

4 STEPS TO START-UP SUCCESS



CAPTURE

**PROPOSITION
DEFINITION**

CUSTOMER EXPERIENCE
DEFINITION FRAMEWORK,
STRATEGY, SALES

BUSINESS PLAN FUNDAMENTALS
REQUIREMENTS & ASSUMPTIONS



SHAPE

**PROTOTYPE
DEVELOPMENT**

HTML5, CSS3, JS,
RESPONSIVE DESIGN,
CREATIVE SUITE

MINIMUM VIABLE PRODUCT.
DEMO TO POTENTIAL INVESTORS.



REFINE

CUSTOMER DRIVEN DEVELOPMENT

PEOPLE, PROCESSES AND
TOOLS AS REQUIRED

BUSINESS PLAN ASSUMPTIONS
VALIDATION. OR HINT TO PIVOT.



REALISE

INDUSTRIAL LAUNCH

CARRIER-GRADE APPS,
BACKEND, SUPPORT
(THROUGH PARTNERS)

SECURE ABILITY TO
SCALE TO MARKET SIZE.

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