

07/2023

A collective built by —
artists, engineers
and makers.

WE ARE

LUCIDCIRCUS 

Our work is better because of the
diversity of our talents
and our clients.



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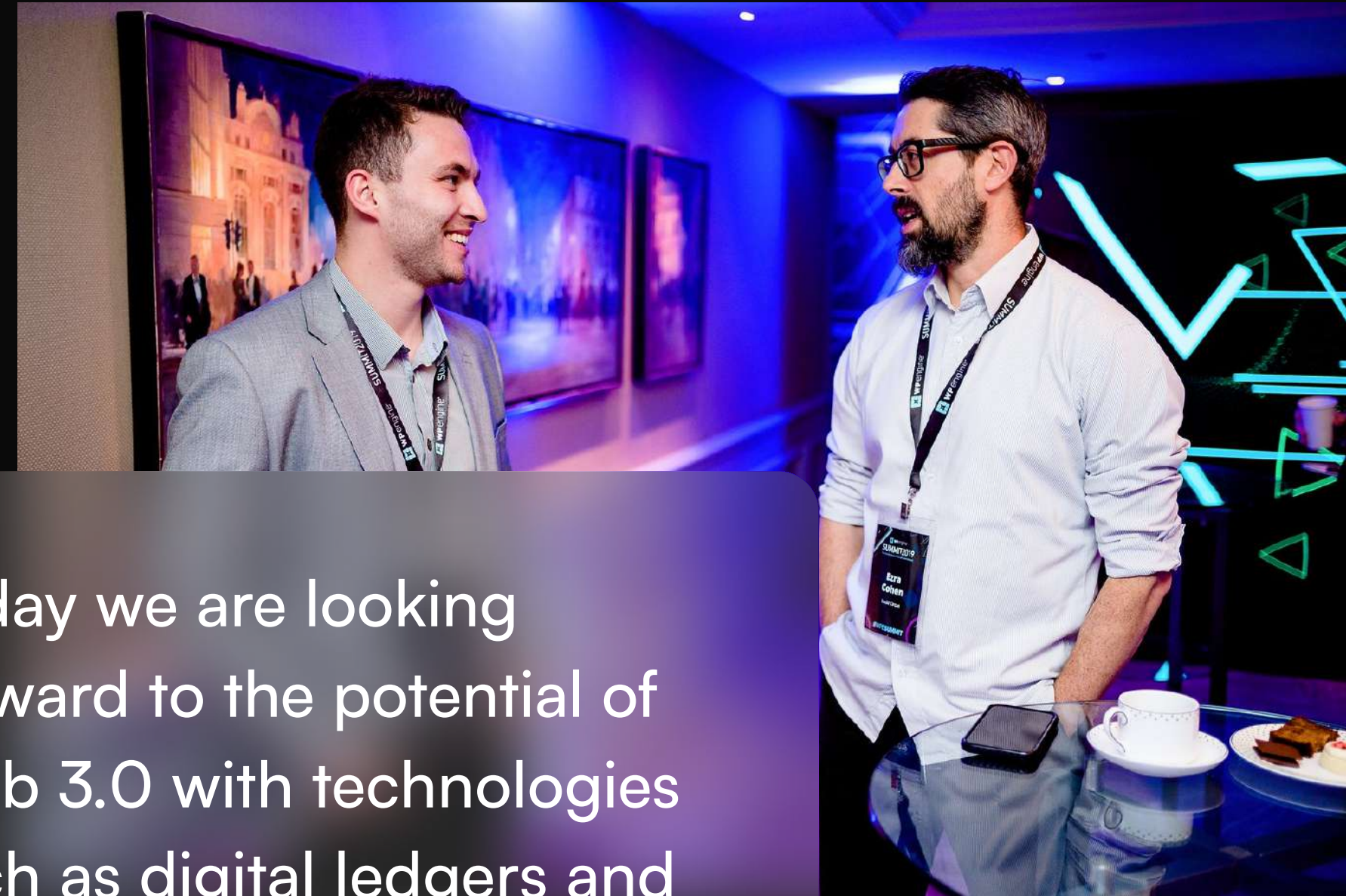
01

Just a short
intro



HISTORY

It all started in Philadelphia back in 1994 with Web 1.0. Handcrafting websites in a text editor with tables and a handful of hacks.




