RoamFree VisaTech
Case Study

RoamFree's mission is to free the world and simplify the migration process for all global citizens.

RoamFree strategically initiated its operations with a primary focus on Digital Nomads, a demographic that exceeds 20 million individuals globally. The process to manage visa applications in all countries is complex, confusing, bureaucratic, and costly.

RoamFree introduces a seamless user experience through a focused mobile and desktop-web applications using the Imminently Fabric, and the Decisively rules engine to ensure accurate and understandable compliance with migration-related rules.

Engineered for true global accessibility, RoamFree's solution caters to its diverse user base by leveraging the Microsoft Azure edge network. This architecture allows RoamFree to scale efficiently, accommodating the anticipated influx of millions of potential customers in the future.

RoamFree

Imminently Fuels Ideas

Imminently brings people, process, and technology to rapidly drive customer ideas to market by combining an enterprise-grade framework that accelerates ideas to scale-ups and a methodology that guides innovators from idea to execution. This unique focus allows Imminently to create compelling solutions in a matter of months and weeks for its customers, quickly realising benefits and avoiding the unnecessary complications of technical debt.

With the integration of Decisively, RoamFree elevates its capability to offer more specific, and accurate advice to customers without the need for lawyers. Unlike other competitors, who rely on expensive, manual interview processes or phone calls to manage the complexity of migration, RoamFree aligns directly to the source visa regulations to design experiences that are both easy to use, accurate and automated, establishing RoamFree as a distinctive player in the market.

Our team are experts in their fields, providing rapid **outcomes** and actionable **guidance**.

Working with Imminently means **enterprise process quality** from an agile and multidisciplinary team.

Imminently's **Cloud Adaptive Framework** enables the quick deployment of a multi-cloud, enterprise-grade solution.

Imminently Innovate to Operate I_2O

The **3 fuelling components** of the I_2O methodology are:

Continuous development and optimisation of product design, roadmap, architecture and product development.

1 Product

Unification of content development and delivery across internal and external channels to drive brand and awareness.

2 Content

Design of business strategies, execution plans and technical operations that scales as the company grows.

3 Operations

The I_2O methodology encompasses four stages - Pioneer, Progress, Prosper and Propel - each of which covers the different phases that an idea will cover over time. At each phase, the I_2O will adapt and adjust what activities are required and to what level.

