





WE ARE SPECIALIZED IN

Study and Development of  
New **Digital Products**.

WE PROMOTE TECHNOLOGICAL DEMOCRACY

All projects have **specific  
needs**. we use the **right  
technology** to tackle them,  
not the other way around.

## CERTIFIED COMPANY

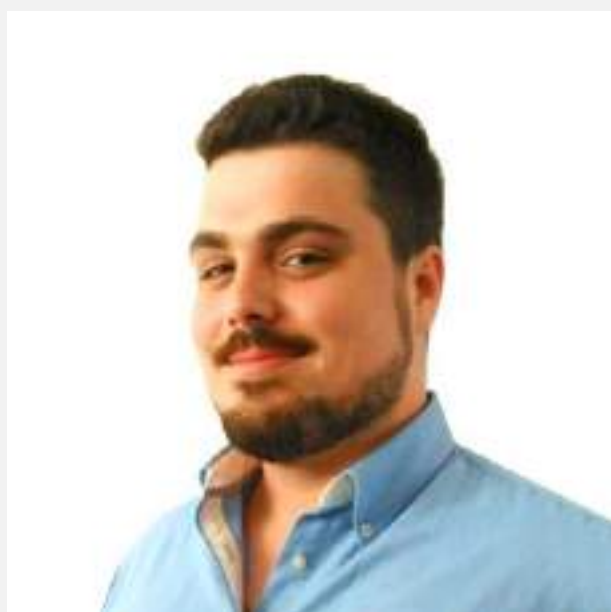
Load is an **ISO 13485** certified company. Our quality management system, implemented under this standard, enables us to manufacture **medical devices**.



## ISO 13485

QUALITY MANAGEMENT SYSTEM  
FOR MEDICAL DEVICES

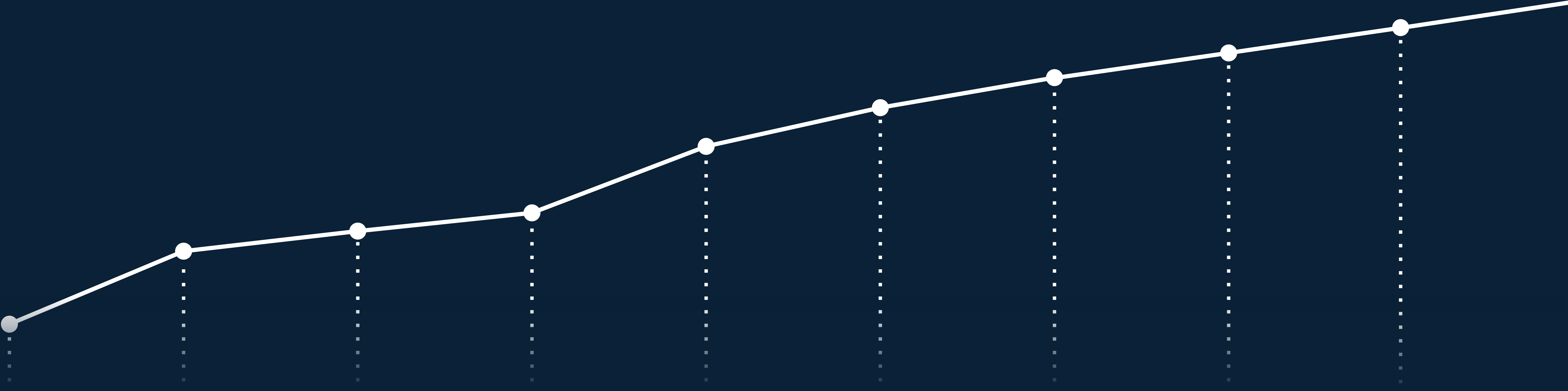




MASTERS IN INNOVATION



# WE ARE LOAD



2012

Load is founded with the focus on custom web and mobile solutions.

3  
Employees

2013

Affiliation to Masters in Innovation Group.

6  
Employees

2014

Creation of the Digital Product Research department.

7  
Employees

2015

Creation of R&D Department with annual milestones.

8  
Employees

2016

ISO 13485 Certification  
Focus on eHealth solutions. 1st digital medical device launched.

12  
Employees

2017

Creation of the IT Consulting department offering Nearshoring & On-Site Consulting services.

13  
Employees

2018

R&D focus on new technological trends: Blockchain, Artificial Intelligence and Virtual Reality.

15  
Employees

2019

Consolidation as Digital Innovation Specialists

17  
Employees

2020

Structured growth

23  
Employees

# SOME OF OUR CUSTOMERS

## PORTUGAL



## BENELUX



## OTHER GEOGRAPHICAL AREAS





# OUR GROUP



MOEBIUS DESIGN 

**ON - SITE**  
PRODUCT  
DEVELOPMENT



MASTERS IN INNOVATION

PEGUSAPPS 

**DIGITAL**  
PRODUCTS  
DEVELOPMENT

LAMBDA-X

**OPTICAL**  
PRODUCTS  
DEVELOPMENT



**VENTURING**



# GROUP INNOVATION CENTERS



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[www.verhaert.com](http://www.verhaert.com)

CONNECT	FMCG
INDUSTRY	MEDICAL
TECHXFER	



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ON-SITE CONSULTING
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CONNECT
ON-SITE CONSULTING



# OUR GROUP COMPETENCES

## DESIGNLAB

User insights  
User experience design  
Industrial design & styling  
Ergonomics

[watch video](#)

## DIGITALLAB

UX / UI Strategic Design  
Web and mobile applications  
Big Data, EO & Data Engineering  
3D, Virtual & Augmented Reality  
Artificial Intelligence  
Blockchain

[watch video](#)

## EMBEDDEDLAB

Embedded architecture  
MEMS sensors  
Electronics design  
Embedded software  
Wireless design

[watch video](#)

## FABLAB

Industrialization  
Rapid prototyping  
Supply chain management  
Test equipment  
Pilot series

## INNOLAB

Market research  
Product management  
Business consulting  
Innovation policies

[watch video](#)

## MECHLAB

System design  
3D design & simulation  
Product engineering  
Structures  
Kinematics

[watch video](#)

## OPTICSLAB

Light scattering  
Interferometry  
Tomography  
Hyperspectral  
Reflectometry

[watch video](#)

## PHYSICSLAB

Feasibility research  
Integrated sensors  
Applied physics & maths  
Algorithms  
Simulation

[watch video](#)

# OUR APPROACH



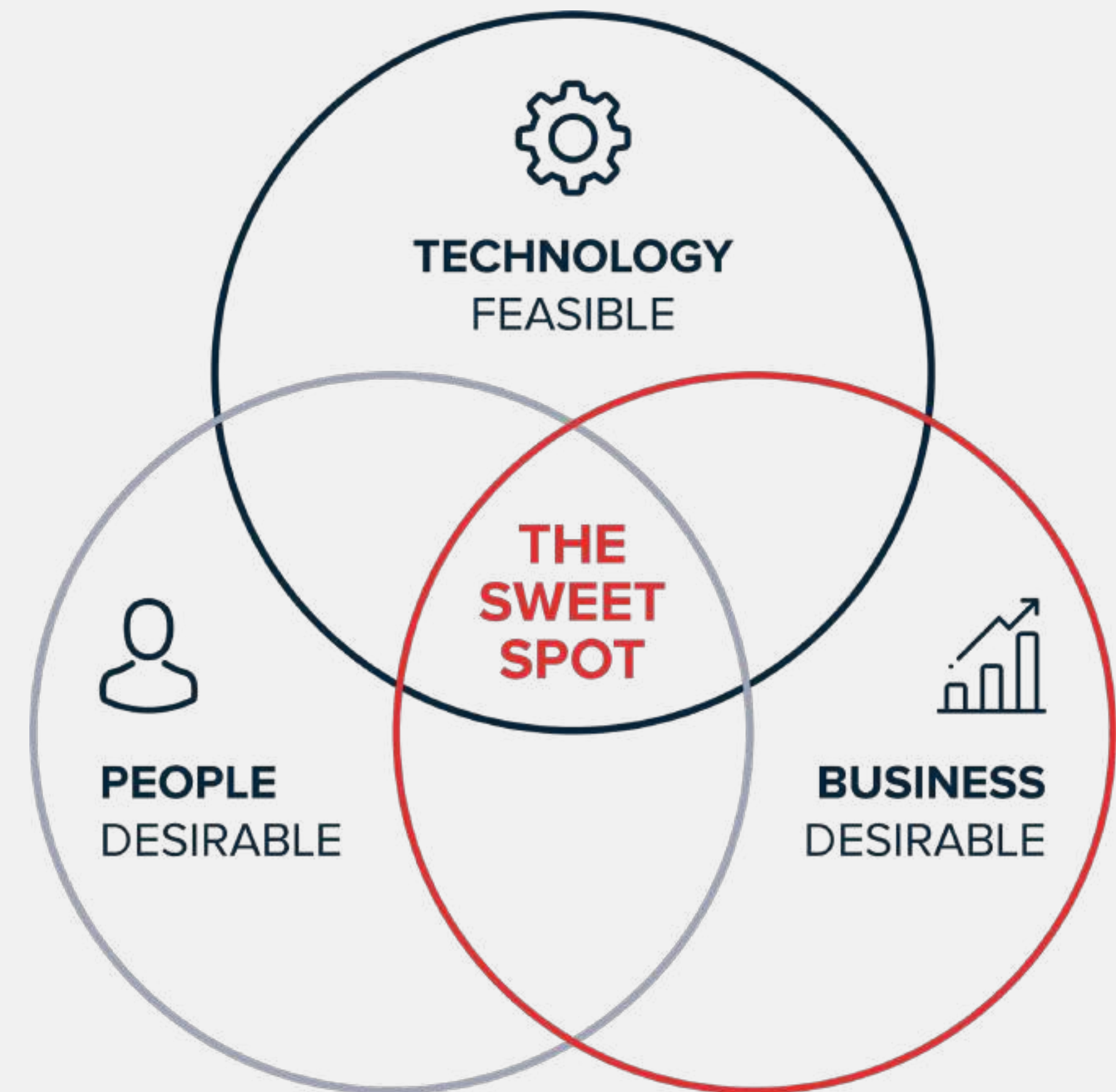
We aim for help you create a product that is:

- **Desirable**, focused on **people**;
- **Unique**, solving a specific problem like no other:
- **Financially viable** while **technologically advanced**;

We do so following our motto: ***“Think Big, Act Small”***

Our processes enable us to find your Minimal Viable Product (**MVP**) setup, aim for a **Quick ROI** (Return on Investment) and evolve from there.

Learn how we do it in the next slides.



**DPR**

Digital Product Research

**DPD**

Digital Product Development

**DPI**

Digital Product Introduction

**ON-SITE  
CONSULTING**

**DYNAMIC  
NEARSHORING**

**DIGITAL PRODUCTS STRATEGY**

**DIGITAL CONSULTANCY SERVICES**



# DPR

## Digital Product Research

We do research on your product idea: from the trends to the implementation plan, passing by the assessment of ‘target user’ needs, redefining the value proposition, a 360° workshop for new products analysis and co-creation, reviewing your business model, as well as risk analysis and mitigation processes.

# DPD

## Digital Product Development

We bring your idea to life. From concept and solution analysis\*, visualizing with design, defining the information architecture, materializing with software development, validation, ending with the final release and delivery of the solution.

\* if no DPR has occurred

# DPI

## Digital Product Introduction

We keep your product alive while you focus on the business. This encompasses broad-based testing, analysing user behaviour, ongoing support according to a customized SLA, performing maintenance and evolving your product. Later on, we help you create your own tech team.

# DPR

## Digital Product Research



**1 Stakeholder Interviews**

Listening to client's vision for the envisaged product and understand what is the problem that the new product intends to solve.

INPUT PHASE



**2 Market Size, Trends & Competition**

Analysis of which solutions can solve the same problem with a systematized market trends solutions.

INPUT PHASE



**3 Customer Needs & Observation**

Behavioural field observation and Collecting opinions on the vision of the various stakeholder.

INPUT PHASE



**4 Canvas Workshop with Stakeholders**

Reconcile the different views of the product to create and identify technological challenges of the product and outline solutions.

INPUT PHASE



**5 Service Experience & Touchpoints Audit**

Definition of the proposal to the user group an Audit / analysis of existing software.

INPUT PHASE



**6 Lab testing & technological benchmarks**

Identification of possible technological solutions for the identified problems/needs.

INPUT PHASE



**7 User Value Perception Analysis**

Co-creation workshop with users for presentation, validation and categorization of ideas.

INPUT PHASE



**8 Service Experience & Touchpoints Definition**

User/ Customer journey maps aligned with service & process flows and building a Wireframe.

OUTPUT PHASE



**9 Risk Assessment & Mitigation**

Identification of potential product killers in association with technological risks Development of strategy to mitigate risk.

OUTPUT PHASE



**10 Product Philosophy & Design**

Validation of the product philosophy and build a definition of User Experience with User Interface.

OUTPUT PHASE



**11 Branding - Foundations**

Overall business strategy assessment with target audience definition and research Review & Iterate.

OUTPUT PHASE



**12 Rapid Prototyping**

Identification of core elements to be tested promoting Hackathon sprints including UI prototyping, bread-boarding & coding.

OUTPUT PHASE



**13 Digital Marketing - Target Definition**

Identification of potential consumer profiles with matching between business model and digital marketing budget

OUTPUT PHASE



**14 Knowledge transfer**

Workshop regarding knowledge transfer and deliver product's blueprint to development team.

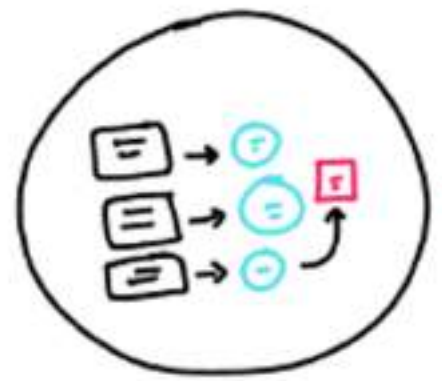
OUTPUT PHASE



# Design Sprints

## Step 1 Understand

- **Stakeholder Interviews**
- **User Value Perception**
- **Map & Target**



The objective is to put it down what is going to be the main goal and accomplishments throughout this process. Next, we map of the challenge. Where are the experts? Right. Call them. We will ask the experts to share their vision, their knowledge and gather what we find useful to improve our challenge solution. By the end of the day, we will have to pick a feasible challenge that can be accomplished during the week.

## Step 2 Diverge

- **Remix & improve**
- **Sketch**



We defined the challenge the day before. So, it's time to look for some inspiration of things that exist that we can bring, remix and improve. Each member will sketch with a critical thinking mindset.

Later, we will choose the best of this sketches and it will form the plan for our prototype and test.

## Step 3 Decide

- **Rumble**
- **Storyboard**



We have outlined many solutions. We created choices, now it's time to make choices. We can't prototype all the solutions, so we need a solid plan. Best way to do that is to overview and critique all the solutions so that we can converge to the best and consequently choose our long-term goal.

We will take the winning scenes from our sketches and weave them into a storyboard: a step-by-step plan for the prototype.

## Step 4 Prototype

- **Prototype**



Full hands-on. We've selected the best sketches and now we have just seven hours to put it in practice. Go all rapid prototyping. Adopt strategies to put out something coherent and with strong basis.

## Final Step Validate

- **Test**
- **Learn**



We have created a lot promising solutions, chosen the best and build a realistic prototype. It has been a very productive week but have in mind that you are building a product for your customers, not for you. Today is time to take the leap of faith and get in touch with them. Put your prototype in their hands and gather feedback. How they react to your prototype. This will give us valuable insights of what comes next.



**Big Data**



**Internet of  
Things**



**Artificial  
Intelligence**



**Blockchain**



**Web Apps &  
Solutions**



**Mobile Apps**



**3D & AR / VR**



**Med Tech**



# DPD

## Digital Product Development



### 1 Product Analysis

Project Kick-off meeting and analysis of the problem to be solved by the new product.



### 2 Requirements

Functional requirements gathering regarding the product aligned with technical requirements gathering regarding the product.



### 3 UX Studies

Inspirational & creational aggregation, building user stories and Wireframing.



### 4 Architecture

Selection of the best suitable technologies regarding the product, then do the creation of system's architecture.



### 5 User Interface Design

Creation of visual identity concept with choosing colour scheme definition and Typographic.



### 6 Software Coding

Product's frontend programming and backend programming with preparation of Quality Assurance environment (tests).



### 7 Testing

Preparation of functional test script and do all tests & bug-fixing.



### 8 Branding - Development

Brand Personality Development aligned with visual Styleguide and communication Design.



### 9 Digital Marketing - Campaigns Definition

SEO Optimization, Google adwords campaign definition, Social Media campaign definition and Email Marketing campaign definition.



### 10 Customer Validation

Involvement of Client in the tests, from the versions: Alpha, Beta and Release candidate.



### 11 Pre-launch

Migration to production and apply final adjustments.



### 12 Delivery

GO-LIVE and/or deployment on the defined marketplaces with client support regarding product usage.

# DPI

## Digital Product Introduction



### 1 Hosting Licenses

Hosting and encryption certificates management . Management of licenses required to run iOS and Android mobile apps on AppStore and PlayStore.



### 2 Large User Base Tests

Migration to production and apply final adjustments with a discussion of the steps following the GO-LIVE.



### 3 Go-to-Market Support

Integration with client IT teams, third-parties and also collaboration in migrations, integrations and all kinds of technical support.



### 4 Digital Marketing - Activation

Campaign results analysis and iteration with budget redefinition based on previous learnings.



### 5 Branding - Activation

Brand Voice, engagement and activation with marketing strategy definition.



### 6 Corrective Maintenance

Identification of correction needs (not necessarily bugs) based on user reporting and collected usage statistics.



### 7 Preventive Maintenance

Analysis about the usage, availability, performance and stability of your product.



### 8 Evolutive Maintenance

Identification of improvement opportunities based on users reporting and the use of collected statistics.



### 9 Customer Support

Establish a Service Level Agreement to guarantee response times according to the needs of the product.



### 10 Satisfaction Assessment

Product Assessment with follow-up management, feedback analysis & reporting.



### 11 Recruitment & Team Build-Up

Recruitment and selection based on the necessary know-how to have a proper follow-up of the created digital product.