Today we are looking forward to the potential of Web 3.0 with technologies such as digital ledgers and Machine Learning.

FUTURE

BUILD1NG INNØVATION\$

SINCE 1994

Our work is the result of
full collaboration &
teamwork of
~100 international 
minds.

OUR FOUNDER

Hello, I'm Ezra, the art-school-kid-turned-agency-CEO behind LucidCircus.

I bought my first work computer in 1994 with the goal of becoming a graphic designer.

Flash forward two decades, and I run LucidCircus from my home base in Prague, and my team is flung across the globe.



How do we work?



FIRST TOUCH

Let's learn more about each other and see if we are a good fit. An hour-long meeting is more than enough.

PROJECT INITIATION

Before we kick things off, we learn more about your requirements and your business. We set and manage your expectations.

INTEGRATION

We do our best to provide the best possible product whilst keeping you informed about next steps.

TESTING

High quality is embedded in everything we do. Whether it's a design project or a mobile application, we have a rigorous QA process in place.

SUPPORT AND NEW GOALS

We strive to build long-lasting relationships. After our initial project is done, we continue to be fully available to you or your team for ongoing support and to grow together.

WE RISE LIFTING OTHERS

We support humanitarian groups that give underprivileged children and families chances to grow.

HELPING

Doctors without borders (lékaři bez hranic)

Palacky University (CZ)

Agora (CZ)

Unicef

Pro Tibet

Freedom Boxes

Greenpeace

Bazalka (CZ)

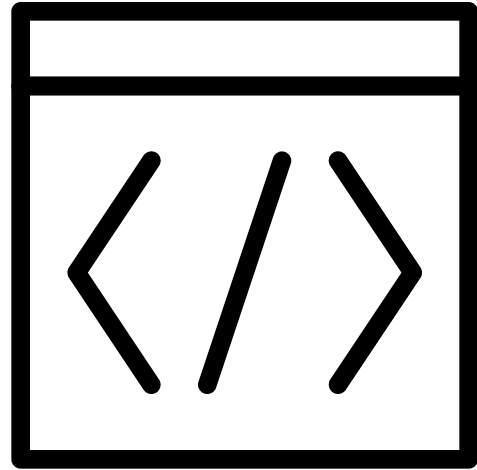
Člověk v tísni (CZ)

BlinkNow

ACLU

02

How can we
help you?



We lead the complex development tasks that require true dev experts — so you can focus on your role. We can handle everything.

Web applications

Mobile applications (Native – Hybrid)

Website development

E-commerce solutions

Blockchain/web 3.0 development

Middleware and microservices

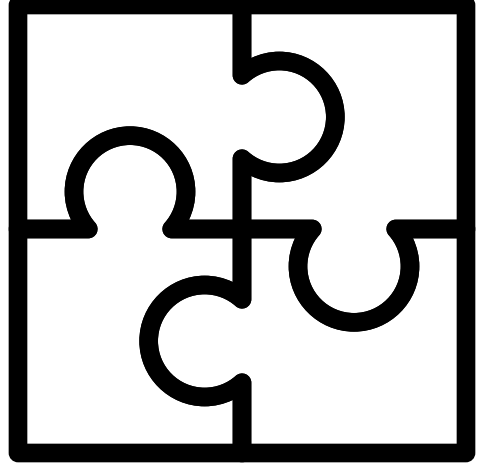
AR/VR applications

Machine Learning

DevOps

Consultancy

Development



We help you build credibility around your company through beautiful, on-brand creative — so you can attract the customers (or funding) you need to grow.

