Avvoka – Interview

We asked Eliot Benzecrit, one of the Avvoka founders, for more information about cooperation with TIMEPRESS in general.
So, what do they think about our services?

What was the problem that you wanted to solve or the thing you wanted to build when you contacted Timepress?

We built the first version of Avvoka with the help of two developers from University College London, and after we had finished that engagement, we were looking for someone to take the platform to the next level. The version that was produced was basically the MVP and we were looking for sophisticated developers that understood information systems and Ruby, because the original platform was in Ruby and we thought, initially, that we were going to be developing on that. It turned out that we needed to build an entirely new version instead.

Would you say they have gone above what you expected?

Given the level of resources that we have, and had, and compared to what we saw at better funded startup rivals, I think our platform is probably the most sophisticated digital contract platform that exists, a much stronger piece of software than we used to have. I think the Timepress guys have done exceptionally well.

Did you look at any competitors before starting to work with Timepress?

Well, not necessarily competitors. We tended to look for technical co-founders rather than any outsourcing arrangements, so it is a bit difficult to make that comparison. We did speak to lots of Ruby developers and we were most impressed with Tom and Michal when they met us.

What locked in the deal for you?

Timepress clearly have a lot of experience in developing sophisticated information systems, and they were suggesting that the time frames for the initial version would be very short; and they were. They were amazing, hugely enthusiastic around delivering the product, so obviously we said we'll go for it.

What positive results have you seen while cooperating with Timepress? What are you proud of achieving?

We work with major corporates and law firms so I suppose that's kind of enough! We have a client base that we hadn't thought was achieveable in three years. We are very happy with that, and we are proud to serve companies like Carlsberg, Countrywide, Allen & Overy and Baker & McKenzie.

How would you summarize the working experience with Timepress?

It's been awesome that the guys have always known exactly what we want to achieve, they've delivered to time frames that we work with, because we are generally working with larger corporations that are very demanding as to when things need to be released. 'A very high quality product delivered within a time frame' is a sound bite. The big thing is that Tom has been a technical co-founder for us as well and he clearly has a lot of experience. That means we've been able to use Tom's extensive background in software development to ensure that we are taken seriously as an organisation, and that we can be sure of ourselves when we work for bigger corporations.