

Simplify

Company Media Press Kit



**Download our digital
assets and brand guide at**

<https://simplify-lgp.tech/press>

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1. Company Information

Simplify was founded in February 2020 in room B335 during the master's discipline "Project Management Laboratory". Bringing together students from different programs, countries, even continents to create something unique. The questions arise: What does the company Simplify stand for? What is the story of its name and what are the values they cherish? The answers to those questions and more can be found in this section and throughout the journey of the document.

1.1. Overview

We are a software solutions company that can help you find a quick and easy approach to solve any burden of your everyday tasks using technology and multimedia. Our multidisciplinary team will develop a solution that fits your needs and simplifies your everyday tasks, so you can focus on what's really important.

1.2. Name

Simplify.

With our goal being facilitating everyone's life Simplify resembles the way our company fixes our clients everyday problems: simply. A simplified and direct workflow approach to any problem guarantees the most efficient and effective solution. At Simplify we find an approach to untangle complex and time consuming problems in a simplified fashion. With Simplify you'll be able to find a quick and easy way to solve any burden of your everyday tasks.

1.3. Company Credo and Values

Diversity

From the nature of our company to its core, we are a multidisciplinary company from various backgrounds,

Collaboration

that works in various teams, all formed by member of a variety of departments,


Quality

to solve our clients issues by creating easy, fast and efficient solutions.

Simplification

We achieve this by removing any burden on our clients as well as our company member's lives by simplifying it.

2. Infographic



The infographic is a vertical layout with a dark blue header and a blue body. It features icons for each section: a flag for Foundation, a group of people for Team members, a calendar for Get in touch, and a calendar for Save the date. The text is white and yellow, providing a high-contrast look.

Simplify

Simplify info 2020

2020 Foundation

Born from a masters discipline from the University of Porto called Project Management Laboratory, Simplify was founded in 2020.

Mission

"To help remove the burden of everyday tasks; To help promote a better understanding on unapparent topics."

Vision

"To make information more easily accessible."

“
With our goal being facilitating everyone's life, Simplify resembles the way our company fixes our clients everyday problems: simply. With Simplify you'll be able to find a quick and easy way to solve any burden of your everyday tasks.
André Ramada - CEO

HQ Location

Our HQ is currently located in FEUP building in the city of Porto, Portugal. But our team is prepared to work remotely with clients worldwide.

Get in touch

You can access more info and content about Simplify at our website.

Access:
<https://simplify-lgp.tech/>

Or send an email to:
press@simplify-lgp.tech

47 Team members

We are a multidisciplinary team composed of:

- 12 Multimedia masters
- 4 Service masters
- 31 Informatics Masters

Our Services

- 1 User Experience
- 2 User Interface
- 3 Game development
- 4 AI and information systems
- 5 Web development

Values

Diversity

Collaboration

Quality

Simplification

Languages spoken

Our diverse team speaks portuguese, english, spanish and german.

Save the date

5 of june - 2020
LGP Challenge

The Infographic shares the history, headquarter location, mission and vision of Simplify and a quote from our CEO as well as its values and services. Furthermore it displays the diversity of our company members and languages spoken shares the date of the closest event the company participates in and the contact information to reach us.

The full resolution graphic of our information sheet can be downloaded on our press page under “Media kit”. [Click here](#) to access the corresponding page.

3. Company members and their roles

This section gives an overview of the company members comprising Simplify and a description of their role in the bigger picture.

Role	People		Responsibility
CEO (Chief Executive Officer)	André Ramada		Manage the overall operations and resources of the company and make the final decisions
CTO (Chief Technology Officer)	Pedro Fernandes		Coordinate the Operations Department
Operations Department	Alexandra Mendes Ana Sá Silva António Ribeiro da Costa Carolina Soares Cláudio Lemos Dinis Moreira Diogo Moreira Diogo Yaguas Duarte Frazão Eduardo Silva Elgner Ramos Fábio Azevedo Fábio Oliveira Francisco Almeida Francisco Miranda Gonçalo Nuno Bernardo	Guilherme Amaro Guilherme Vale Henrique Sendim Helena Montenegro João Amaral João Moura Márcia Meira Mariana Barbosa Aguiar Pedro Costa Pedro Fernandes Pedro Silva Ricardo Moura Ricardo Teixeira Rita Norinho Rui Guedes Tiago Fragoso	Responsible for overseeing the technical development
CMO (Chief Multimedia Officer)	Aisha Animashaun		Coordinate the Multimedia Department