Webdesign

UI/UX

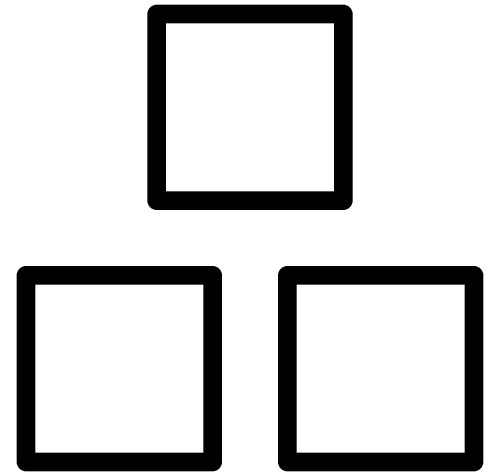
Copywriting

Branding and corporate identity

Animations

Print design

Creative



We drive your growth and visibility goals through creative, proactive marketing — so you start attracting attention in your market.

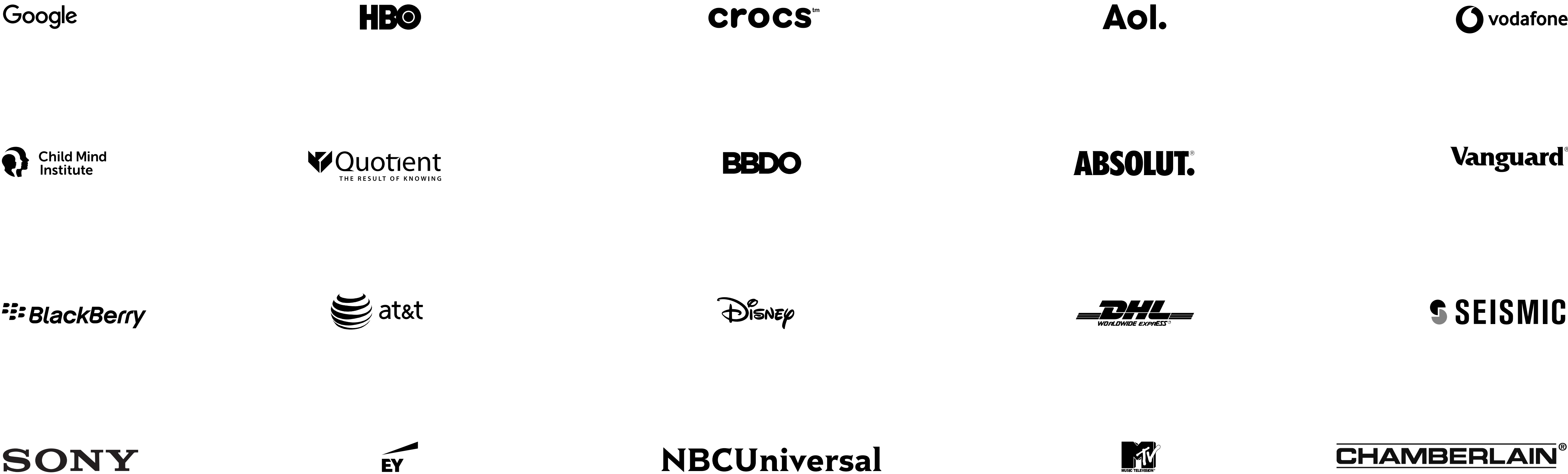
Search engine optimization (SEO)
Pay per click (PPC)
Conversion rate optimization (CRO)
Content planning and analysis
Social media marketing (SMM)
Strategic analysis

Marketing

03

Who do we
work with?

Our clients are FORTUNE 500
companies, startups, agencies. Anyone
who needs an outsourced digital partner.



“

LucidCircus creates whatever I need on time, on budget, and of a quality that is representative of the brand.

They handle the build and maintenance of my website, deal with any technical issues, maintenance issues, and upgrades, and just do anything I need to do on my site, including newsletters and SEO. They can do it all.

They're also extremely responsive. If I ask a question at night, the answer is waiting for me in the morning. Their customer service is great, and they don't nickel and dime me asking questions. They're a resource there to help.



