



# FEOH.IO

Tailored systems that scale.

## Company Overview

- [About](#)
- [Process](#)
- [Case Studies](#)

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**We build smart,  
secure, scalable &  
successful systems**  
for Governments,  
Money Managers,  
Financial Tech &  
Property Tech  
Companies.

# About Us

Feoh can help you build successful strategies and systems that will decrease the time it takes for your organization to complete your most valuable tasks.



# Our Services



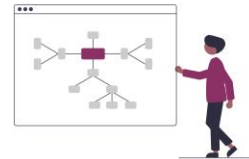
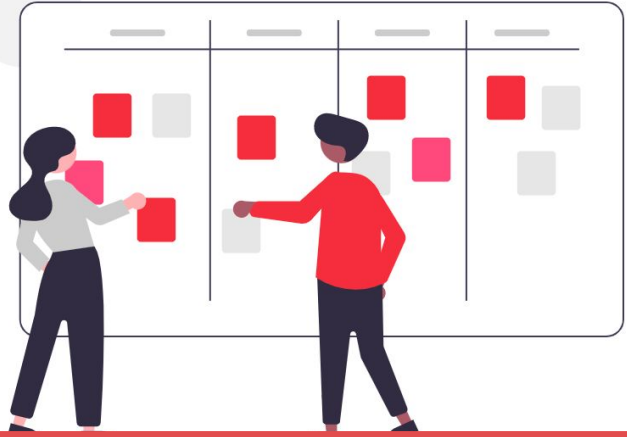
## Governments

We enable the automation of government processes, from document processing to transportation and distribution management. We make it easy for government agencies to automate tasks and save money on labor costs.



## Proptech

From cash flow analysis and packaging homes, to finding and contacting agents, pre-approvals and closing paperwork. We use RPA (Robotic Process Automations) & AI (Artificial Intelligence) to automate your employees most time-consuming tasks.



## Money Managers

Intelligent Automation is a game-changing solution that enables banks and financial services companies to automate regulatory compliance, control costs, and deliver improved customer service.



## Fintech

Securely automate your strategies, trading, research, charting, rebalancing and report generation. Get reports delivered to the apps you use every day and make fewer mistakes by utilizing RPA (Robotic Process Automations).

# Overview

Feoh builds enterprise level process automations and innovative solutions for governments, money managers, financial technology companies and property technology companies. Our dynamic and agile development process helps these companies scale quickly and efficiently and we always strive for humility so that we remain open to rapid communication, innovation and growth.



# HOW WE WORK

1

We work with your representatives to identify new approaches and opportunities in your processes, and collaborate with you on developing customized solutions to fit your unique needs.

2

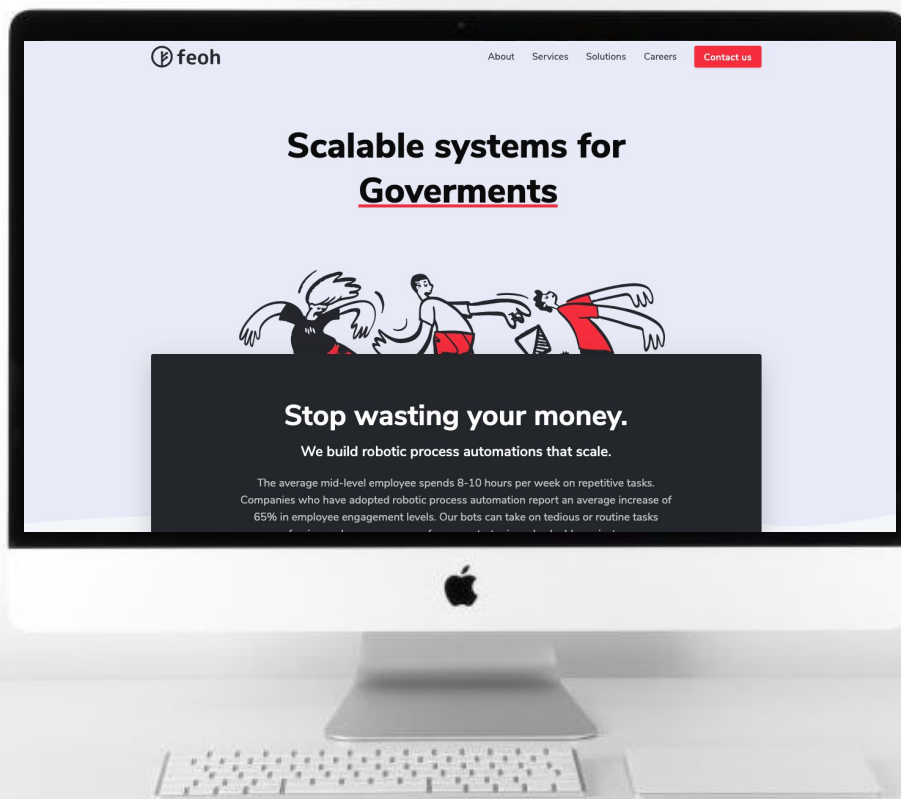
Our project managers bring your team together with our developers, designers and UX writers, to provide a clean and structured means of determining the likely impact on your business.

