

Daruma Tech Partners with FAU Research Park, ReachLink to Launch Podcast Studio for Startups

Software developer partners with healthcare startup company and FAU Research Park to develop a new podcast recording and production facility.

BOCA RATON, FL, UNITED STATES, March 29, 2022 /EINPresswire.com/ --

Software developer [Daruma Tech](#), in partnership with healthcare startup ReachLink and the Florida Atlantic University (FAU) Research Park, is spearheading the development of a new podcast recording and production

facility at its headquarters at the FAU Research Park. The podcast room is available free of charge to incubating businesses at [Global Ventures Companies](#) / FAU Research Park and is also available for outside businesses to rent.



Daruma Tech Podcast Room

“

Businesses are finding podcasting is an effective way to connect with potential customers and demonstrate their expertise”

Susan Erickson

The idea for the podcast room came about when Daruma Tech and ReachLink, a Daruma Tech client and provider of online counseling services, realized they both had a pressing need to produce video content, then realized other businesses in the FAU Research Park may have the same need. “We figured if we both needed this, surely other businesses here would too,” said Susan Erickson of Daruma Tech. “So we reached out to the Research Park, and they welcomed the idea and thought it would be a great addition to the Park.”

Because of its team’s technical expertise, Daruma Tech is taking charge of procuring and managing the equipment for the podcast room, and is also providing in-person technical support to those using it to create their podcasts, including editing and postproduction services. ReachLink is providing financial support for the project, and FAU Research Park is providing the

space free of charge.

The podcast room has the resources to support every stage of the podcast production process, from recording to editing to creation of processed files for uploading to podcast platforms. Its state-of-the-art equipment includes a podcasting console capable of accommodating audio feeds from both onsite and remote participants; commercial microphones, headphones, and lights; and high-definition video equipment able to accommodate a number of video formats. Businesses in the FAU Research Park have already expressed an interest in creating podcasts there.

The creation of the podcast room comes at a time when podcasting is becoming an increasingly central part of content marketing and branding for businesses, Erickson said. "Businesses are finding podcasting is an effective way to connect with potential customers and demonstrate their expertise," Erickson said. "And this is especially important for startups, like the businesses incubating at the FAU Research Park. And we're excited to be able to leverage our expertise to help these new businesses succeed."

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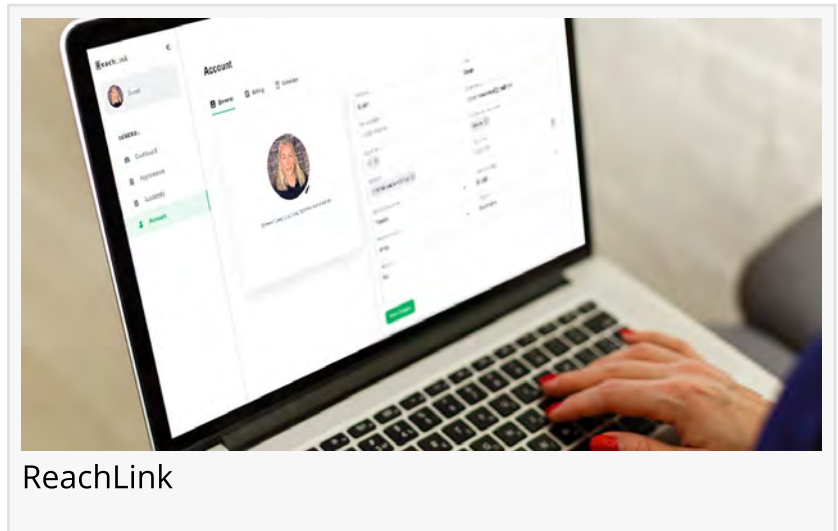
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DARUMA TECH BUILDS CUSTOM PLATFORM FOR TELEHEALTH PROVIDER REACHLINK TO ENHANCE PATIENT CARE, SERVICE

Boca Raton's Daruma Tech gives ReachLink the ability to automate its billing processes and give patients schedule control.

BOCA RATON, FL, UNITED STATES, March 14, 2022 /EINPresswire.com/ -- Through its design and development of a custom web platform and database management system, software developer [Daruma Tech](#) is enabling ReachLink, a growing provider of online mental health counseling, to automate its billing processes and give patients more direct control over scheduling appointments and choosing or changing counselors.



This transition to a custom-built platform represents a milestone in the growth of ReachLink, which had outgrown the pre-built e-commerce and scheduling solutions it employed when first founded, said ReachLink founder James Farese. “We’ve been using kind of off-the-shelf software for the majority of our time in business,” he said. “We did that, really, because we didn’t really know what we were getting into at the time.”

“

They’ve really kind of been the driver on it and we kind of gave them our requirements. They’ve been great and they’ve exceeded all our expectations.”

James Farese

But as ReachLink’s business grew and its workflow evolved, Farese realized the solutions the company had been using couldn’t be optimized to meet their specific needs. “And I

said, hey, look, I think it’s time for us to build something proprietary that’s specific to our business as opposed to industry software that maybe gets 80 or 70 percent of the way there,” he said. He added that while it’s sometimes possible to customize off-the-shelf platforms, there’s no guarantee that these customizations will be exactly what’s needed. “You got to put in a request and it might not even be on their product roadmap, and then when they do launch it, it might

not be exactly what you want," he said.

Because both ReachLink and Daruma Tech are housed in Florida Atlantic University's Research Park, Farese was aware of the Daruma Tech team and its capabilities, and asked them for help. Daruma Tech worked closely with Farese to clarify his needs and vision as well as the best and most efficient strategies for realizing them. "They've really kind of been the driver on it and we kind of gave them our requirements," he said. "They've been great and they've exceeded all our expectations."

