

Industry: Machinery
FTE: 27
Revenue: \$2 million

Company: *Boom Investment GmbH*, a spin-off of the prestigious Karlsruhe Institute of Technology (KIT) in Germany, is an e-commerce-focused investment group. One of its startups engaged GetAhead to source the technology for a new product designed to automate personalized interactions for e-commerce shops, providing a more cost-effective solution than current market alternatives.

Company Challenges:

- High costs threaten product competitiveness
- Delays risk missing market opportunities
- Expensive sourcing inflates rollout costs
- Limited time to market increases pressure
- Risk of losing competitive advantage

50%
Cost
Reduction

The Results

- ★ Cut product costs by over 50%, making it accessible to the mainstream market.
- ★ Launched product on schedule.
- ★ Secured competitive hardware and software pricing.
- ★ Developed strategic, long-term partnerships in Japan

1. GetAhead investigated the availability & cost of technology in Asia.

2. Interviewed lead engineer for technical alignment.

3. Sourced prototype quickly from China.

4. Secured long-term hardware production through Japanese companies in Southeast Asia

5. Leveraged India for cost-effective software.

6. Connected client to Japan's innovation & subcontractor network.