3

We then focus our development efforts with continual testing and iterations that provide a clear path to your desired changes. We release changes on a controlled schedule to ensure success.

4

Our continued support and expertise is rooted in establishing good practices and monitoring the adoption of your new solutions. Our project managers specialize in projects where changes are complex, critical, or both.





# Client #1

One of the largest cryptocurrency exchanges in the world.

## Project objective

One of the top three cryptocurrency exchanges (globally) approached us to see if we could decrease their cost per acquisition.

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## Proposed solution

Our response was to identify geographical trends for cryptocurrencies being used to hedge against localized fiat currencies, then to prioritize ad spend based on location and interest.



# Deliverables

From conception to completion, the project took 3-months and resulted in a 15% decrease in advertising spend, equating to multiple millions of dollars in savings over the following year.

Timeline

## 3-Mo

It took us three months to complete this project.

Cost

## \$132K

The total cost to the client.  
\$132,000 USD

Result

## 15%

Within 12-months, the result was a 15% decrease in spend.





# Client #2

A world-class group of E-Commerce sellers.

## Project objective

A world-class E-Commerce group asked if we could automate the analysis of new products and emerging trends for dropshippers and Amazon sellers.

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## Proposed solution

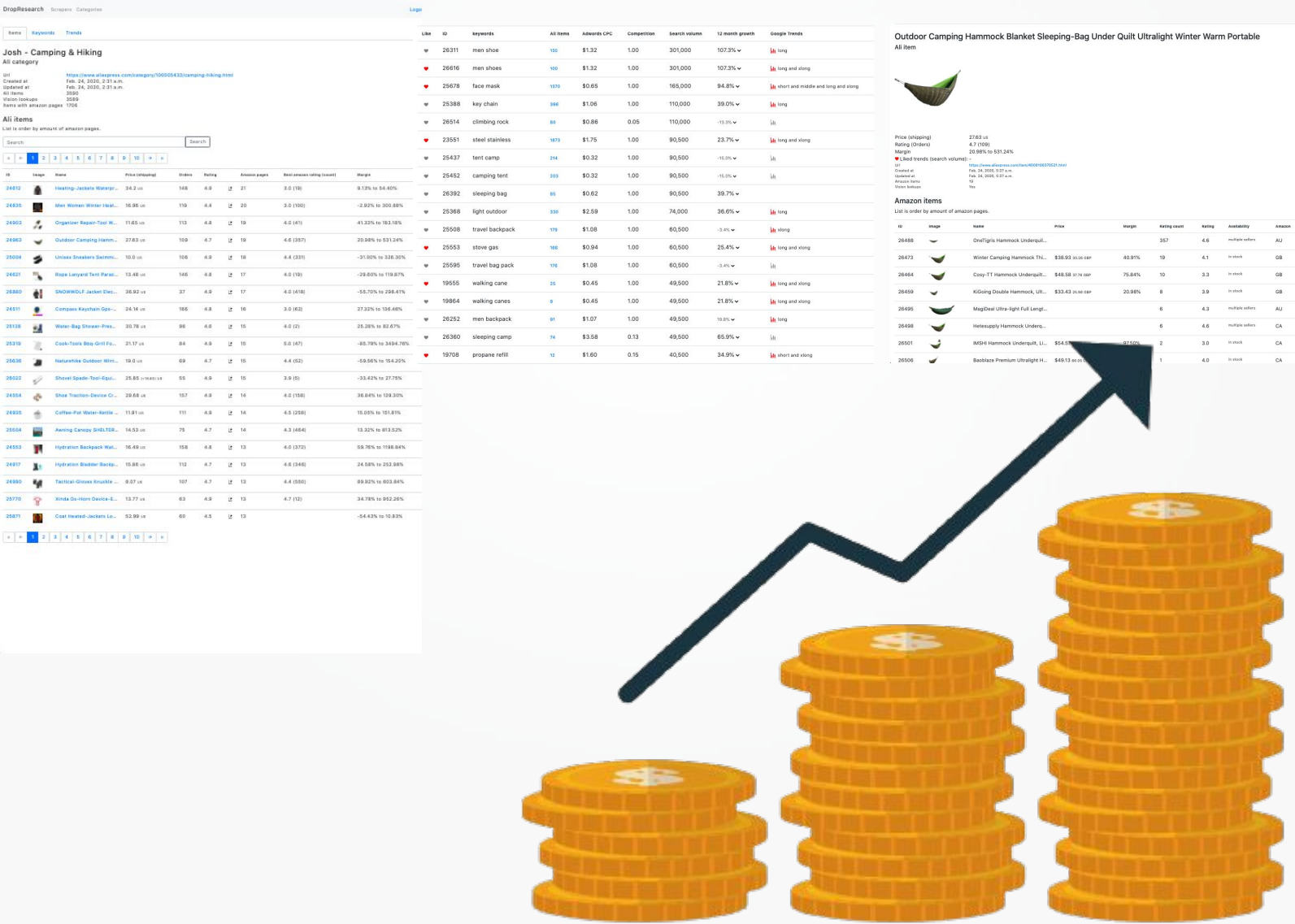
Collect data from AliExpress, Amazon and Shopify sites to identify the best products per category. Utilize keyword clustering & sentiment analysis to identify keywords (for marketing and SEO) with the highest Search Volume and lowest CPA.