Pioneer → Progress → Prosper → Propel

Imminently

RoamFree integrates user-centric applications powered by the Imminently Fabric and the Decisively rules engine for precise migration compliance. With strategic synergies and cutting-edge tech, RoamFree is a leader in digital nomad solutions.
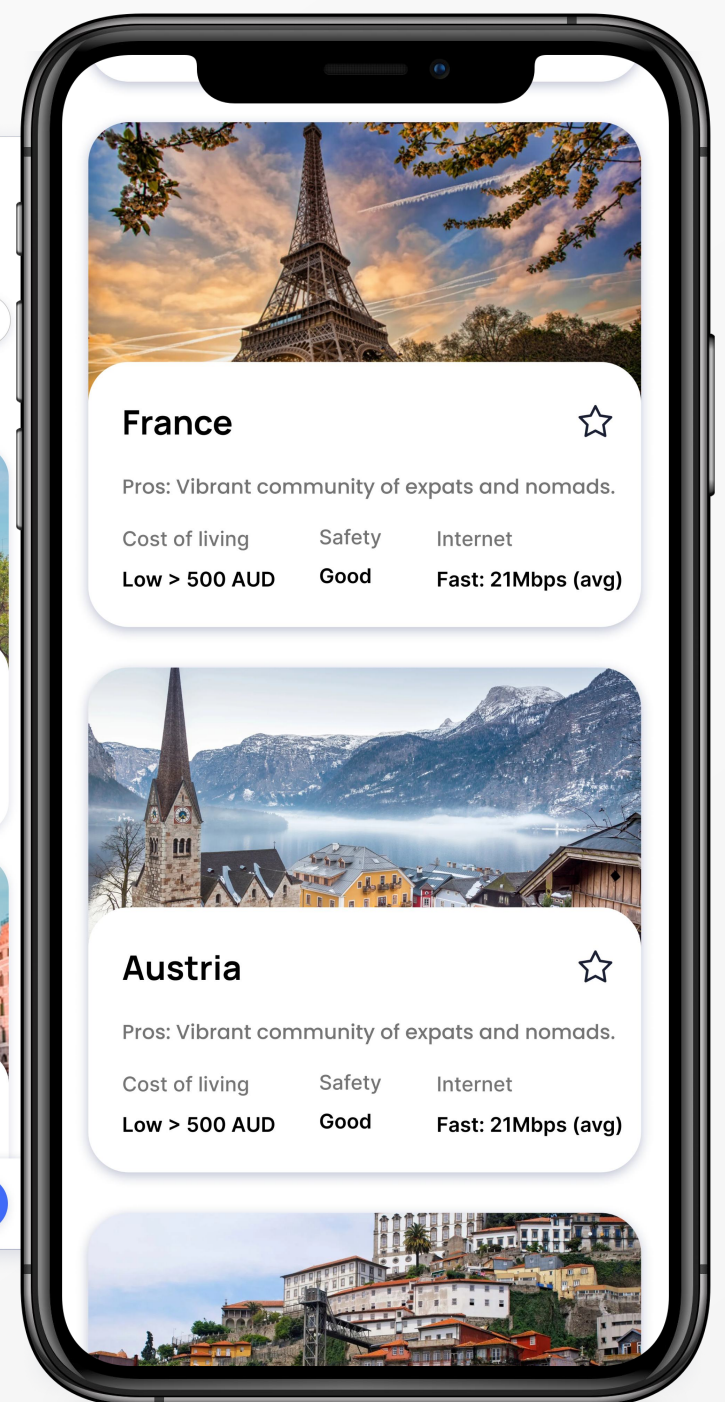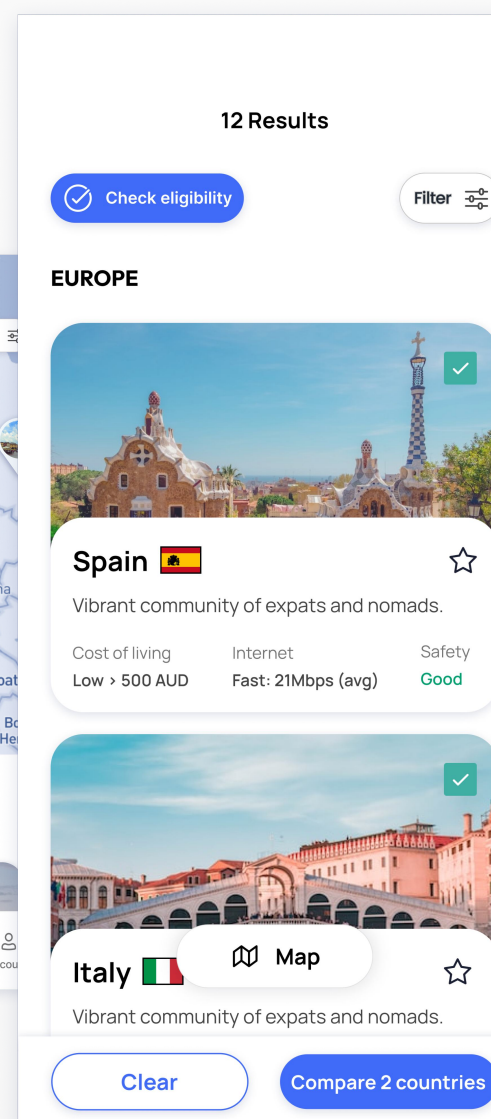
Imminently played a pivotal role in orchestrating market research and analysis, overseeing the design process, conducting rule analysis and data ingestions, and spearheading the development of the entire product, content and operations:

- ✓ All service design, including user research and interviews
- ✓ All user experience and design work
- ✓ All technical design, including architectural plans.
- ✓ All content and marketing design and development, including marketing automation, website, and socials

Friendly and easy to digest visuals/page

Delights

Benefits

- ✓ Simplified and centralised visa processing
- ✓ Comprehensive digital nomad support
- ✓ Global accessibility
- ✓ Personalised visa guidance

Traction

— User acquisition and retention to validate product-market fit.

— Market penetration and expansion into new geographic regions to diversify markets and visa types.

— Strategic partnerships providing access to resources and fuels further growth and innovation.

Next Steps

— Launch targeted marketing campaigns to drive user acquisition.

— Continue development and visa digitisation for Work visas.

— Implement monetisation strategies, including service fees and strategic partnerships.

"RoamFree would not have been possible without Imminently"

Joel Nation
Chief Digital Nomad