CAPABILITIES STATEMENT

ABOUT OUTCOME ENGINE

At Outcome Engine, we build technology that fuels growth and drives results. As a certified woman-owned software company, we focus on custom software development, mobile app development, and digital marketing strategies that align with your goals.

CORE COMPETENCIES

- **Custom Software Development:** We build scalable custom software that adapts to your needs, optimizes business processes, and improves the customer experience.
- **Mobile App Development:** From concept to deployment, our mobile app solutions enhance user interaction and provide seamless access across devices.
- **Digital Marketing & Website Design:** We design websites and create digital campaigns that grow your sales pipeline, powered by our SEO and marketing experts across industries.
- **Technical Staffing & Recruitment:** We provide high-quality technical staffing and recruitment services that connect you with top tech talent to meet your business needs.

DIFFERENTIATORS

- **Growth Engine Specialists**: We'll turn your business into a growth engine by utilizing our team's extensive experience to create and optimize business technology and workflows from start to finish.
- **Holistic Approach:** With a focus on putting people and creativity first, we offer time-tested strategies, merging the best in technology, planning, and innovative thinking to grow and expand your business.
- **Expert Leadership:** We bring over three decades of combined experience in technology, entrepreneurship, and strategic operations, with a track record of successful ventures and innovative solutions.
- **Commitment to Integrity:** Our work is grounded in building trust through a high level of integrity, the courage to innovate, and crafting solutions that both our team and clients are proud of.

COMPANY CODES

UEI:
HVYRF38GGA58
CAGE Code: 9QGY0

NAICS CODES

541511, 541512, 541519, 541611, 541612, 541613, 541618, 541810, 541990, 561330

"With a foundation in technology and integrity, Outcome Engine transforms your business into a nimble, efficient, and ever-humming growth engine."

OUTCOME ENGINE'S LEADERSHIP

Kanani Voegeli, Co-Founder
Kanani is an accomplished serial entrepreneur with expertise spanning business strategy, leadership, digital marketing, UX/UI, content strategy, and revenue operations (RevOps), using targeted technological and strategic innovations. With a Bachelor of Science in Technology and Entrepreneurial Management, she has a proven track record of founding and scaling successful businesses across sectors including SaaS, EdTech, and digital marketing.

Before founding Outcome Engine, she founded and led multiple companies, including FruitStand Technology, a web development firm that significantly improved web accessibility for small businesses. In 2013, her commitment to leveraging technology for educational reform led her to serve as the Marketing Director and employee #1 at Learning Ovations, Inc., where she played a foundational role in developing their marketing, sales, and grant strategy, successfully funding the company through its acquisition in 2022 by Scholastic, Inc.

At Outcome Engine, Kanani leverages her extensive experience to provide end-to-end services that empower businesses to start or scale operations successfully. She excels in building and automating personalized user experiences, utilizing best practices in inbound marketing, UX/UI, and RevOps to grow and retain customers. This expertise makes her instrumental in the growth and success of both her ventures and her clients' ventures.

Nick Voegeli, Technical Strategist
Nick Voegeli is a seasoned leader in technology across a wide range of industries. He began his career in semiconductor manufacturing engineering at Microchip Technology, where error-reduction software he personally wrote has been in continuous use for over 16 years and remains in use today, having processed over $15 billion in semiconductors with no bugs or issues.

Later, as Chief Technology Officer of Suited Connector, LLC, a mortgage marketing firm in Colorado, he led a team of domestic and international developers who wrote and maintained software that let the firm run over 1200 concurrent marketing websites. This software enabled industry-leading site construction and deployment timelines for high-performance marketing sites, supporting the company's annual revenue growth from less than $200k to over $10 million in just 5 years.

As Chief Technology Officer of Learning Ovations, Inc., Nick wrote software to commercialize transformative early childhood literacy research. He then built a digital product development team to scale the initial product into a full-fledged suite of educational solutions spanning home, summer school, after-school, and classroom use, improving reading rates for over 40,000 K-3 students by historically unprecedented levels. After 8 years, he led technical due diligence for a successful acquisition by Scholastic, Inc.

At Outcome Engine, Nick brings his passion and expertise in constructive, supportive company culture, team leadership, and software architecture to guide technical strategy for the business and its clients.

CONTACT OUTCOME ENGINE

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