



Project Title

1851 Franchise



Client Contact

Nick Powills, Chief Growth Officer – 1851 Franchise & Founder – Mainland



Industry

Franchise Media & Digital Publishing



Engagement Type

Frontend & Backend Development, QA, Ongoing Maintenance



Status

Active – Ongoing Development and Enhancements



* Please note that certain screenshots in the case study are presented with dummy data for illustrative purposes. The information depicted is not real but serves to demonstrate the functionality of the application.

Context

1851 Franchise is a globally recognized digital publication dedicated exclusively to the franchising ecosystem. The platform educates aspiring franchise owners, supports franchisors, and connects brokers, consultants, and investors through high-quality editorial content, brand storytelling, and industry insights.

As the platform grew, Nick faced a challenge familiar to many founders without a deep technical background: finding a development team he could genuinely trust to execute reliably, identify technical gaps proactively, and treat his web property with the same care his own team would.

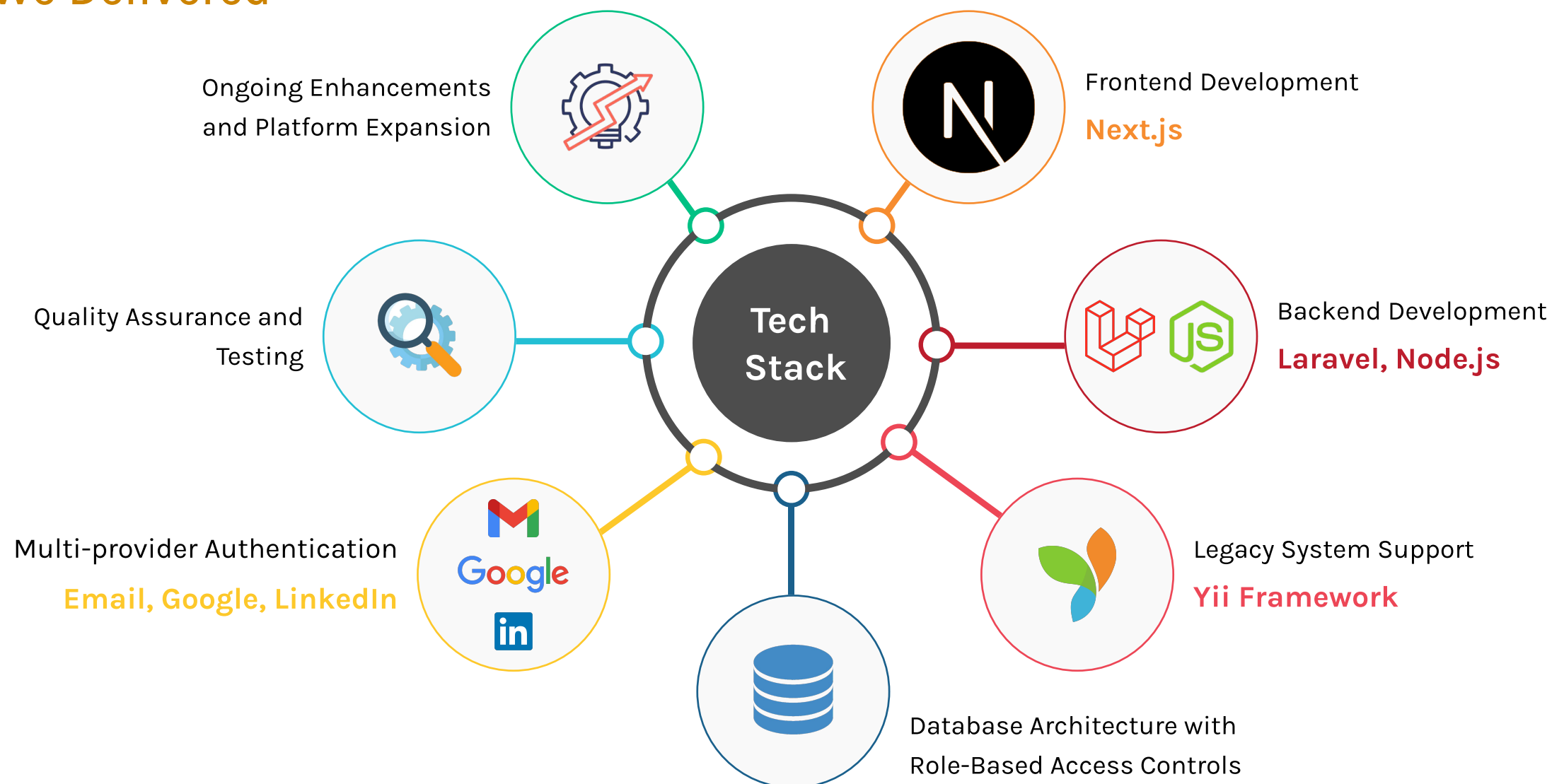
Previous experiences left him needing more than just developers. He needed a partner who could provide clear technical direction, improve performance, reduce hosting costs, and communicate in a way that kept him in control without overwhelming him with complexity.



