder*

"Working with the EIG team has been one of the best decisions I've made so far in the business. They gave us unparalleled speed as an early-stage startup and helped us build and get an MVP into customers' hands in record time.

Jake (EIG Founder & CEO) and the EIG team truly feel part of our internal team and are just as invested in our success.

They dramatically accelerated our time to market — we were able to go from wireframes and an idea to getting real-world feedback from customers and users in a matter of weeks, not months."

AN ENGINEERED APPROACH TO INNOVATION

Founders have to strike a balance between building fast and building right,” Drew describes. “There’s a big difference between building a product that looks good and building production ready software that works.”

Holder connected with Engineered Innovation Group (EIG) to get guidance about how to best navigate the intersection between building a “wow” factor user experience and a secure, scalable technical architecture using emerging technologies.

EIG’s structured approach to innovation, rich background in enterprise marketing automation SaaS platforms and blockchain technologies, and their architecture vision gave Holder the confidence to outsource their MVP build.



“Idea, Innovation & Prototype Partner”

That’s how Holder describes EIG. The team led architecture design and software development using a collaborative, agile approach. Together, the teams navigated significant technical challenges, like data ingestion and normalization of Web3 data and cross-chain identity unification.

EIG deployed Customer Data Platform (CDP) like capabilities and normalized data from ERC-721 and ERC-1155 contract types critical to enable a single view of a customer and to create a normalized list of NFTs for each Holder end user.

A third-party blockchain indexing platform provided an abstraction layer to the rapidly changing Ethereum and Polygon contract interfaces. This innovative approach ultimately reduced development and product maintenance costs.

The Holder database was designed to capture all NFT attributes so that marketers and NFT project leads could create filters to support segmentation.

TECHNOLOGIES UTILIZED

React, MUI, NodeJS, Express, Neo4j, Docker, Moralis, Firebase, and Google Cloud Platform (GCP)

FROM MVP TO GENERAL AVAILABILITY (GA)

EIG trained the Holder team about the nuances of Web3 APIs and then transitioned the MVP to Holder’s newly hired internal software team. The architecture and the design made it easier for the new team to take ownership of the product, build new features quickly and move to a General Availability (GA) product.

About [Holder](#)



Holder is a Web3 Customer Relationship Management (CRM) and marketing automation platform that powers customer engagement for brands and creators in the tokenized world. Their tools make it easier for marketers to understand and to segment audiences, manage wallet content and communicate with NonFungible Token (NFT) holders.

About [The Engineered Innovation Group \(EIG\)](#)



EIG designs, builds and engineers innovative B2B SaaS products for entrepreneurs, enterprises and educational institutions. Our mission is to help companies create products and build their software organizations from insights to impact. We specialize in making the complex simple.