

How BigFundr Launched a Low-Code Mobile App to Enhance Investor Experience

Customer Profile

BigFundr is a Singapore-based investment platform that enables individuals to invest in real estate opportunities. With a growing user base of active investors, BigFundr aims to simplify property investment through technology-driven solutions that make investing accessible, secure, and efficient.

Customer Location

Singapore

Industry

Finance / Real Estate Investment

Platform

OutSystems

Critical Needs

- Launch the frontend user experience for its mobile app
- Enable faster investor onboarding and reduce manual verification workload
- Support multi-currency investment deals
- Deliver marketing engagement features to boost investor interaction

Solution

- Application Modernisation

Success Highlights

- Developed a mobile application and scheduled to go live within six months, significantly faster than traditional development timelines
- Delivered a quicker onboarding process and streamlined the app investment journey for investors
- Reduced manual workload for customer service teams through automated identity verification
- Supported promotional campaigns via banners and push notifications with the new UI, boosting investor interaction

The Challenge

BigFundr had built a strong reputation as a trusted real estate investment platform, and saw a great opportunity to bring its mobile application up to the same strong standard. The company was looking to improve its onboarding experience to make it easier for new investors to get started.

One of the issues it faced with its existing platform was its identity verification. Users often uploaded the wrong documents, sometimes even pet photos instead of IDs. This delayed account activation and added unnecessary workload to the team. Meanwhile, the app's current interface lacked the appeal needed to attract new investors, and it offered little flexibility for marketing campaigns.

BigFundr required a mobile experience that was fast, intuitive, and engaging — one that could support new features like multi-currency investments and marketing tools. But with tight timelines and dependencies on backend readiness, the risk of delays was high.

These improvements would not only enhance the overall user experience but also help BigFundr welcome and grow a larger, more engaged investor community.

BigFundr needed a partner who could deliver quickly without compromising quality, and AvePoint proved to be the right fit.

The AvePoint Solution

The goal was clear: make onboarding faster, simplify the investment journey, and create a user-friendly investor interface. To achieve this, BigFundr partnered with AvePoint — the OutSystems Growth Partner renowned for its expertise in delivery and implementation. Acting as a strategic enabler, AvePoint harnessed OutSystems' low-code platform to drive rapid application development completed within six months, without sacrificing quality.

The new app interface allowed investors to move seamlessly from registration to making their first investment, reducing the time and effort required. AvePoint also introduced biometric login for added security and convenience, strengthening the app's credibility.

AvePoint then helped BigFundr introduce the following key features: multicurrency investment options for easier diversification, an in-app engagement module for marketing banners and pop-ups, and push notifications for real-time investor updates.

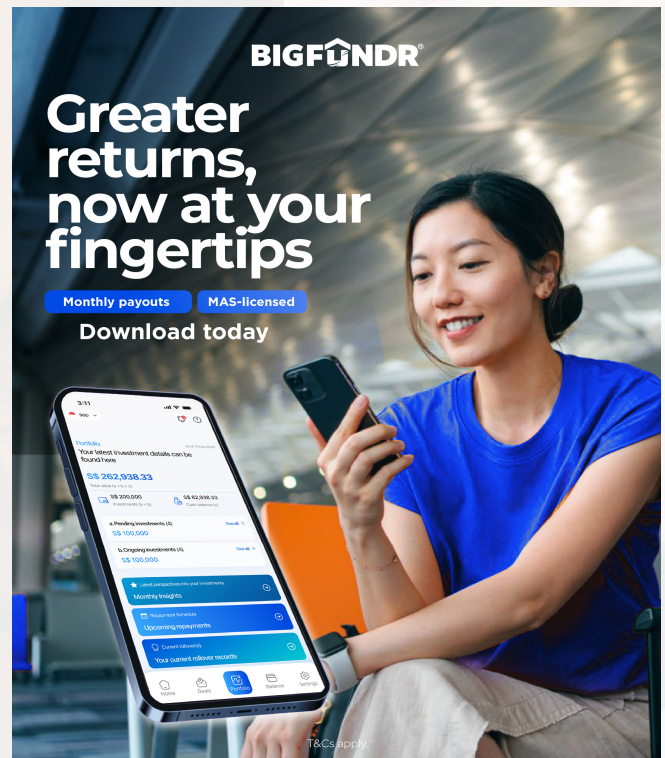
Behind the scenes, AvePoint leveraged OutSystems' low-code capabilities to accelerate development. While the platform offered many out-of-the-box features, BigFundr's requirements called for some customisation. AvePoint handled these tweaks with precision, ensuring the app reflects the envisioned design and experience seamlessly. On-site deployment enabled closer collaboration, resulting in more efficient communication and faster turnaround times.

By the end of the project, BigFundr had a mobile app that was fast, smart, and future-ready. The new design and features positioned the company to deliver an enhanced investor experience, while the low-code foundation meant future enhancements could be rolled out quickly and cost-effectively.

The Road Ahead

AvePoint will continue to support BigFundr in rolling out new features quickly using OutSystems' low-code capabilities. This approach ensures scalability and flexibility, allowing BigFundr to respond to market trends and investor feedback without long development cycles. As the company expands into new markets and products, the partnership provides confidence that the app will remain competitive and future-ready.

For organisations considering similar projects, BigFundr's advice is clear: "Choose a low-code platform and a trusted partner. It saves time, reduces complexity, and delivers optimal results."



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