# Our solution

Our tool compared every product in a given category, across multiple marketplaces to identify unique opportunities, before going deeper to better understand advertising strategies and costs.

- 01 | Scraped AliExpress
- 02 | Used Machine Learning to identify other internet sellers (Amazon & Shopify)
- 03 | Performed profit margin and trend analysis on products
- 04 | Identified the best keywords for SEO
- 05 | Displayed all information in a simplified User Interface



# Deliverables

From conception to completion, the project took 4-months and resulted in the client being able to identify the best products in any market, at any time. Our system also performed competitive analysis and provided the best keywords for SEO and marketing, including costs for optimizing ad spend.

Timeline

4-Mo

It took us four months to complete this project.

Cost

\$208K

The total cost to the client.  
\$208,000 USD

Result

100%

The client can now identify the best products for any market - any time.



# Client #3

An international makeup company with a market cap of \$88bn USD

## Project objective

One of the world's largest makeup companies hired us to create a social/marketing app that could help them sell makeup products to their emerging tech savvy clientele.

## Proposed solution

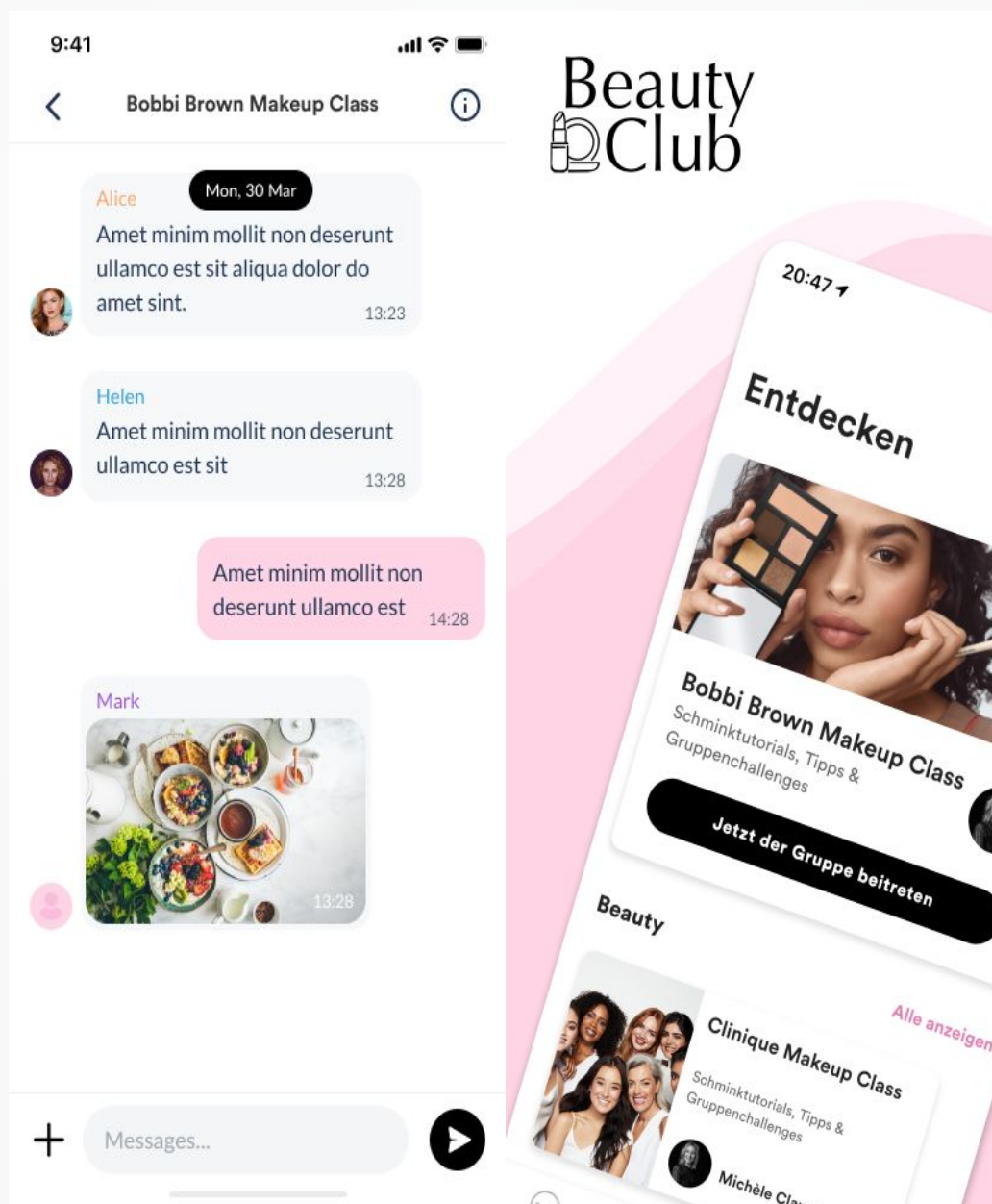
A group chat like app that provides educational makeup courses lead by professional guides.



# Our solution

The app was released and was able to generate \$4 in revenue for every dollar spent on ads. The app was especially successful with high-value users.

- 01 | Multiple courses
- 02 | User segmentation with questionnaires
- 03 | Group chats with course material
- 04 | Dedicated micro-shops to sell makeup used in the course





# Deliverables

From conception to completion, the project took 6-months and resulted in a 1:4 ad spend/revenue ratio. The app, originally launched in Switzerland, is now in the process of being rolled out in Germany, Liechtenstein and Austria.

Timeline

## 6-Mo

It took us six months to complete this project.