Partnership

Techno Tackle stepped in as the end-to-end technology partner for 1851 Franchise, taking ownership of the full delivery lifecycle across design, development, and ongoing maintenance.

What We Delivered



How We Worked

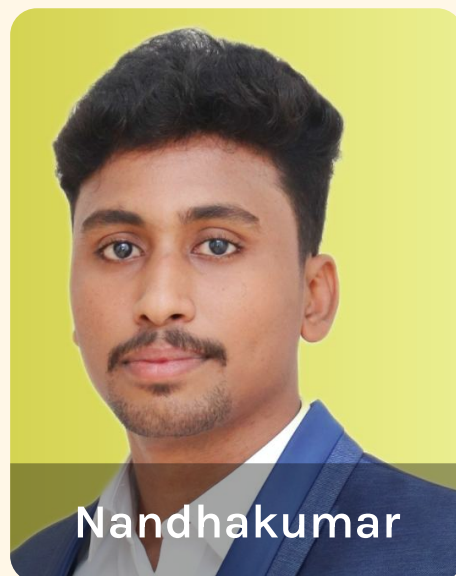
Techno Tackle assigned a dedicated cross-functional team including a Project Manager (Ramasamy), Frontend Developer (Nandhakumar), Backend Developers (Revathi K & Janarthanan), and a QA Engineer (Mathivana Prabhu). Working in structured Agile sprints with regular stakeholder reviews, the team ensured Nick always had visibility into progress without needing to manage technical detail himself.

Rather than operating as an external vendor, Techno Tackle functioned as a true extension of his internal team, offering honest guidance, fast response times, and proactive recommendations on performance and infrastructure