Multimedia Department	Aisha Animashaun Ana Carolina Gadelha de Almeida André Ramada Flavia Fogliato Hugo Ferreira Isabella Barbosa Silva Joel Taipa Karina Pedreira Leonor Cónego Luana Mendes de Barro Rúben Amado Marcelo da Silva Castilha	Responsible for multimedia and communication
CBO (Chief Business Officer)	João Barquinha	Coordinate the Business Department
Business Department	Filipa Prisco João Barquinha Marcelo Sousa Margarida Vasques	Responsible for the business process development and management

4. Our Products

This section contains information on the product's by Simplify for external Clients. It includes product descriptions, team members and roles, quotes by team leaders and illustrations of products and services. Further images, videos and logos can be downloaded under "media assets" on our website. [Click here](#) to access.

4.1. Tasker by simplify

Client: Critical Manufacturing

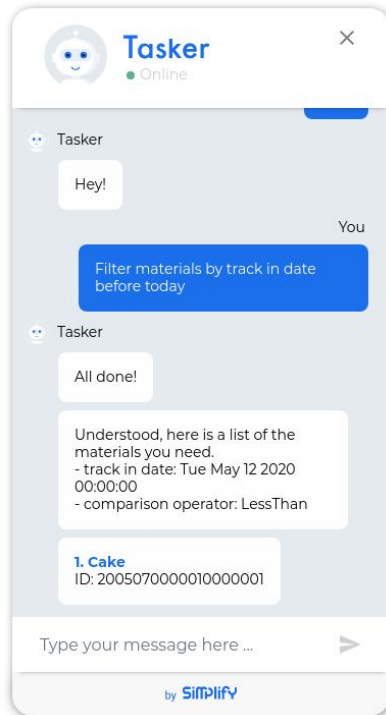
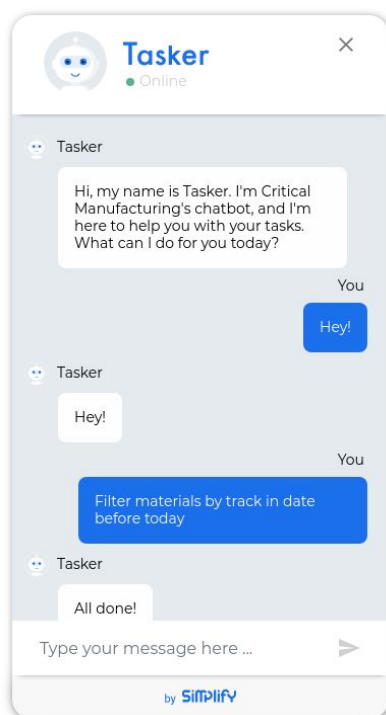
Description: Tasker is a chatbot that wants to be a reference in the manufacturing execution systems world. It aims to significantly increase the efficiency of interacting with a MES by creating a chatbot solution for it. Users are able to communicate with the chatbot using natural language and obtain information or execute tasks. This product addresses the chatbot market, in specific the market segment associated with the manufacturing Industry from small-size to big-size companies, that offer a MES solution to their clients, that can represent any type of industry.

Keywords: AI, Information Systems

Quote from the team leader:

"Tasker, the chatbot solution that improves the efficiency of the everyday operations of manufacturers by allowing them to communicate naturally with their Manufacturing Execution System (MES), obtaining information and executing tasks in a fast and easy manner that otherwise would take double the time to do." - Rui Guedes, Team Leader

Product/ services illustrations:



Team members and their roles:

Role	People
Team Leader	Rui Guedes
Business Manager	João Barquinha
Process Manager	Alexandra Mendes
Quality Manager	Henrique Sendim
Test Manager	Cláudio Lemos

Test Manager	João Moura
Relationship Manager	Diogo Yaguas
Technology and Architecture Manager	Elgner Ramos
Development Manager	Fábio Oliveira
UI/UX Manager	Karina Pedreira
UI/UX Manager	Rúben Amado

