Baseline

Accelerate app development & scale at pace with Baseline

See how Baseline helped two fitness influencers cut time-to-market, optimize app development costs, then seamlessly launch with 5,000 signups in 24 hours, without a single failed signup.

Overview

Glean App, founded by renowned UK fitness influencers Sean Casey and Evan Daley, set out to revolutionize sustainable weight loss and fitness through a principles-based approach. With a large online following, they needed a scalable, reliable tech solution to support what they anticipated to be rapid user growth in the app's first hours and days rather than weeks. To make sure the Glean App could scale rapidly and efficiently, Sean and Evan's implementation partner—web and mobile app developer Devika—brought in Amazon Partner Baseline to accelerate development and ensure a seamless, fast scaling, secure launch focused on the user experience.

User crush at launch could mean user crash

Baseline recognizes that startups of all types face multiple challenges. Producing scalable tech from scratch often involves expensive resources that include cloud hosting and engineering talent. Then there is the complexity of development for multiple platforms while the desire for speed-to-market—even via a Minimum Viable Product (MVP)—can lead to technical debt (inevitable extra work from choosing quick fixes to meet deadlines) and delays. Further, prebuilt solutions often struggle to handle rapid growth without significant rework and many SaaS platforms retain ownership of critical intellectual property (IP) reducing the startup's control over their own product. By contrast, Baseline simplifies product development with a serverless-first framework to guarantee that startups maintain full ownership of their own IP while building scalable, cost-effective solutions efficiently.

gleanapp

About Glean App

UK-based weight loss and fitness Glean App takes a principles-based approach, prioritizing the individual needs of their clients guiding them towards lifelong results and putting an end to hopping from fad diet to fad diet. Glean App works by giving each client an individualized plan specific to their needs and lifestyle while simultaneously providing education on why they are doing everything in the plan. There's no cookie cutter plans, magic formula, or hidden weight loss secrets. It's real coaches that actually care using tried and tested methods that are proven to work.

www.gleanapp.com

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Glean App faced these same challenges, especially related to the need to scale reliably and rapidly to accommodate the founders' large online following. This meant the capacity to handle a surge of thousands of signups and user sessions over the course of its first 24 hours on Apple's App Store and Google Play without a single failure. Meanwhile, Glean App needed the capacity to seamlessly process each financial transaction via a range of payment services. Additionally, to meet the founders' vision for Glean App, the architecture must support real-time, in app client-coach interactions through the Intercom platform while delivering a best-in-class user experience via personalized fitness plans. Futureproofing Glean App for new features like AI-driven engagement and community interaction was also a priority. Last, the non-technical founders of Glean App wanted to launch quickly, without excessive upfront costs, with a solution that would be 'founder friendly' (e.g., relatively easy to maintain and update).

How to prime for a seamless, scalable launch

After evaluating multiple options, Glean App founders selected Baseline because it could provide faster time-to-market, built-in integrations, and automatic scalability—all critical for a high-growth digital fitness platform. What set Baseline further apart from competitors was its out-of-the-box functionality that could reduce what otherwise would have been months of foundational development work. This would allow Glean App founders to focus on their unique value proposition rather than reinventing infrastructure. Unlike traditional app development frameworks that require heavy customization and ongoing server management, Baseline's serverless architecture, deep Amazon Web Services (AWS) integration, and prebuilt authentication, payments, and admin tools meant that Glean App could seamlessly scale at pace during the app's launch without unnecessary overhead. Importantly, Baseline allows startups such as Glean App to fully own their IP—a critical advantage over SaaS platforms that retain ownership of customer-built products.

Glean App founders appreciated that the Baseline open-source model would allow them to scale efficiently but also maintain control and flexibility to eliminate the risk of technical debt and the ability to iterate and innovate without compromising quality. As a result of these features, it quickly became clear to the Glean App founders that Baseline's easy-to-implement framework would provide startups like theirs with non-technical backgrounds with the tools they needed to build sophisticated applications, reduce complexity, and allow them to focus on their product, its services, and their customers' needs and user experience.

