

# Case Study



## How Matech Studios Helped Bakerland Build Sales Edge and Drive Growth



## Client Background



Bakerland, a leading land developer based in Australia, wanted to revolutionize the lot sales process for land developers, agencies, and agents. Their vision was to create a platform “built by land developers for land developers,” tailored to the specific needs of their industry. Beyond just software, Bakerland also needed engaging marketing collateral to showcase their projects, attract users, and promote their new platform.



To bring this vision to life, Bakerland partnered with Matech Studios. From conceptualizing and building Sales Edge, a powerful platform that **connects land developers and agencies**, to creating commercial decks, landing sites, and marketing collateral, Matech Studios became a trusted partner in driving Bakerland’s growth.



# The challenges



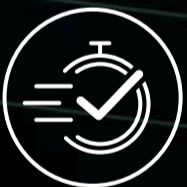
## Undefined Product Vision

Bakerland had a high-level idea but needed guidance in structuring their product roadmap and defining an MVP for a quick launch.



## No Existing Software Solution for Their Needs

The market lacked specialized tools for lot sales, requiring Bakerland to build a platform from scratch.



## Need for Speed-to-Market

Launching quickly was critical to gaining an early-mover advantage.



## Marketing Support for Visibility

Bakerland needed branded marketing materials to attract users and showcase projects.

# The solution

Matech Studios provided end-to-end product development and marketing solutions, guiding Bakerland from concept to launch.

## Phase 1

### Product Discovery

Matech Studios structured Bakerland's vision into a clear roadmap through:

- **User Story Mapping:** Defining user journeys and prioritizing core features.
- **MVP Definition:** Identifying key features for a fast and effective launch.
- **UX/UI Prototyping:** Creating interactive designs to validate the concept.

## Phase 2

### MVP Development

Matech Studios developed Sales Edge, a **scalable platform** with essential features:

- **Google Maps Integration** (For browsing estates and lots interactively)
- **Lot Management** (Publish & update property listings)
- **Offer Submission & Tracking** (Agents submit and manage client offers)
- **Commission Tracking** (Automated commission calculations & payouts)
- **User Dashboards** (Personalized metrics for developers and agencies)

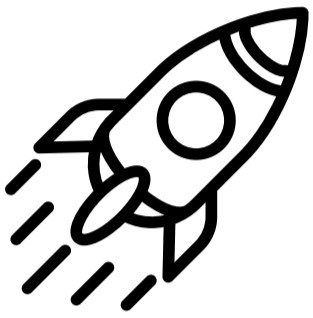
## Phase 3

### Marketing & Landing Sites

After launching Sales Edge, Matech Studios supported Bakerland's marketing efforts with:

- **Commercial Decks** (Persuasive presentations for potential clients)
- **Sales Edge Landing Site** (Converting visitors into users)
- **Project-Specific Landing Pages** (Highlighting unique features of individual estates)

# The Results



## Fast & Efficient Product Launch

Sales Edge MVP was delivered on time, ensuring early market entry and adoption.

## A Platform Tailored for Land Developers

Bakerland's vision materialized into a product designed specifically for their industry.

## Increased User Engagement

Features like Google Maps integration, automated commissions, and dashboards enhanced the user experience.



## Impactful Marketing Collateral

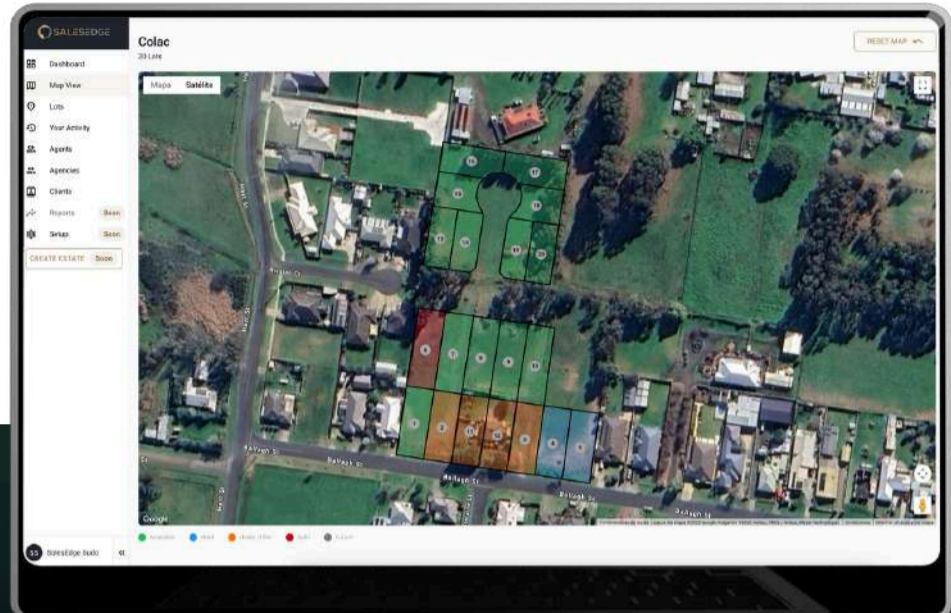
High-quality decks and landing sites boosted visibility and attracted new clients.



## A Scalable Foundation for Growth

With a structured MVP and strong brand identity, Bakerland is set for future expansion.

# Key Metrics



## Fast Time-to-Market

Sales Edge MVP was delivered on time, enabling a fast launch and early user acquisition.



## Marketing Impact

Commercial decks and landing sites attracted new users and generated leads for Bakerland's projects.



## User Engagement

Features like offer submissions, commission tracking, and Google Maps integration improved the user experience for both developers and agencies.

## Client testimonial



**Mick Baker**  
CEO & Founder, SalesEdge



Matech Studios has helped bring our idea to life, building us an innovative land sales and mapping platform that truly represents our vision and ambition.

Being in Australia, we were initially cautious about working with an overseas company, but the communication and collaboration with Pato and his team has been seamless.

From the very beginning, they demonstrated a deep understanding of our problem, vision and needs, and their ability to transform complex mapping challenges into user-friendly, cutting-edge solutions has been mind-blowing. The platform's precision, interactivity, and scalability have far exceeded our expectations. I couldn't be more satisfied with the result and the team's commitment, and we look forward to a continued partnership with Matech Studios as we roll-out Sales Edge.

## Conclusion

Bakerland's success shows how Matech Studios builds impactful software while supporting marketing growth.

Whether you need a new platform, marketing collateral, or both, we're here to help.

## Looking to scale your software product?

Let Matech Studios help you get there.

[Contact us today!](#)