4.2. Seats by Simplify

Client: Natixis

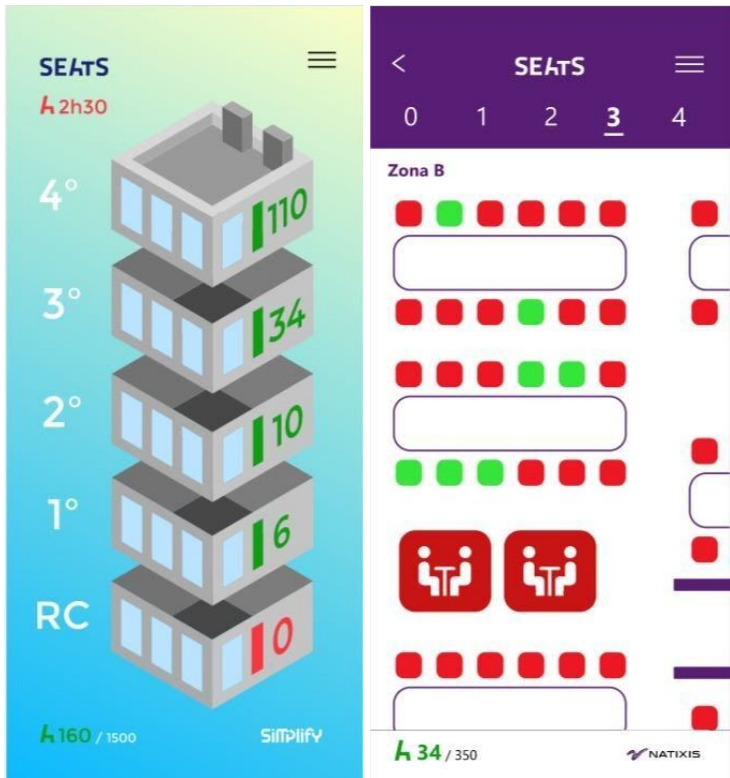
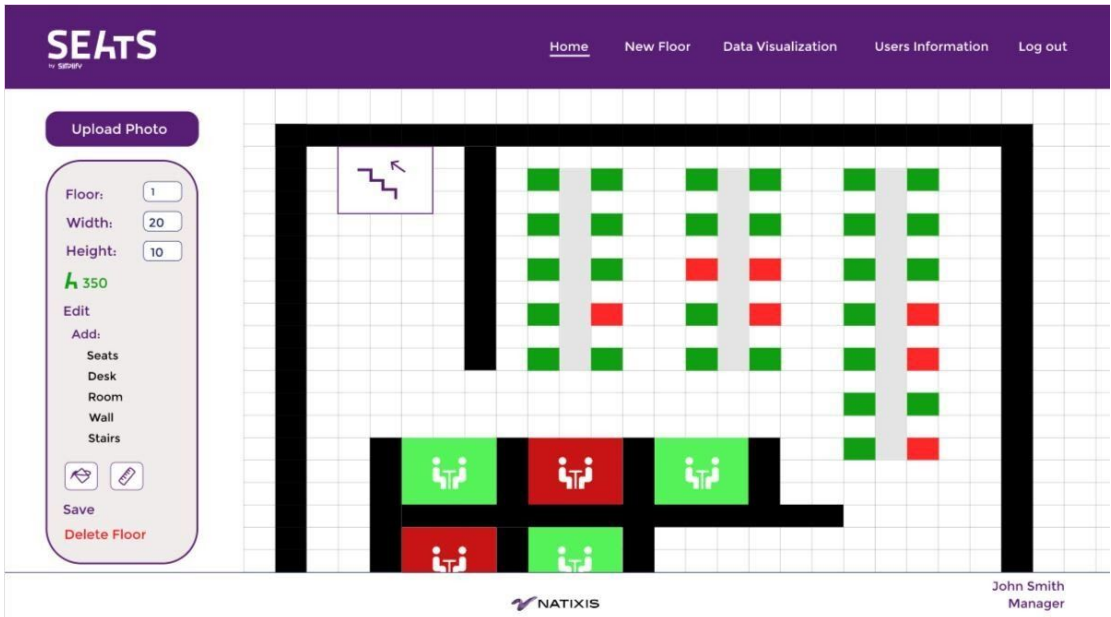
Description: A product to optimize the use of space in a Flex Office. The product will achieve this by providing information of the occupancy of seats and meeting rooms in an office, which will make it easier for employees to access these resources and will allow the management to use the information to improve the use of these resources.

