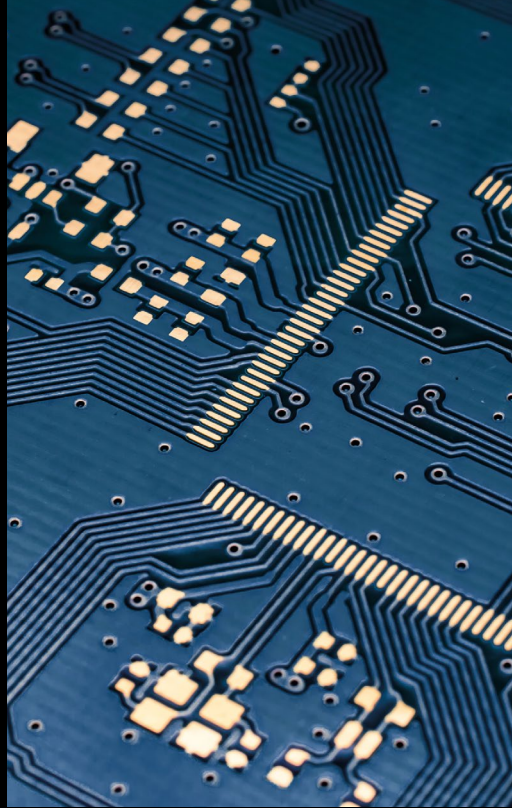
firefinch software development

DYNEVAL®
SHINING A LIGHT ON MALE FERTILITY



CASE STUDY

How Firefinch helped Dyneval deliver their device from concept to market in less than a year

Significantly reducing your time to market with end-to-end support

Summary

Dyneval approached Firefinch to help generate a Minimal Viable Product (MVP) of the Dynescan, the first semen analyser aiming to bring new data insights to understand fertilisation capacity of livestock. As well as developing the necessary custom software for the Dynescan, Firefinch worked closely with the Dyneval internal team to help navigate their product development journey, providing support at every step of the way. This meant that Dyneval were able to successfully gain funding, manage risks effectively, and deliver their product concept to market in a short timeframe.

- Custom software development for innovative image processing algorithm
- Strategic guidance and alignment of the product management process
- Collaboration with i4 Product Design to design and develop the Dynescan instrument
- Cohesive, efficient, and productive timeline

Results

RAPID PRODUCT DEVELOPMENT

<1 year concept to market

SUCCESSFULLY SECURED FUNDING

SCOTTISH EDGE

OPTIMAL PRODUCT

80% customer satisfaction

About Dyneval

- Created an innovative algorithm for measuring microscopic motion in video data, allowing in situ testing of semen quality for artificial insemination of livestock but needed support with software and product development.
- The Dynescan is the first semen analyser capable of measuring the lifetime of semen in conditions similar to the reproductive tract, bringing new data insights to understand fertilisation capacity.

> “Firefinch brought a range of skills, vital for product development and proved to be knowledgeable, trustworthy, and a supportive partner. Every member was a pleasure to work with and I’d recommend them highly.”
>
> Dr Tiffany Wood
>
> CEO DYNEVAL

Our approach

1. Devised a three-phase roadmap to develop an initial prototype of the Dynescan instrument through to market.
2. Developed a desktop interface to analyse samples as well as a secure cloud-based data platform to protect Dyneval IP.
3. Collaborated with hardware engineers to facilitate and support electrical testing and firmware design.
4. Created internal engineering support tooling, such as a simulated instrument, and tools for hardware commissioning and calibration.
5. Evaluated product technologies and contributed to design decisions for both hardware and software components.
6. Provided comprehensive knowledge transfer by assisting with the recruitment of the ongoing software team.

Working with others

We also collaborated with our partners at i4 Product Design to engineer the Dynescan enclosure, its interfaces, and internal mechanisms helping Dyneval find the right balance between accuracy of optical performance and the use of bespoke components.

About Firefinch

Software can be a crucial component of your product idea, or the tool that helps you deliver to customers - but it is only part of the product development journey. By understanding the challenges involved in turning your ideas into a commercial reality, Firefinch can be a partner for strategic advice and guidance whilst also providing the expertise to develop software to fulfil your product requirements.

Get in touch

We work closely with our clients to understand their business, providing an experienced and flexible team with bespoke solutions to help you reach commercial success as soon as possible.

www.firefinch.io

contact@firefinch.io