HELLO!

Thanks for considering us. We’re a digital agency, specializing in WordPress business websites, digital product development and e-commerce.

We’re a preferred partner for WordPress solutions by many. Our work portfolio includes national and international brands, such as Forbes, Vodafone and others. We’ve worked on the launch of the biggest WordPress media installations in Portugal, Observador and ECO, both of which won awards. We’ve also worked with more than a hundred clients across different sectors, and with startups, such as Uniplaces, which is now an international case study. We have the experience of running websites with millions of monthly pageviews and our team includes top designers and developers.

And our passion is really the Web. We love to push the envelope and expand what’s possible to create and help businesses close the gap between where they are and their vision, in a creative and fun way.

To your success,

Nuno Morgadinho
Widgilabs CEO
WE ARE A COMPANY SPECIALIZED IN WORDPRESS BASED SOLUTIONS AND OUR TEAM INCLUDES DEVELOPERS THAT HAVE CONTRIBUTED TO WORDPRESS ITSELF.

MULTI-DISCIPLINARY TEAM WITH TOP DESIGNERS AND DEVELOPERS AND A STRONG FOCUS ON CONSTANT INNOVATION.

WE HAVE THE EXPERIENCE OF RUNNING WEBSITES WITH MILLIONS OF MONTHLY PAGEVIEWS.

WE’RE THE ONLY PORTUGESE AGENCY IN THE DIRECTORY OF WORDPRESS PROFESSIONALS BY AUTOMATTIC.

WE’VE WORKED ON THE LAUNCH OF THE BIGGEST WORDPRESS MEDIA INSTALLATIONS IN PORTUGAL, OBSERVADOR AND ECO, BOTH OF WHICH WON AWARDS.

WORKED WITH MORE THAN A HUNDRED CLIENTS ACROSS DIFFERENT SECTORS, AND WITH STARTUPS, SUCH AS UNIPLACES, WHICH IS NOW AN INTERNATIONAL CASE STUDY.
CUSTOM WORDPRESS DEVELOPMENT

LET’S INNOVATE TOGETHER!

OUR TEAM OF ENGINEERS DELIVERS CODE THAT IS EFFICIENT AND SECURE. WE WILL WORK WITH YOU ON ANY ASPECT OF WORDPRESS DEVELOPMENT INCLUDING THEMES AND PLUGINS, API'S AND INTEGRATIONS, AND PLATFORM DEVELOPMENT.

FOR WHOM

COMPANIES IN NEED OF AN EXPERIENCED WORDPRESS TEAM.

INDIVIDUALS LOOKING TO BUILD COMPLETE WEBSITES/ON-LINE STORES.

ORGANIZATIONS LOOKING FOR SUPPORT MOVING FORWARD WITH WORDPRESS.

LET’S INNOVATE TOGETHER!
BUSINESS WEBSITES
(PRICED PER PROJECT)

GOAL-DRIVEN - HANDCRAFTED DESIGN - LOOKS GREAT ON ANY DEVICE - FAST DELIVERY - FAIR PRICE - EXCEPTIONAL QUALITY - 30DAY WARRANTY

DIGITAL MEDIA
(PRICED PER SPRINT)

UNLEASHING WORDPRESS FOR THE MODERN NEWSROOM, IMPROVING EDITORIAL WORKFLOWS AND PUBLISHING PROCESSES FOR LEADING MEDIA COMPANIES AND PUBLISHERS.

BRINGING DESIGN TO LIFE
(MONTHLY RETAINER)

FOR DESIGN AGENCIES THAT ARE LOOKING FOR A DEVELOPMENT PARTNER THEY CAN TRUST. YOU DESIGN, WE IMPLEMENT.

DIGITAL PRODUCT DEVELOPMENT
(PRICED PER SPRINT)

IDEATE - REALIZE THE VISION YOU HAVE - TEST, ITERATE AND REFINE
WidgiLabs joined the development team of 7 and helped launch the Journal, WordPress development, Load and Performance Testing, Entry into Production and on-boarding journalists.
Website of the digital newspaper ECO – Economia Online.