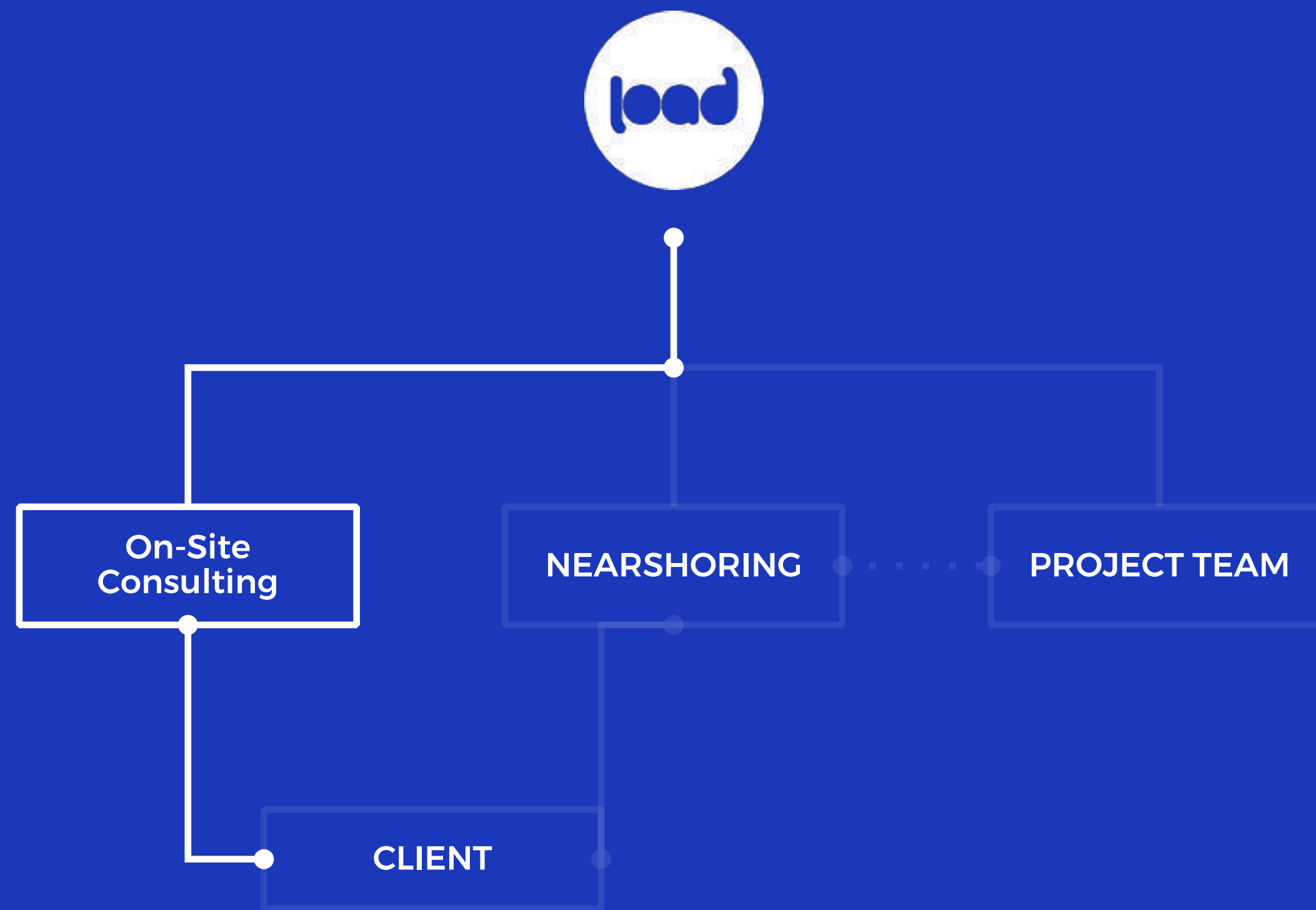
### 12 Knowledge Transfer

Sharing of intellectual property in a proper and clear way, with a preparation and delivery of source-code.



# Digital Consultancy Services



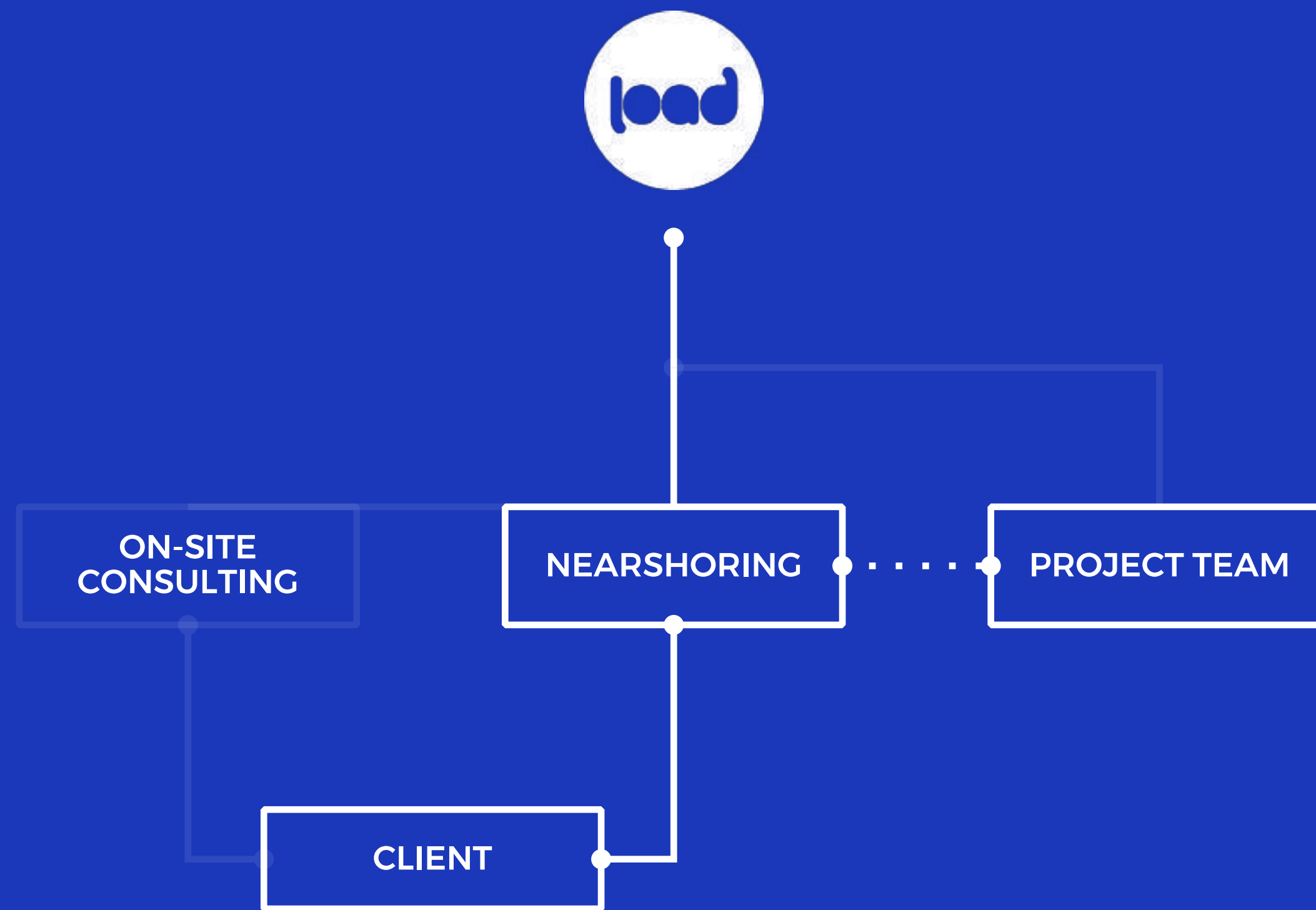


## On-Site Consultancy

Additionally to Digital Products R&D, we also offer Digital Consultancy Services to our clients.

LOAD's **On-Site Consultancy** model addresses our clients' challenges by integrating LOAD experts into their **team and premises**.





## Dynamic Nearshoring

LOAD offers the **Nearshoring** model in a slightly different way. Traditionally, this modality addresses our clients' challenges by **remotely** allocating experts to collaborate with their team. On top of this, offer a **flexible FTE allocation model**, where a consultant doesn't need to be fully allocated and we can offer **integrated coordination and capacity from our in-house projects' team**.

# Basic vs. Dynamic Nearshoring

## Why we are better

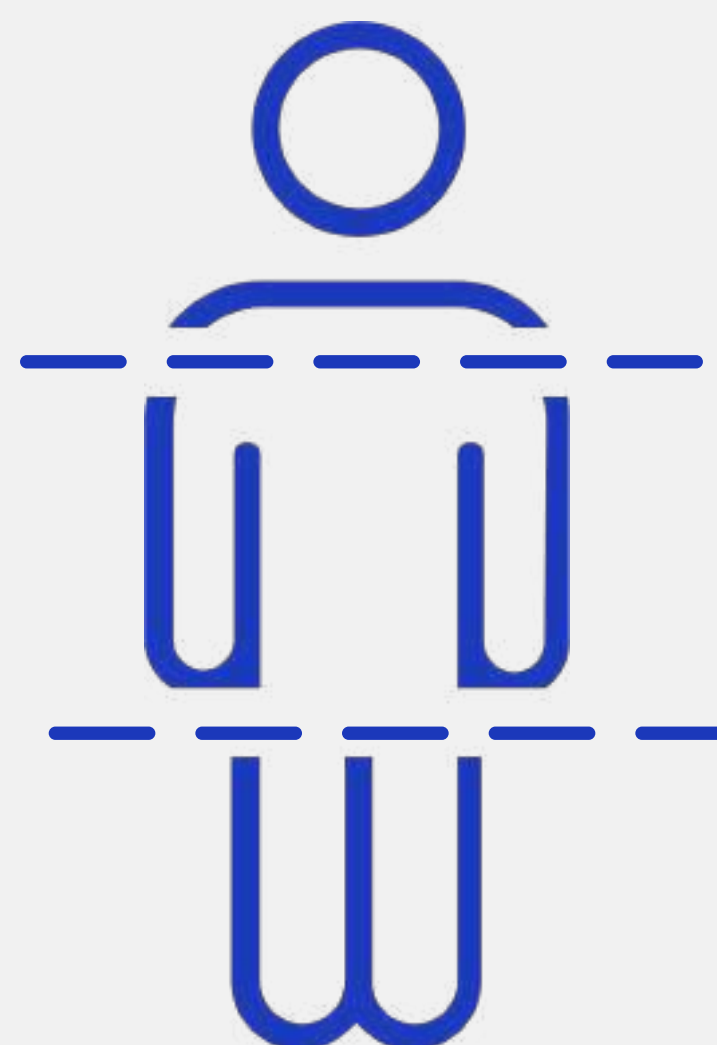
### BASIC NEARSHORING



1 FTE = 1 PERSON

When your need is a  
**SPECIFIC PROFILE**

### DYNAMIC NEARSHORING



0,3 FTE  
PROFILE 1

0,5 FTE  
PROFILE 2

0,2 FTE  
PROFILE 3

1 FTE = MULTIPLE PEOPLE

When your need is  
**SEVERAL ROLES**



# PORTFOLIO

# Deep Tech



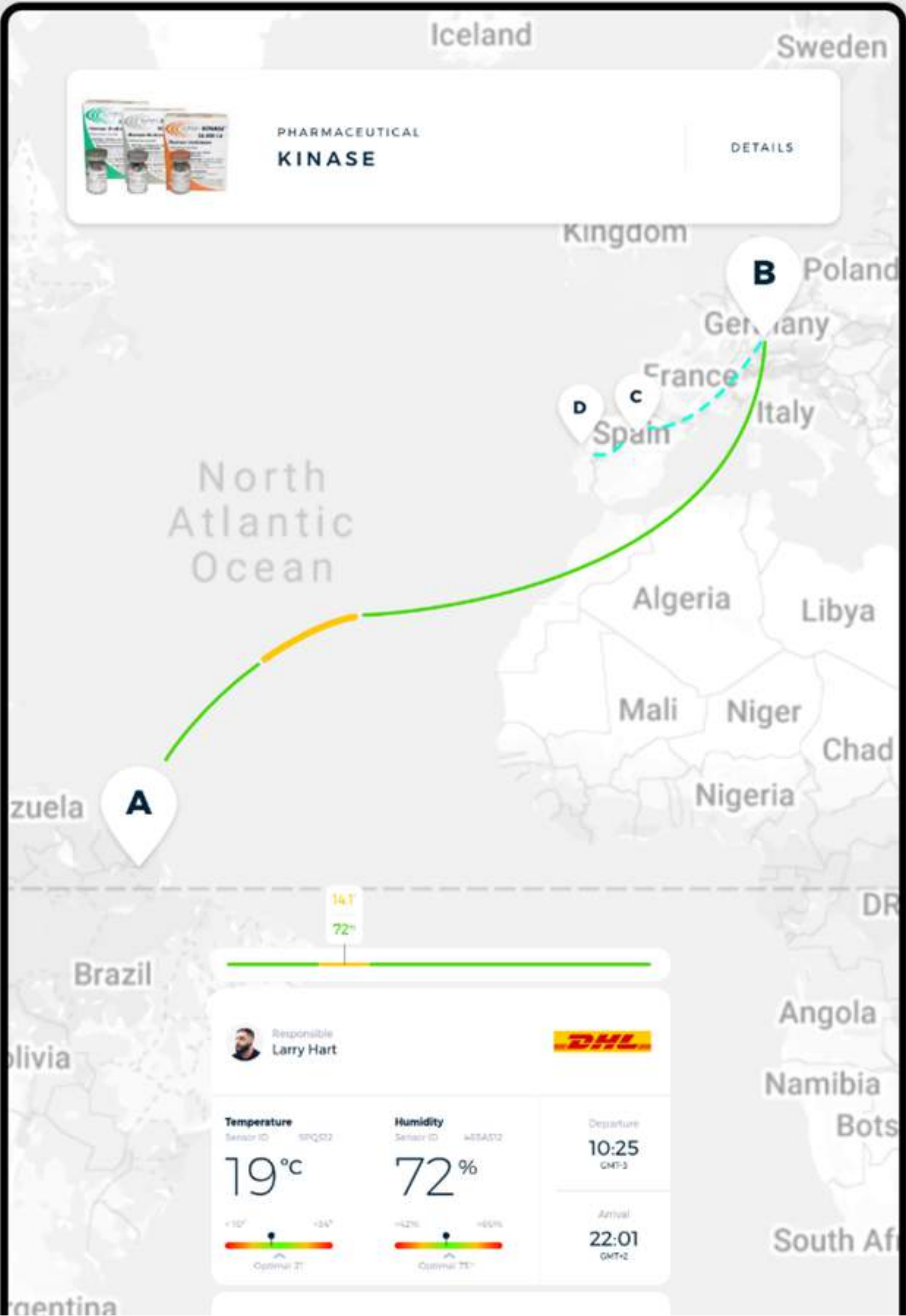


# How to radically change retail, through the use of Blockchain and IoT, boosting supply chain automation and transparency?

LOAD is building a prototype that aims at assuring transparency along the supply chain, especially focused on the collection, accommodation, transportation and storage of goods, resulting in valuation of goods and services according to the quality of service from the different stakeholders.

To help us on this crusade, we're partnering with the most influent and biggest retail company in Portugal, where we collect insights and test our product under a "test bed" relationship agreement.

How to radically change retail, through the use of Blockchain and IoT, boosting supply chain automation and transparency?





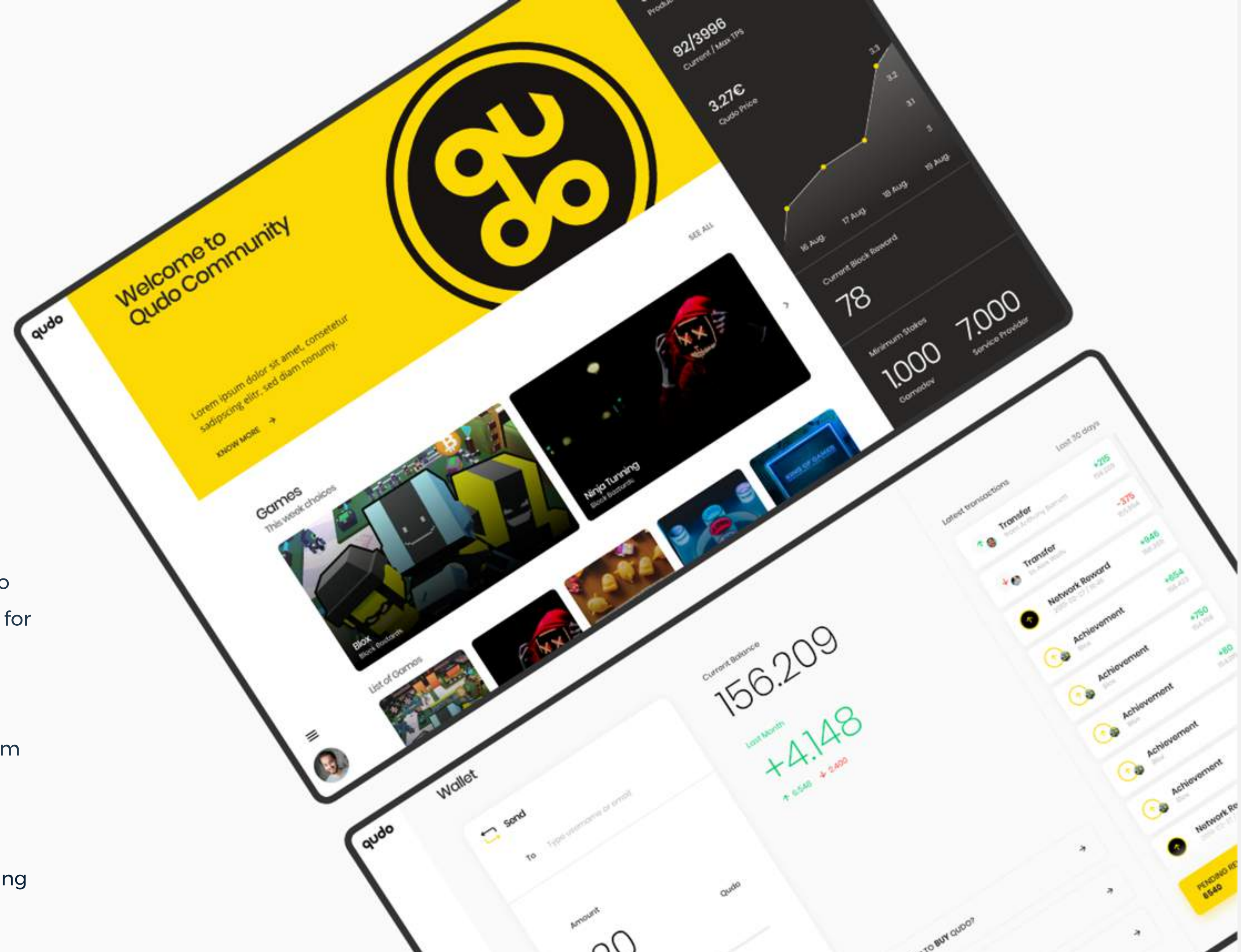
QUDO

# QUDO is a proof-of-gameplay reward mechanism aiming to revolutionize the gaming industry

LOAD develop a user experience and user interface that aims to assuring gamers the best quality experience and fair rewarded for playing, while Game Developers grow their gamer community and earn advertisement power, and everybody wins!

QUDO offers game developers a player engagement mechanism that rewards gaming activity and performance with a cryptocurrency, while promoting their game.

QUDO tokens are a new standard for monetization in the gaming industry.



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

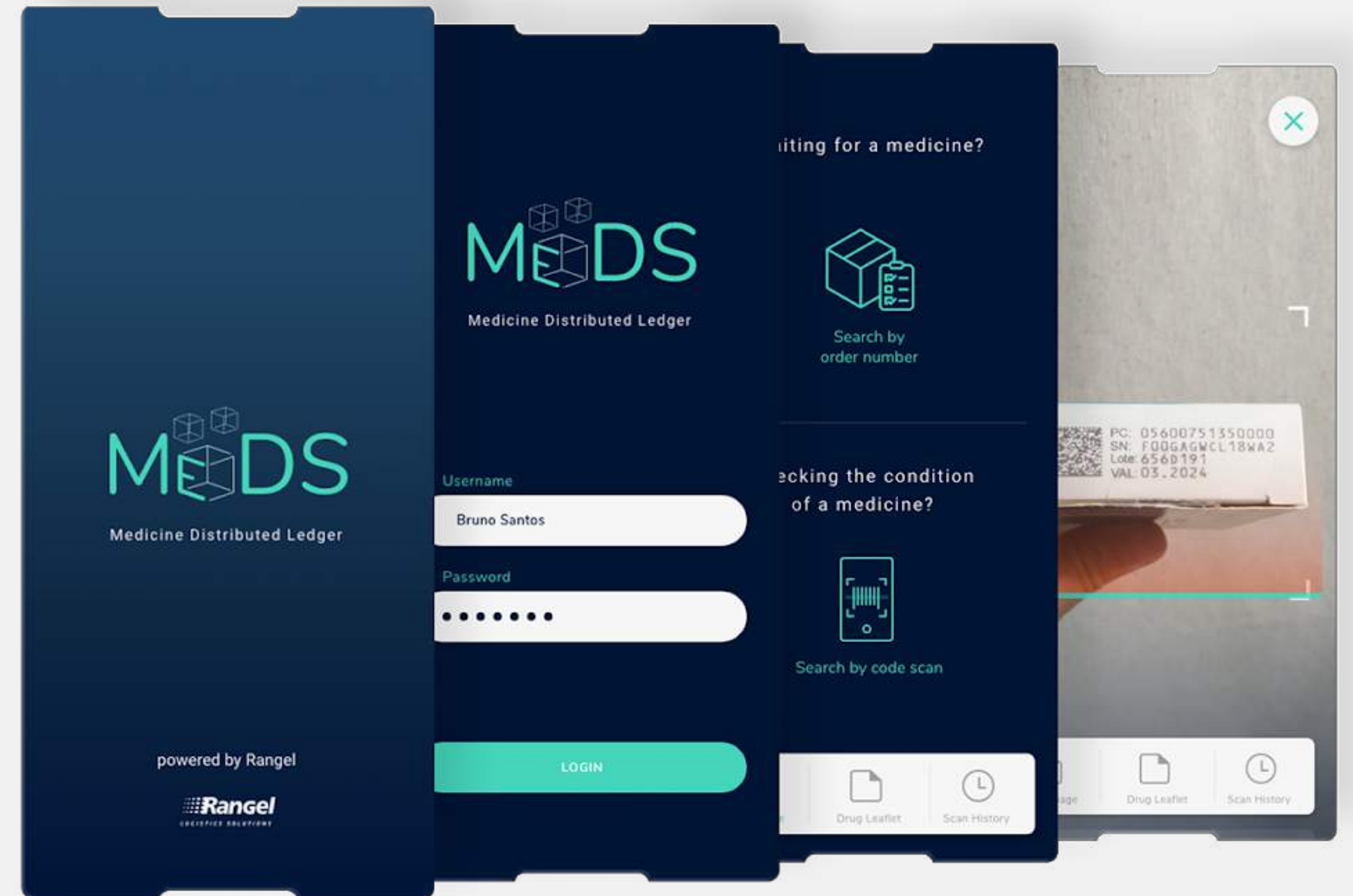


# Medicine Distributed Solution for the medical sector.

This project was an exploration of distributed ledger technologies approach, using smart contracts and decentralized apps (Dapps) addressed by the logistics sector (Rangel), specifically on pharmaceuticals regarding drug traceability and meds conservation conditions.

