



Company Case Study

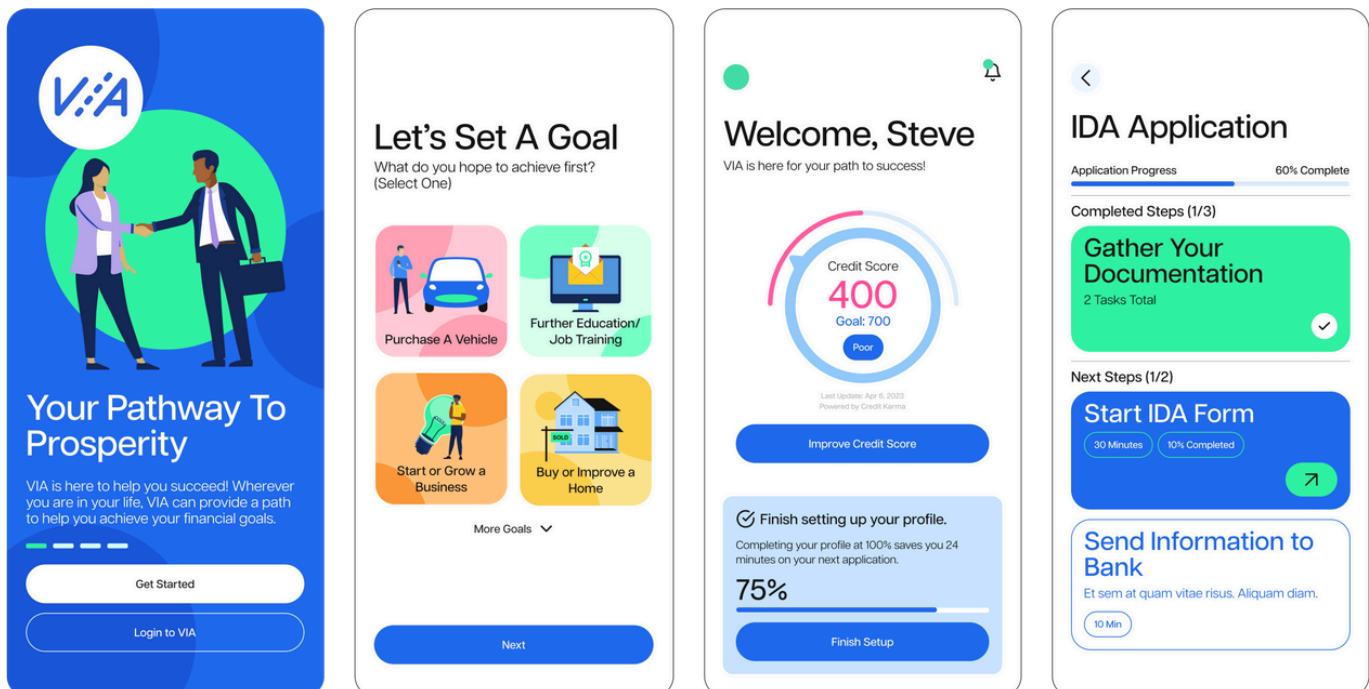
REALIZING ECONOMIC EMPOWERMENT THROUGH TECHNOLOGY

What would happen if the pathway from poverty to prosperity was as easy to access as an app on your phone?

That's the premise and the promise of VIA, a mission-driven startup founded by visionary and community builder Steve Scott. His inspiration came from witnessing what life is like every day in forgotten neighborhoods where:

- A single mother wakes up unsure if she can afford to feed her children dinner that night.
- A young man puts the key into the ignition of his clunker car to go to work, only to discover that his car won't start. And he can't afford to repair it or to replace it.
- A family scrambles to the bus stop, only to discover the bus is running late. And if they're late to work again, they will lose their jobs.
- A good student settles for a minimum-wage job because certificates and college are out of reach.
- An aspiring entrepreneur stops short of starting a business due to a low credit score.

At the core of Steve's concept is a pioneering wealth management tool that simplifies and streamlines the application process for state-allocated Individual Development Account (IDA) funds. In addition to matched-savings incentives, IDA's offer financial education and other credit means, like Hoosier Homes, to improve quality of life.



BREAKING DOWN BARRIERS TO ACCESS

VIA had initial wireframes conceptualizing the mobile experience and wanted to advance to a clickable prototype that would effectively demonstrate the app and the user experience. This prototype was essential for showcasing VIA to potential investors, granting organizations, and possible partners. Additionally, VIA needed to ideate monetization models to ensure the business's financial sustainability.

SUCCESSFUL BY DESIGN

Steve's confidence in Engineered Innovation Group (EIG)'s award-winning design team compelled him to partner with EIG to advance VIA from wireframes to a fully clickable prototype and develop a comprehensive Go-To-Market (GTM) plan. This included market validation, brand identity development, application design, messaging and positioning, GTM strategy, and long-term monetization strategies.

PARTNERS IN PROGRESS

The engagement resulted in a comprehensive suite of deliverables that brought VIA's vision to life. The fully clickable prototype effectively demonstrated VIA's value proposition and user experience, making it a powerful tool for engaging with investors and partners. EIG's strategic guidance also equipped VIA with a robust business strategy, compelling brand messaging, and a clear path to market.

Due to the success of the initial engagement, VIA chose to retain EIG for ongoing support and coaching as they pitch the product to earn investment and funding.

"Working with EIG has been a transformative experience for VIA. Their holistic approach to innovation—from market validation to technical execution—has been invaluable. The clickable prototype not only brought our vision to life but also provided a powerful tool for engaging with investors and partners. We are confident in our path forward, thanks to EIG's expertise and support."

Steve Scott
Founder & Visionary, VIA



About VIA

VIA is committed to bridging the gap between resources and underserved communities, empowering individuals to achieve financial progress through accessible tools and support. With VIA, members of underrepresented communities can navigate financial opportunities, track their progress, and build momentum toward a better quality of life and financial independence.



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.