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Main Technologies
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RE: Azai Studios

September 2, 2021

To Whom It May Concern:

During the earlier phases of our product, Main App, we were looking for an agency to work with that could help us get across the finish line with our company brand, product design, and go-to market strategies. I am very keen on design aesthetics, so I had to make sure we could pick an agency that was in line with my design vision.

Azai Studios went over our requirements and design ideas in an initial meeting in order to develop a scope of work and set up timelines. We then held multiple creative sessions to collaborate on the brand and filled out questionnaires to assist their team with the process. First, they started off by creating the brand itself: the company's visual identity, various materials, including letterheads, email signatures, logos, and overall elements that defined the look and feel of the company's brand. They then took that look and designed wireframes and mockups for our website and developed it from scratch.

I worked directly with Harji Singh on our go-to market strategies after we launched the product in April. Since then, we have seen a massive inflow of user acquisitions and I have been very happy with their work internally; I've received lots of positive feedback from testers.

They managed the project very well. They have access to various communication tools, such as Slack, Asana, and Jira, so they let us choose which platform we preferred.

Overall, Azai Studios were very responsive to all our feedback and requests throughout the process and exceeded our expectations. I would gladly recommend their services to any company looking for a creative partner in their ventures.

Sumit Ahuja,

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Founder & CEO
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