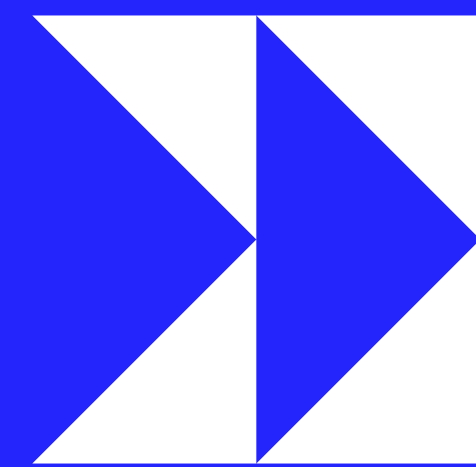
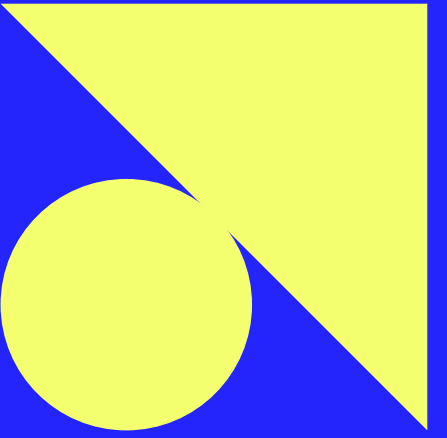




BlueLabel

BlueLabel Read our full agency comparison 1/3															
															
Company Name & Website	Blue Label Labs	Dom & Tom	Monstar Lab	Five Agency	Applico Inc	Fueled	STRV	TechAhead	MetaLab	Infinum	Utility	IntellectSoft	Rootstrap	WillowTree	Blink UX
LinkedIn Profiles	linkedin.com/company/blue-label-labs/	linkedin.com/company/dom-&-tom/	linkedin.com/company/monstarlab-americas/	linkedin.com/company/fiveagency/	linkedin.com/company/applico/	linkedin.com/company/fueled/	linkedin.com/company/strvcom/	linkedin.com/company/techahead/	linkedin.com/company/metabolab/	linkedin.com/company/infinum/	www.linkedin.com/company/utility-nyc-llc/	linkedin.com/company/intellectsoft/	linkedin.com/company/rootstrap-it/	linkedin.com/company/willowtreeapps/	www.linkedin.com/company/blink-ux/
Clutch Profiles	clutch.co/profile/blue-label-labs	clutch.co/profile/dom-tom	clutch.co/profile/monstarlab	clutch.co/profile/five	None	clutch.co/profile/fueled	clutch.co/profile/strv	clutch.co/profile/techahead	clutch.co/profile/metabolab	clutch.co/profile/infinum	clutch.co/profile/utility	clutch.co/profile/intellectsoft	clutch.co/profile/rootstrap	clutch.co/profile/willowtree	None
Approach	5/5	2/5	4/5	4/5	4/5	4/5	4/5	4/5	3/5	4/5	4/5	2/5	4/5	4/5	2/5
Ethical innovation-focused	✓	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗
User testic-centric	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
Business goal-orientic	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MPV-centric	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✗
Analytics-driven decision making	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✓	✓	✗
Team & Culture	4/4	1/4	2/4	3/4	0/4	4/4	1/4	1/4	2/4	0/4	3/4	1/4	1/4	3/4	3/4
Remote-first workplace	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Diverse hiring practices	✓	✗	✗	✓	✗	✓	✗	✗	✓	✗	✓	✗	✗	✓	✓
Values & mission-driven	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
Women in leadership roles	✓	✗	✓	✓	✗	✓	✗	✗	✗	✗	✓	✗	✗	✓	✓
Services & Demonstrated Experience	9/10	6/10	8/10	7/10	4/10	9/10	7/10	8/10	3/10	6/10	6/10	6/10	6/10	7/10	4/10
Discovery & Product Strategy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google Ventures-Style Design Sprints	✓	✓	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗	✓	✗	✓
Branding	✓	✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓
Analytics Implementation & Interpretation	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓
Web Design & Development	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✗
Mobile App Design & Development	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
Wearables Design & Development	✓	✗	✗	✗	✗	✓	✓	✓	✗	✓	✗	✓	✗	✗	✗
AR/VR Headset Design & Development	✗	✗	✓	✓	✓	✓	✗	✓	✗	✗	✓	✗	✗	✓	✗
TV App Design & Development	✓	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Voice App Design & Development	✓	✗	✓	✗	✗	✓	✗	✓	✗	✗	✗	✗	✗	✓	✗