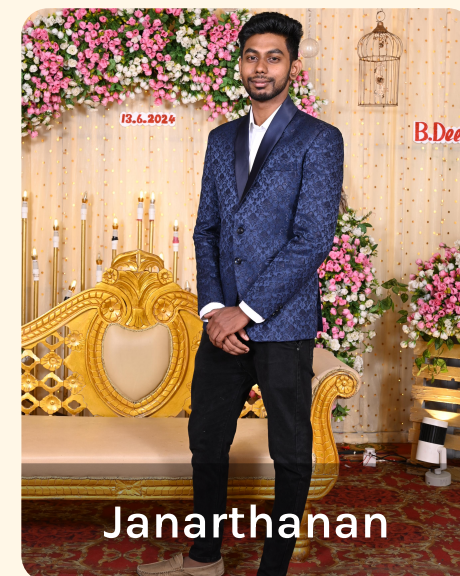
Project Manager



Frontend Developer



Backend Developer



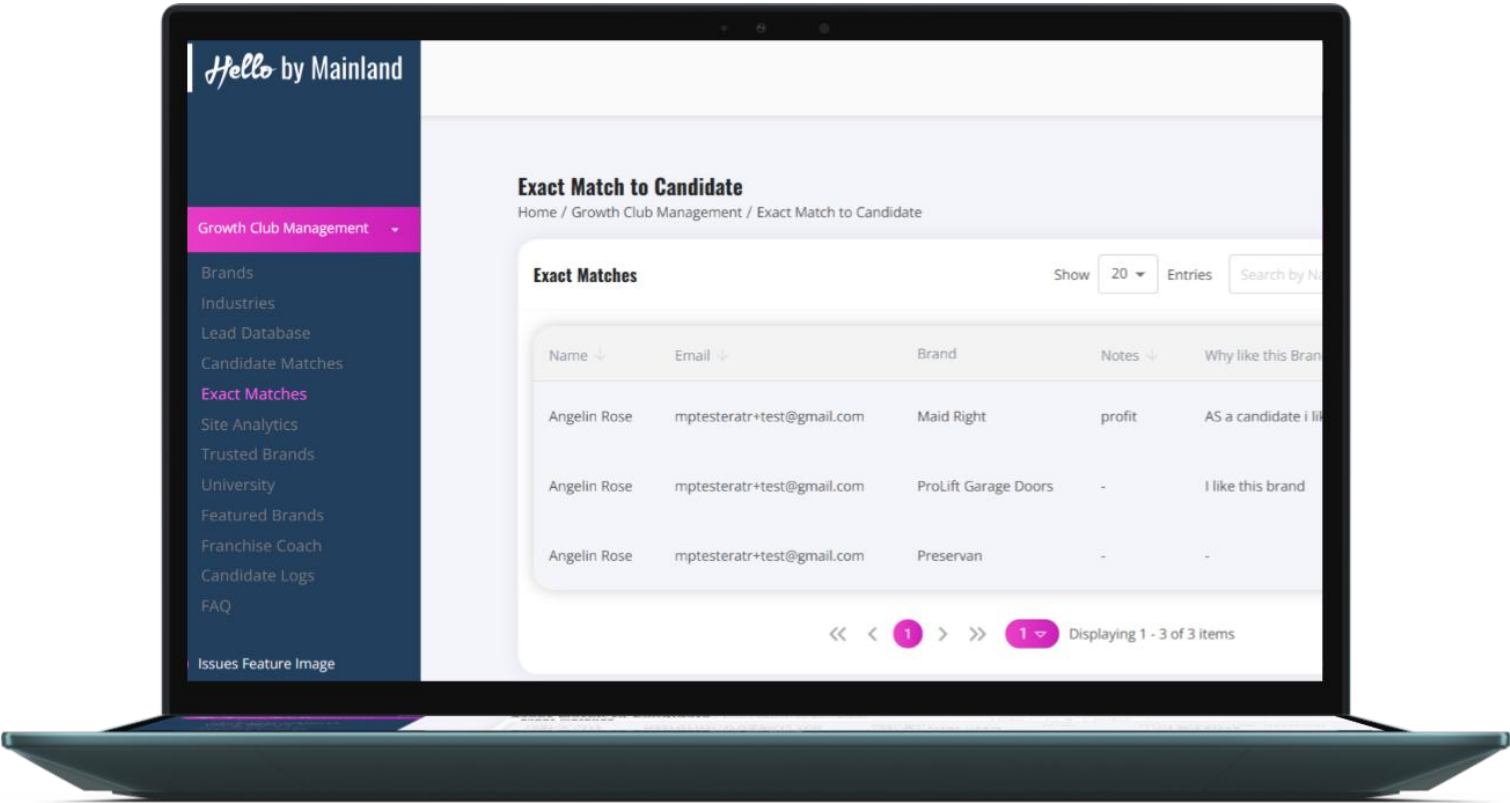
QA Engineer



Outcome

The partnership delivered a stable, scalable digital platform that continues to support 1851 Franchise's growth. Beyond the platform itself, the engagement gave Nick something harder to find: a reliable technical partner he could confidently hand work to, knowing it would be done right.

Techno Tackle continues to support 1851 Franchise through ongoing feature development, performance optimization, and infrastructure improvements as the platform scales.

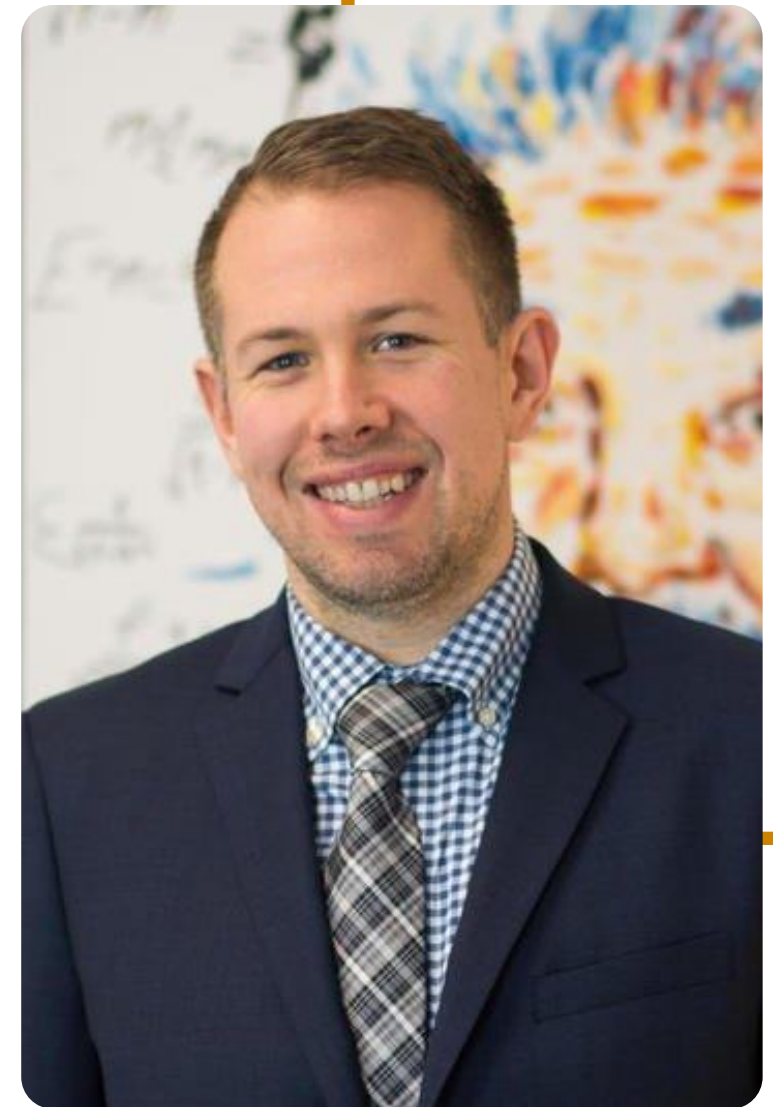


Client Accolade

Nick Powills, Publisher of 1851franchise.com and Founder of Mainland, shares his experience working with Techno Tackle