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> **Amazon Web Services provides the scalability and reliability that startups need to launch with confidence. By leveraging AWS, Baseline enables founders to build high-quality, scalable products without the typical infrastructure headaches by delivering a solid infrastructure that ensures performance, security, and scalability from day one."**
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> **Ken Kencevski**
> Founder & Managing Director,
> Baseline

Baseline

Baseline's partnership with AWS helped them to prioritize simplicity, scalability, and startup-to-launch specific needs, allowing Baseline to incorporate a range of powerful AWS functions. Glean App's backend, for example, runs on AWS Lambda to allow it to scale automatically based on demand and eliminate the need for costly, always-on servers. Amazon DynamoDB high performance database stores Glean App's user data in a fully managed NoSQL database that ensures real-time data access with millisecond latency, even under heavy loads. AWS CloudFormation provisions and manages Glean App's cloud infrastructure through code to allow for repeatability, scalability, and rapid deployments that also make updates and new feature rollouts seamless and error-free. Amazon Cognito handles user authentication, authorization, and identity management to protect and secure login information and data while also supporting OAuth, social logins, and password-less authentication making onboarding frictionless for users. AWS Elastic Beanstalk means that Glean App's founders could quickly deploy and manage their application in the AWS Cloud without having to learn about the infrastructure running the application.

A growth-focused, agile, & cost-effective solution

With Baseline's built-in authentication, payments, and infrastructure, Glean App was able to launch with minimal downtime and maximum scalability, seamlessly handling nearly 5,000 signups within the first 24 hours and more than 50,000 sessions on day one without performance issues. By utilizing AWS serverless architecture through Baseline, Glean App's infrastructure automatically scaled at pace to meet demand during launch and then efficiently readjust to normal traffic levels post-launch, which optimized costs and performance. Baseline's integration with Stripe, Apple Pay, Google Pay, and Intercom assured frictionless payment processing and real-time client-coach interactions. This allowed Glean App to not only deliver a seamless user experience but also effectively manage operations at scale. With Baseline's modular and extendable framework, new features like AI-powered community engagement and advanced personalization were able to be implemented quickly, keeping Glean App ahead of the curve in the highly competitive weight loss and fitness industry.

~5,000 signups

in the first 24 hours with no failures

50,000+ sessions

on day one with zero downtime

Glean App ranked #2

in Health and Fitness (Ireland) and #17 overall (UK)

120,000+ recipe views

and 20,000+ unique users in four weeks

Rapid scaling, optimized costs,

and complete IP ownership with Baseline

This is nothing new for Baseline. By simplifying the development process and reducing costs, startups can focus on growth, innovation, and delivering value to users. Startups gain the ability to scale quickly without worrying about technical debt or hosting challenges, and they retain full ownership of their intellectual property—an essential benefit over SaaS-based competitors that restrict IP ownership. As startups' technology needs grow, Baseline gives them the flexibility to adapt and expand, making it easier to evolve product offerings in response to market changes and customer demands thereby maintaining competitive advantage in the rapidly changing startup ecosystem.

In all, Baseline means **Accelerated Development**. With it's AWS scalable cloud servcies partnership, Baseline helps startups fast-track their product development so they can deploy apps faster, reducing timelines by up to six months and becoming venture capital-ready sooner. Baseline achieves **Reduced Development Costs** via AWS cost-efficient solutions that allow startups to scale without large upfront infrastructure investments. Startups only pay for what they use. Baseline uses AWS advanced tools for security, performance, and monitoring to **Reduce Technical Debt**. Startups can rely on reliable, ready-to-use solutions so they can focus on core features and value creation, not infrastructure management. Unlike SaaS products, Baseline customers have full **IP & Data Ownership**. This offers startups greater security and freedom as they grow. All told, Baseline empowers startups to innovate more effectively and efficiently, reduce costs and technical debt, and secure their data and IP for long-term success.

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We wanted to build [our own app](#) from scratch exactly the way we wanted so we have full control of all the different features that are going to be added over the coming weeks and months. We launched around one month ago, and on day one, we sold out with thousands of members, and ever since, the feedback has been just 10 out of 10 in regard to the user friendliness of the whole app, the functionality of the whole app."

Evan Daly
Co-founder,
Glean App

About Baseline

Based in Sydney, Australia, AWS Partner Baseline is a serverless-first framework revolutionizing how startups launch and scale their tech products. Our mission is to empower startup founders with tools to build scalable, cost-effective applications while saving months of development time. Baseline integrates seamlessly with Amazon Web Services, utilizing its cloud infrastructure to ensure reliability, security, and scalability. We're committed to removing barriers for founders and enabling the creation of impactful tech solutions.

To learn more, visit www.baselinejs.com

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