

CASE STUDY

Tifin Give: Philanthropy Platform Development

Location
USA**Industry**
Charity**Tenure**
4 years**Platforms**
Web application**Cloud & Infrastructure**
Heroku**Tech Stack**
Angular, TypeScript**Engagement Model and Team Size**
Dedicated Development Team: 4 specialists
(1 Product Manager, 1 Backend Developer, 1
Frontend Developer, 1 Fullstack Developer)

CLIENT OVERVIEW

Tifin Give (former Giving Place) is a US-based philanthropic software startup founded in 2020 by a team of highly experienced large-scale donors, philanthropy advisors, and technologists. The company is dedicated to making the donation process more accessible, effective, and meaningful. By consolidating all aspects of charitable operations into a unified digital ecosystem, Tifin Give enables users to manage and optimize their philanthropic efforts seamlessly.

CHALLENGE

To achieve their mission of simplifying charitable operations, the founders of Tifin Give aimed to build a robust, central web application. However, bringing this vision to life required highly skilled engineering talent capable of making critical architectural decisions and driving the development process. The startup faced several key challenges:

Talent Acquisition: The need to rapidly source and assemble a team of experienced middle-to-senior level developers capable of taking immediate ownership of the development lifecycle.

Platform Centralization: Designing a system that easily and securely stores all information regarding charity operations in a single, accessible location.

User-Centric Complexity: Creating intuitive planning and goal-setting instruments that remain highly accessible to donors and advisors.

Recognizing these challenges, the client chose to partner with us. A member of the Tifin Give team had worked with us before and was impressed by our quality, terms, and reputation.

OUR SOLUTION: COLLABORATIVE PRODUCT ENGINEERING

Brightgrove took end-to-end responsibility for the technical implementation and architecture of the Tifin Give web application, transforming the client's concept and requirements into a market-ready platform.

Strategic Resource Matching & Team Assembly

Upon testing the project requirements, we defined the precise engineering skills needed to execute the build. We rapidly assembled the team by drawing 1 Product Manager, 1 Frontend Developer, and 1 Backend Developer from our internal specialist pool.

To complete the squad, we conducted a screening process, evaluating and interviewing 13 external specialists, to find a highly skilled Fullstack Software Engineer with deep Angular expertise. By handling the screening entirely on our end, we protected our client's time, presenting only the candidates who fit the technical and cultural criteria perfectly.

Record-Time MVP Engineering

While custom web applications of this complexity typically require 1 to 1.5 years to reach production, our team engineered and launched a fully operational minimum viable product (MVP) in a record time of 6 months. We achieved this speed-to-market by bypassing custom infrastructure construction and leveraging established, cloud-ready platforms and frameworks:

Infrastructure Optimization (Heroku): Both the frontend and backend environments run on the Heroku cloud platform. This technical decision allowed our developers to maintain the entire delivery pipeline smoothly without requiring the client to hire a dedicated DevOps Engineer.

Rapid Frontend Construction (Angular): The client-side application is written in Angular. Utilizing Angular's robust components library allowed our developers to bypass coding basic elements from scratch and focus entirely on core business logic.

Type-Safety & Code Resilience (TypeScript): We utilized TypeScript across both the frontend and backend. This uniform stack prevented common logical errors, while structured test coverage allowed our developers to identify and resolve more complex backend and system anomalies.

By utilizing established cloud environments and robust, well-known frameworks, we eliminated the time-consuming step of preparing a custom platform from scratch, keeping the project strictly on schedule.

Modular Application Architecture & Features

Designed with scalability in mind, the platform uses a flexible modular architecture. The core functional modules deployed by our team include:

Secure Access Management: A secure registration and login system customized for individual donors, corporate charity entities, and large-scale foundations.

Donation History Tracking: A centralized system holding historical records of all previous donations, complete with bank statements and clear financial records.

Integrated Directory Services: Direct API integration with a third-party service, providing instant access to a verified database of official charity organizations.

Visual Planning Tools: Highly intuitive planning and objective-setting instruments visualized through clean, accessible user interface elements.



RESULTS AND ACHIEVEMENTS

Our collaborative approach allowed Tifin Give to meet critical engineering deadlines, secure investor confidence, and successfully enter the market.

Rapid Team Setup: Built and deployed a high-performing dedicated development team in only 1 month.

Accelerated MVP Delivery: Successfully developed and launched the beta version of the web application within 6 months of development.

Secured Investor Funding: Delivered high-quality technical outcomes that satisfied the client's investment board, prompting investors to increase and prolong project financing.

First Commercial Milestone: Successfully onboarded the platform's first licensed user in May 2022.

The partnership was built on a long-term roadmap planned through 2023–2024, focused on several critical milestones to mature the web platform:

Ecosystem Expansion: Finalizing payment system integration and implementing user application automation.

Monetization and Growth: Designing and deploying multiple client subscription plans.

Market Exposure: Supporting the team as they prepare to showcase the platform's developments at a major philanthropic expo in the USA.

Continuous Interface Polishing: Expanding the dedicated development team to further refine and polish the platform's user interface.

Ready to take the next step? Reach us today at info@brightgrove.com