It aims to develop an open information platform to be used to help record access in the distribution chain, from the manufacturer to the final consumer. The goal of MeDS is to solve several issues regarding the quality parameters of the medicines, covering the falsified medicines across the supply chain, for instance.

Rangel decided to tackle it because there is a problem regarding fake drugs on the supply chain, as well as the not so accurate information provided by the logistics partners.



Big Data



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



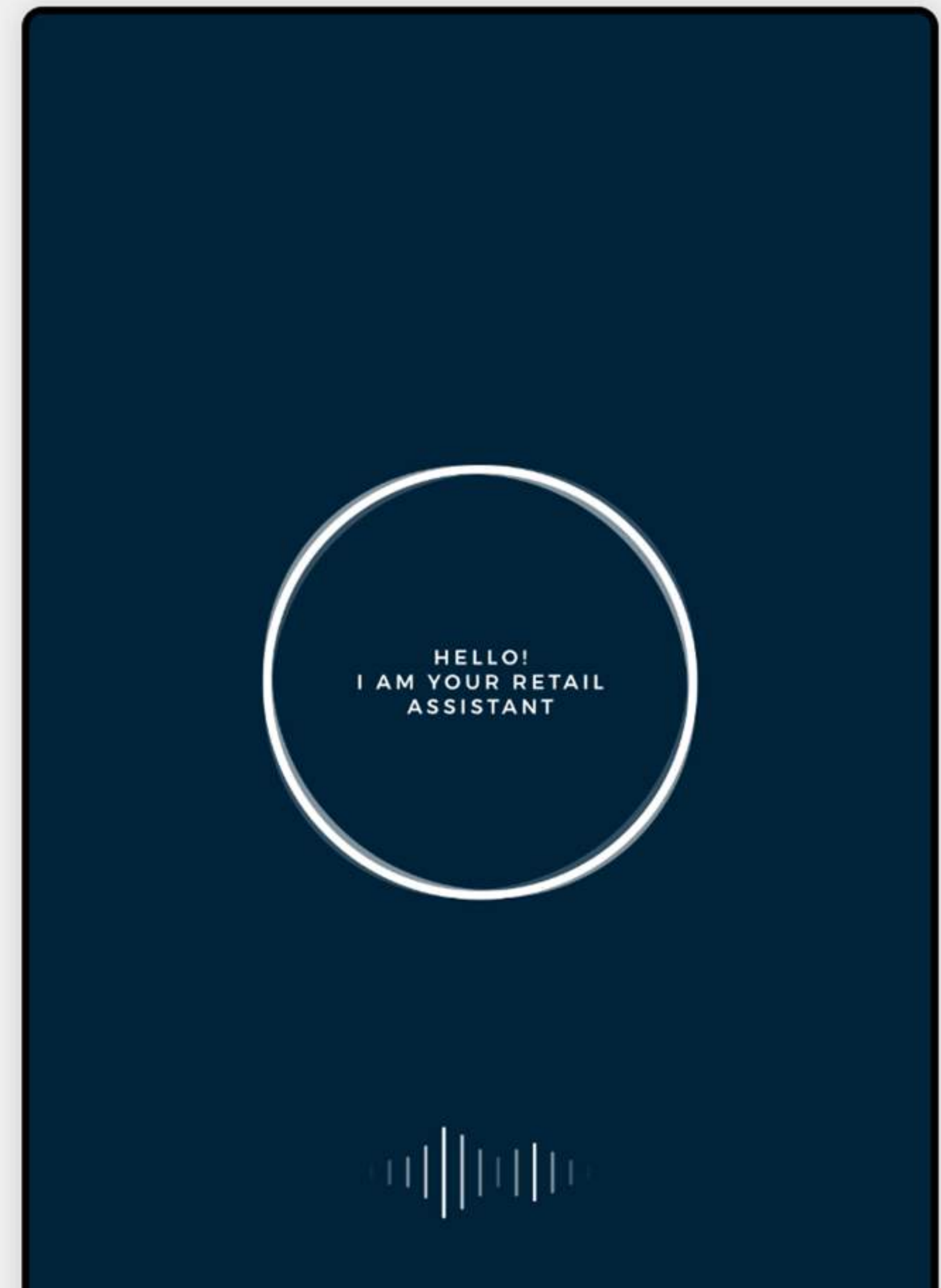
3D & Mixed Reality AR/VR



# How to use conversational bots to boost engagement and enhance shopping experiences?

On an era where voice activated interfaces/devices are taking us by storm, our approach goes beyond the classical.

How to improve our daily shopping activities? What about knowing more of a product's provenience before actually buy it? How to bring the chain value to the final consumer, using a voice assistant to let you know more about a product on a intuitive and organical behaviour?



# **e-Health, Medical Devices & Solutions for Medical Sector**

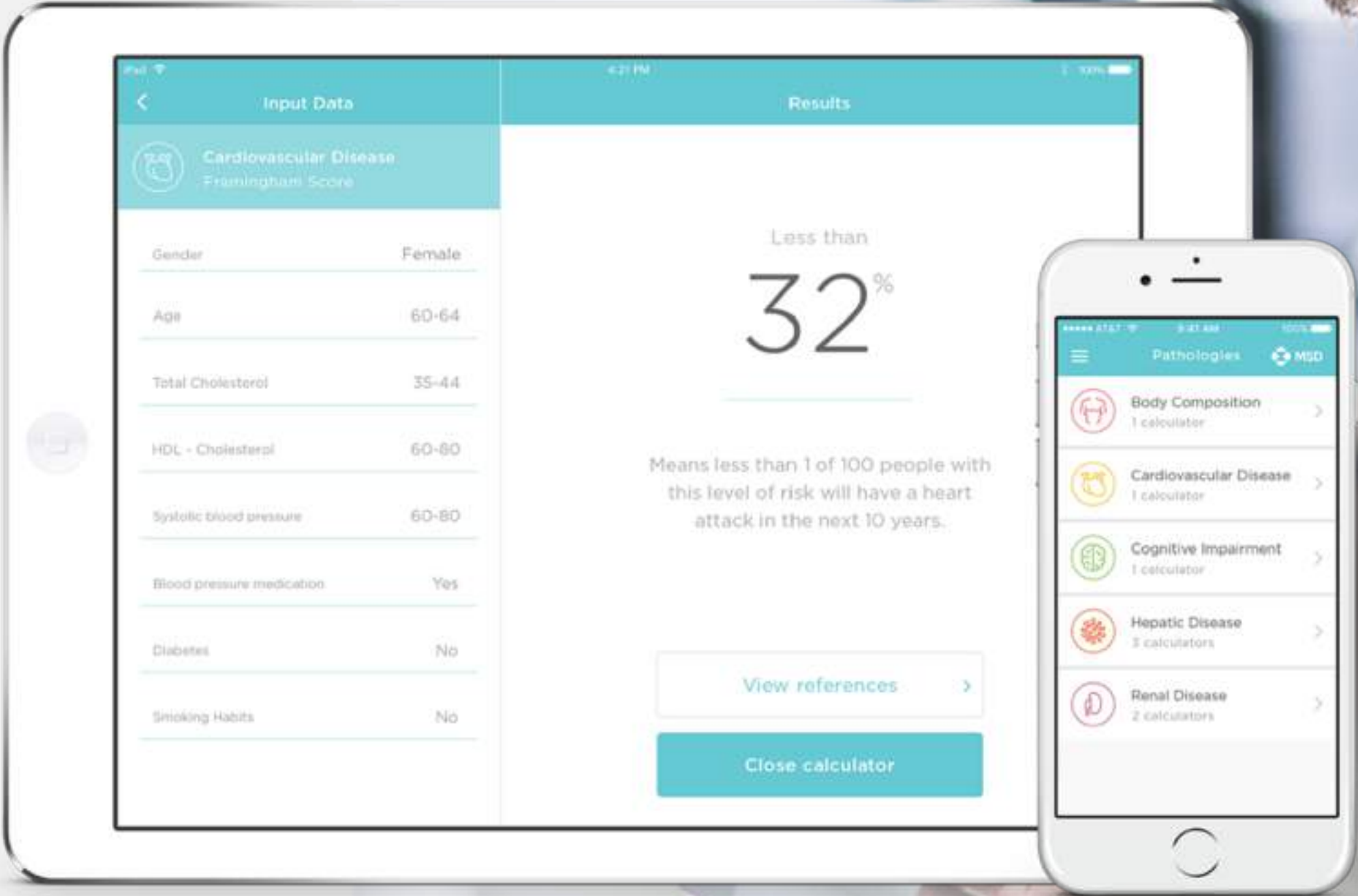


# A Digital Medical Device to help HIV doctors in comorbidities diagnosis

In 2016 health innovation was a trend and by 2017 it quickly became a reality. MSD felt the need to stay on the cutting edge of digital innovation and its goal was to provide healthcare professionals with medical devices capable of helping to diagnose HIV-related illness in a predictive manner.

For this purpose a medical device was created in the form of software, obtaining its CE marking. It encompasses a set of calculators provided by MSD to manage co-morbidities of HIV, and combines a web portal and two mobile apps (smartphone e tablet) with a set of universal calculators that allow HCPs during the visit of the patient to calculate the risk of disease, as well as a Backoffice that will be used to manage Systems Administrators, Country Managers and Health Professional Users.

The tool went into production in Portugal, being distributed by medical personnel with whom MSD has contact, and with very positive reactions. The scope and quality of the developed system has so captured the attention of Merck Global that the dissemination of the tool by multiple countries around the world is underway.



Big Data



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



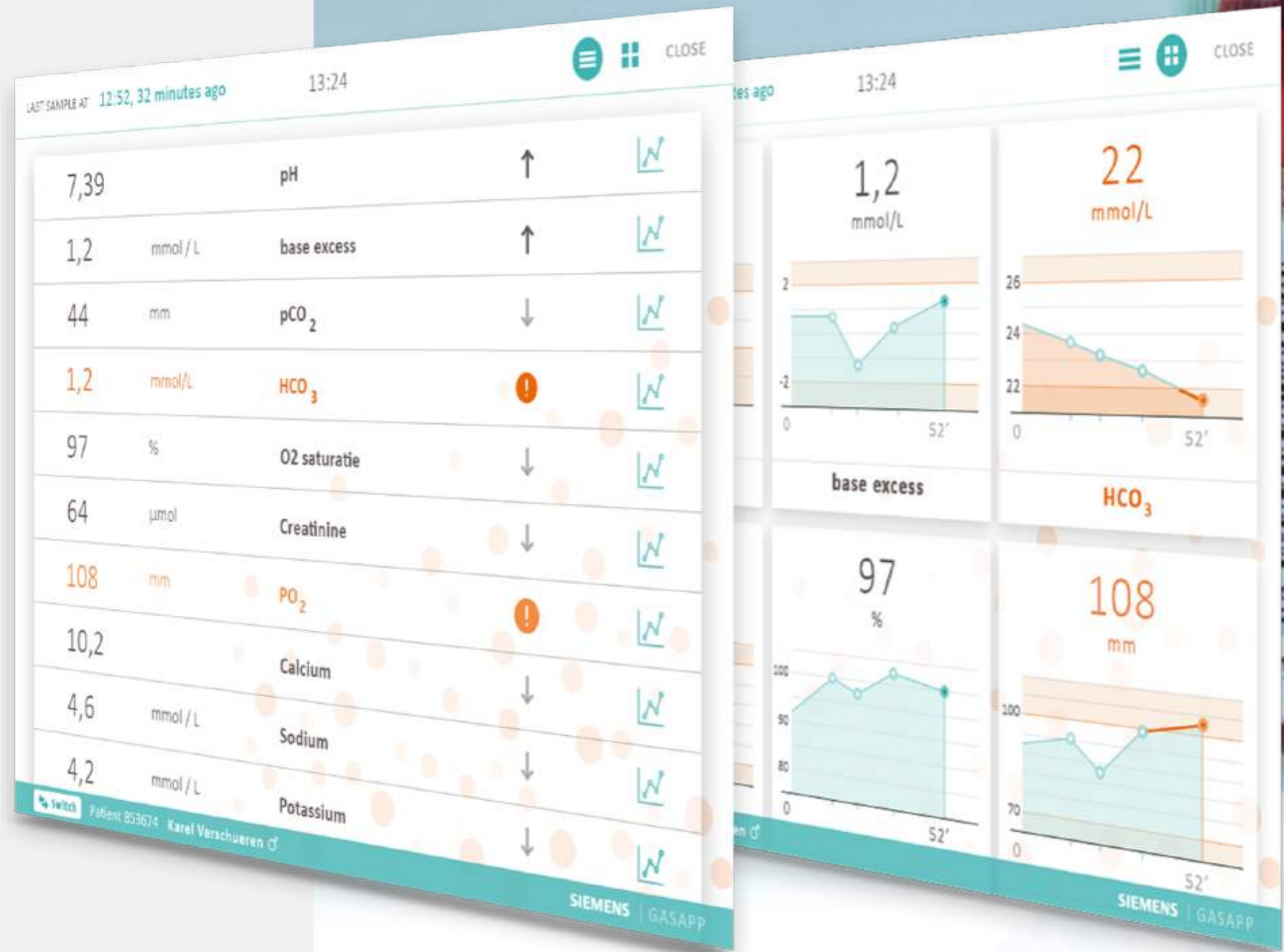
3D & Mixed Reality AR/VR



# How to provide surgeons valid info on-the-fly?

Siemens Health is in the process of developing its current system for measuring the blood gases of patients undergoing surgery. In the collection process, blood samples are collected and placed in an analyzer, which in turn inserts the results into a distributed database. Although this process does not need to undergo structural changes, the way the results are presented to the surgical team - printed cards with the results - needs to be improved.

LOAD has developed an application available as a second-screen for the operating room, where parameters are available immediately after analysis. As an alternative to alphanumeric values, the values are presented in the form of list and / or chart, as well as their evolution over time. The arrangement of the parameters is easily customizable by the system operator, so that the most critical values are the most obvious.





NIMO CLE 3.0

# Provide NIMO users with a new interface so that lenses measurements get more intuitive.

We have been designing and developing the new version of NIMO CLE User Interface, a product from our sister company, Lambda-x.

NIMO CLE software is a counterpart of a NIMO device for measuring optical properties of contact lenses, mainly used by manufacturers. The software helps producers with R&D, custom design and mass production profiles. The software is capable of measuring not just the fundamental properties (Power, Cylinder, MTF, etc..) but more complicated for further analysis (Power profiles, Wavefront, etc..). The device and SW is compatible with monofocal, toric, multifocal, multifocal toric and custom designed lenses.

More info [here](#)



Data Representation



Conneted Product



Artificial Intelligence



Blockchain



Standalone Application



Mobile Apps



3D & Mixed Reality AR/VR

# Simplifying Medical Products Sales by using an All-in-One presentation tool.

Platform oriented for commercial presentations, with iPad frontend and web content manager, that enables the access to documents with updated technical and scientific information. The system organizes these contents according to the different clinical specialties including scientific papers, clinical studies, official reports, statistics and products presentation.

The platform allows dynamic management of all information by creating user profiles to whom is provided only the respective documents safely.



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



ABBOTT

# Measuring customer satisfaction through online support channels.

Abbott needed to obtain information on the acceptance of a new range of pharmaceutical products introduced into the market. The information needed to be collected through an automated way and enable its easy interpretation, since the company did not intend to involve specific resources to this task for the specified period.

Load developed a decision supporting tool which makes possible the analysis and monitoring of all comments generated in social networks, regarding Abbott pharmaceutical, for each product in analysis.

Abbott portal analyzes the feedback from their customers on social networks, measuring the volume over time and the respective feeling associated with each product.



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions

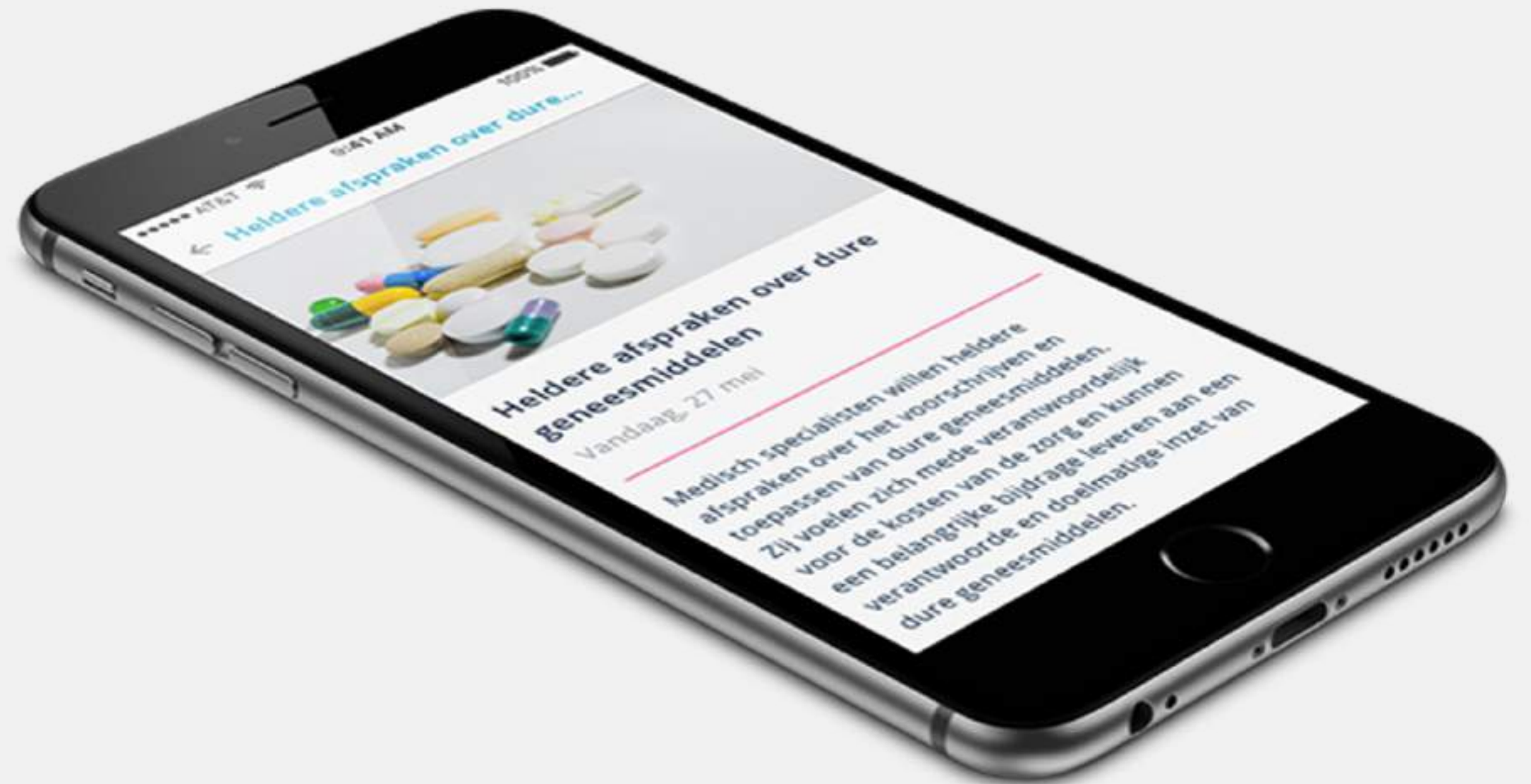


Mobile Apps



3D & Mixed Reality AR/VR

# Connecting Medical Specialists via a dedicated Social Network



Dutch Medical Specialists Federation (Federatie Medisch Specialisten) internal social network that allows, using its own back office, to publish feeds of various types (articles, image videos or even small surveys), documents or even scheduled events.



