

At a Glance

CORE BUSINESS	Lead Generation, Market Analysis, App Development, and AI Automation.		
WHO WE ARE	We're a small consultancy passionate about helping businesses and non-profits solve their business problems with data. We are "For Purpose" because we serve non-profits pro bono and focus on ethical and personalized deliveries.		
WHAT WE DO	We take your ideal client and help you find more. By web scraping dozens of sites and data sources, we build a ranked list of leads that are entirely custom to your business. We use complex geographic analysis to identify where your competitors are and where there is a gap in the market for you to move into. We build iOS, Android, and Web Apps to elevate your business, and leverage AI to deliver it to you for a fraction of the price.		
TYPES OF SERVICES	Custom Lead Generation — Unique datasets of ideal leads and decision-maker contact info Market Analysis — Get a leg up over the competition, find new markets, and expand your business with hard data GIS Analysis — Service areas, coverage & voids, footprint-derived sizing App Development — Custom web, mobile, and e-commerce builds Maps + Dashboards — Integrated with your data to drive sales and unlock insights		
HISTORY	2015 First GIS and digital transformation work	2021 First AI + GIS + External Data projects	2022 For Purpose Labs founded
DELIVERIES	20 Projects delivered	12 Clients served	10+ Years of experience
INDUSTRIES	Cleaning and facilities services Consumer brands and retail Education, K-12 and higher ed Emergency response and public safety Healthcare and diagnostics Home services HR and professional services Insurance and financial services Logistics and 3PL Manufacturing Marketing and media Non-profit Real estate Technology		
NEXT STEPS	We offer discovery calls, needs assessments, and preliminary research free of charge – ensuring you have confidence before we move forward. Pricing: Once we understand your business' needs, we will draft a proposal based on estimated hours needed. We work on flexible terms and meet our clients where they're at, just one of the perks of working with a small consultancy like ours.		