

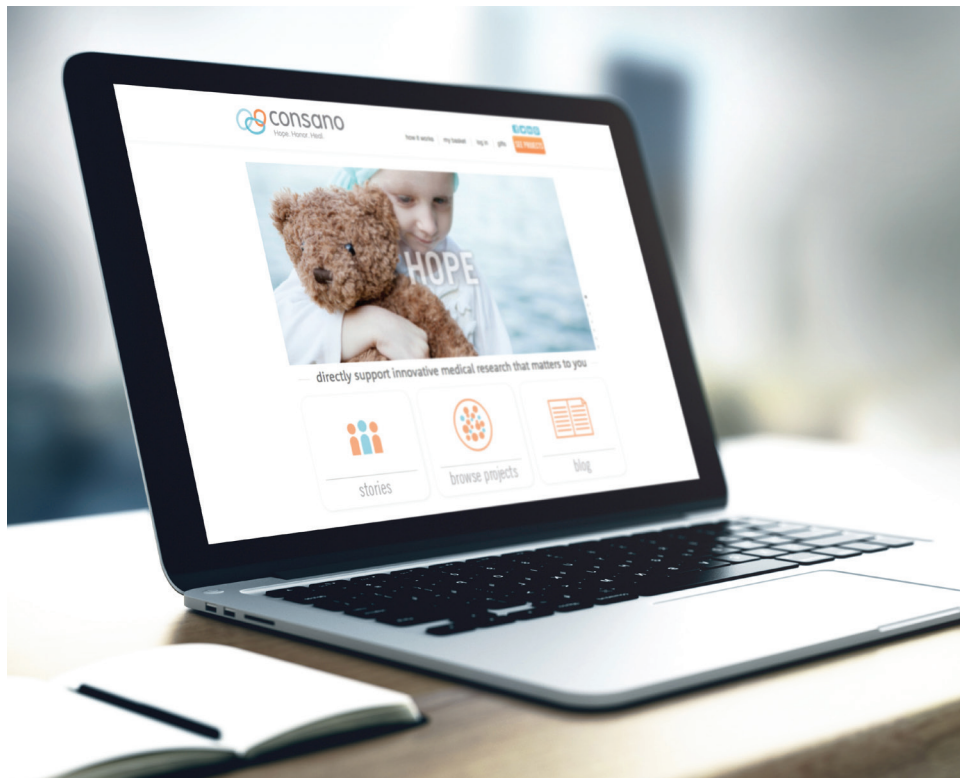


CASE STUDY

Consano

CHALLENGE

Consano's founders came to 6D Global's creative team (formerly Storycode) with an ambitious goal: to create a Kickstarter-like crowd-funding platform to raise money for individual medical research projects. The site build would require complex database integration and administrative permissions. In addition to the technical challenges, the site had to be exciting and inspiring enough to hold its own in the company of sites like Kickstarter, Indiegogo, and GoFundMe.



PROJECT

Complex crowd-funding website for medical research

TECHNOLOGY

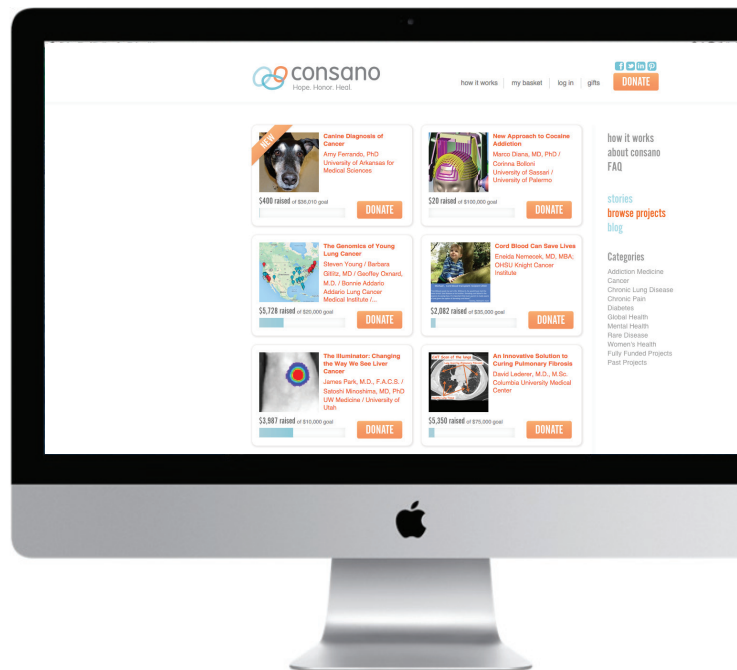
RUBY ON RAILS

MOLLY LINDQUIST, FOUNDER AND CEO, CONSANO:

"Storycode helped us make our vision of a warm, engaging and useful platform into a reality....amazing, spot-on execution."

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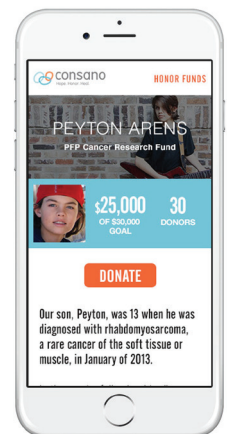


SOLUTION & EXECUTION

6D Global began by creating Consano's new brand, a look that was fresh and fun but also spoke to the scientific nature of the project.

The website experience was designed to be inviting, easy to navigate and understand, and accessible to a wide range of audiences. Project pages provide a hub where users can not only donate, but get to know the researcher behind their chosen project and stay up-to-date on project status.

Consano's success and publicity skyrocketed from the moment it launched in 2013. To date the site has raised over \$200,000 for medical research and has been mentioned in TechCrunch, The Huffington Post, Time Magazine, Fast Company, Nature Medicine, and a wide array of other publications.



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