

WEB AND MOBILE PRODUCT CASE STUDY

BT Universe

A web and mobile operating system for founder engagement, business visibility and community intelligence.

BT Universe is a founders’ business community designed to help entrepreneurs, business owners, and leaders build stronger connections, increase visibility, and turn community participation into measurable business growth. The community needed a digital platform that could support both members and administrators.

Project classification: This project showcases a web and mobile operating platform for a founder and business community.



INDUSTRY	CLIENT TYPE	EVIDENCE
Business Communities & Networking	Founder and business community	Projected
DELIVERY SCOPE		
Web, mobile, community workflows and AI insights		

Reduced dependence on scattered messaging and spreadsheets Member activity, milestones and interactions are recorded in one platform instead of scattered chats and spreadsheets.	Better visibility into member participation Administrators can review participation patterns through structured dashboards.	Structured records of milestones, referrals and collaborations Referrals, meetings, collaborations and milestones are stored as consistent community records.
---	---	---

Who needed the solution

BT Universe is a founders' business community designed to help entrepreneurs, business owners, and leaders build stronger connections, increase visibility, and turn community participation into measurable business growth. The community needed a digital platform that could support both members and administrators. Members needed a simple way to log activities, showcase business milestones, create professional introductions, and stay engaged with the network. At the same time, the leadership team needed better visibility into community health, participation patterns, member activity, and growth opportunities.

02 / CHALLENGE

What needed to change

The main challenge was that the community did not have a centralized operating system to manage member engagement and business activity.

Member updates were scattered across informal channels	Member updates were shared across WhatsApp, calls, and informal conversations.
Activity and milestone tracking depended on spreadsheets	Activity tracking depended heavily on manual updates and Excel sheets.
Leaders lacked current engagement visibility	Community leaders had low visibility into which members were actively participating.
Referrals and collaborations were difficult to record consistently	It was difficult to track meetings, collaborations, referrals, and business milestones in a structured way.
Members needed better support presenting their businesses	Members had limited support in presenting themselves and their businesses professionally.

03 / WORKFLOW TRANSFORMATION

Before and after

Previous workflow

- Member updates were scattered across informal channels
- Activity and milestone tracking depended on spreadsheets
- Leaders lacked current engagement visibility
- Referrals and collaborations were difficult to record consistently
- Members needed better support presenting their businesses

Structured workflow

- Centralise member activity
- Capture community value
- Support member visibility
- Provide admin intelligence
- Review structured outputs

04 / SOLUTION

How we approached it

We designed BT Universe as a GenAI-enabled business community platform with separate but connected experiences for members and administrators. The solution combined member engagement workflows, activity logging, gamification, business visibility tools, and an AI-powered assistance layer.

01

Centralise member activity

Create one platform for profiles, activities, milestones and interactions.

02

Capture community value

Record referrals, meetings, collaborations and business progress.

03

Support member visibility

Use guided content and profile workflows to improve professional presentation.

04

Provide admin intelligence

Give community leaders dashboards and structured engagement insights.

05 / EXAMPLE WORKFLOW

From input to reviewable output



06 / DELIVERY SCOPE

What the delivery covered

Business and product workflow

- Member-Facing Engagement Layer
- Activity and Milestone Logging
- GenAI-Assisted Member Support

AI, data and automation

- Structured AI workflow
- Data processing and validation

Application and cloud engineering

- React
- React Native
- Node.js
- AWS
- Docker
- Nginx

Scope boundary

The case study focuses on platform capabilities and does not claim verified engagement percentages, user growth or commercial impact.

07 / ARCHITECTURE AND CONTROLS

How the system is organised

React

React Native

Node.js

AWS

Docker

Nginx

Amazon SES

Role-based access

Member and administrative workflows are separated through authenticated roles.

Structured activity records

Referrals, meetings, collaborations and milestones are captured as reviewable records.

Human-led interpretation

Community insights support leadership review rather than automatically deciding member value or status.

08 / BUSINESS VALUE

Expected operational value

- Reduced dependence on scattered messaging and spreadsheets**
Member activity, milestones and interactions are recorded in one platform instead of scattered chats and spreadsheets.

Projected

- Better visibility into member participation**
Administrators can review participation patterns through structured dashboards.

Projected

- Structured records of milestones, referrals and collaborations**
Referrals, meetings, collaborations and milestones are stored as consistent community records.

Projected

- Improved member and business presentation**
Guided profile and content workflows help members present their businesses more clearly.

Projected

-

Projected

A scalable operating system for community engagement

The web and mobile architecture can support additional members, chapters and engagement workflows.

09 / TECHNOLOGY

Technology and component roles

RE

React

Reviewer or product user interface

RE

React Native

Cross-platform mobile application

NO

Node.js

Backend and integration services

AW

AWS

Cloud infrastructure and managed services

DO

Docker

Containerised deployment

NG

Nginx

Reverse proxy and production serving

AM

Amazon SES

Transactional email and alert delivery

10 / RELATED WORK

Explore related case studies

CONSUMER SERVICES & SPIRITUAL TECHNOLOGY

Astral Foresight

Cross-platform consultation, AI-assisted reports and real-time engagement for a Jyotish practice.

CONTENT TECHNOLOGY & MARKETING

YourSocial

A structured content platform that moves users from thinking to outlining, writing and controlled refinement.

ENTERPRISE PRODUCTIVITY

MeetSage

AI-powered meeting capture, transcription, analysis, reports and conversational follow-up.

Working on a similar challenge?

Discuss the workflow, data, integrations and evidence required for a practical first release.