Among the new capacities the custom platform will allow are automated payments and the ability for patients to schedule their own appointments and change counselors without the help of a customer service representative.

Farese added that building a custom platform from scratch was also a more economical and practical solution than upgrading to a higher-capacity premade platform. "There's other software that probably could do more than the software that we use now does, but it comes at a significant price point," he said. "And it comes with a lot of features that we don't need. For instance, it might be geared towards medical, but not geared towards behavioral health."

Furthermore, he said, Daruma Tech's platform is specifically designed to accommodate the new capacities ReachLink foresees adding in the years to come. "So, let's say we want to enter a new business line and do group therapy and not individual therapy. We have the ability to go build that feature, and kind of control the roadmap on that feature as opposed to being at the mercy whatever software vendor we decided to go with," he said.

ReachLink's transition to a custom platform comes at an auspicious time for the company, with Farese being recently named among the rising entrepreneurs on the Forbes Next 1000 list and ReachLink itself being recognized as the best place to work in South Florida by the South Florida Business Journal. This publicity, along with the streamlined operational processes and improved patient experience offered by Daruma Tech's rebuild of ReachLink's platform, will help the company further fulfill its mission of making mental wellness support accessible and convenient. "We're just happy to be in a place where we can kind of help people when they really need it," Farese said.

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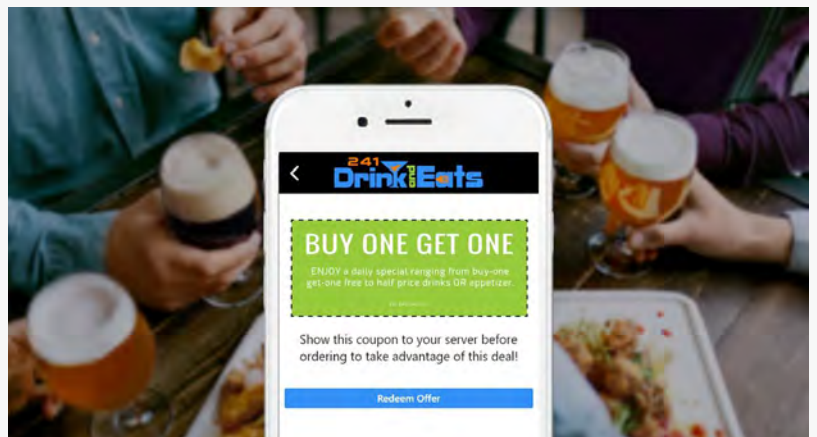
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Daruma Tech to Develop Mobile App for 241 Drinks and Eats, Expanding Reach in the Economic Development and Tourism Space

The 241 Drink and Eats app features a brand new feature from Daruma Tech, the Coupon Module, to allow app users additional discounts while promoting business.

BOCA RATON, FL, UNITED STATES, March 8, 2022 /EINPresswire.com/ -- Software developer [Daruma Tech](#) is further expanding its reach in the hospitality and tourism space through its partnership with Ohio-based startup [241 Drink and Eats](#), which will

offer exclusive two-for-one and half-off coupons for appetizers, drinks, and other treats from participating restaurants to subscribers of its mobile app. 241 Drink and Eats tapped Daruma Tech to handle the design, build, and maintenance of the app and its back-end database.



Daruma Tech's Custom 241 Drink and Eats App

“

I chose Daruma Tech because they did [apps for] Ohio and they did other markets such as I Connecticut, Washington, and Texas, to name a few. It's great to work with them as far as communication goes.”

Jamie Slaven

Boca Raton-based Daruma Tech was chosen for the project because of its familiarity with the Ohio hospitality scene and its successful track record of building and maintaining apps for the tourism and hospitality sector, said 241 Drink and Eats founder Jamie Slaven. Among these is the Ohio on Tap app, a mobile guide and digital passport program for the state's craft breweries, built for the Ohio Craft Beer Association. The app earned the Ohio Travel Association's RUBY award for best travel app in 2017.

“I chose Daruma Tech because they did [apps for] Ohio and they did other markets such as I Connecticut, Washington, and Texas, to name a few,” Slaven said. “So, I

figured that they would already have the backbone to do something like this. And I figured it would be just as good.”

While the 241 Drink and Eats app is still in its planning stages, Slaven says he's been pleased with his working relationship with Daruma Tech. "It's great to work with them as far as communication goes," he said.

Like Daruma Tech's passport apps, the 241 Drink and Eats app is intended to support local economies and communities by incentivizing app users to patronize participating establishments. Slaven's inspiration for 241 Drink and Eats was a book of coupons to local eating establishments he purchased during a vacation to the U.S. Virgin Islands. "It had like 10 or 15 restaurants where you could get an appetizer or whatever was on offer was at the time," he said. "We used it quite a bit when we were on vacation. And I thought it would be great to have something like that here."

The 241 Drink and Eats app will be free to download, but only paying subscribers—who pay a one-time membership fee and a \$5/month subscription fee—will be able to take advantage of its offers. "On the home screen, you'll see nearby participating locations and you'll be able to see different deals, vouchers, offers, and events, like places where there's live music," Slaven said. He added that the app also makes it easy for users to support participating businesses by leaving reviews and connecting with their social media accounts.

241 Drinks and Eats will initially launch in Ohio, but Slaven envisions it eventually going nationwide. The Daruma Tech team shares Slaven's excitement about the app's potential. "Our other apps for hospitality and tourism groups across North America have made a significant economic impact," said Susan Erickson of Daruma Tech. "They've not only helped businesses raise their visibility and foot traffic, they've given both tourists and local residents an easier way to discover new favorite places and what they have to offer. So, we know that 241 Drinks and Eats has huge potential for both businesses and consumers in Ohio and beyond."

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