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



DENTALPHOTO

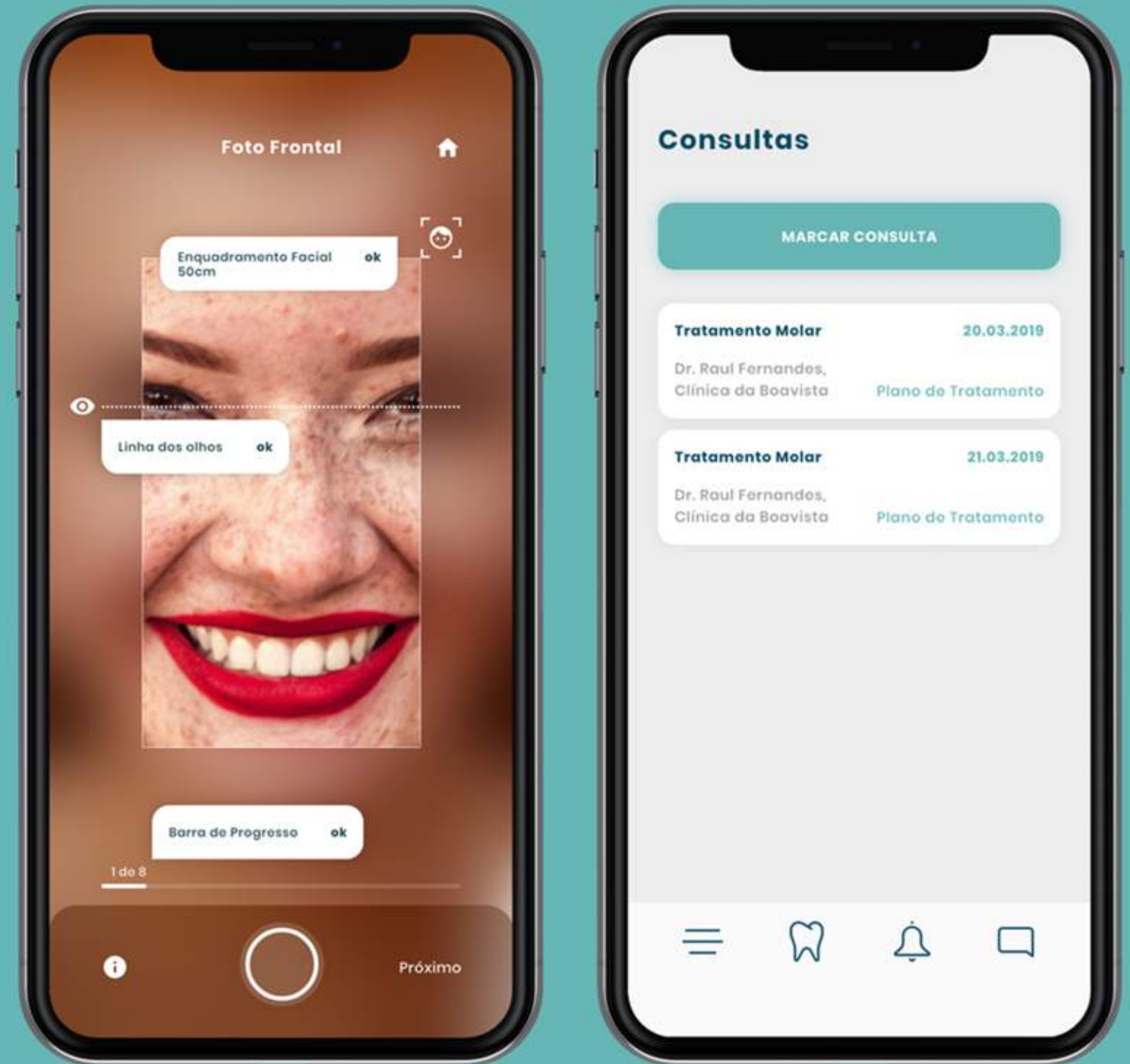
# Dental Pre-Diagnostic process easier and more interesting

In order to attract more clients, a Portuguese Dental Clinic challenged Load to develop a versatile digital product for their goal. That's how DentalPhoto was born.

DentalPhoto is an app that makes the pre-diagnostic process easier and more interesting, whenever and wherever you are.

Imagine having some type of oral issue - such as dental pain, persistent gum inflammation, bleeding or even another issue - and you don't have time (or courage) to go to your dentist and check what is happening.

That's where DentalPhoto shines: through this digital product, developed by Load, composed by a cloud solution with an app as user interface you will receive instructions to take some photos of your face and mouth in different perspectives, so they will be sent to the dentist.



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

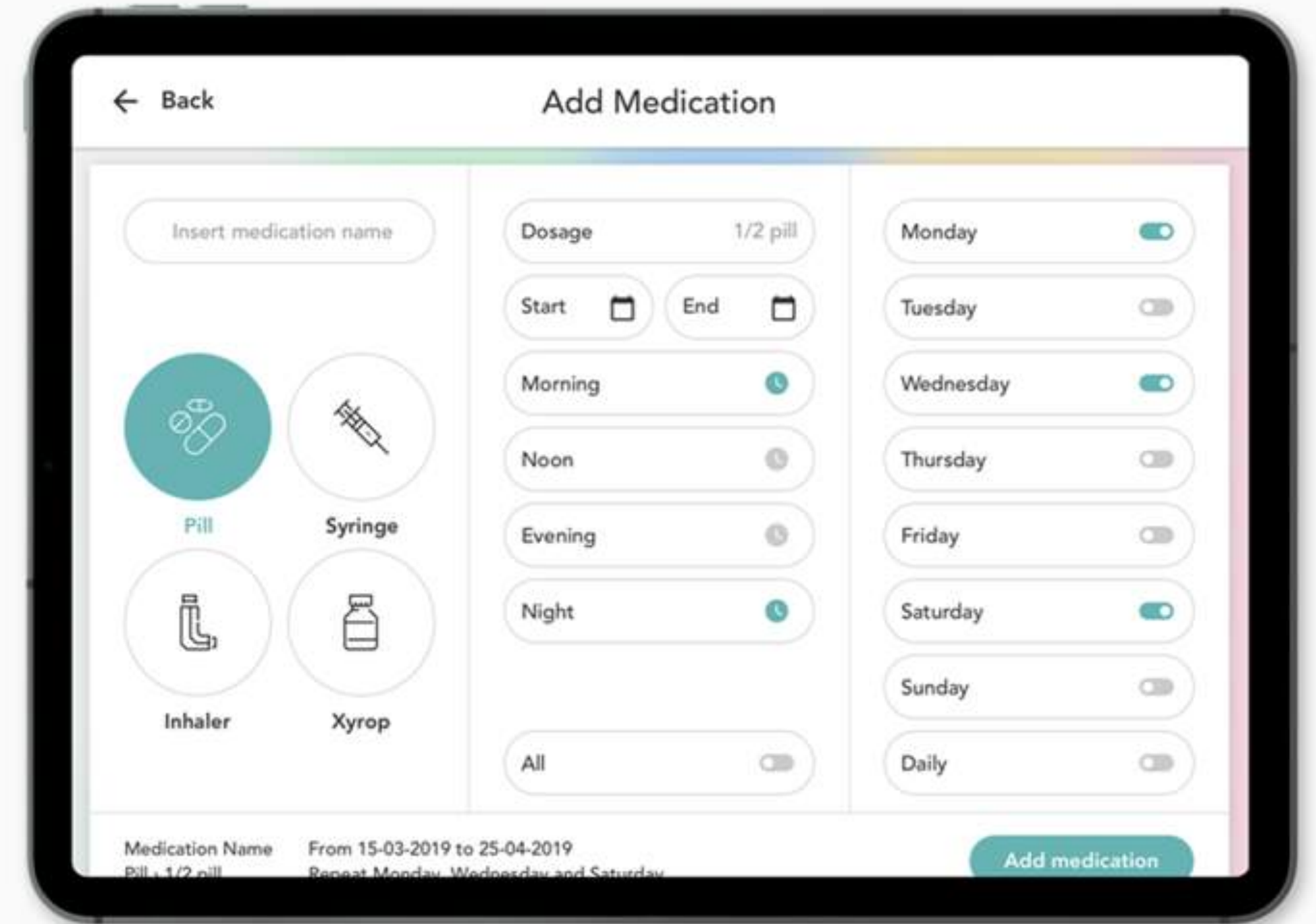


VIZIER

# Keeping it simple, for the elderly

We are currently developing the proof of concept of a platform that connects existing popular modern online services and innovative and affordable Internet of Things appliances to a user friendly interface. Load is responsible for the development of the Social interaction App according to gathered design rules and functionalities truly optimized for elder necessities, such as: Contact Management, Calendar with reminders and alert system, Medication scheduling integrated with calendar alert system, Events manager, Present a series of indicators coming from the Fitbit wrist sensors, Alert and configuration of the Home Intelligence System.

The main goal is to encourage the elderly to improve the management of their daily lives, to stay physically, mentally and socially active.



Data Representation



Internet of Things



Artificial Intelligence



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Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

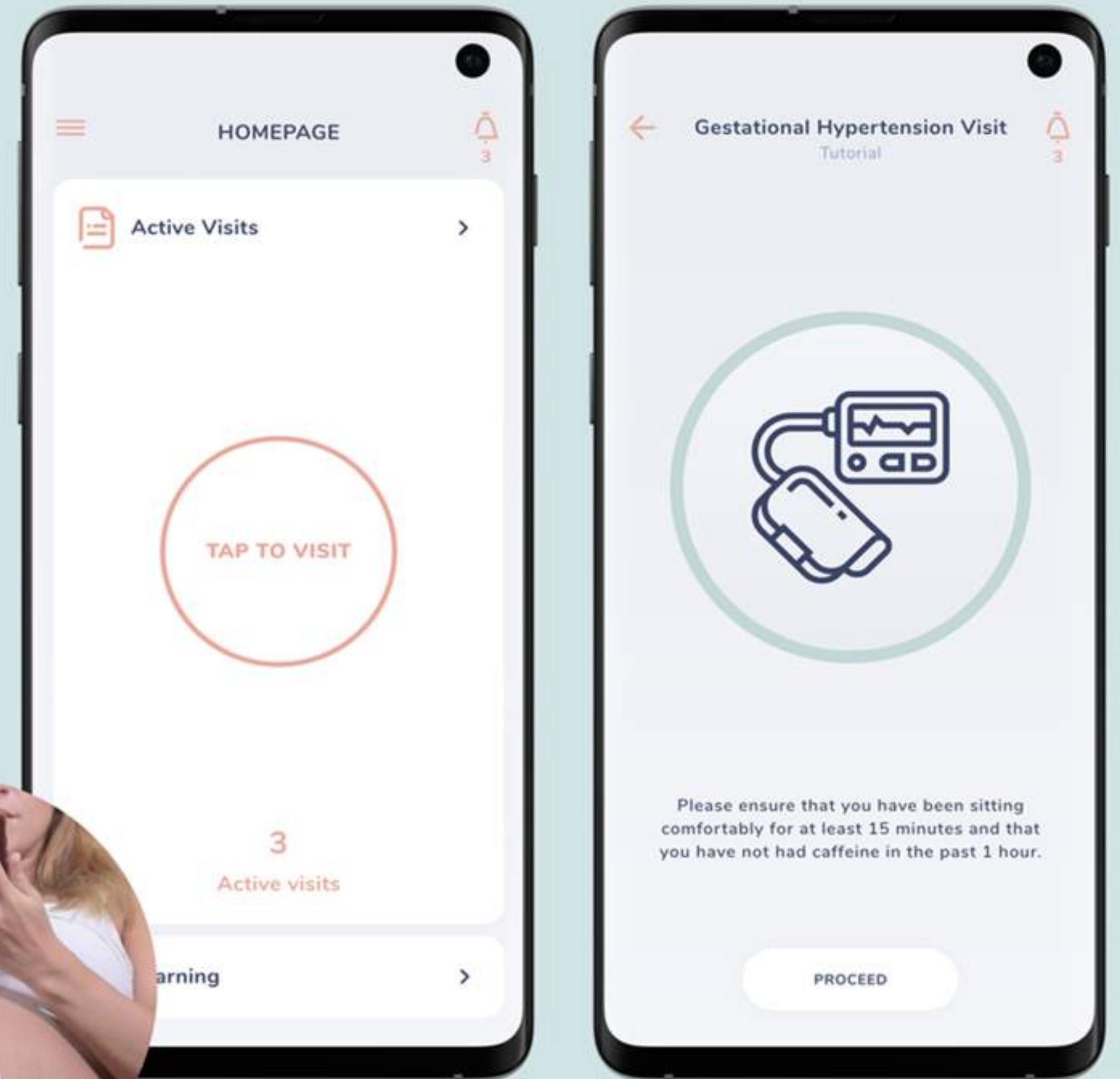
FEMOM

# Rethinking maternal care through mhealth and telemedicine solution

Self-assessment and monitoring is vital for an early intervention in any case of illness. That's why Femom was created, with the use of wearable medical-grade maternal and fetal health monitor (ECG), as well as a mobile application you can improve the quality of pregnancy period.

This interaction with a novel wearable fetal monitor serves to monitoring fetal heart rate (FHR), maternal heart rate (MHR), and uterine activities such as contractions (UA).

Newer standards of maternity care will see a drive towards remote monitoring. We will see Femom reshaping the future of pregnancy.



Data Representation



Internet of Things



Artificial Intelligence



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Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



CEFALY

# Releasing the pain of migraine on the palm of your hands

An european medical company that manufactures a device that is placed in the patient forehead and performs a neurostimulation of the trigeminal nerve. This is a nerve that is involved in most headaches and migraines, and its superior branch ends at the exit of the eye socket, underneath the skin of the forehead.

Load is building a mobile App to be used to interact with this device, managing two different programs of migraine control, and also collect usage statistics from the device;

This App is also intended to interact with a backoffice to manage access to the App and manage the data collected from the device



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



EU ALERTO!

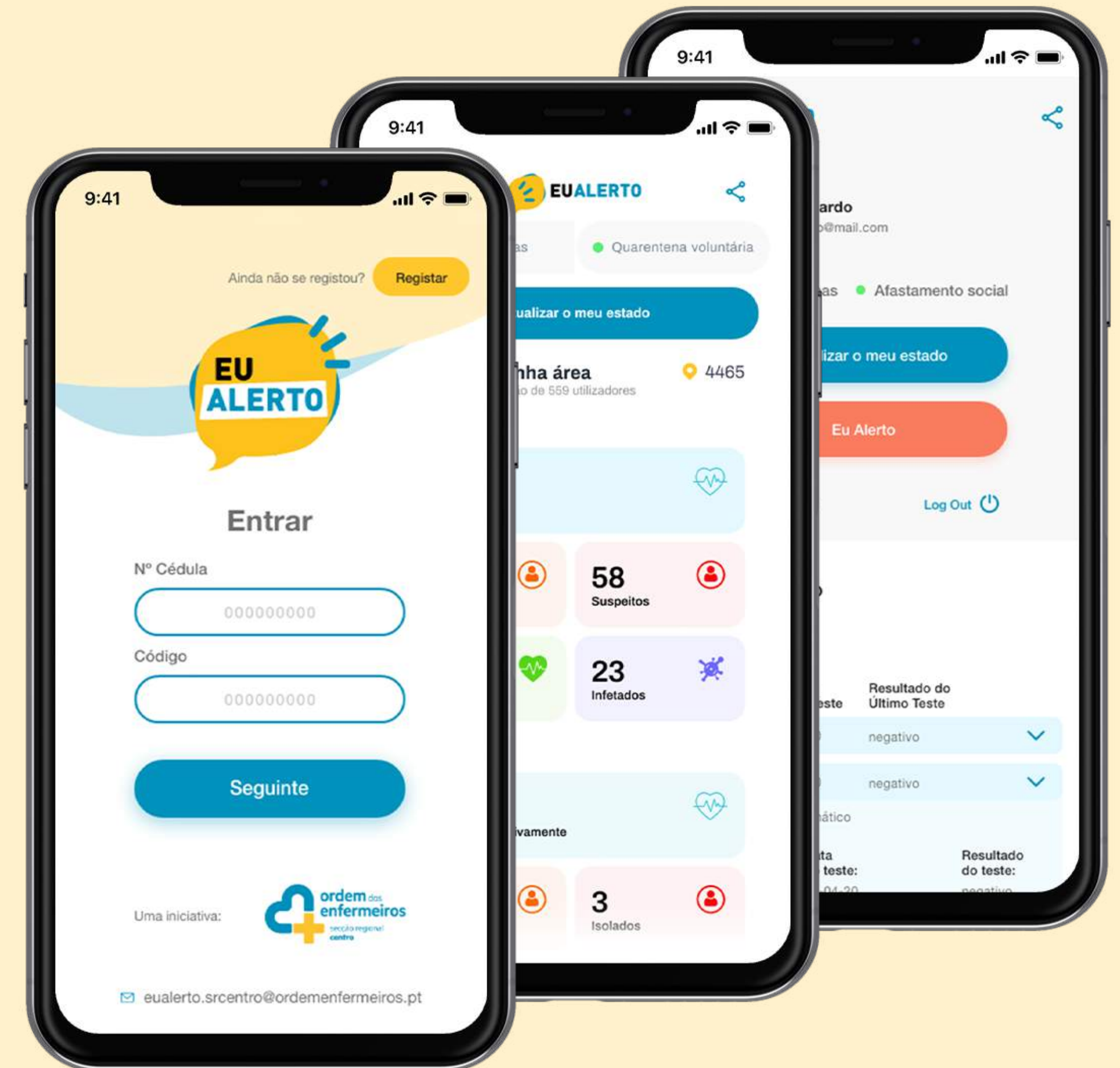
# Platform that helps nurses deal with covid-19 risks and exposure.

The EuAlerto Platform integrates a system of everyday registration, briefing the health status and exposure of nurses to Coronavirus SARS-CoV-2.

During this pandemic context it has become essential to bring the Order of Nurses even closer to its members. In order to help develop the best digital solution, Load developed an app that allows Nurses to record their health status, possible symptoms and other relevant data that may influence their performance and undermine their professional practice.

This information will serve to assess the evolution of Covid-19 among nurses and target the action in several areas.

This is the first version of EuAlerto, soon will be available new features helping this community fighting the virus.



