

# How Prevail Social transformed its vision into a cutting-edge social, fitness, and wellness app with help from Particle41

## Problem

Founded in January 2023, Prevail Social embarked on a mission to create a social-media-first fitness platform. The company wanted to cultivate a community focused on fitness, nutrition, and overall wellness and leverage technology to offer a clutter-free space for positive health-related interactions.

However, being a new entity in the dynamic startup landscape, the company faced the daunting task of developing a sophisticated mobile application without the necessary technical expertise.

“My background is not in startups or app development,” said Scott Steber, the president of Prevail Social. “I knew the normal processes but not how to execute them myself.”

This lack of in-house app development skills propelled the company’s search for a capable external partner to bring its vision to fruition. Particle41 emerged as the ideal partner for Prevail Social’s ambitious project.

“After talking to Ben from Particle41, I was like, ‘This is the firm,’” said Scott. “It felt like overall, Particle41 ticked off each box.”

## Solution

Particle41’s full-cycle mobile app development expertise and its comprehensive understanding of startup challenges made it a perfect fit for Prevail Social’s needs.

A smooth onboarding and a collaborative, agile methodology characterized the development process. Daily stand-up calls with Particle41’s project manager, developers, and designers ensured transparency and alignment with Prevail Social’s vision.

“The daily stand-up calls were very beneficial,” said Scott. “The team ensured that I understood where we were going and how progress was being made.”

At the application’s core was a sophisticated integration with wearable devices like Apple Health Kit. This complexity was no barrier to the app’s intended go-live date: Particle41 was able to integrate Apple Health data into the app so users could share key fitness activities and goals. Such an achievement served as a huge boost to the value of Prevail Social’s app.

“If you want a technology partner that understands the marketplace and is going to be a partner with you, utilizing the Particle41 team would be a good path to go down,” said Scott. “The people are knowledgeable and adapt well to the requirements that you have. Whether they need to bring on additional resources or reach back into other resources within the firm, they do a great job.”



Particle41 was integral in taking my vision and not just building it, but enhancing it, making the application more than I initially outlined.



**Scott Steber**

President  
Prevail Social

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## RESULTS



### WELL-DESIGNED AND CAPABLE APP

“The application is complete from a Minimum Viable Product (MVP) perspective and ready for release,” Scott said.



### COST-EFFECTIVE DEVELOPMENT

Particle41’s approach was mindful of Prevail Social’s budget constraints, balancing resource allocation and project timelines. “Being very conscious of the cost, I’d rather go slow and build out an actual product than throw more bodies at it,” Scott said.



### STRATEGIC TECHNOLOGICAL ADVICE

Particle41 provided invaluable advice on technology choices, which resulted in an optimized app performance and enhanced user experience. Scott states, “Particle41 asked questions and were cognizant of aspects like our mapping capability and its efficiency on the backend.”



The Particle41 team didn’t just build what I told them to—they went above and beyond, bringing ideas and support that took my app further than I imagined.