Cost

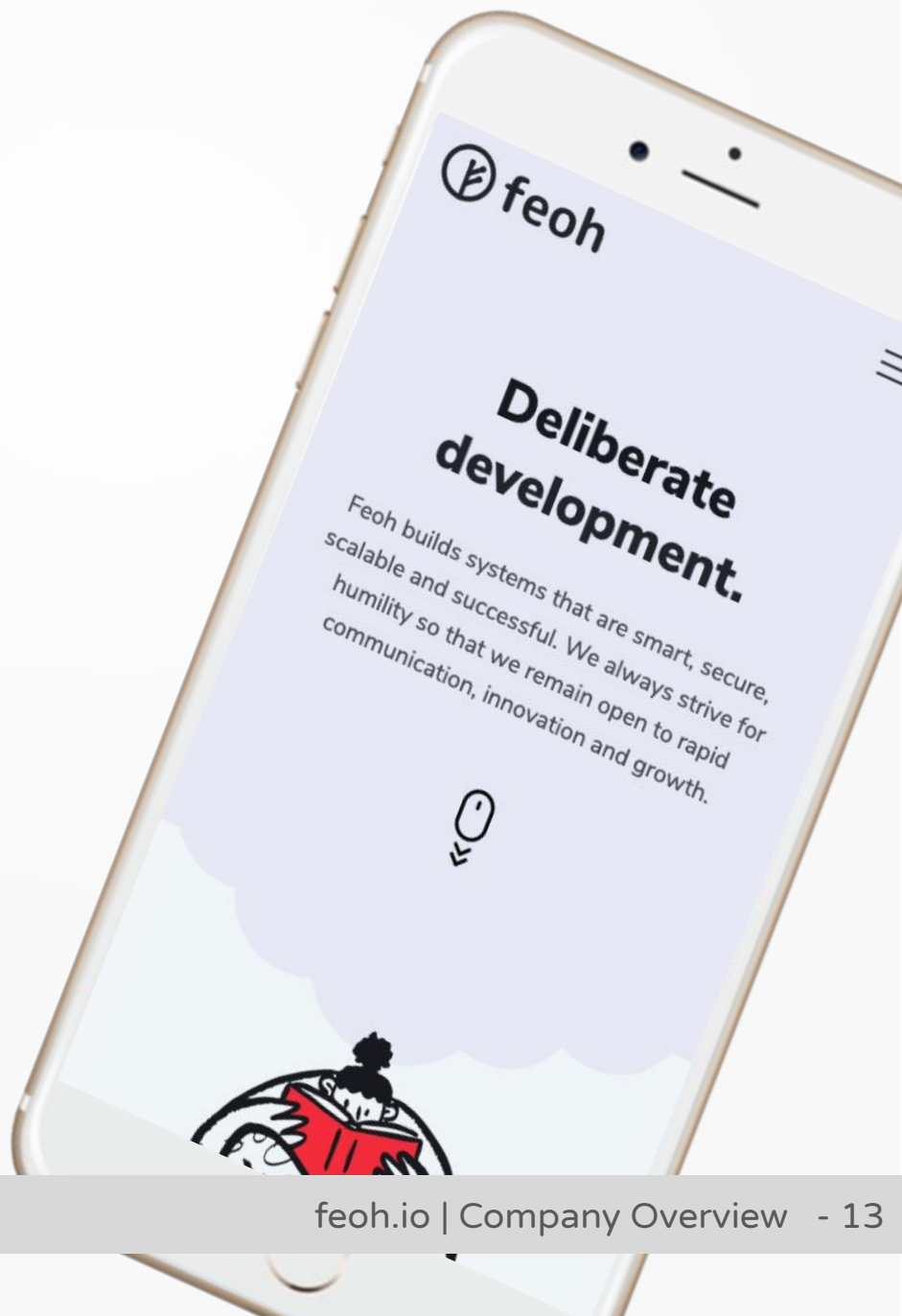
## \$94K

The total cost to the client.  
\$94,000 USD

Result

## 1:4

The result was ration of 1:4 Ad Spend : Revenue





# Client #4

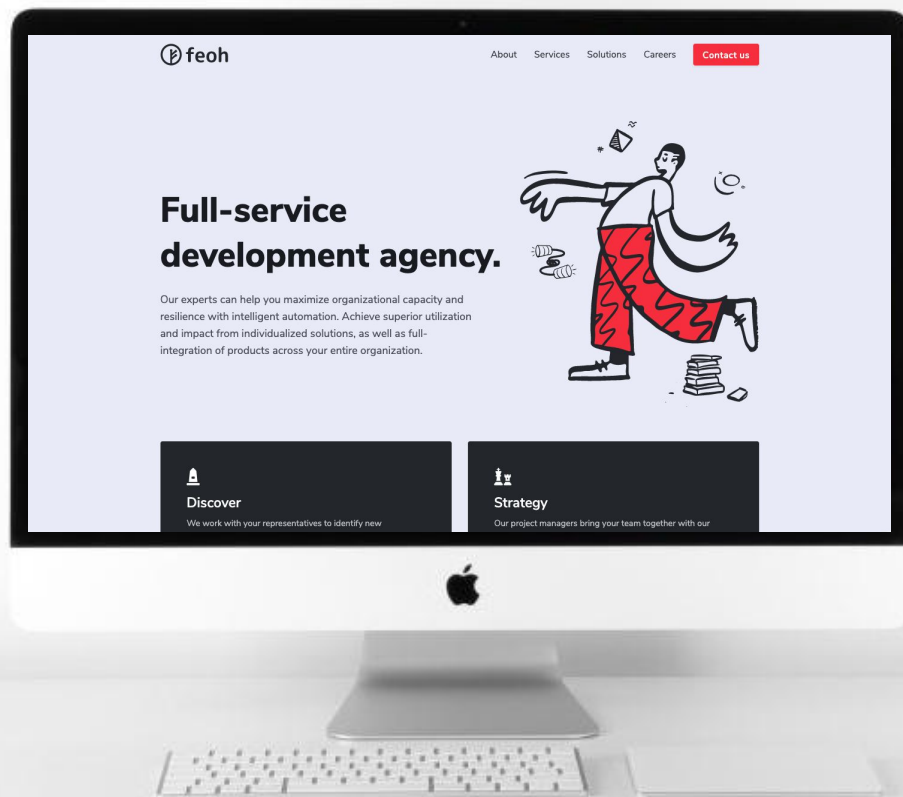