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

# **Internet of Things / Connected Products**

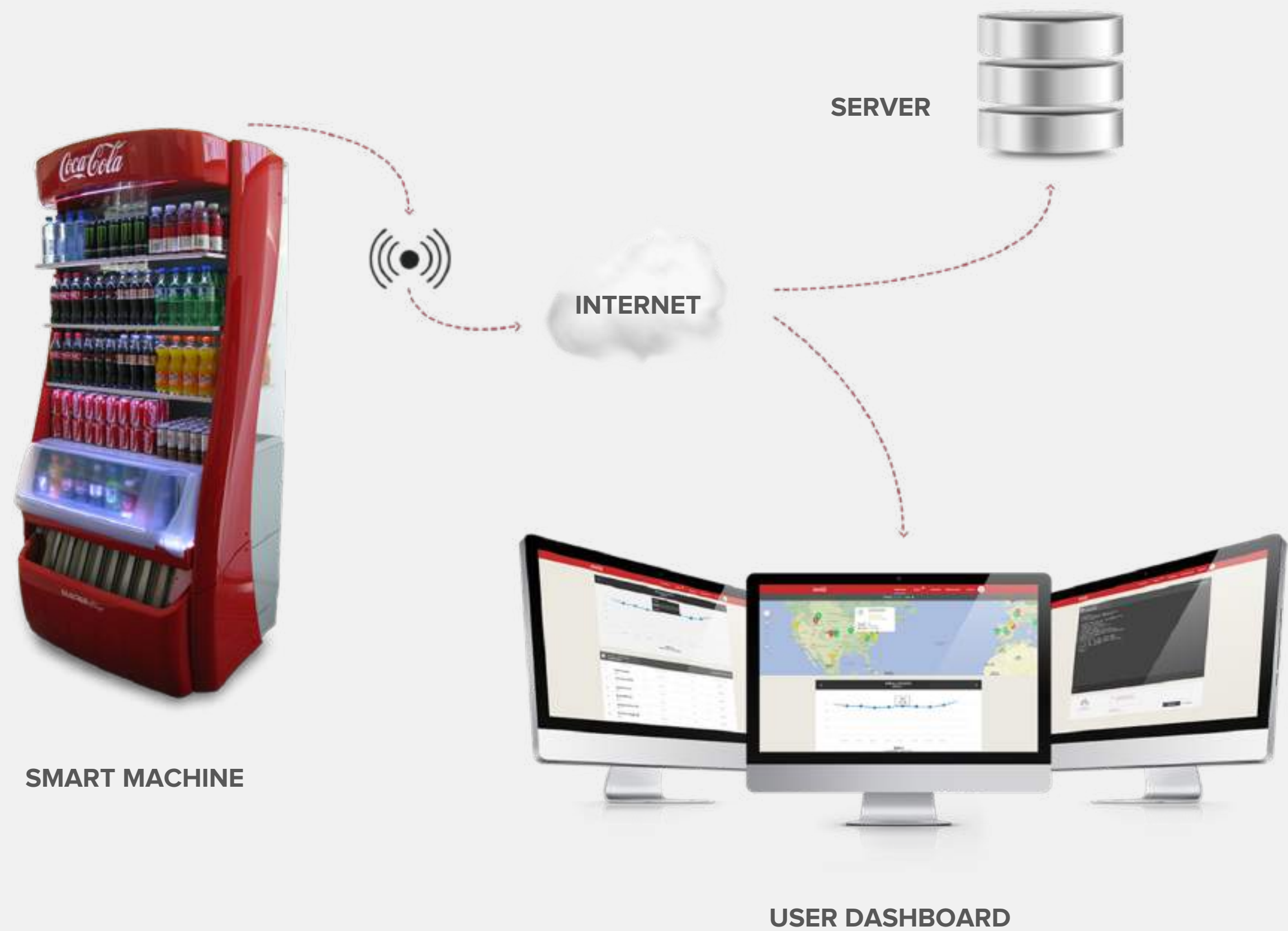


# Improving supply and understanding consumption patterns with a smart cooler

A Telemetry system was developed for Coca-Cola Company which monitors remotely all vending machines of its new prototype, spread all over the world.

Load created the entire online infrastructure that allows to access remotely all machines enabling to solve problems anywhere in the world. The online portal also allows to view information graphically and intuitively anytime, anywhere.

All data such as temperature, sales and operational problems are displayed in real-time and accessible via any internet enabled device.



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



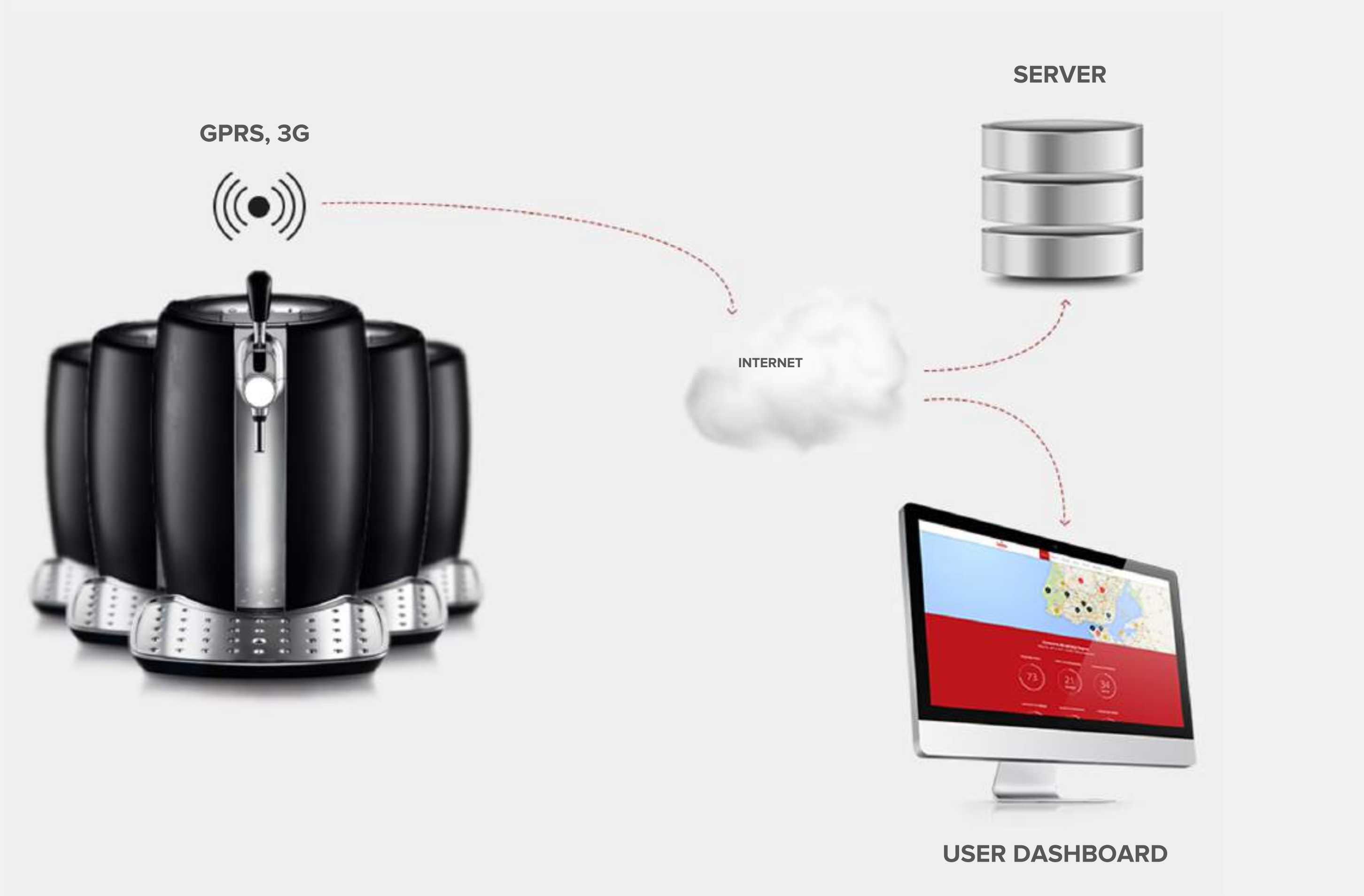
3D & Mixed Reality AR/VR



# Research & Development on Smart Beer dispensers

Load developed a telemetry system that collects statistical data of all beer dispensers distributed worldwide. After data collection, the developed system applies automated algorithms of data processing and present it online in a fleet management tool. This system allows to control a set of indicators of each dispenser such as the beer temperature, the pressure measured through different sensors in the machines and allows also to rapidly detect operational malfunctions.

The dashboard presents data related with the consumption of beer in any dispenser, anywhere in the world, allowing to trace consumption profiles according to social/geographical location.



MYJINI

# How to improve daily drivers' journey while rewarding for good driving behavior?

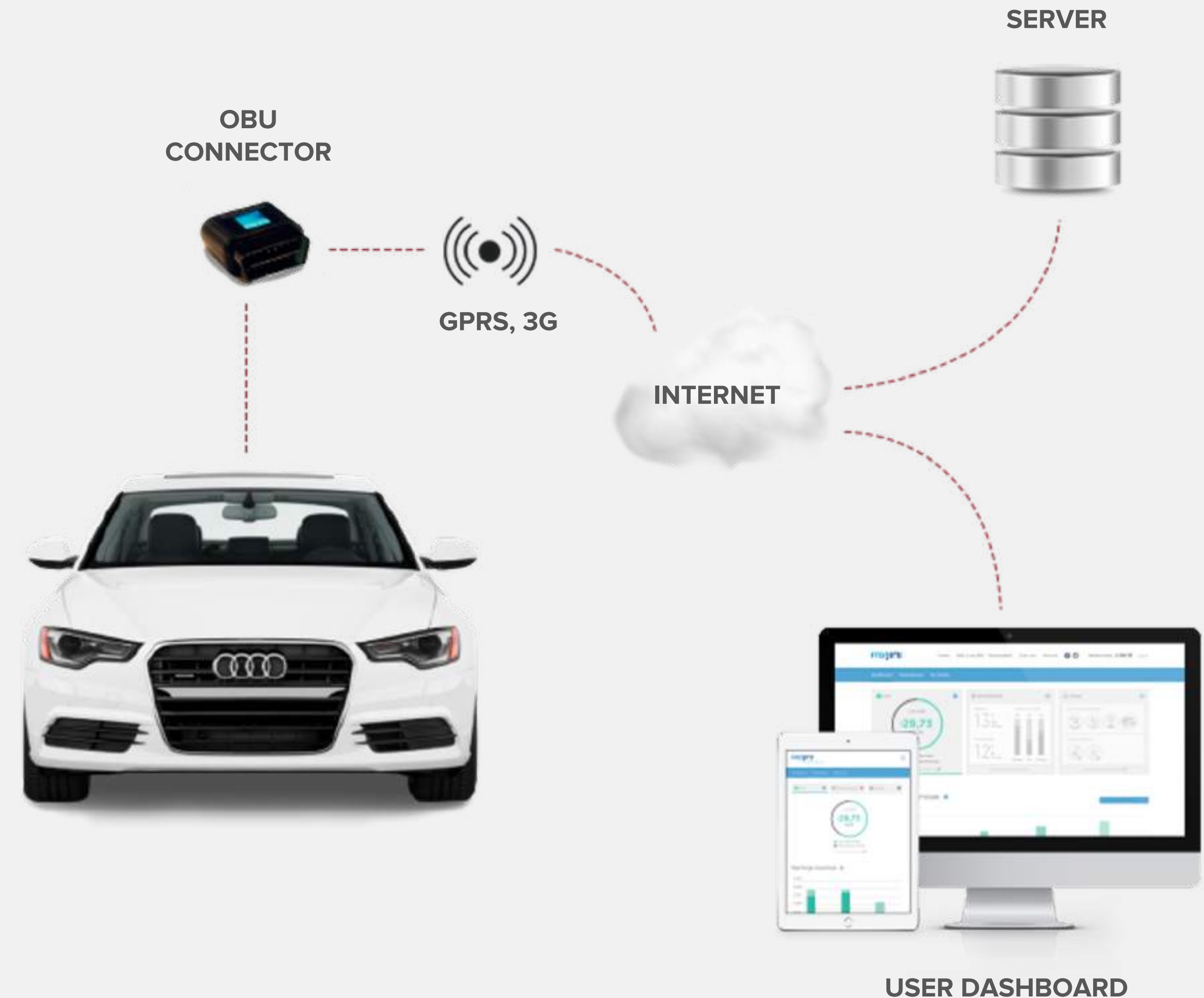
myJINI is a new service that promotes road behavioral change in an innovative and positive way. The participant drivers can earn JINI\$ and spend them on fuel and other products or services.

Load developed the online platform that allows controlling the information the final user can see. A personal dashboard with the data collected for each trip, travelled kilometers, fuel spent, among other things.

It features a playful, emotional and social side: how many times was braking necessary, comparisons between friends in order to achieve the highest possible rating, while accumulating JINI\$.

The myJINI panel is a new loyalty scheme in an innovative concept of customer loyalty.

To learn more, please access the product's website: [www.myjini.nl](http://www.myjini.nl)



Data Representation



IoT / Connected Cars



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



# R&D with Belgian Police on how to act quickly based on in-car real-time info about surrounding cars

Following the acquisition of mobile ANPR cameras (image capture devices with automatic recognition of number plates), the Belgian federal police sought to develop a pilot project to equip the fleet of patrol cars in a region of the country with a system capable of identifying vehicles and crossing data obtained from multiple databases accessible for this purpose, allowing quick intervention in case of intersection with stolen vehicles, on the run, or that for some reason need to be approached.

Load took part in this project as the team responsible for the entire user interface and software that runs in the patrol car that is responsible for obtaining the data and photos from the camera, store them locally (in a router/gateway installed in each car) and interact with the, already implemented, central system of the police.

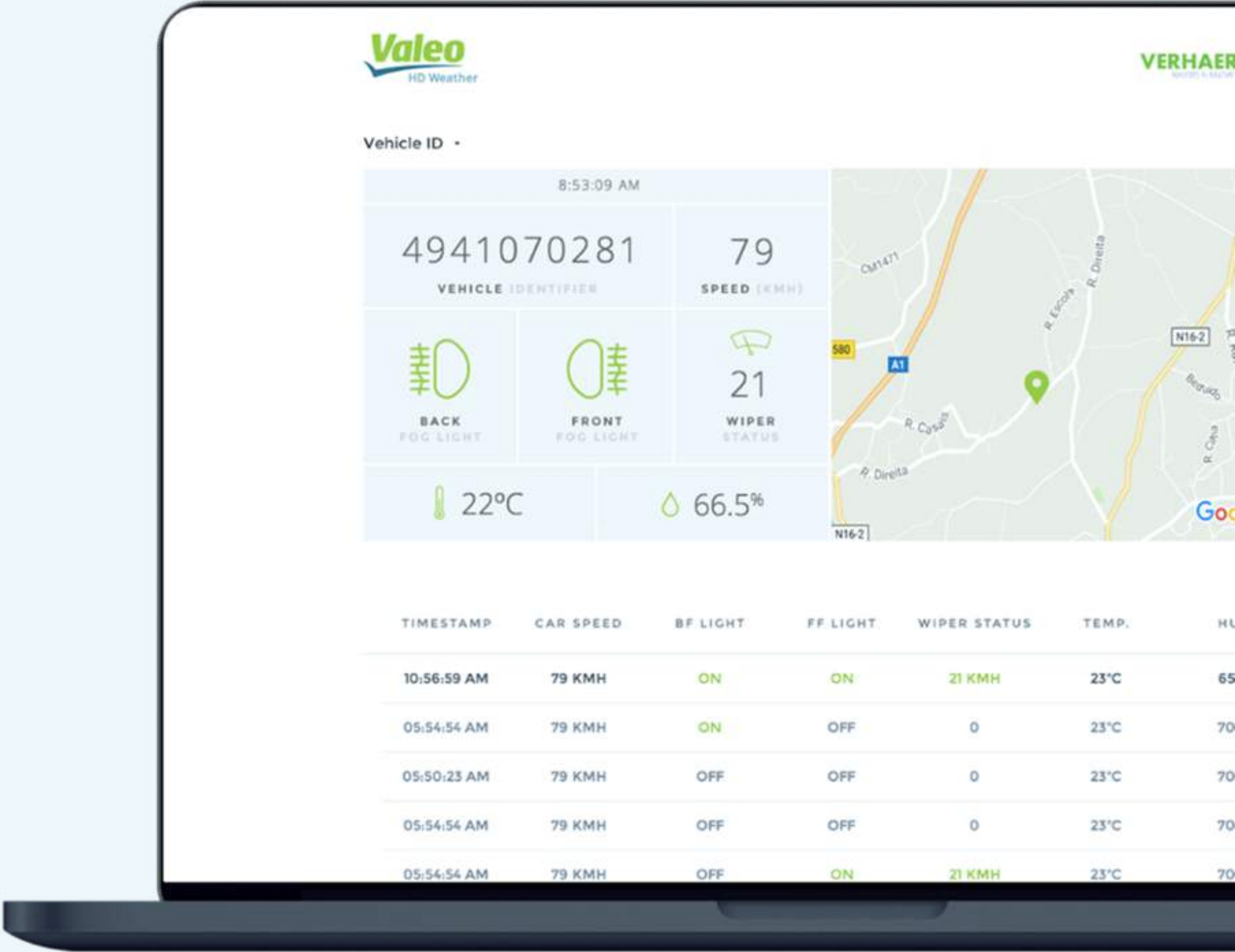


# Researching & Developing on how to retrieve real-time data from vehicles' components

Our contribution for this R&D project with Valeo resides on the intermediary cloud system between the embedded devices (developed by Verhaert) that send data across a private network and 'Valeo cloud'.

This intermediary cloud we have developed handles raw data that comes from the vehicles, stores it and finally processes it in a way that is easily handled by Valeo's Cloud System.

To improve the visualization in a custom way, we also designed and developed a dashboard to represent the data stored our intermediary cloud system. Gathered data allows us to observe the location of the vehicle, and keep track of its speed, temperature, lights status, as well as all additional sensors.





# Connecting public bikes to the cloud and track their movement

In this project, Load developed a proof of concept for providing confirmation on the location of bicycles and smart parking space, in order to prevent theft. The system was able to obtain location data about the bicycles throughout town provided by a LoRA network from KPN in the Netherlands, and associate it with the confirmation of parking a bicycle provided by the users via a simple interface. Load developed a cloud-based web solution, that was able to gather the location data, link it with the bicycles and their owners, notifying them when there was any undeclared movement detected.



Big Data



IoT / Connected Bikes



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

LINKBEYOND by BRISA

# How to digitally transform and improve mobility operators business?

LinkBeyond™, a project from A-to-Be (a Brisa brand) aims at improving the way to work for mobility operators, in order to realize the digital transformation of their businesses.

Our participation in this project focuses on the development and improvement of the Mobile SDK (native iOS and Android), which allows the communication between the 3<sup>rd</sup> party mobile apps and LinkBeyond™ devices.



