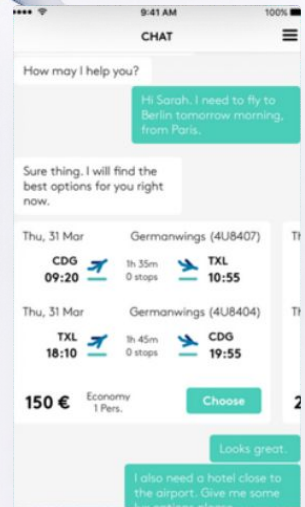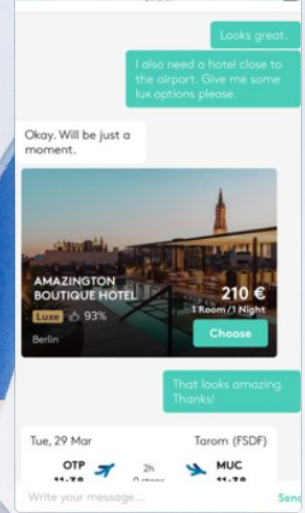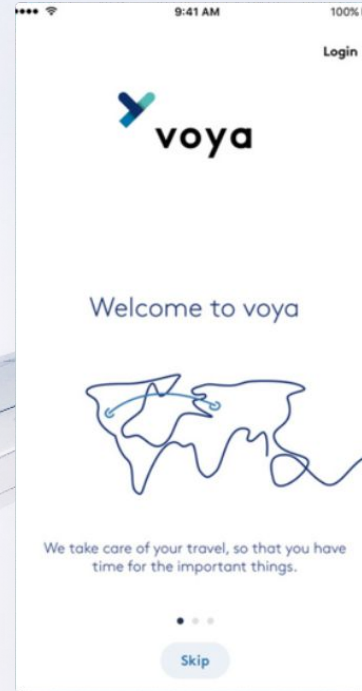voya x MVP MATCH

How we helped Voya develop its first MVP through setting up their tech team

voya

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Voya is Europe's first business travel platform for both travellers and companies that offers a digital, mobile & customer-centric solution for planning and processing travel bookings instantly. Being one of the fastest-growing companies in its industry, Voya has received funding from some of Europe's and Silicon Valley's most well-known venture-capitals. In 2020, Voya was acquired by Volkswagen Financial Services.

Challenge

When Voya's founders Max and Florian came up with the idea of a digital business travel assistance, they had yet to find investors. For this, a first MVP and a product roadmap were essential. As the two founders lacked technical knowledge and expertise, they fully relied on external talent to implement the idea into a presentable application.

However, finding expert talent in the non-transparent tech landscape of tech freelancers proved to be extremely difficult as screening and vetting talent needed someone to fully grasp the technical requirements. In order to decrease the risk of failure, it was agreed that an external party would be most suitable to advise Voya and help them scale the team.

Process

In the first instance, Match helped Voya in defining its product roadmap and building up the overall tech stack. Once the technical framework had been set and skill requirements were identified, Match assembled Voya's initial product team, enabling the company to kick off its ambitious product development plan within a week.

Once the first MVP was released, Match moved on to set-up Voya's on-site freelance team that eventually assumed full ownership and responsibility for the product. Additionally, the team helped Voya build a scalable microservice software for web and mobile devices.

Key results

Collaborating with Match gave Voya instant access to the technical expertise they lacked. Likewise, having Match find the tech talent and set up a full product team enabled the founders to launch their first MVP in under two months. Hence, a scalable solution was released fast and cost-efficiently and prevented Voya from struggling with challenges most start-ups face. The app turned out to be a huge success - ever since the initial launch, Voya's app has been downloaded more than 1,000,000 times.

Today, though being able to self-manage its own stack of resources, Voya frequently faces skill gaps that it cannot fill internally. Here, Match acts as the company's strategic partner who provides the resources that allow for the realization of short- and long-term strategic goals.

RAMP-UP	DURATION	TEAM SIZE	LOCATION	TECH STACK	ROLES COVERED
1 week	3 Months, then ongoing partnership	5	Remote/ Bucharest	Objective C, NodeJS, PostgreSQL, Java	Frontend Developer, Backend Developer, QA, Devops, Tech Lead