A venture capital firm focused on clean-energy.

## Project objective

A VC group, who had partnered with the German Government to increase clean energy investments, needed to minimize errors when cold-emailing investors.

## Proposed solution

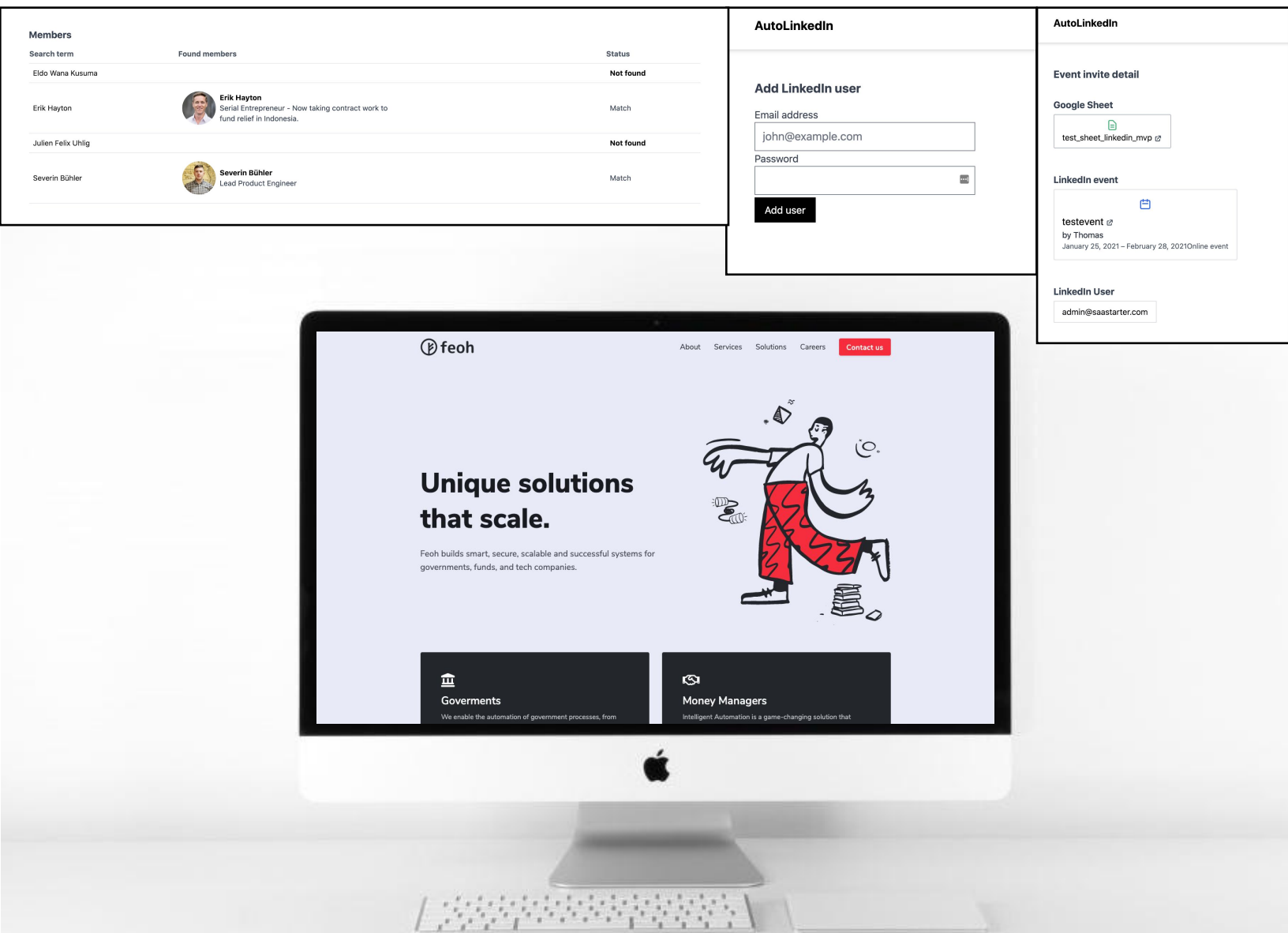
Build proprietary LinkedIn automation tools to find and connect with decision makers faster and more efficiently. From finding and connecting with target users to inviting them to relevant events.