Brian Weisfeld
Founder of The Startup Squad



“
I was instantly
impressed.”



David Grew
Founder of Primr

As a nontechnical first time founder bootstrapping a SaaS startup, I was not prepared to bring on an internal team for software development. When I met with LucidCircus I was instantly impressed by their keen ability to listen and learn, and also define the guardrails to guide product development through the earliest stages.

They stand out for their kindness, patience and lack of arrogance when dealing with a nontechnical person. As we grew, I began to understand how they built PRIMR to be scalable from the start, saving me money and time. All this while navigating the complex regulatory environment of HIPAA privacy protections. I highly recommend!

“

Cutting edge of emerging technologies



Dwayne Flinchum
President at ScientificBrands

Ezra has been a digital leader and advisor for my former firm, IridiumGroup, and for other organizations like the Child Mind Institute, where I led marketing and communications.

For over 20 years, Ezra has remained at the cutting edge of emerging technologies, web development, UX/CX, SEO, and a leader in the full suite of integrated digital marketing products. I recommend Ezra without reservation to present smart insights and deliver principled, fair-priced solutions.

ScientificBrands.com

“
You couldn't
ask for a
better man



Gareth Bramley
Graphic Designer & Illustrator at Avant-Gareth-Studios

I have worked with Ezra on multiple projects over the years, and have always been able to rely on his creativity, ethics, and professionalism.

You couldn't ask for a better man for any job. I look forward to working together with Ezra for years to come.