A-to-Be  
**LinkBeyond™**

Advanced Mobility  
Connector



Big Data



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

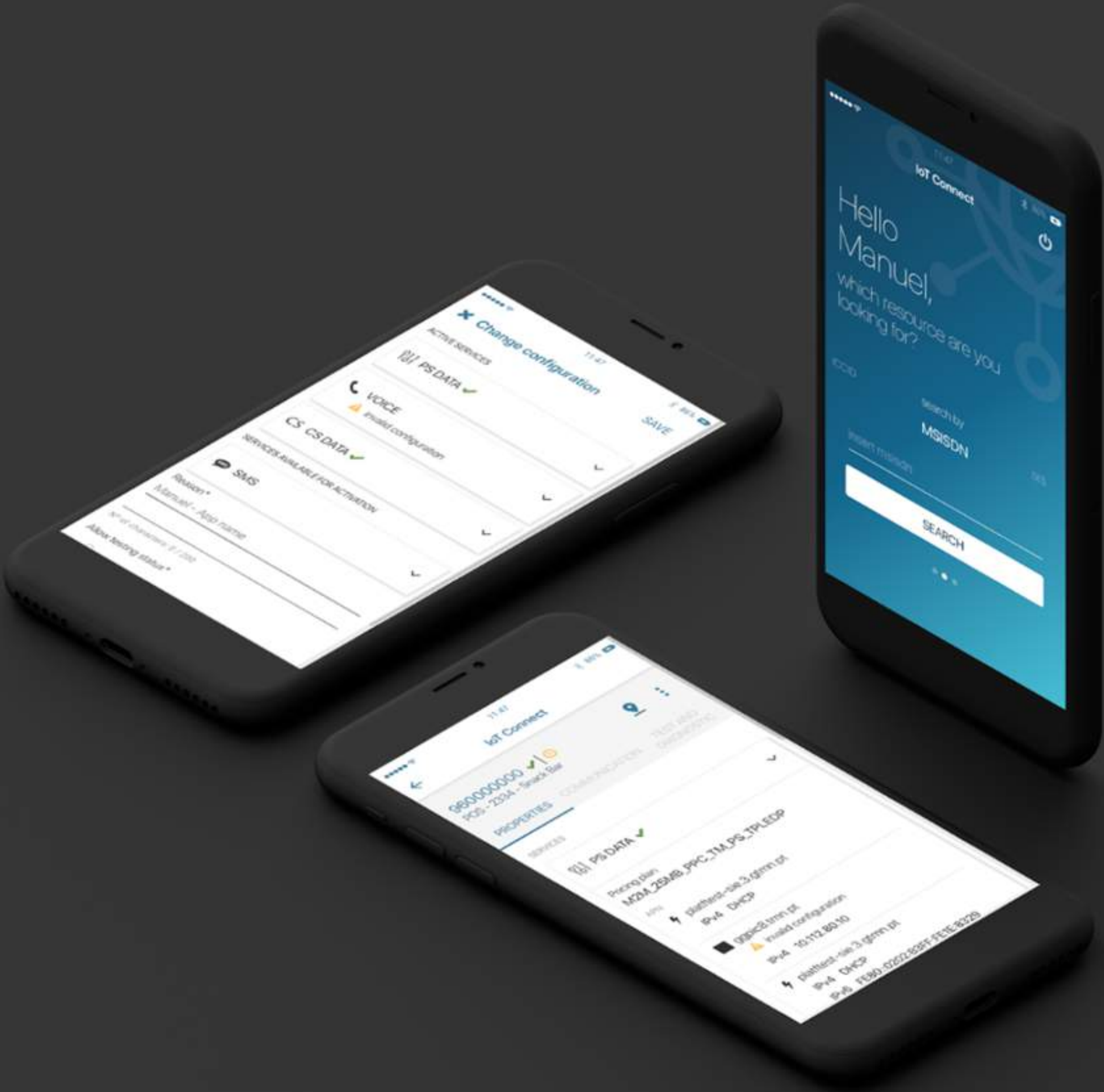


# Mobile Apps



# Enabling telecom technicians to check & configure service while working on the field

In the scope of this project, Load was responsible for the development of two native mobile apps with the purpose of allowing MEO professionals to check and configure specific resources, made available through a connection to MEO's Managed Connectivity Platform, to simplify the technician's work on the field. This challenge rose from the need to make available a useful tool, accessed in a simple and intuitive way, that allowed a fast response by the responsible technician, facilitating as well the user experience, and providing the required autonomy for supporting quick problem analysis.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



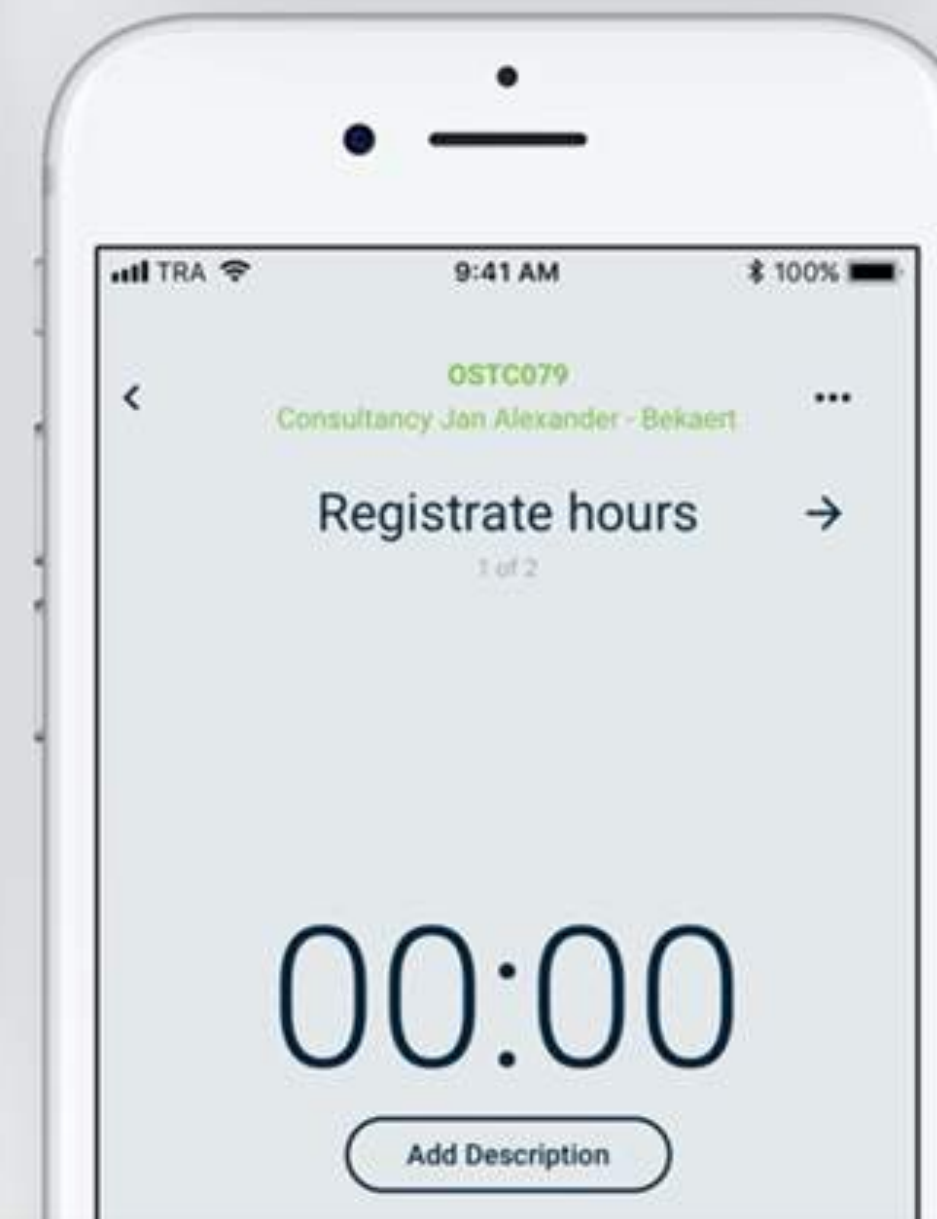
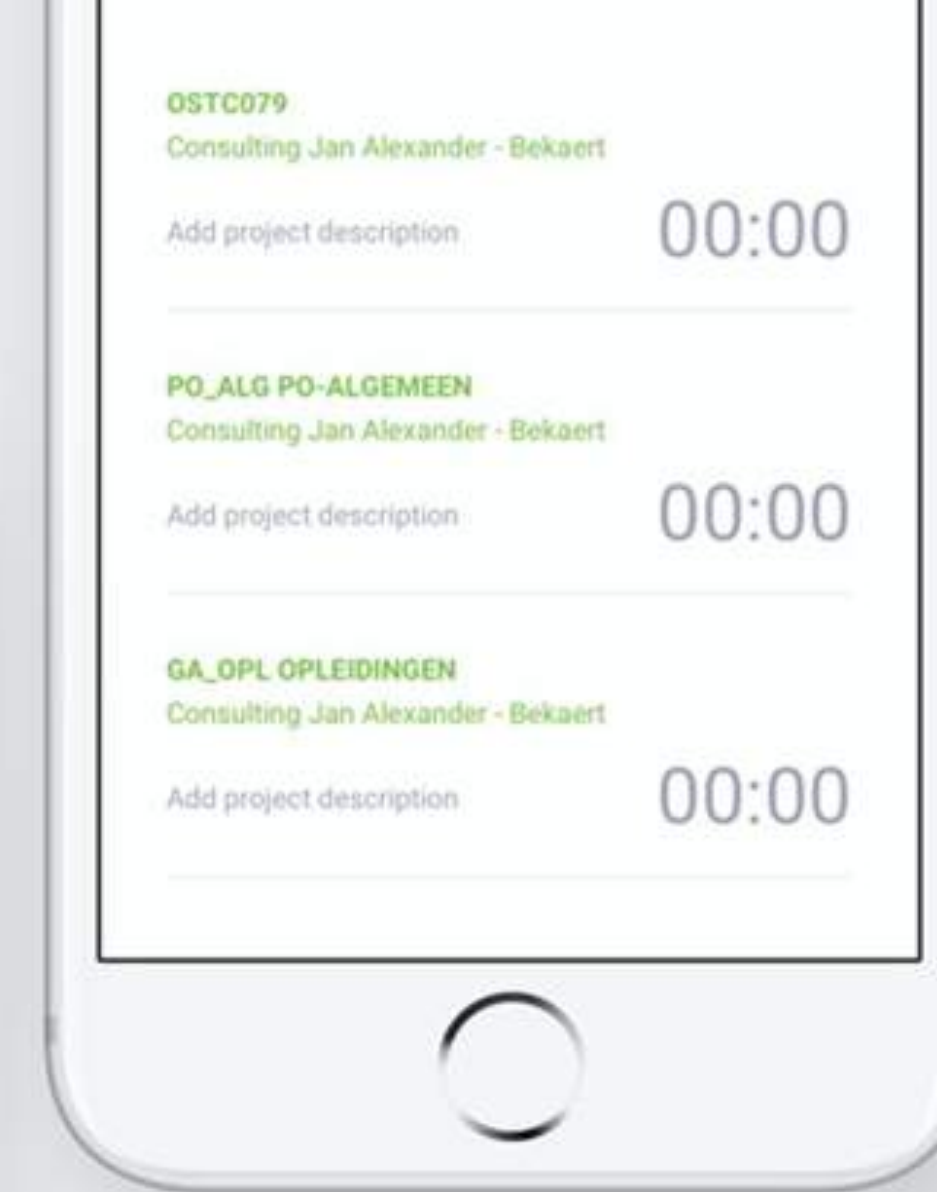
3D & Mixed Reality AR/VR



## TIME REPORTING APP

# An easy and intuitive way to report hours for consultants at customer premises

Verhaert has its own hours' reporting internal web mechanism. However, for collaborators who work out of the office, at customer premises, it became necessary to develop a mobile tool which, by remotely interacting with the existing system, allowed to report the hours spent in the different tasks of each project the employee is associated to. The app we have developed does precisely that. Additionally, it also allows the request for leaves and absences, as well as the visualization of respective approvals.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



GALP ENERGY STICKERS

# A BRAND AWARENESS APP

Galp Energia (Portuguese energy company) and JWT (Johnson Walter Thompson) challenged Load to develop an enthusiastic digital product for anyone who enjoys having a ball on everyday messages. With the purpose of raising brand awareness and being part of Portuguese culture, this App allows you to use funny stickers with typical Portuguese expressions.

The App is very simple and intuitive to use, and is available on App Store and PlayStore. With automatic introductions of new expressions, this App guarantee that you will never feel outdated!



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



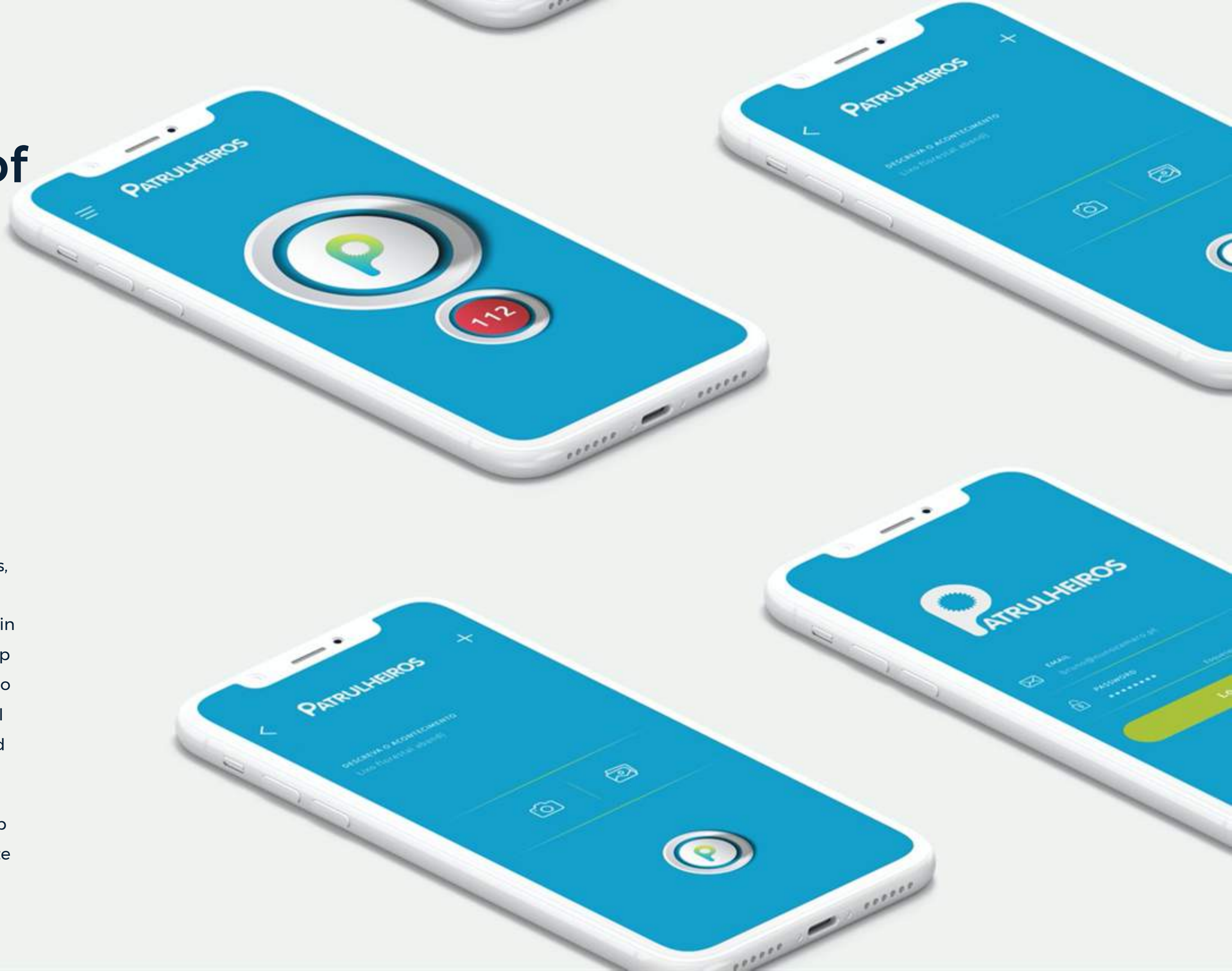
## PATRULHEIROS APP

# An easy and intuitive way of patrolling and preserving environment wellness.

“Patrulheiros” is an association of citizen that voluntary patrol, by bicycle, areas of recognized environmental value (forests, natural parks, lagoon areas, riverine areas and other habitats to be preserved).

LOAD developed an exclusive mobile application that will support Patrulheiros in their activity of surveillance and prevention riding a bicycle. This application allows, with the push of a button, to alert the responsible authorities in the region, detect the type of occurrence and arrange the resolution of the problem. The App works in the simplest way possible; the user only needs to unblock the device, open the App and push a button to photograph the occurrence to report. And he doesn't need to worry more with the communication. If the App doesn't detect any network, it will store the image, text and location internally, and when finally connects, it will send the occurrences to the server.

The systems also includes a backoffice where the managing staff he will see a map with all the occurrences signalized and where he can manage them, communicate them to the responsible authorities and mark their resolution state.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



# Sharing institutional information with the general public in the format of a digital magazine

Digital magazine developed for iPad to present annual reports of KPMG Netherlands company, global leader in auditing, fiscal and consulting services.

Updated through a proper CMS with the asset of reproducing multi-format contents inside it.

**Download the iOS version**



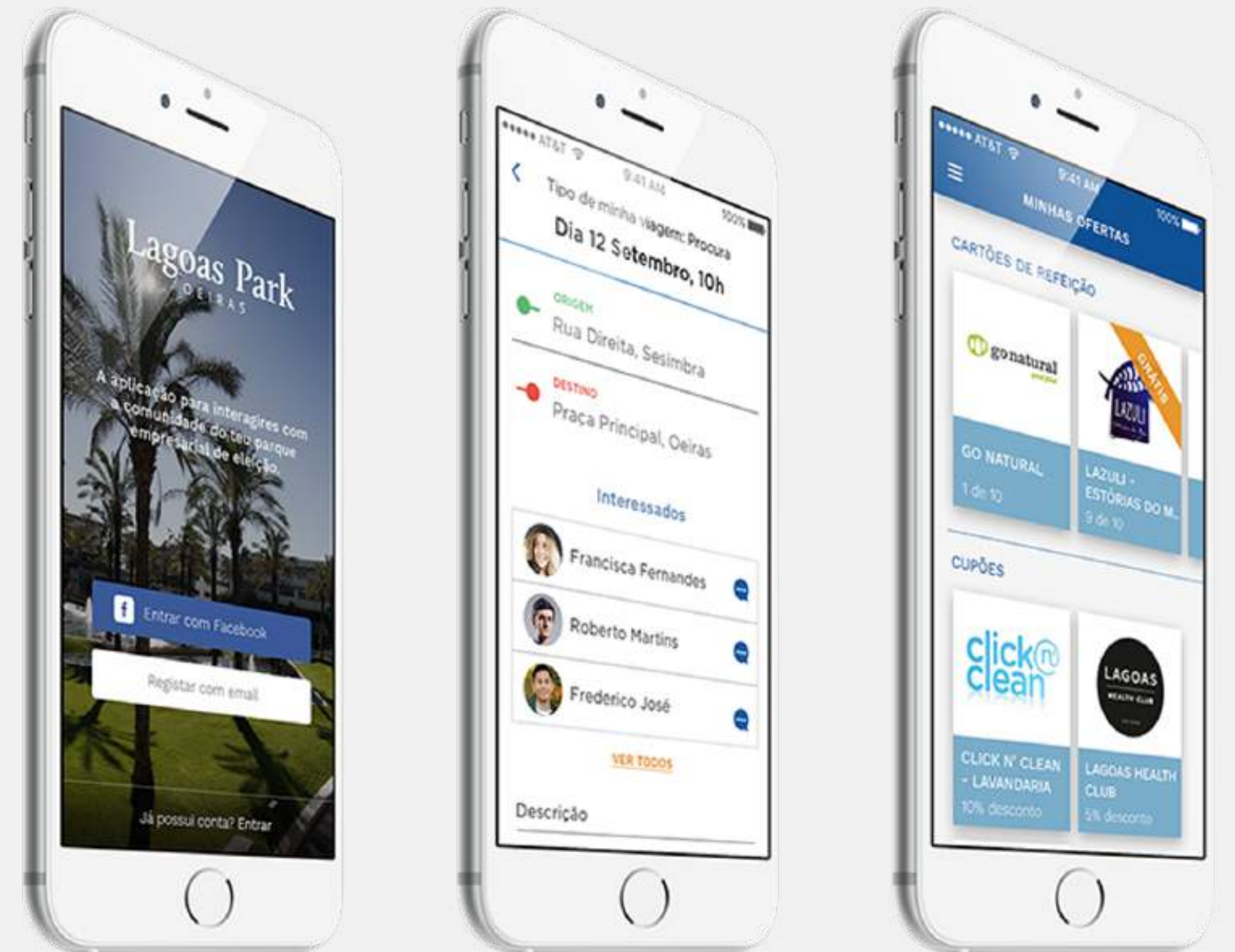


# Creating an ecosystem of collaborators that goes beyond the borders of their own companies

Mobile application with the purpose of getting closer the five thousand employees of the biggest business park in Lisbon.

It promotes all the services in the park and incentivizes the exploration of spaces offered by Lagoas Park, to the companies installed in.

