



# Would you like to know how we work with Zinklar?

We suggest listening to “[You Only Live Once](#)” by The Strokes in the background while you read this success story. As you will see, there are as many choices in life as there are possibilities. This is what Zinklar’s journey is all about and how it helps brands make the right choices



# A company with clear ideas



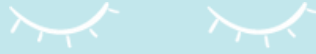
Zinklar, a Catalan technology company, wants brands to be able to make data-driven decisions, putting the consumer at the centre of their strategy. This data is collected through panellists, who fill in forms generated by the brands, completing the appropriate profile for the brand.

In 2005, the idea of what the platform is today was born, long before smartphones existed. They kept this patent in storage for about ten years, until it finally started to take shape with the first version in 2016. Since then, it has been gradually moulding itself into what is now Zinklar. The name was decided on because it comes from the idea of thinking clearly.

The company's values and the concern they have for the product to be excellent, both for customers and for their own colleagues, has led them to look for a company that would fit with these principles, eventually getting to know us and making a match with us.



# The collaboration



We started our collaboration by adding two full-time staff members to the Zinklar team, with the aim of spreading eXtreme Programming throughout the company. During this time, we also held group training sessions, related to the concerns that the team had. Eventually, it evolved into a new team that directly addresses these concerns, seeking the best solutions to make it easier for Zinklar to grow. In addition, there was already a remote working environment, which has significantly helped us to integrate with their team.

INCIDENTALLY, ASIDE FROM BEING THE NARRATOR  
I AM CARLOS BLÉ. FOUNDER OF LEAN MIND AMONG OTHER THINGS.



# Impact and purpose

We really enjoyed working with Zinklar. We felt part of the team from day one and had the opportunity to contribute our skills and knowledge. The company has a clear and ambitious vision for the future, and we are confident that they will achieve great things in the coming years. We hope to continue collaborating with them in the future and learn from each other.



# The three magic words



## 1. GROWTH

Our intention was to help Zinklar grow as a team, but this has not been a one-way collaboration. Rather it was a two-way collaboration, with both being able to help each other grow and become better versions of ourselves.

## 2. PURPOSE

We work for a better world and this is what unites us and gives us the energy to achieve the management's objectives. The objectives of both companies are met by working together.



# The three magic words



## 3. COMMITMENT

Lean Mind's commitment goes beyond code or technology; we also strive for open and honest communication. This communication, as well as bringing teams together, ensures that intentions are perfectly conveyed in the code so that our future selves will continue to understand it as they did on the first day.





**We design software to create a better world by empowering our team and customers.**

## Did you know that you can hire us?

Often teams need help and don't think to ask their company to hire us. At Lean Mind we specialise in supporting development teams. Contact us and let's have a chat to find out how we can

lend a hand (or an elbow, in these times). We will be happy to support you in the process and achieve the objectives of the most important projects for your company.

We are at your disposal at [contacto@leanmind.es](mailto:contacto@leanmind.es)