Avant-Gareth-Studios.com

04

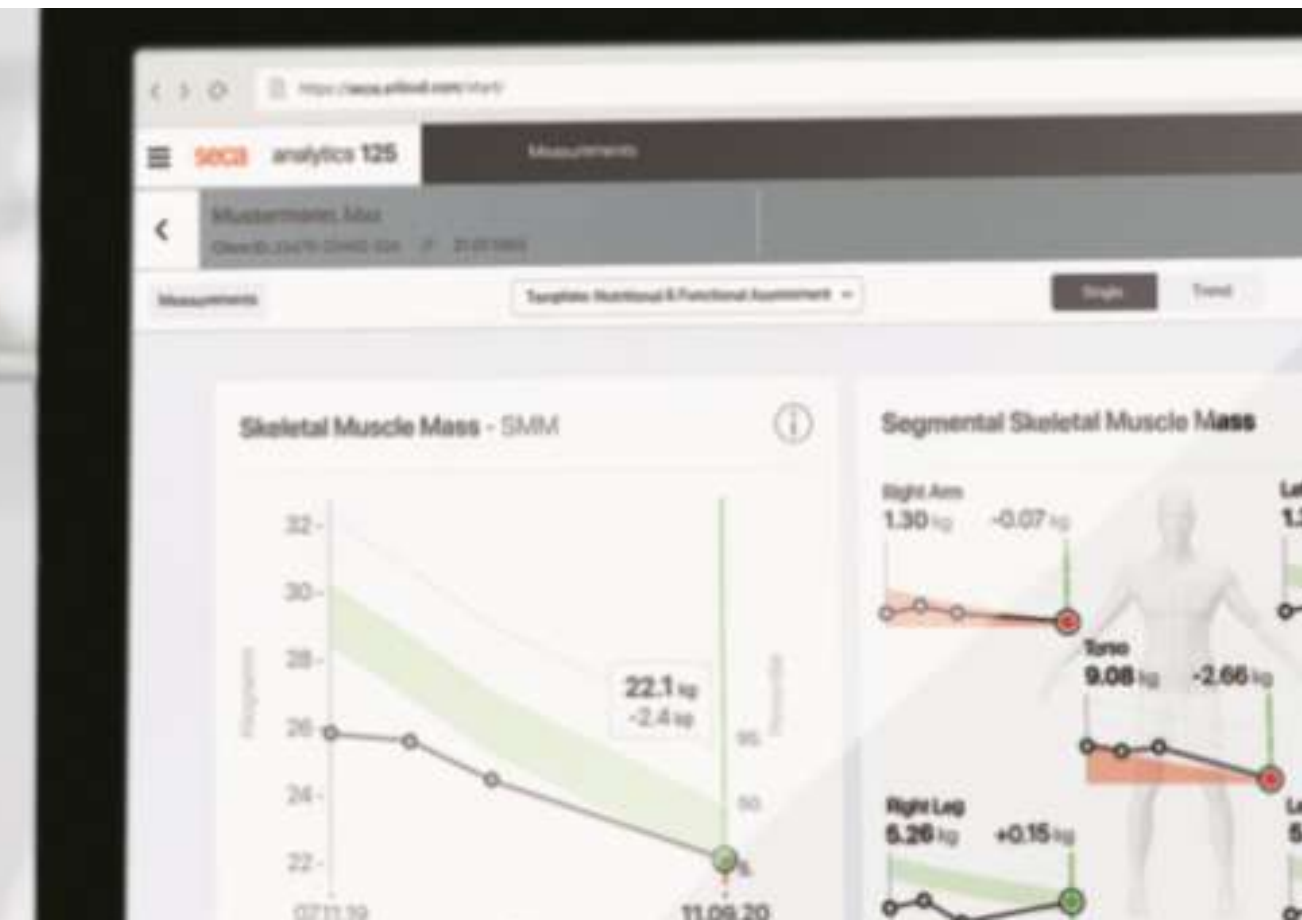
