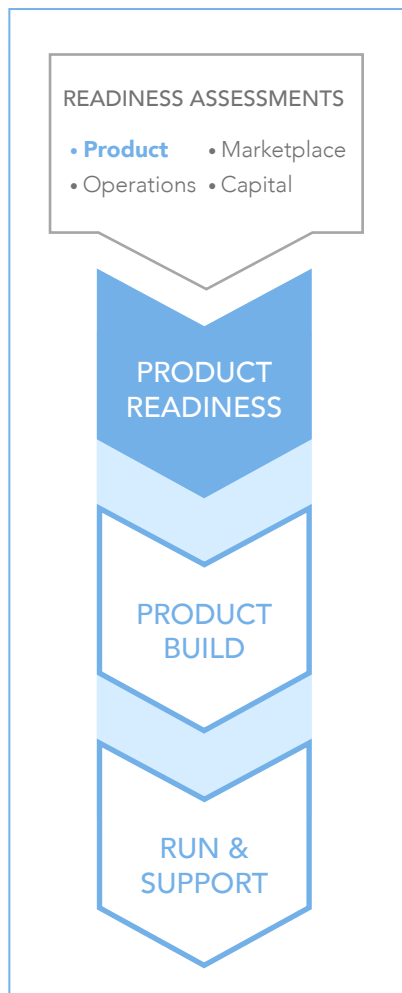


PRODUCT READINESS ASSESSMENT

The Product Readiness Assessment assists technology-based start-ups through comprehensive analysis, and provision of a road map for navigating product strategy from the idea stage to the development strategy of a Minimum Viable Product (MVP).

APPROACH: MARKET & VALUE PROPOSITION CENTRIC

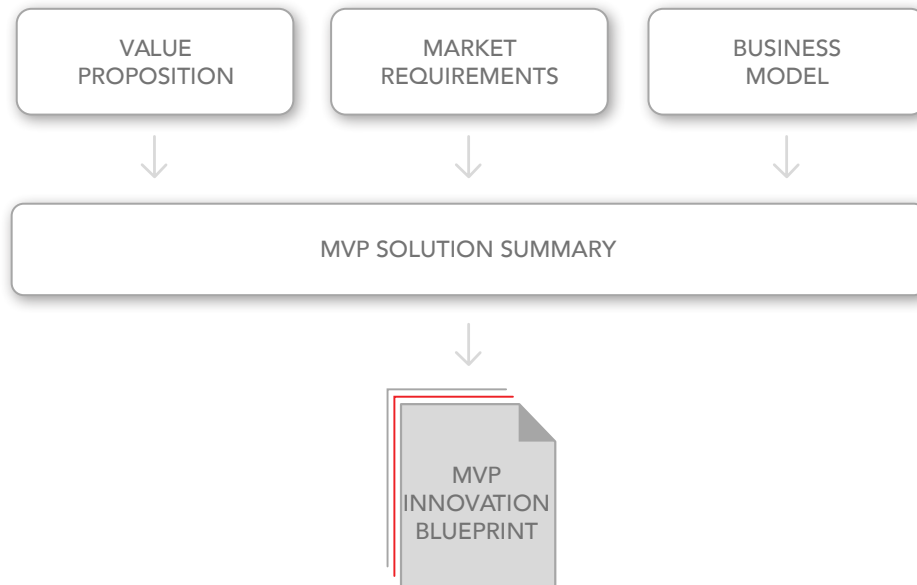
Our comprehensive approach leverages a proven framework for assessing technology product readiness. Using the **MVP Innovation Blueprint**, your product strategy will require a solid understanding of your value propositions and how they pertain to market requirements. This assessment is then blended with your business model so you are ready to build the most appropriate solution offering to enter your market.



The **MVP Innovation Blueprint** speeds your time to market by fast-tracking design processes and reducing risk, by arming you with any necessary elements to obtain funding, and providing the resources required to design your MVP.

- Review product functionality & resulting business value propositions to ensure they are aligned with stated market requirements.
- Market profiling which produces an Innovation Blueprint that identifies key values and requirements, focus areas and priorities necessary for MVP development and any future releases.
- Assess tech features & functionality to identify required or advised integration points.
- Develop a product development road map with priority milestone sequencing to speed time to MVP delivery and maximize customer value from the MVP.
- Provide a budget assessment and funding options for the MVP.

APPROACH: MARKET & VALUE PROPOSITION CENTRIC



DELIVERABLE: MVP INNOVATION BLUEPRINT

Your unique **MVP Innovation Blueprint** will be comprised of:

- Product functionality and business value propositions validation matrix (value propositions to be aligned with your stated market requirements)
- Assessment criteria matrix to score and prioritize product features and attributes, which will determine the MVP functionality required
- Solution summary for the MVP containing:
 - Business-level description of user journeys
 - Functional & non-functional blueprints (technical operational characteristics)
 - Identification of the integration points required and/or advised, creating more time to focus on core and unique technology needs
 - Budget estimate range for MVP
- High-level assessment of qualification for funding assistance (SR&ED and IRAP)

