



*Custom Teams.
Custom Software.*

MovementX:

MovementX is a startup making physical rehabilitation more accessible. They are a physical therapy services business that leverages technology to deliver better care to patients. MovementX requires software to help run their operation and connect physical therapy providers with patients.

About EC Group:

EC Group is a company with over two decades of experience in assembling custom software teams. We specialize in assembling teams with expertise in a wide range of technologies and industries.

CASE STUDY

MOVEMENTX

The Challenge:

MovementX was looking to maximize their budget while continuing to iterate their software and avoid raising funds that would dilute their equity position. They hired a junior programmer, who built the MVP software to get them up and running. Eventually this programmer departed to run his own business and MovementX began looking for another vendor to continue improving on the platform. They wanted a software development partner who they could trust to offer technical recommendations when it came to taking their product to the next level, rather than a vendor who would simply do what was asked without asking valuable questions or offering thoughtful alternatives.

Solution:

MovementX approached [Menlo Innovations](#) with a product that was in need of stabilization and optimization. After work with Menlo to stabilize the platform and determine the direction, MX still required a long term solution and needed more capacity. EC Group was recommended to them by Menlo and the EC Group | MovementX partnership began.

Summary:

MovementX was drawn to Menlo's collaborative and sustainable approach to software development. They engaged Menlo to begin by addressing some long standing concerns with the platform and a desire to build a firmer foundation to further grow the business. Menlo implemented a testing framework and added automated tests around core functionality within the application and helped set up a deployed testing environment so that new features could be demoed and reviewed prior to being introduced to the production website. Menlo also provided needed oversight with the strategy and architecture of the product.

MovementX had limited resources for ongoing support and did not want to raise outside funding at that time. Menlo introduced MovementX to EC Group with the goal of providing a long-term solution that could work inside of their financial constraints.

EC Group was able to hire a full-time developer that could work alongside MovementX's in-house developer. Leveraging the foundational work that Menlo had done on the application, EC Group was able to find someone that could add the functionality needed and support and mentor MovementX's in-house developer.

Result:

The result was that consistent progress has been made on building out the platform inside the budget that MovementX had set. The combination of utilizing Menlo's expertise and EC Group's ability to provide ongoing support helped MovementX fulfill a very specific need that had en route to achieving their overall software goals.