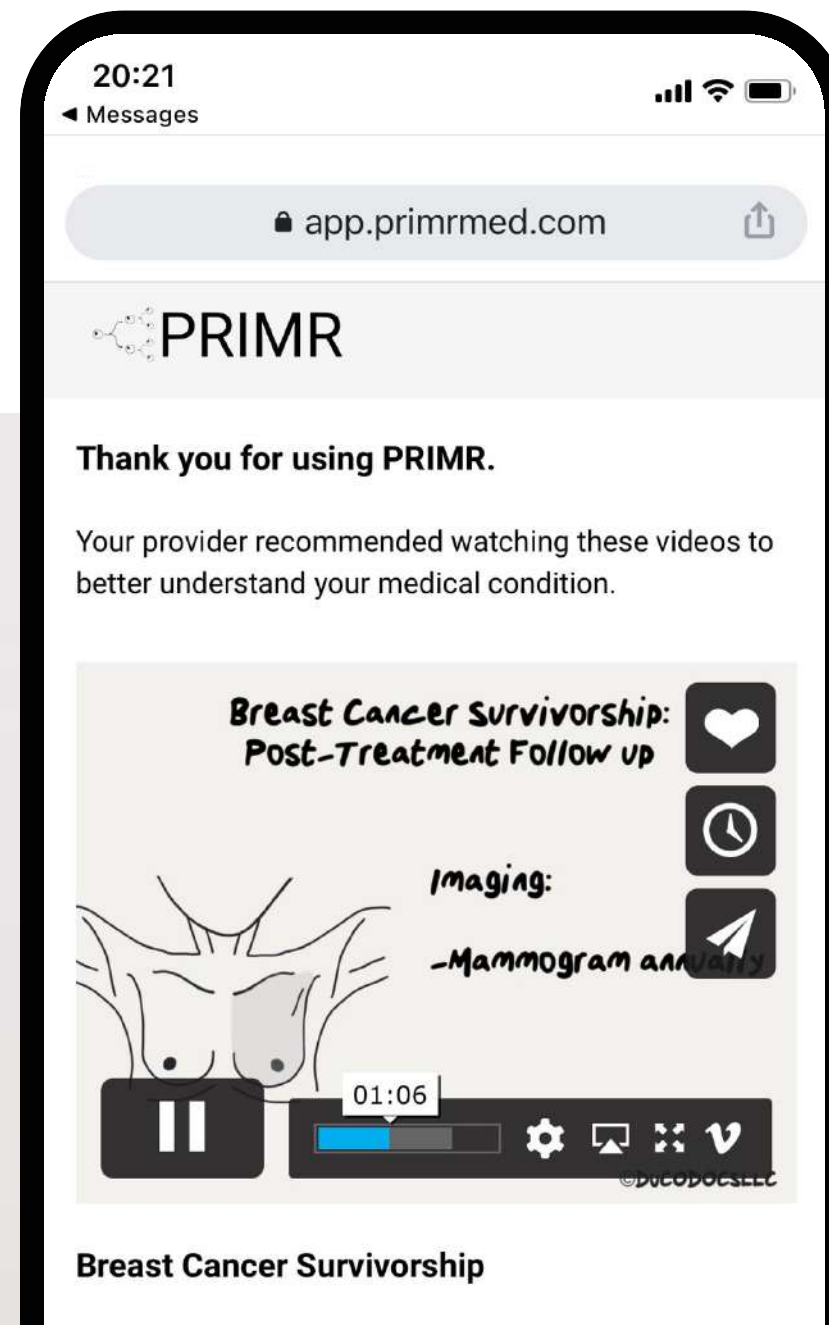
How we've
helped clients