Keywords: Web Development, Mobile App Development

Quote from the team leader:

"One of the biggest inconveniences found in an office where employees can choose where to sit each day is that it is not easy to find a suitable and available seat to work for the day. On top of this, managing resources such as seats and meeting rooms becomes complicated for managers. In order to solve these problems, we created Seats, a product meant to optimize the use of space in an office, which is composed of a progressive web app and a back office. It solves these problems by displaying a map of the office where it is possible to not only identify available seats and meeting rooms, but also get directions to one of these resources. In the back office, it provides managers with a mechanism to build and edit the company's map and to obtain information about seating arrangements." - Helena Montenegro, Team Leader

Product/service illustrations:



Team members and their roles:

Role	People
Team Leader	Helena Montenegro
Business Manager	Marcelo Sousa

Quality manager	António Ribeiro da Costa
Design Manager	André Ramada
DevOps Manager	Duarte Frazão
Front-end Manager	Eduardo Silva
Planning Manager	Fábio Azevedo
Front-end Manager	Gonçalo Nuno Bernardo
Implementation Manager	Pedro Fernandes
Map Manager	Ricardo Teixeira

4.3. Environ by Simplify

Client: INOVA+

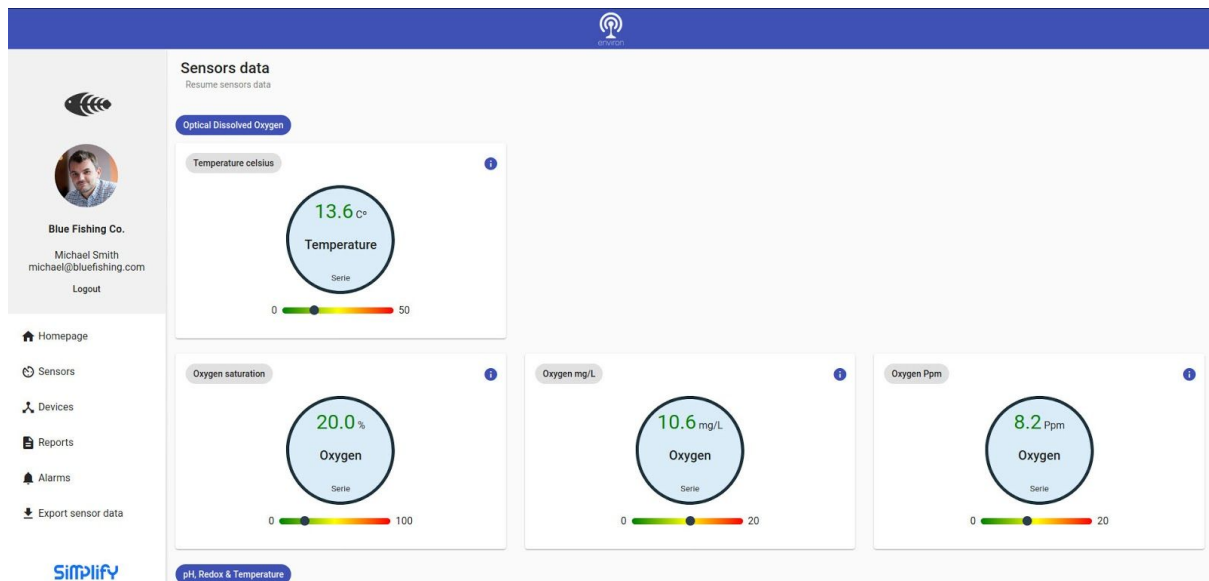
Description: Software as a Service (SaaS) solution to process, consolidate and display real-time data from various Internet of Things sensors. It aims to provide highly automated setup and a lightweight connection protocol, suited for both high and low network coverage locations with low network usage. Given the broad spectrum of businesses that are using the Internet of Things to monitor their primary activities, Environ addresses problems common throughout the industry, in multiple environments, across logistical and operational activities, thus optimizing the core processes of the business.

Keywords: Monitoring, Information Systems

Quote from the team leader:

“Environ improves the monitoring of your business' operational activities, by providing an end-to-end SaaS solution capable of automating the setup of IoT sensors as well as displaying customizable real-time data, through a lightweight communication protocol.” - Pedro Costa, Team Leader

Product/service illustrations:



Team members and their roles:

Role	People
Team Leader/Planning Manager	Pedro Costa
Process Manager	Rita Norinho
Business Manager	Margarida Vasques
Test Manager Designer	Diogo Moreira Flavia Fogliato
Branding Developer	Joel Taipa
Designer	Hugo Ferreira
Implementation Manager	Ana Sá Silva
QA Manager	Dinis Moreira
Gateway Lead	Pedro Silva
Dashboard Lead	Tiago Fragoso

4.4. NeuroPal by Simplify

Client: Associação Viver a Ciência (VAC) e Instituto de Medicina Molecular de Lisboa (IMM)

Description: A mobile game app where the player must avoid a series of possibly risky scenarios and take the right actions to prevent a spinal cord injury. At the end of each level, the user will be able to answer theoretical questions about the central nervous system and unlock capabilities of the friend, called NeuroPal. The user can also train for the quizzes in the quiz menu, earning extra points that will add to the overall score. The game is available in english, portuguese and spanish.