BlueLabel Read our full agency comparison 2/3															
Companies	 BlueLabel	 DOMETOM	 Monstarlab	 FIVE	 APPLICO		 STRV	 techahead	 MetaLab	 INFINUM	 utility.	 intellectsoft	 ROOTSTRAP	 WILLOWTREE	blink
Technology	8/8	6/8	7/8	5/8	2/8	7/8	6/8	8/8	4/8	7/8	2/8	5/8	6/8	5/8	0/8
Native iOS (Swift)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
Native Android (Java or Kotlin)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
React Native for iOS & Android	✓	✓	✓	✓	✗	✓	✗	✓	✓	✓	✗	✓	✓	✓	✗
Clover POS	✓	✗	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗
React.js	✓	✗	✓	✓	✗	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗
Wordpress	✓	✓	✓	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗
AWS	✓	✓	✓	✗	✗	✓	✓	✓	✗	✓	✗	✓	✓	✓	✗
Azure	✓	✓	✓	✗	✗	✓	✓	✓	✗	✓	✗	✓	✓	✓	✗
Costs															
Minimum Project Size	\$75,000	\$50,000	\$100,000	\$10,000	N/A	\$75,000	\$100,000	\$25,000	\$100,000	N/A	\$50,000	\$50,000	\$50,000	\$250,000	N/A
Average Project Size	\$350,000	\$250,000	\$300,000	\$150,000	\$400,000	\$350,000	\$250,000	\$200,000	\$500,000	\$500,000	\$250,000	\$150,000	\$250,000	\$750,000	\$400,000
Average Hourly Rates	\$100 - \$149	\$150 - \$199	\$150 - \$199	\$100 - \$149	N/A	\$150 - \$199	\$100 - \$149	\$25 - \$49	N/A	N/A	\$100 - \$149	\$50 - \$99	\$100 - \$149	\$150 - \$199	N/A
Reviews & Social Proof															
Clutch Rating	4.8 / 5	4.8 / 5	4.8 / 5	4.9 / 5	None	4.9 / 5	4.8 / 5	4.8 / 5	None	None	4.8 / 5	4.9 / 5	4.8 / 5	4.9 / 5	None
# of Clutch Reviews	52	20	9	36	None	37	41	70	None	None	25	36	35	24	None
# of LinkedIn Followers	13,367	5,914	3,882	13,673	4,236	7,121	8,378	11,799	9,885	22,695	1,164	9,468	12,909	13,747	13,374
# of Awards Earned in the Past 2 Years	8	0	0	0	0	0	0	5	0	5	0	3	4	6	3
Companies Served															
# of Products Launched	250+	500+	2,200+	“Hundreds”	350+	200+	“Hundreds”	N/A	291	N/A	N/A	N/A	750+	700+	N/A
Serves Small Business & Start-Up Clients	20%	10%	10%	30%	N/A	25%	10%	5%	25%	N/A	30%	10%	25%	0%	N/A
Serves Midmarket Clients	40%	60%	60%	40%	N/A	40%	45%	85%	50%	N/A	35%	40%	40%	30%	N/A
Serves Enterprise Clients	40%	30%	30%	30%	N/A	35%	45%	10%	25%	N/A	35%	50%	35%	70%	N/A

BlueLabel Read our full agency comparison 3/3															
Companies	BlueLabel	DOM ETOM	Monstarlab	FIVE	APPLICO		STRV	techahead	MetaLab	INFINUM	utility.	intellectsoft	ROOTSTRAP	WILLOWTREE®	blink
Thought Leadership															
Level of Blog Activity	Twice Weekly	Monthly	Weekly	None	Twice Weekly	Weekly	Weekly	Weekly	Quarterly	Twice Monthly	None	Weekly	Weekly	Twice Weekly	Monthly
Level of Press Coverage	Monthly	None	Quarterly	None	None	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	None	Weekly	Monthly	Monthly	Quarterly
Expertise & Demonstrated Experience	10/11	6/11	10/11	4/11	10/11	7/11	5/11	6/11	5/11	6/11	6/11	4/11	8/11	9/11	7/11
Digital Transformation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
Healthcare & HIPAA Compliance	✓	✓	✓	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓
News & Media	✓	✓	✗	✓	✓	✓	✓	✗	✓	✗	✓	✗	✓	✓	✓
Fitness	✓	✗	✓	✗	✓	✗	✓	✓	✓	✓	✗	✓	✗	✓	✗
On-Demand Services	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✗	✓	✓
Restaurants	✓	✓	✓	✗		✗	✓	✓	✗	✗	✗	✗	✗	✓	✗
Machine Learning	✓	✓	✓	✓	✓	✓	✗	✗	✗	✓	✓	✗	✓	✓	✓
Big Data	✗	✗	✓	✗	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓
eCommerce	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
Blockchain & Crypto	✓	✗	✓	✗	✗	✓	✗	✗	✗	✗	✓	✗	✓	✗	✗
AR/VR	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗
General Company Info															
Headquarters	New York, NY	New York, NY	New York, NY	Brooklyn, NY	New York, NY	New York, NY	Prague, CZ	Agoura Hills, CA	Victoria, BC, CAN	New York, NY	New York, NY	Kyiv, UKR	Los Angeles, CA	Charlottesville, VA	Seattle, WA
Company Size	125	68	50	339	75	137	231	299	235	351	99	210	283	827	236
Year Founded	2009	2009	2006	2005	2009	2007	2004	2009	2006	2005	2013	2007	2011	2007	2000