The digital patient education platform for clinical trials

PRIMR

After the application launch, a six-month data analysis revealed positive trends in patient engagement. Emails and SMS with secured links had a 73% open rate, and 64% of users watched at least 90% of the video content. Digital patient engagement saved time for doctors. Future plans include enhancing functionalities for doctors and patients and assessing patient self-efficacy and motivation in using the PRIMR platform.

[Read full case study](#)

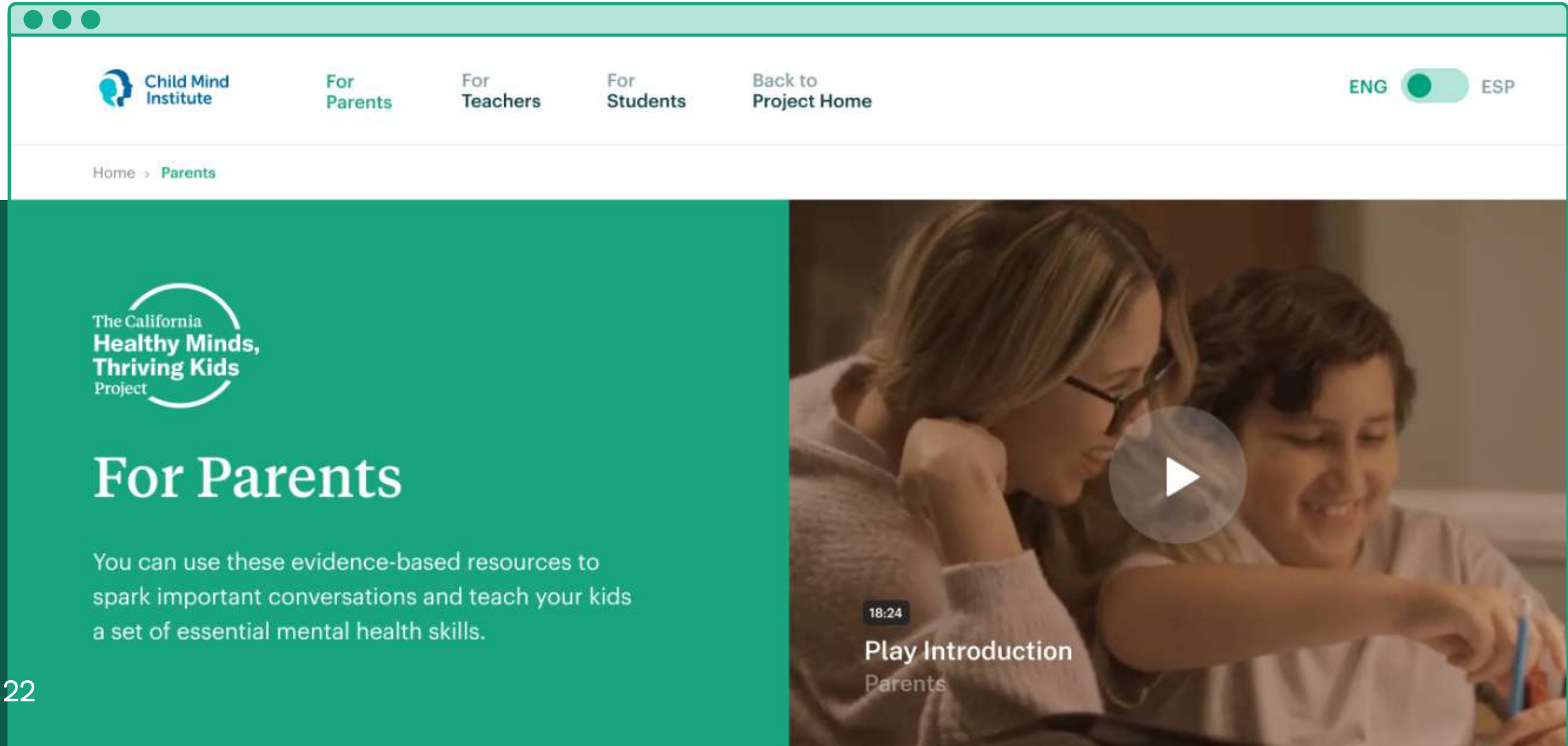


Life-changing educational and supportal program for kids

Child Mind Institute

We formed a dedicated team as an extension of the Child Mind Institute's digital team, leading to increased traffic, higher donations during their year-end appeal, website expansion, and support for routine operations and special projects. This approach resulted in significant cost savings for CMI, as they didn't have to hire full-time staff, and our team can adapt to their changing needs.

[Read full case study](#)