# Our solution

We built a tool that can automate the login process, scanning leads for relevant interest in a topic, strategically adding new connections to a network, and inviting connections to relevant events. We then extended its capabilities to be able to automatically initiate drip campaigns to decision makers across multiple platforms, including LinkedIn messages and email.

- 01 | Automated Login
- 02 | Automated Connection filtering (by keyword)
- 03 | Automated Event invitations (no existing competitors)
- 04 | Google Sheet integration for ease-of-use
- 05 | Displayed all information in a simplified User Interface



# Deliverables

From conception to completion, the project took 2-months and resulted in the client being able to identify the best investors for any market or product, at any time. Our system also performed automated connection requests, emails and event invitations, which helps the client minimize employee error and allows them to put their employees hours towards higher-value tasks.

Timeline

## 2-Mo

It took us four months to complete this project.

Cost

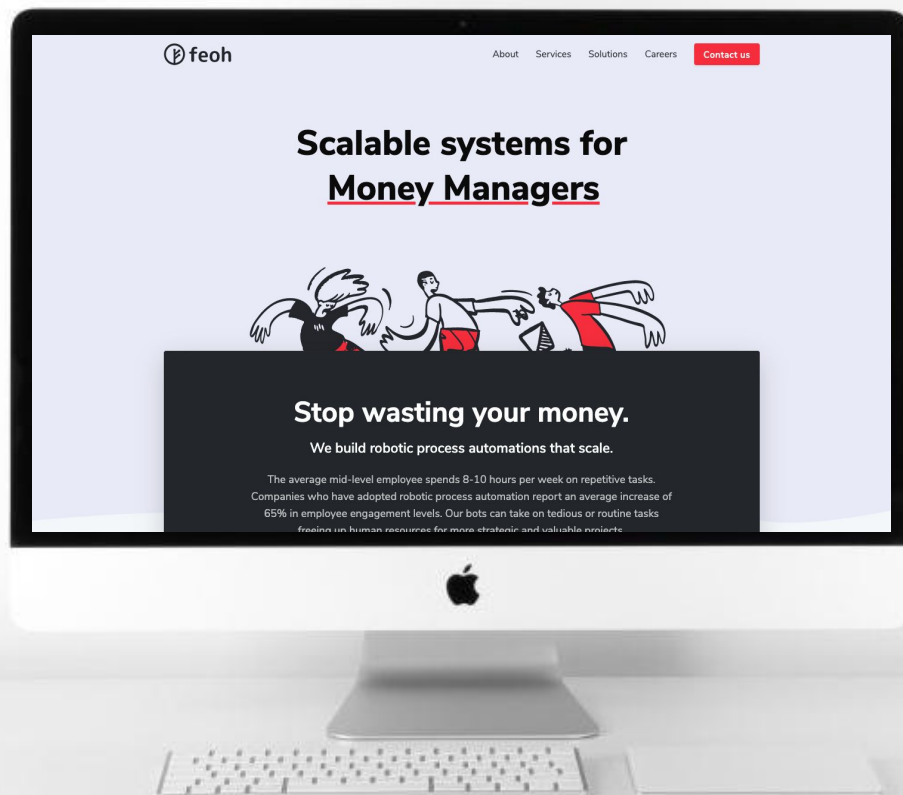
## \$72K

The total cost to the client.  
\$72,000 USD

Result

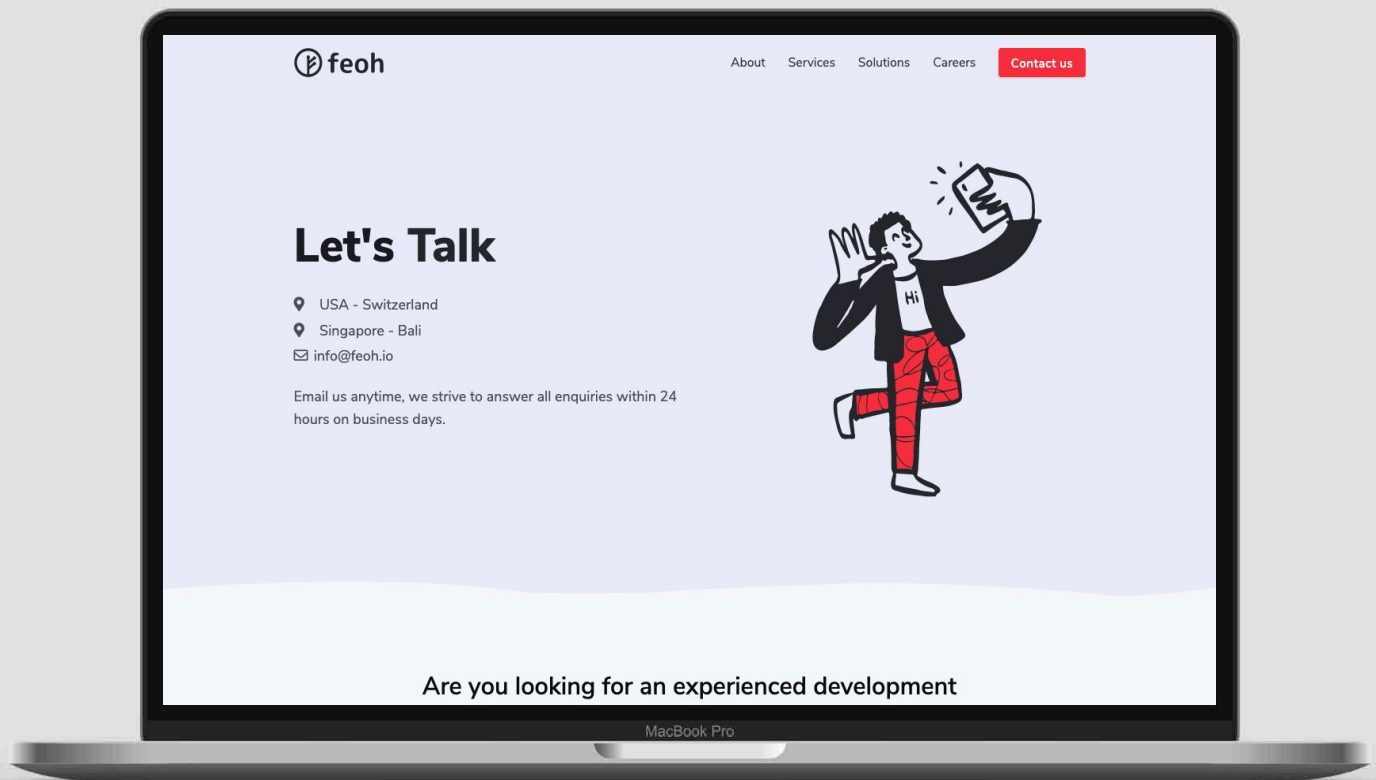
## 100%

The client can now identify and connect with strategic investors for each project.



Now that you know what we do,  
**how can we help you?**

**info@feoh.io**



# Feoh

*Partners*



# Reach Out To Us

Please contact us for more information.

We are ready to listen and help you solve problems.

Contact :

Erik Hayton

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Signature,

Feoh Team

[feoh.io](http://feoh.io)





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