Widgilabs joined the development team of 7 and helped launch the Journal, WordPress development, Load and Performance Testing, Entry into Production and on-boarding journalists.
BUSINESS WEBSITES
EVOLUTION4ALL.COM

CLIENT: Evolution4All

SERVICES: Web design, Brand, Web development, Graphic design, marketing

CATEGORY: Brand, Market, Web design

Business website for Evolution4All.
DIGITAL PRODUCT DEVELOPMENT

CLIENT: iDealBiz

SERVICES: Web design, Brand, Web development, Graphic design, Marketing

CATEGORY: Brand, Market, Web design

Marketplace for buying and selling businesses.
## What's It Like to Develop and Launch a Product?

**SAAS, PREMIUM PLUGINS & THEMES**

### The Biggest Learning from Our First Product

The first internal product we worked on was a SaaS for real estate websites. Our idea was to make a website where students could search for a house/bedroom to rent.

After having worked on it for months, we were struggling to get clients and sales.

We did the "Business Model Canvas", we talked with mentors and entrepreneurs and gathered quite a bit of feedback. We read books and blogs. We watched YouTube videos on launching SaaS products. We did all the things we thought at the time were right but still didn’t make it.

For a long time we blamed the idea, nowadays we know better. The problem wasn’t the idea since a few years later we worked with a team of 3 MBA’s on the same idea and they were able to turn it into Uniplaces, which is now an international case study.

Team and execution matters!

### What If You Had People Waiting to Pay You for Your Product?

The second product we worked on was a WordPress based theme for conference and event websites. We initially developed it for one of our clients and later decided to open it up to anyone that wanted to deploy a conference site easily.

One of the problems with conference and events is that most solutions out there involve using too many systems: registration, program details, schedule, etc.

Our goal was to help integrate all of this into one place and make the experience amazing.

The funny thing about this product was the pre-launch approach we used. We ran Adwords for keywords we had found and directed them to our product website. After a few hours we started getting emails asking when the product would be ready and when could people buy it.

Once you have people pressing you to buy your product a funny thing happens. you get a boost of motivation to get it done asap. Peer pressure at its best. What if you had people waiting to pay you for your product?

### Selling Software Plugins

The third internal product we worked on was a WordPress plugin that integrates an invoicing SaaS with WooCommerce to allow automatic invoices. This was also a product we had people waiting to pay for before it was ready.

The SaaS company behind the invoicing app told us several clients had asked about this integration. Sure enough once we developed the product the SaaS company made a blog post announcing it and sales started coming in.

We find this idea of providing software in the form of a plugin that integrates directly with existing software to be outstanding. This allows you access to an already established market that you don’t have to invest or grow.

You can easily find out what software is most used and that supports plugins or addons and also easily find what people might be interested as plugins by reading the product forums and talking to existing users.
BRINGING DESIGN TO LIFE
AGENDALX.PT

CLIENT: CML

SERVICES: Web design, Brand, Web development, Marketing

CATEGORY: Brand, Market, Web design

Website of Agenda Cultural de Lisboa. Design by Silvadesigners.
BRINGING DESIGN TO LIFE
TRAVIDEO.COM

CLIENT: Travideo

SERVICES: Web design, Brand, Web development, Marketing

CATEGORY: Brand, Market, Web design

Social network of video travels.
Design by Plugitdesign.
DO YOU FIND IT **DIFFICULT**
TO GENERATE QUALITY LEADS?

DO YOU FIND IT **HARD**
TO CONVERT EXISTING LEADS?