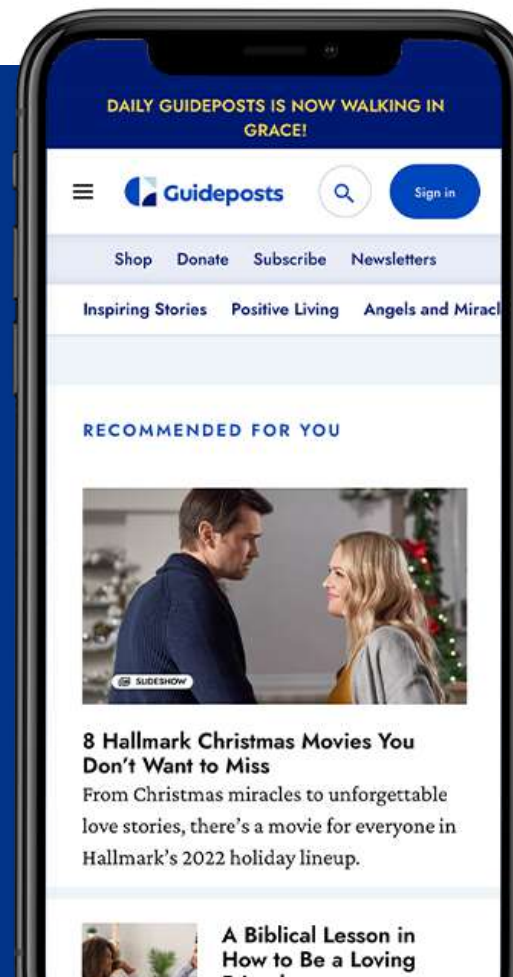
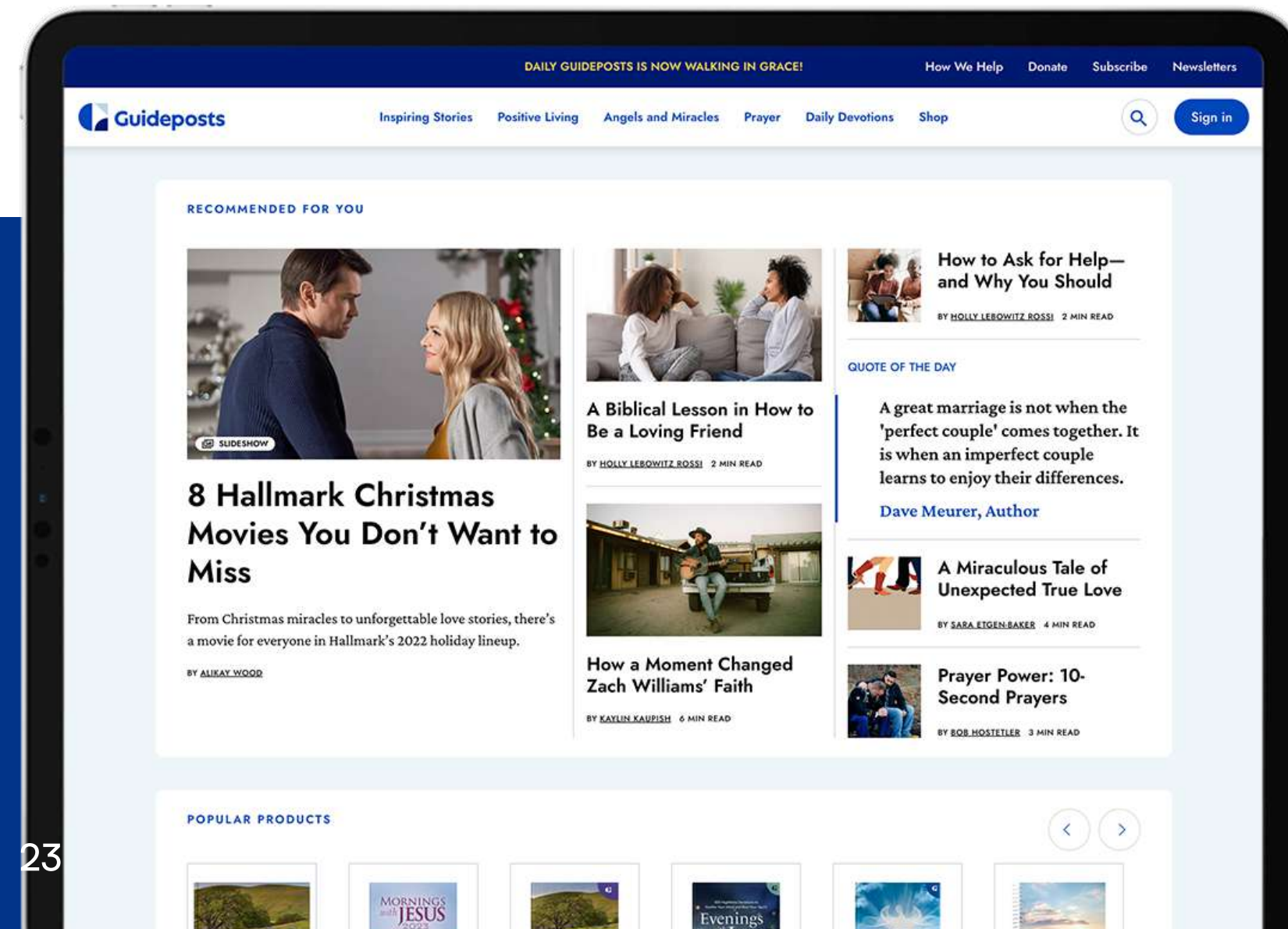


Redesign and a port from Drupal 7 to WordPress

Guideposts

After conducting an initial mapping audit, it became evident that optimizing the infrastructure was essential to deliver an optimal user experience due to numerous custom fields, post types, and taxonomies. Astra was selected as the theme for its high performance and customizability, and Elementor was chosen as the preferred page builder for its maturity and ability to reduce DOM size and CPU load through custom code options.

[Read full case study](#)



05

We would love to
hear from you

Nice to meet you, I'm Ezra.
Let's talk.

ezra@lucidcircus.com

