

Case Study

A chance encounter. A bold idea. A product built for the night.

How It Started

We didn't meet in a boardroom. We met in Ibiza. Two worlds collided under golden skies and ocean breeze: Fiamma and Kiara, the founders of Freazy, and Abdullah Ramzan, our CEO and lead software engineer at TorontoDigits. What started as a casual chat turned into a deep conversation about nightlife, social energy, and the gap in tech that could make nights out better, safer, and smarter. By the end of the conversation, we weren't strangers anymore, we were future collaborators.



The Vision

Freazy wasn't just another app idea. It was a vision to reshape nightlife, bringing connection, planning, and community into one space. The goal? Help people book tables, discover events, chat after clubs, and stay connected in the scene, all while keeping it sleek, secure, and simple to use.

Fiamma and Kiara came prepared: business plan, audience insights, and a strong sense of purpose. They just needed the right team to bring it to life. That's where we stepped in.



Solutions

We didn't just nod and take notes. We got involved from Day One.

Abdullah and the TorontoDigits team sat down with Freazy's founders and started shaping the MVP together:

- What experience are we designing, and why does it matter?
- Who are the early users we're building this for?
- How do we launch a beautiful, functional app that is fast and right?

We streamlined their feature wishlist into a lean, powerful MVP, designed to test market traction quickly and scale later.

Features We Built

We focused on core functionality first, what users would use in the wild:

- **Table & Drink Booking**

Integrated with venue systems for real-time reservations.

- **Chat After Club**

A secure post-night-out messaging feature connects when it feels right.

- **Event Discovery & Social Feed**

Find what's trending, see who's going, and stay in the loop.

- **User Profiles & Community**

Verified users, nightlife interests, and friend connections.

- **Admin Dashboard for Venues**

Allow bar and club owners to manage their listings, bookings, and analytics.

The Result

From brainstorm to build, we shipped Freazy's MVP in just under twelve weeks. It is not a prototype, it is a real, working product ready to launch, attract early adopters, and win over investors.

The Freazy team called it "a true tech partner experience". We call it just another Tuesday at TorontoDigits.

What's Next?

Freazy is gearing up for launch across Europe and the UK, and we're still riding with them. Because at TorontoDigits, we don't just build products. We **build alongside founders**, every step of the way.