Keywords: UI/ UX Design, Mobile Game Development

Quote from the team leader:

“NeuroPal improves awareness and knowledge of the nervous system and the many ways it can be injured, by developing a fun educational game that everyone can play, regardless of age.” - Márcia Meira, Team Leader

Product/service illustrations:





←

A Spinal Cord injury can result in the lack of:

Heat sensitivity

Vision

Audition

Check answer

Team members and their roles:

Role	People
Team Leader	Márcia Meira
Business Manager	Filipa Prisco
Process Manager	Mariana Barbosa Aguiar
Quality Manager	Ricardo Moura
Planning Manager	Carolina Soares
Support Manager	João Amaral
Support Manager	Guilherme Vale
Implementation Manager	Guilherme Amaro
Implementation Manager	Francisco Almeida
Gameplay Designer	Aisha Jeanette Animashaun
Sound Designer	Marcelo da Silva Castilha
Gameplay Designer	Ana Carolina Gadelha de Almeida
Design Manager	Isabella Barbosa Silva
Visual Designer	Leonor Cónego
Gameplay Designer	Luana Mendes de Barro

5. Team Photo

Due to the current COVID-19 Pandemic, our company members decided to produce a “Zoom team photo”. Due to the short notice and close nature of the creation of the photograph this is a preliminary version and does not include all company members. An updated version can be downloaded on our press page accessible throughout our homepage. [Click here](#) to download the high-resolution image on our press page under “Media assets”. Available from 19.05.2020 onwards.



6. LGP Challenge Press Statement

FOR IMMEDIATE RELEASE: 15.05.2020

Simplify's debut presentation at the LGP Challenge 2020

PORTO, Portugal. Simplify is excited to announce that it is going to partake in its first public event, the "Let's Get Public Challenge" hosted by FEUP on the 5th of June 2020 to present company and products while referencing its relevance to the sustainable development goals by the UN, which has been chosen as the event's annually changing theme.

Under its narrative title, "Simplifying Everyday Life for a Sustainable Future", Simplify will provide the audience with an immersive and interactive experience sharing its vision, mission, values and products in a creative fashion.

"Following the Sustainable Development Goals as a company is hugely important for the environment. Simplify will address their involvement and signature goals during a hands-on experience between company and audience to start a conversation and share their vision." - André Ramada, CEO

The presentation will focus on the company's mission to help remove the burden of everyday tasks and help promote a better understanding on unapparent topics by incorporating audiovisual elements, interactive facilitation and roleplay during the showcase to establish an open minded experience that creates a conversation rather than a one sided presentation.

"Twinkling lights, a rumbling whisper that turns silent as the projector fades in portraying an image on the auditorium's screen. This is not a movie theater, but the brisk adrenaline rush of a live public speaking event partnered with an interactive multimedia presentation. This is Simplify at the LGP Challenge 2020."

- Aisha Jeanette Animashaun, CMO

For more information, please contact Simplify's press team via email press@simplify-lgp.tech or visit the Simplify website at <https://simplify-lgp.tech>.

7. Contact Info

In this section you will find all the possible ways to get in contact with us.

7.1. Website

Homepage to learn more about company and products:

<https://simplify-lgp.tech>

Blog for insights and news:

<https://simplify-lgp.tech/blog>

Press to download Media Kit and Assets:

<https://simplify-lgp.tech/press>

7.2. Email Address

General Enquiries: general@simplify-lgp.tech

Press Related Enquiries: press@simplify-lgp.tech

Press Contact: Karina Infante

7.3. Telephone

Number: +351 910 651 413

7.4. Social media channels

Facebook: *@simplifylgp*

<https://www.facebook.com/simplifylgp>

Instagram: *@simpli.fy*

<https://www.instagram.com/simpli.fy/>

Linkedin: Simplify

<https://www.linkedin.com/company/simplify-lgp/>