HANDS DOWN
THE 1# B2B LEAD GENERATION TACTIC!
A POWERFUL MARKETING AND COMMUNICATIONS TOOL
A UNIQUE WAY TO CAPTURE YOUR LEADS EFFECTIVELY AND AUTOMATICALLY SCORING THEM

THE SCORECARD CONSISTS OF

1. Questionnaire with 30 questions divided into 5 key dimensions;
2. Answers given in a scale of 10-1 or yes/no questions - each has a score associated;
3. PDF report that is sent out for the user at the end;

INCLUDED
- Styling of the scorecard, styling of the PDF report
- Integration of the scorecard on your website

ADDONS
- Integrate with your CRM of choice (Ontraport, Infusionsoft, Active Campaign, etc.)

MORE INFORMATION
www.widgilabs.com/scorecard/
TRADITIONAL APPROACH

WATERFALL APPROACH

DISCOVER

DESIGN

DEVELOP

DEPLOY
OUR APPROACH

OUR DIFFERENCE RELIES ON 6 CORE DISCIPLINES THAT OTHERS IGNORE

THE WIDGILABS WAY

THE END RESULT
SOFTWARE THAT’S FUN TO WRITE, EASY TO DISTRIBUTE, A PLEASURE TO USE, USEFUL AND AFFORDABLE.
Find the Differences

Fixed price and fixed budget projects might seem similar, but they are not.

**Fixed Price**
- **Unflexible**: Feature set frozen
- **Inflated Budget**: High risk, budgets have to be inflated
- **Incentive**: Reduce cost to increase margin
- **Risk**: Risk is on consultant
- **Works Best**: With well knowing requirements such as painting a house
- **Focus**: To implement features as quickly as possible

**Fixed Budget**
- **Flexible**: Can add new features
- **No Inflation**: Time and materials based
- **Incentive**: Prioritize features to build the best product for the money
- **Risk**: Shared risk
- **Works Best**: With changing or unknown requirements. By definition software projects have high variability
- **Focus**: Helps client to take a hard look at the requirements

- Project costs the same even if it takes less time to complete.
- Project savings if it takes less time to complete.
TESTIMONIALS

MIGUEL AMARO
PORTUGAL
CO-FOUNDER UNIPLACES

"WIDGILABS (NUNO AND ANA) IS A TEAM OF TALENTED PROGRAMMERS THAT HELPED US CREATING A GREAT QUICK SOLUTION FOR AN OPPORTUNITY WE SPOTTED IN THE MARKET. IT WAS A PLEASURE TO WORK WITH THEM AS THEY PROVED TO BE VERY PROFESSIONAL BY CORRESPONDING TO ALL OUR EXPECTATIONS AND REQUESTS IN A QUICK AND ELEGANT WAY. THANK YOU!"

DAN MILWARD
NEW ZEALAND
CEO INSTINCT ENTERTAINMENT (WP E-COMMERCE)

"NUNO IS A GREAT PROGRAMMER AND HAS HELPED US WITH A NUMBER OF WP E-COMMERCE RELATED PROJECTS. NUNO HAS ALWAYS BEEN PROMPT AND ARTICULATE IN HIS DEALINGS WITH US. WE'D DEFINITELY WORK WITH NUNO AGAIN SHOULD THE OPPORTUNITY ARISE."

PAULO PALHA
PORTUGAL
CEO TRAVIDEO

"WIDGILABS WAS ALWAYS ABLE TO MEET THE CHALLENGES THAT THE TRAVIDEO PROJECT BROUGHT. THE LEVEL OF ENGAGEMENT AND COMMITMENT OF WIDGILABS EXPERTS WAS OUTSTANDING."

JOÃO LEITÃO
MOROCCO
CEO JOÃO LEITÃO - PUBLICITÉ, TOURISME & LOGISTIQUE

"WIDGILABS HAS BEEN AN IMPORTANT WORDPRESS PROGRAMMING FACTOR IN THE BEGINNING OF MY COMPANY. SINCE A COUPLE OF YEARS AGO AND THANKFULLY TO WIDGILABS, I STARTED USING THE WORDPRESS PLATFORM ON MOST OF MY WEBSITES CHANGING MY WAY OF WORK AND CONSEQUENTLY CHANGING MY WAY OF LIFE."