"Before working with Techno Tackle, I struggled to find a development team I could actually trust to execute reliably. Without a deep technical background myself, I needed a partner who could identify the gaps, reduce our hosting costs, and improve overall performance. Techno Tackle stepped in quickly, delivered clear technical direction, and genuinely improved how we communicate around the product. They act as a true extension of my internal team rather than just a vendor. Their honesty, responsiveness, and team-based support model are the key reasons I confidently recommend them for ongoing development and growth."

 **To watch the video testimonial**



Nick Powills CFE

Chief Growth Officer, 1851 Franchise

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Browse Techno Tackle's website [here](#).

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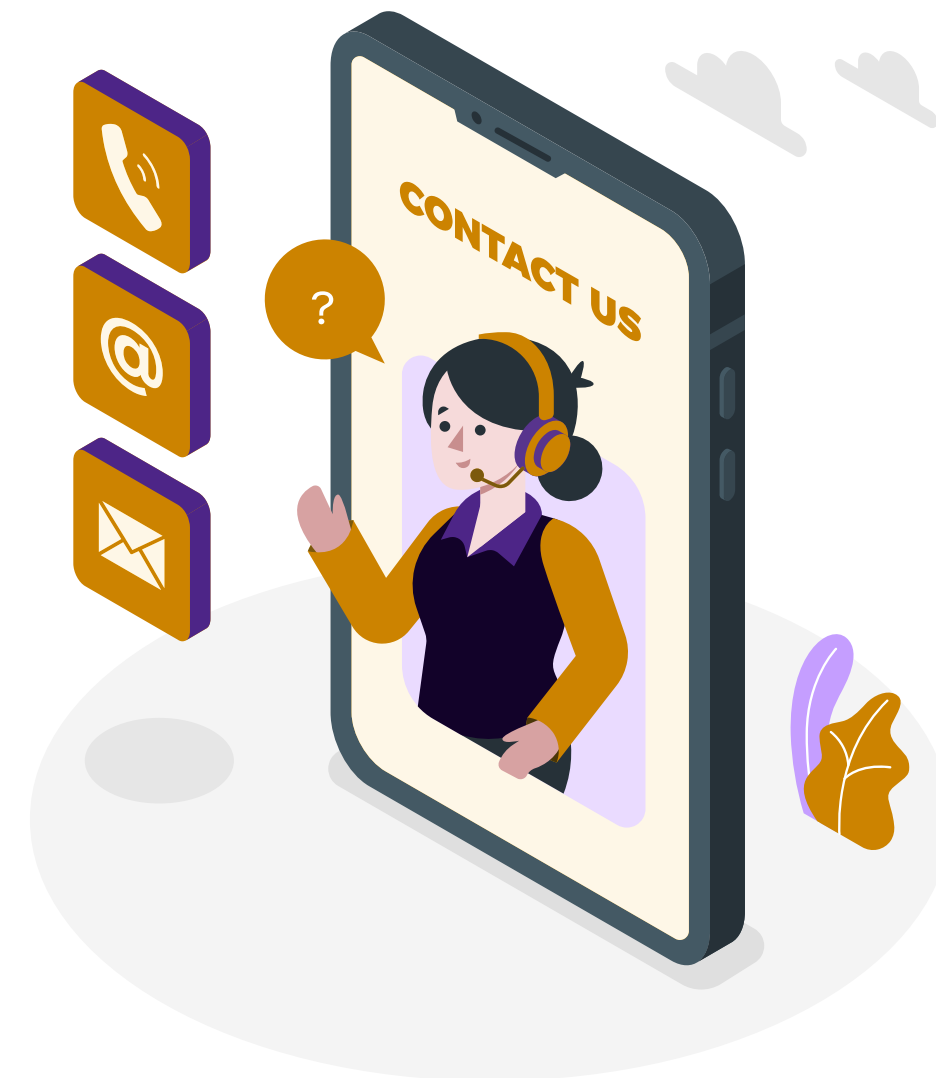
- **Founder contact details**

Name: Balavishnu R

Position: Founder&CEO

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Email: balavishnu@technotackle.com



We appreciate your interest in Techno Tackle Software Solutions and look forward to collaborating with you.