This semi-private app includes functionalities such as discounts in restaurants, carpooling by employees, map with geo-referencing of points of interest in the park, promotion of events for employees, special offers, etc.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

# Web Applications





LIGHTENJIN

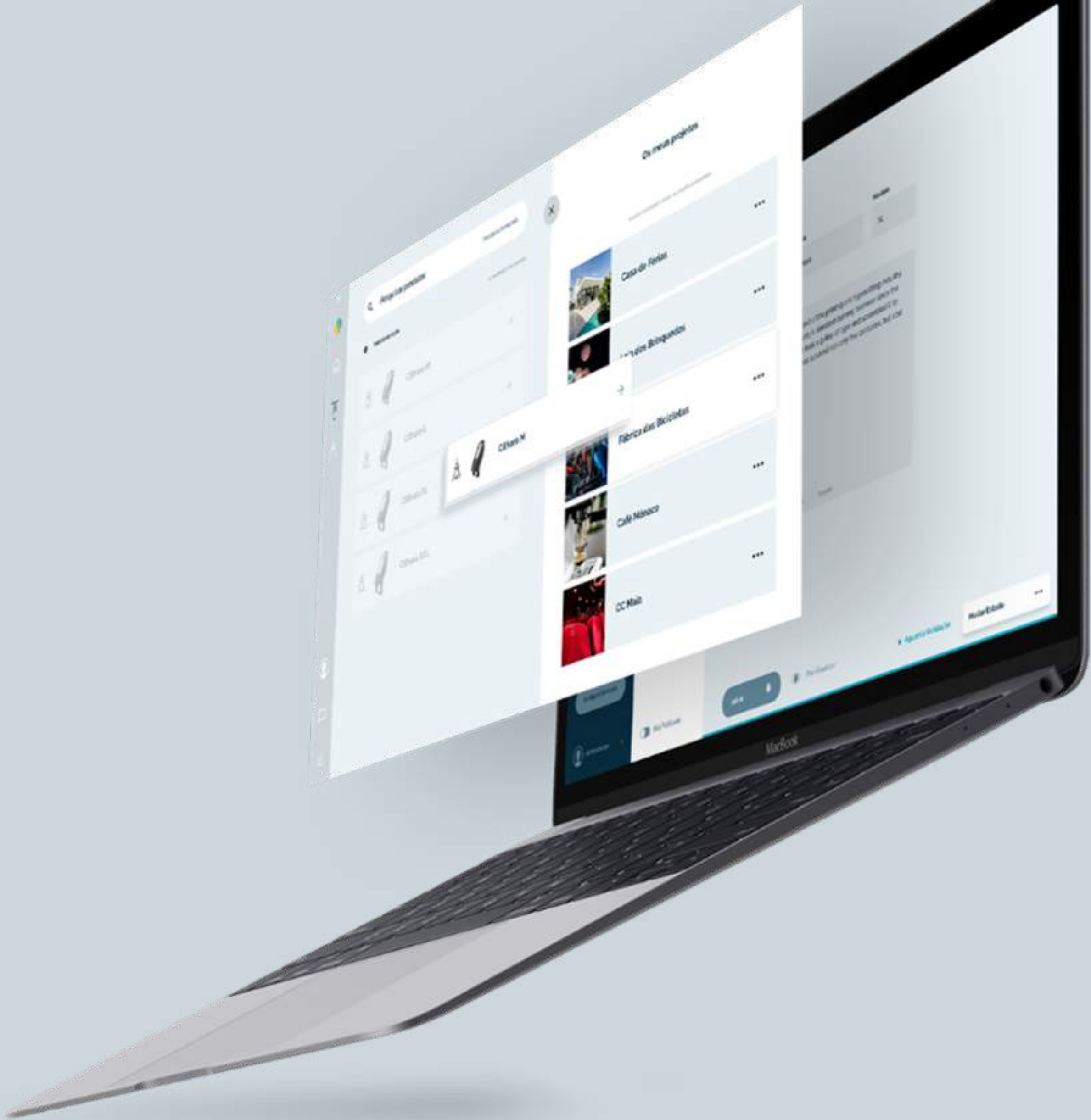
# A 360° tool for a LED & Lighting company which also improves their B2B customer experience.

In this project we faced two distinct challenges:

On one hand, how could we provide their product engineers and salesforce a tool that could be seen as an internal management tool regarding products information in the form of digital datasheets, incorporating an approval system for quality assurance purposes;

On the other hand, how could they provide useful and updated data about their products to their clients (architects, designers, engineers, constructors) fast and endow them with a tool capable of generate documentation for a specific project.

Our intention was to be disruptive and not to deliver two separate digital products with no touchpoints. We looked at these two tools from a different perspective. We see them as a complement, solving internal and external issues.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps

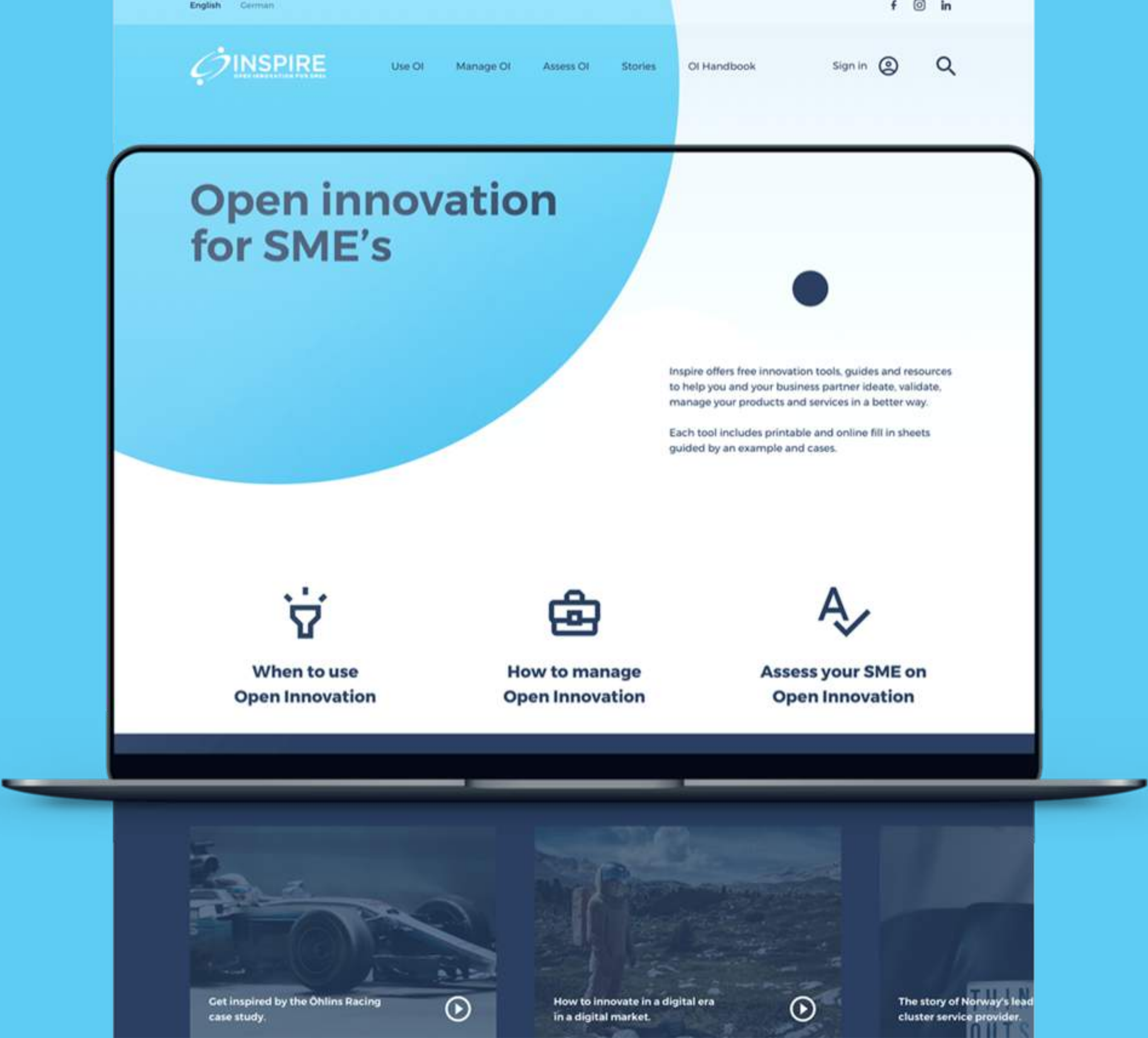


3D & Mixed Reality AR/VR

iNSPIRE PLATFORM

# Help SME's to implement innovation.

Load was invited to study and develop a new digital product - a web platform which aims to help Small and Medium Enterprises to implement open innovations practices and also assist intermediary organizations, public and private, providing managerial, financial support and consulting services.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

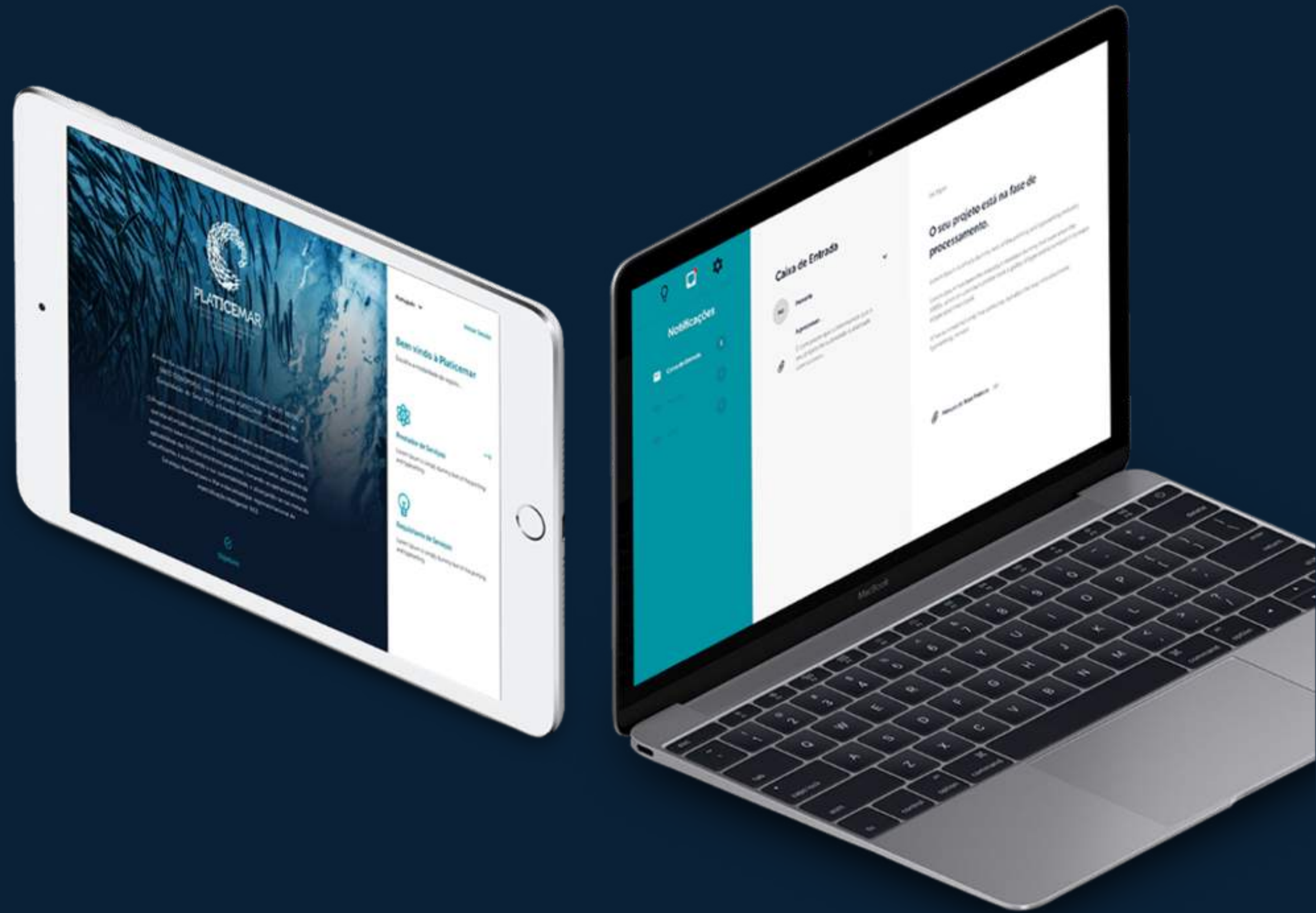


PLATICEMAR

# How to provide a platform to sea economy that brings together fishing and technology companies?

LOAD is currently developing a web platform for the Platiceamar project. This project main objective is to empower entrepreneurship support actions, in order to reach a sustainable development model, based on an increased innovation and cooperation on the Sea sector.

The Technical Information Platform aims to become the online information point about the whole project and to allow the sharing of experiences, good practices and other important tools associated to the resources of the Economy of the Sea. The Platform will also be a means of promotion and stimulus for fostering new entrepreneurial initiatives, mainly by its dissemination capability. This will be as well a place of access for the project promoters to proceed towards the registration of their entities, in order to promote their activities and products and/or services.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

# Offering field professionals a branded tool to select the most applicable pump configuration

WellPumps (wellpumps.eu) is a Belgian company specialized in water pumping systems.

This company has a new offering of solar powered pumping systems, and needs a new website including a reserved area to allow registered users (mainly resellers and installers) to have their own work space on WellPumps solutions, and where they can manage their own projects and end customers.

This reserved area features a fundamental tool: a simulator that collects information on the geographic location, technical dimensions and period of the year and which then suggests the appropriate solution for the case. The user can then generate a report of the proposed solution to present to his final customer.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



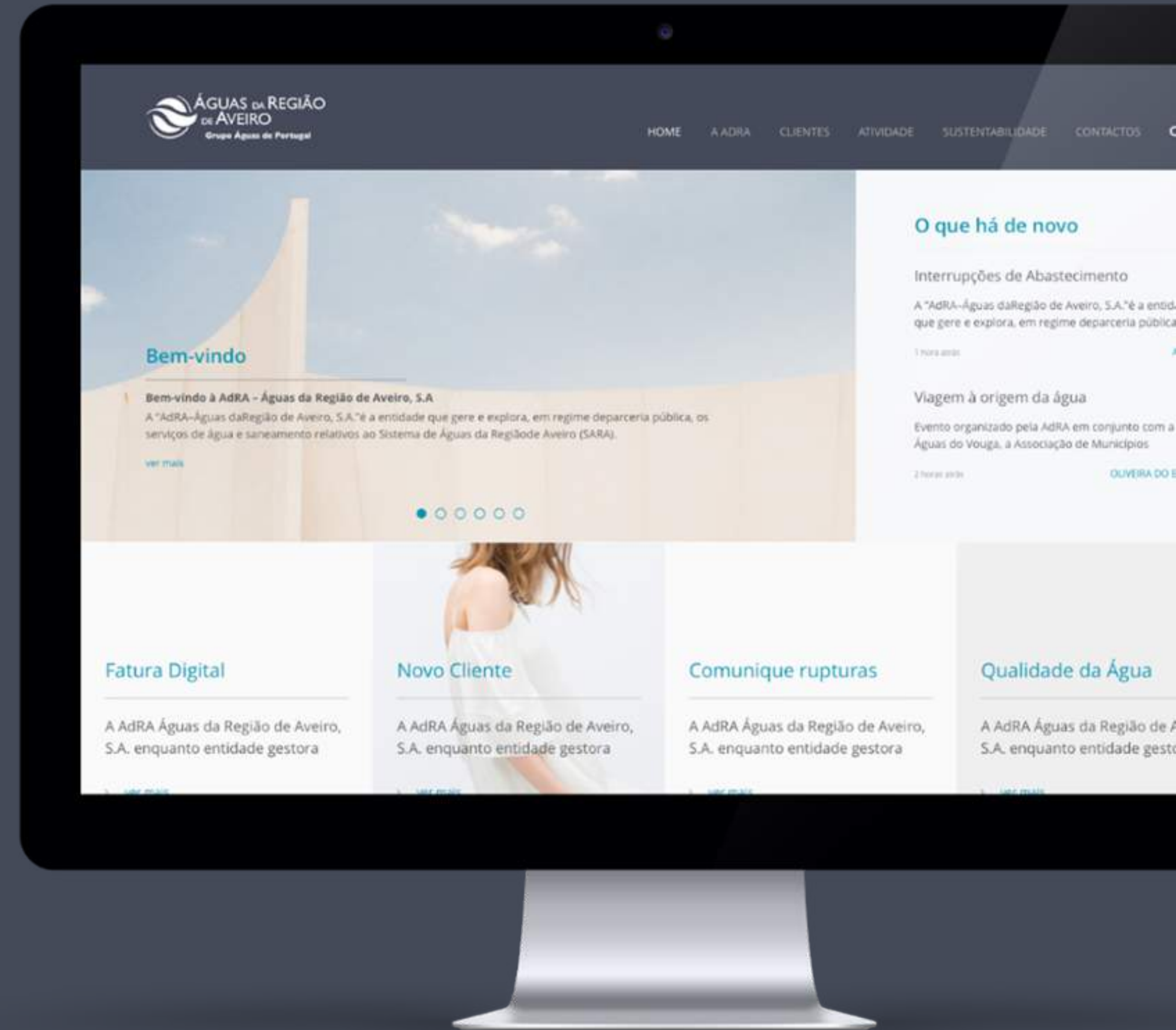
3D & Mixed Reality AR/VR



# Give citizens a new experience to manage water supply.

Load has developed the new AdRA (Water Management Institution of Aveiro District) Portal, which is the main vehicle for online interaction of all water consumers in Aveiro. This platform includes all the institutional component, but also customer interactions regarding billing, activated services, etc.

A customer support chatbot that answers frequently asked questions was also developed for ADRA.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

# Big Data





# How to check the World Music Ecosystem on the fly, in a joyful way?

Sony Music reported the need to control the worldwide rankings of music industry. Despite all the information available about this subject, it is all dispersed, being impractical to monitor and analyze the trends.

Load created a tool that aggregates information from the most important content providers (Spotify, iTunes, You Tube, Last.FM...) making it available in an organized way by country in a ranking of 100 positions. At every moment Sony Music has in its possession all artists, music and albums movements, as well as their evolution through time. In addition to this, also biography, videos, audio samples, etc. are available for each entry of the ranking, making the analysis process not only fast, but also enjoyable and enriching.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

# Using social media sentiment to understand product acceptance

Abbott needed to obtain information on the acceptance of a new range of pharmaceutical products introduced into the market. The information needed to be collected through an automated way and enable its easy interpretation, since the company did not intend to involve specific resources to this task for the specified period.

Load developed a decision supporting tool which makes possible the analysis and monitoring of all comments generated in social networks, regarding Abbott pharmaceutical, for each product in analysis.

Abbott portal analyzes the feedback from their customers on social networks, measuring the volume over time and the respective feeling associated with each product.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



# Measuring brand online sentiment against competition

Ziggo, the largest provider of cable services in the Netherlands, intended to aggregate multiple data sources into a single platform that would allow to quickly and intuitively assess their overall status. The company already worked with several indicators and would like to aggregate all the data, relating and comparing them also with indicators of competitors.

Load developed a tool that combines multiple data sources: from the company's reputation in social networks, to global indicators of the company's status, the aggregation of data from clipping in the media, including the company's stock quotation, as well as its direct competitors. The data are thus made available on a web -app, allowing Ziggo to monitor a series of indicators about the company, products and services, comparing them with the results of its competitors.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



# Measuring online popularity for each political party

Market Response reported the interest in creating and sharing a survey regarding the public opinion about each candidate for the general Dutch elections 2012.

Load developed a tool to collect and analyze the data from different social indicators. This information was provided through a public webapp which enabled the Dutch population to observe in real time the popularity evolution of all the different candidates, as well as each one's performance in the different subject discussions during the electoral period.

The data from the different social networks was crossed with the surveys values, establishing a relation between both indicators.

