



YOUR PARTNER FOR **WEB & MOBILE** APPS

We transform your ideas into accomplished technology solutions.

REVIEWED ON 
Clutch 7 REVIEWS

Idea to MVP startup program

Share your vision. We'll make it come true.

Starting with technical recommendations we come up with a **proof-of-concept (POC)** or prototype, followed by a detailed **product strategy plan** and a **scope of work (SOW)**. We get your product ready to hit the first phase of the development — an MVP.

Our **MVP mindset** is shaped by **lean startup** practices. At this stage, wireframes, high-level design, and POC materialize into a minimal viable product. We are focusing on **quality** while keeping the development momentum. In the end, **you are ready to conquer the market.**

STARTUP SERVICES:

We get your product ready to hit the first phase of the development — an MVP.



RESEARCH



PLANNING



DEVELOPMENT

Why Startups Fail?



- Execution (**46%** of startups)
- Lack of product-market fit (**42%**)
- Lack of cash (raised not enough or burning too fast, **29%** of startups)
- Employee churn or lack of experienced team members (**23%**; also, **40%** of your staff are likely to change their jobs within a year, according to *Pew Research*)
- Competition (**19%**)
- Wrong tech stack (**17%**)
- Lack of proper marketing (**14%**)
- Data security/Legal (**8%**)

Stats according to CBI Insights

MARKETING and EXECUTION are among key reasons.

When the idea is great, the market is ready, the goal is clear - there are two factors that prevent startups to raise - **poor marketing** and **bad technical execution**. If there is no marketing - no one will hear about the idea. And if the product is not stable, not scalable and buggy - no one will use it.

We fulfil technical execution of your product or service.



12 week IDEA to MVP program

LEAN STARTUP APPROACH



- Tech consulting
- Scope of Work (SOW)

- Prototype
- Technical document
- Product development planning

- Design
- Agile development



MVP

RESEARCH / 2 weeks /



Tech consulting

- Tech stack
- Third-party services
- Server infrastructure
- Money transaction options
- Analytics

Advice on the technical solution for the current idea/product and recommended technology stack taking into account security, stability, and scalability

Advice on existing services and solutions that will help to reach the result faster and with no loss for efficiency

Proposal of the server infrastructure logic that will meet both current and future needs without becoming a bottleneck during rapid growth

Recommendations on the right selection of the instrument for the financial activities for the app/product

Essential tools to measure the activities of the user

RESEARCH / 2 weeks /



Scope of work (SOW):

- Technical document
- User stories

Documentation set that incorporates platforms, codebase, operating system (OS), and hosting plan describing how the system should work

Short but crucial descriptions of the features that explain what a user has to be able to do

PLANNING / 2 weeks /



Prototype

- Visualization of the product
- Scope of the MVP
- Validation of the functionality
- UX validation

This crucial step helps to match your expectations with the future product using the unified modeling language

Calculating story points and amount of sprints required to give you an accurate estimate of deliverables

A clickable prototype to showcase and test with focus groups

The prototype will provide an overview of the user experience and will nudge us into the right insights regarding the product

PLANNING / 2 weeks /



Technical documentation

- Explicit description of the technical details by feature
- Information about third-party service integrations
- Server infrastructure description
- Money transaction options
- Analytics tools

A step-by-step guide to the project's items ready to be developed

An explicit list of APIs

Specifics details

Finalized options for the most efficient financial transactions for the current business model

Offering an optimal instrument for tracking progress, feedback, and ongoing iterations

PLANNING / 2 weeks /



Product development planning

- Roadmap for the product features
- Features prioritization
- Demo schedule

It is a high-level document for a strategy that outlines the main stages of a product in development and matches the company's vision with the business objectives

We cut the clutter and define a killer feature that will nest in your MVP

A plan for the internal releases and product shows

DEVELOPMENT /8 weeks /



Design

- Individual design guidelines
- UI/UX design
- Logo design

Our team analyzes the product requirements and prepares a vivid concept

It's a must in the modern web. We design and create stunning UI/UX according to popular patterns and iOS/Android style guides

Logo is one element of the overall brand. In fact, this visual is the door to your product. We make sure customers will knock on your door

DEVELOPMENT /8 weeks /



Development

- Project management
- Frontend/Backend development
- Quality control

We empower you with knowledgeable managers who leverage Agile/Scrum approach and set up a productive, hustle-free project environment

At this stage, all the pieces come together under a well-managed mobile or web development

Our Quality Assurance team catches any bug before deploying the product and lets us focus on high quality during each development cycle

DEVELOPMENT /8 weeks /



Development

- A/B testing
- Collecting customer feedback
- Analytics

A randomized experiment with two variants to test hypotheses and maximize growth. We eliminate inefficiencies and highlight the best version

We can help you validate new features and polish UX with a clear goal of turning customers into paying and referring users

Finally, we follow up with in-depth statistics to grant you insight into user behavior and adjust to this analytics fast



We are startup **entrepreneurs ourselves.**

Our Company is a **shareholder** of several startups where we are represented not only from a development perspective but growing ideas into reality. The challenges of each startup company are very near to us. It is why we came up with an optimal way to help **starting businesses rapidly.**

Our 12 week MVP development program will help you to **start wise** and evaluate results for future growth. A **data-driven approach** is at the core of our program.

You can have results or reasons. Let's get to work!