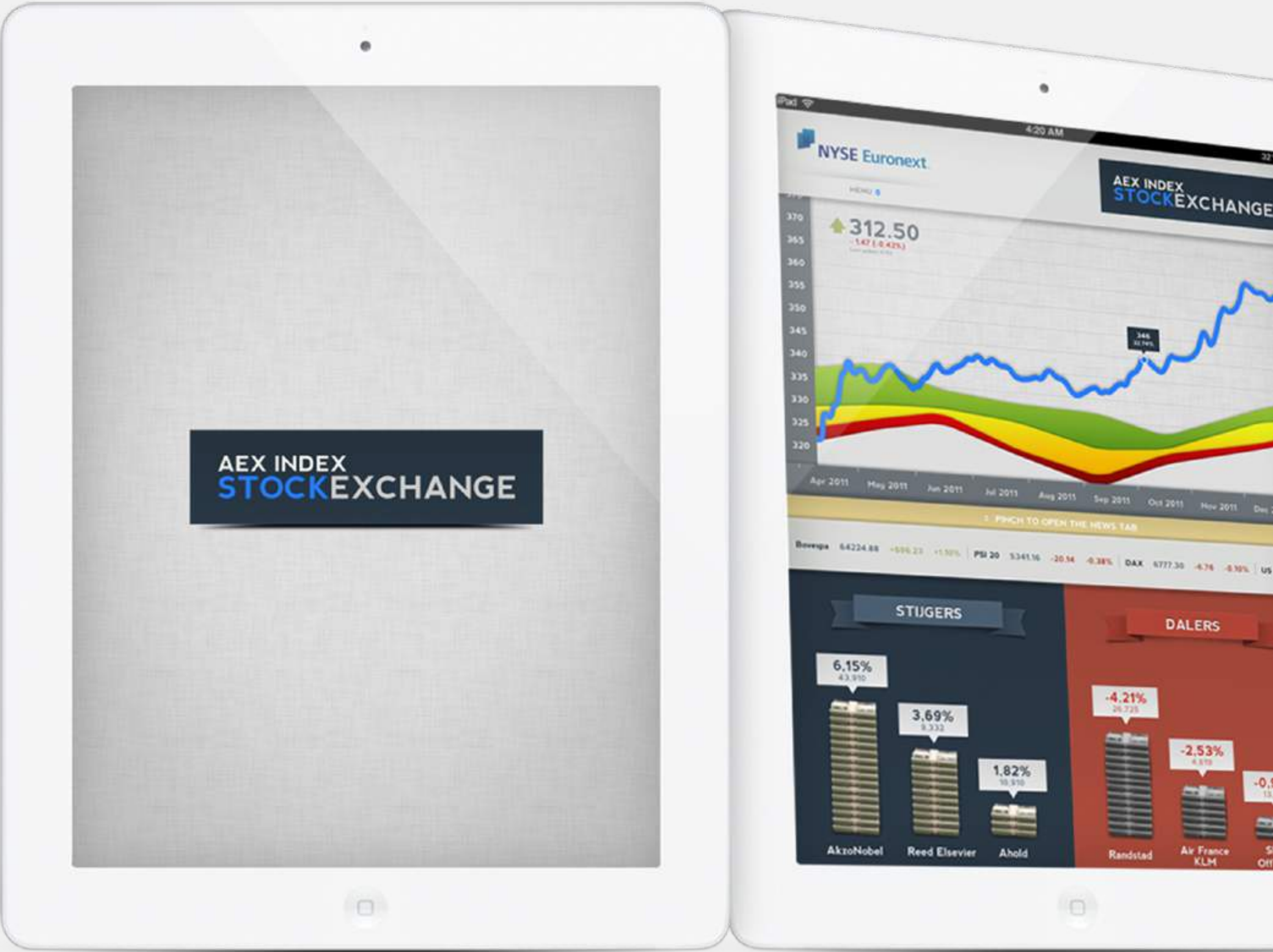




# Comparing online popularity for companies listed on AEX Index with their stock price

As result of a Research and Development strategy with various partners emerged the interest in creating a case study on the relation between public opinion and the valuation of companies.

Load developed a platform that compares the change in the AEX index with the social buzz about the constituent companies of the same index, providing the results in an iPad application. This application features, in a combined way, the financial data and respective comments on social networks, assessing the relationship between the current market sentiment and its real growth over time.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR

# **3D, Virtual & Augmented Reality**





VIRTUAL REALITY EARTH OBSERVATION (VREO)

# Show the capabilities of Earth Observation Data by navigating through it immersively



The project aimed to explore the full catalogue of publicly available data on earth observation, made available by the European Space Agency, using Virtual Reality.

This was possible through the use of data obtained by the Copernicus program of ESA (European space agency) and distributed in a playful way using Virtual Reality, where the user can walk over the world, coated with the representation of several data types, grouped in Land, Maritime and Climate data, from ESA.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



Virtual Reality



# Provide kids and parents a joyful and playful way of shopping toys online.

Sonae is one of the largest retail companies in Portugal. We were approached with the need to innovate technologically in one of its main online platforms - Continente Online. The goal was to look for new ways of online communication and captivate the target audience – the children and their parents. For this, after rapid prototyping practices based on Design Thinking methodologies, we developed Mundo dos Brinquedos (Toys World).

Through an interactive exploration of a 3D world populated with elements and animations that capture the user's attention, such as the world rotating 360° and the possibility of zooming to each one of its countries.

Each one of these countries is representative of a category of Sonae's own brands or white label toys. When a user enters in a country (i.e., "Speed Wheels") and click an interactive element, the correspondent category is listed as playing cards, that can be chosen to create a wish list to be used in the existent Continente Online shopping cart.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



Real-time 3D



KUNG FU SPINNER

# Spin plates and keep the game on

Kung Fu Spinner 2 is a fun, thrilling and highly addictive game for iPad, set against the beautiful backdrop of ancient China. Keep five porcelain plates in motion atop your bamboo sticks. As you progress through the levels, the game will get more challenging and you will need the focus of a true master.

Immerse yourself in exciting gameplay, lush original music, gorgeous artwork and the wisdoms of the ancient philosopher Kungfucius.

[Download the iOS version](#)



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



Real-time 3D



## AUGMENTED CITY MAP

# An innovative way to guide tourists to the city POIs

Load has developed a framework that can be used on mobile (native Android and iOS) to point out locations and paths using Augmented Reality.

This project has already been user in a city, to guide tourists through the predefined paths and to locate the city Points of Interest.



Big Data



IoT & Connected



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



Augmented Reality



# Digital Product Research



SONAE - WEBSTORE OF THE FUTURE

# How will be the webstore of the future?

The way people consume products online has changed fundamentally since the days of web 2.0. Sonae, one of the largest retail companies in Portugal, approached us with the need to innovate technologically in one of its main online platforms - Continente Online.

The goal was then to help our client by looking for new ways and technologies for online communication and captivate the target audience - for this we turn to rapid prototyping practices based on Design Thinking methodologies. In this context, we performed a series of steps in our Digital Product Research (DPR) program, culminating in a demonstrator for the concept created throughout the whole process.

The final demonstrator consisted of a new way to present products online through child-friendly interfaces, totally intuitive, as the children were the target users of our work and in some cases, the major influencers in the purchase decision.



Big Data



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



CARD4ALL – CM AVEIRO

# All-in-one card for Aveiro citizens. A city in one pocket!

CARD4ALL is a transfer network focused on the implementation of innovative services and technologies through a Citizen Card System. The city of Aveiro can gather information to improve their services and use it for participative processes.

With help of LOAD, CM Aveiro wrote a strategy plan among their experts, that can be applied to promote social inclusion, local trade, urban mobility and sustainable living, thus creating a Smart City with Smart Citizens.

LOAD tackle the right technology used by CM Aveiro to improve the implementation within the transferability and replication in different contexts.



★URBACT  
Driving change for  
better cities



Big Data



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



EAGLE

# Using AI and smart drones to capture the best football moment.

Eagle is a project that aims to study the feasibility of having a single and unique solution to capture the best moments you usually have during your football practice or a game with your friends.

By several learnings around the subject of autonomous cognitive drones, we needed to take into consideration different phases of this project, and tackling both hardware and software needs.

Load was able to demonstrate the main features of this solution which is tracking a person at all times (follow me capability) as well as the capture of the player running towards the goal line and scoring a goal. Since football is more than persons and a ball we also needed to understand the player running back to the defense line, for instance.

The output of this capture is having one video clip showing the best moments generated via AI.



Data Representation



Internet of Things



Artificial Intelligence



Blockchain



Web Apps & Solutions



Mobile Apps



3D & Mixed Reality AR/VR



**Culture**



# NASA Internactional Space Apps Challenge

Load won the International Space Apps Challenge 2015 contest, organized by NASA - National Aeronautics and Space Administration, in the category of "Most innovative use of IBM Bluemix".

The event took place on April 11-12, at ESA Business Incubation Center in Noordwijk, Netherlands, with the purpose of creating open-source solutions to address global needs applicable to both life on Earth and life in space.

Load created a mobile application called SpaceStuff that enables interaction with astronauts. This application, created in just 36 hours, allows finding astronauts through Augmented Reality, communicating with them through Twitter and learning more about the profile of each one.





# Smart Open Lisboa

Load was one of the start-ups selected for the experimentation phase, the final of the digital product development contest focused on the redefinition and improvement of urban life in Lisbon through the use and/or contribution with open data.

The event occurred on July 1st & 2nd 2016, at Fundação Portuguesa das Comunicações, with the purpose of transforming urban challenges into opportunities.

Load created the mobile app Playces, with the purpose of informing citizens and tourists about points of interest and respective crowd count. This application, created in less than 21 hours, displays several types of places and an estimate of the number of persons inside each place at the time of the search, in order to reduce unnecessary travel and thus reduce traffic, as well as manage expectations when a place is interesting based on how much crowd it has.





# Learning & Sharing

At Load we follow the most recent technological trends intrinsically. In order to be nurture our culture of technological democracy, we have an internal process composed by 3 steps:

1. Identifying new technologies. Our technology board keeps a list of emerging technologies updated, as a result of continuous online research for new technologies and technological trends, on multiple disciplines;
2. Self-learning. Periodically, each team member at Load picks one technology from the list of emerging technologies, which is linked to his/her interests and field of activity. At Load, every Monday morning is dedicated to learning and building knowledge on the selected subject;
3. Sharing. After months of self-learning, each team member organizes a workshop where he shares the knowledge acquired with his colleagues. On Thursday evenings, these sessions of technological workshops take place, composed by a theory module (presentation) and a practice module (hands-on workshop).

By doing so, we empower our technological democracy mindset needed to select the most adequate & up-to-date technologies for each project, instead of converting the existing/comfortable knowledge to the needs of every project.





# ”Code like an astronaut”

An event organized by Load, in collaboration with “Fábrica Centro Ciência Viva” (the most popular youth science learning center in Portugal), where computer and space exploration come together in a playful manner.

This event emerges from the need to introduce the programming world to children, an increasingly important subject to stimulate logical thinking of children, respecting the international trend that is moving in this direction.

This annual event aims to provide children with the necessary tools to build a rocket able to reach the moon, using computer programming. After 2 editions, we’re already looking forward to 2018 and we will be pleased to receive you with your kids – visit <http://codeatload.com> and let us know about your interest.



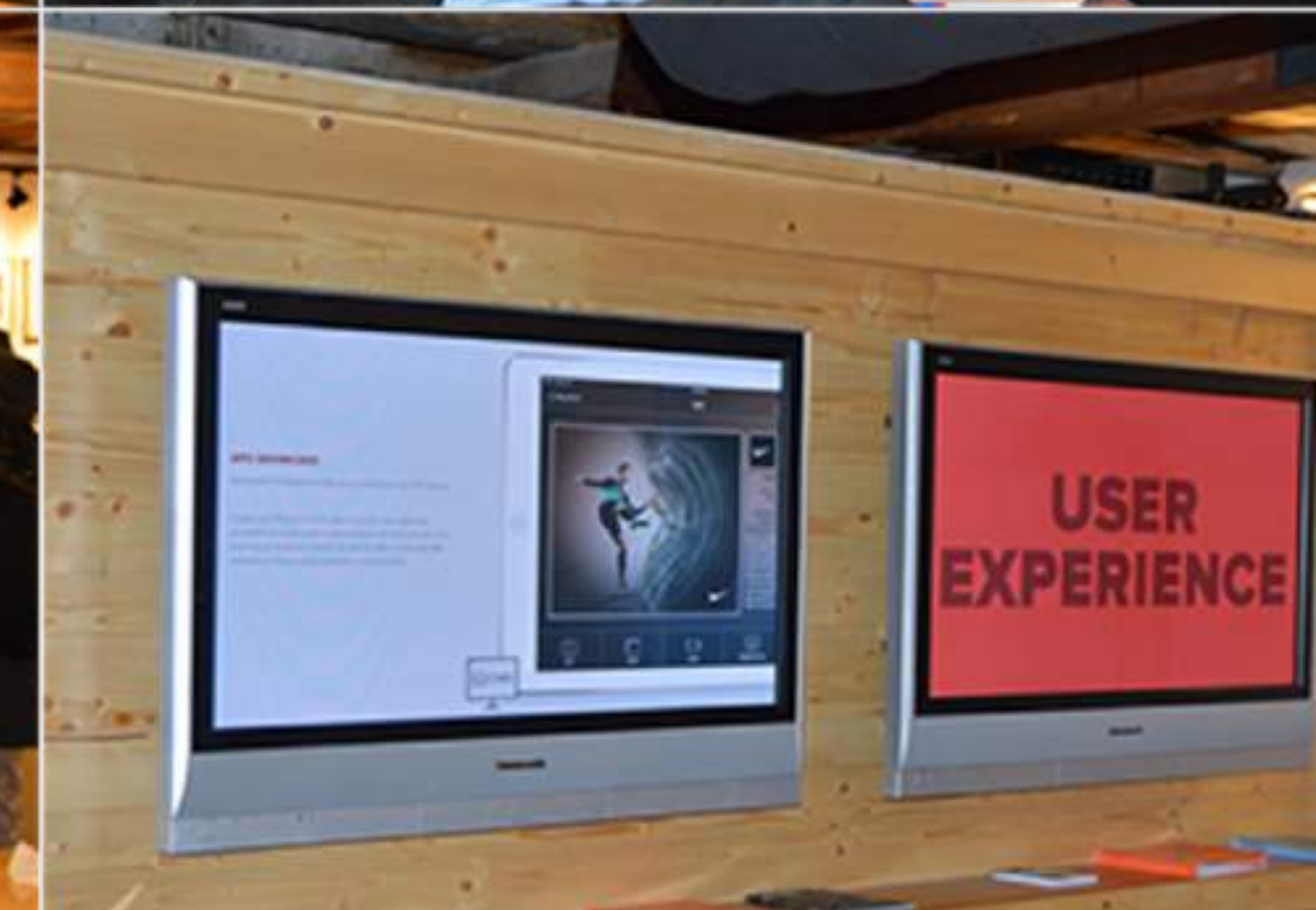


# Load Innovation Day

On the last December 3rd took place the first Load Innovation Day. The event brought Innovation to the audience in its most practical way, through five national and international speakers, who shared successful experiences and real methodologies in the technological innovation domain.

Subjects were transverse, addressing multiple topics as the strategy for innovation in the Internet of Things, through topics such as Big Data and Smart Logistics, all subjects underlying the fourth industrial revolution - Industry 4.0.

This event, with an annual periodicity, was attended by about 80 people. We are already setting up LOAD Innovation Day for this year and we will be pleased to receive you - check the website at <http://innovationday.load-interactive.com/> and let us know about your interest.





# Load Hackathons

Load organizes an annual hackathon where designers and programming students/professionals collaborate with each other along 36 hours, developing new disruptive prototypes.

During an intensive weekend, the participants get to know each other, idealize, design and develop prototypes of their applications with the help of LOAD experts in various technologies.

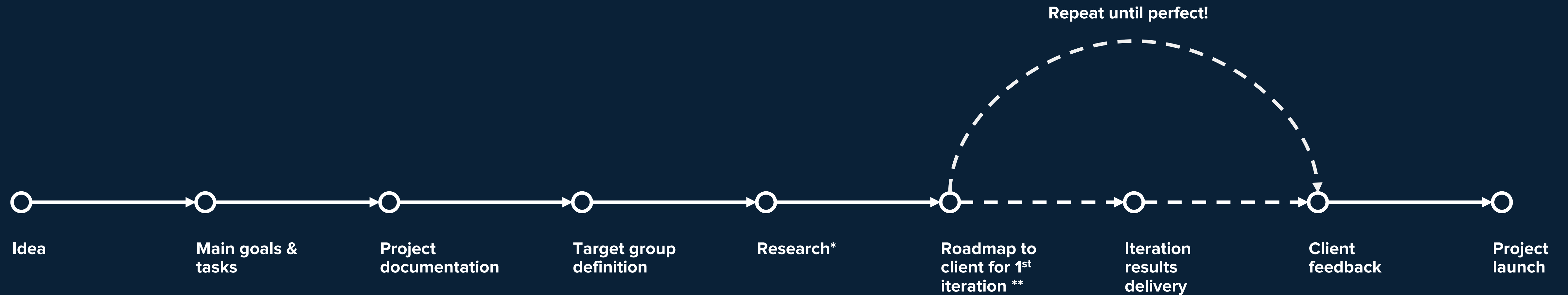




# **Processes, Competences & Technologies**



# Design Thinking



## \*Research

1. One day workshop/ Kick off Meeting
2. Consumer research (individual consumer interviews)
  - i. Question number and type definition
  - ii. Survey development
  - iii. Survey conclusions
  - iv. Report production

## \*\*Roadmap to client 1<sup>st</sup> iteration

1. Personas / Use cases definition
2. UX Approach Definition
  - i. User stories definition
  - ii. Customer journey maps / User workflows
  - iii. Wireframe production
  - iv. Mock-up production
  - v. Prototyping
  - vi. UI Design
  - vii. Testing & Quality Assurance
3. Project calendar and delivery dates



## UX / UI Design

- Concept validation
- Ideation
- User Personas
- User stories development
- Customer journey mapping
- Information Architecture
- Design research
- Rapid prototyping
- UI Design
- UI Testing & QA
- **Misc Utils:**  
Balsamiq, Invision, Zeplin, Slack, Photoshop, Sketch



## Software Engineering

- Benchmarking & Software Auditing
- Brainstorming & Prototyping
- 3D Printing
- Breadboarding
- System architecture & Design
- Agile project management
- Web & Mobile Development
- Data warehousing & Data Mining
- Artificial Intelligence, Deep Learning, CNNs, RNNs, LSTM-CRF, NER, Machine Learning
- Blockchain, Smart Contracts, DApps
- Computer Graphics, Realtime 3D
- Virtual & Augmented Reality
- Computer Vision
- Unit tests, Functional tests, Integration tests, Acceptance tests
- Technical writing (architectural design documents, interface control documents, ...)





## Software Development Skills

- **Native Mobile**  
iOS, Android
- **Hybrid Mobile**  
Ionic, React Native, Xamarin, Cordova
- **Web client-side**  
Html5, Css3, AMP, PWA, Angular, Socket.io, React, Sass, Bootstrap
- **Server-side**  
Node.js, Express.js, MySQL, MariaDB, SQLServer, PostgreSQL, LAMP
- **Big Data**  
Hadoop, Spark, Kafka, MongoDB, Cassandra, Hbase, Redis, ElasticSearch, RabbitMQ, Mosquitto, BigQuery
- **Programming languages**  
Java, Kotlin, Swift, Objective-c, Javascript, Typescript, PHP, Python, C++, C#, Go
- **IaaS/PaaS**  
IBM Bluemix, Amazon (AWS), MS Azure
- **Blockchain**  
Bitcoin core, EOS, Ethereum, Smart Contracts, Solidity, EOS.IO, EOS JS, IPFS, C++
- **Artificial Intelligence**  
TensorFlow, Keras, Caffe, NumPy, Python, CoreML, Py Speech Recognition, Microsoft Speech SDK, Linguakit / NLTK, Cereproc, Freeling, OpenCV, Pyttsx, Neo4j
- **3D, Computer Vision, AR/VR**  
Unity3D, OpenGL, WebGL, OpenCV, OpenNI, ARToolkit, Vuforia SDK
- **Embedded fast prototyping**  
Arduino, Raspberry-Pi
- **Tests**  
Protractor, Jasmine, Karma, XCTest, Appium
- **Collab & Tracking**  
JIRA, Confluence, Trello, Slack, Basecamp
- **Devops & Misc Tools**  
Jenkins, Fastlane, Fabric/Crashlytics, Swagger, Confluence, Testflight, SendGrid, Docker
- **Version control**  
GIT, SVN



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