

## **ProductSavvy® - a Product Acceleration Company.**

**We are Product Centric.** We support technology companies, effectively define, design, build software products more quickly and more successfully than they would do otherwise.

**We like Start-ups.** Our typical clients are fast-growth companies who are looking to either develop new products or build-out next generation versions of their products. A large number of our clients are venture capital funded and we fully understand the additional rigors this brings to our clients.

**We get business and technology.** Our team encompasses deep technology and business experience and helps position enterprises at the forefront of innovation and all the competitive advantages it offers.

**We build products.** Our clients look to us to help them create compelling, innovative enterprise and consumer products. Our work ends up in end-users' hands and screens. What we build makes people's lives a little more fun, a little bit easier, and more connected.

**We are Agile, Scrum evangelists** and have extensive experience in managing local and globally distributed software development teams.

**The ProductSavvy team** is a group of business and technology innovators who know what it takes to develop great products. We help companies and leaders successfully disrupt their markets. Our tools and processes are based upon decades of experience. We tie together market needs, technology, strategies and business models to bring successful products to market.

**Our scope of services** varies based on the clients' needs, organizational structure and culture. We offer packages for NEXT Members to support start-ups and fast growth companies.



We will provide NEXT Members with the following services and offering<sup>1</sup>:

- **Inception Phase:**
  - A critical step before starting to build any product requires full understanding of the problem you are seeking to solve as well as understanding of the market in which the company will operate. It sounds easy, yet, most companies skip this phase – a big mistake!
  - The Inception Phase is all about creating a clear product definition that will align the problem being solved, the market being pursued, what will be built (not how), the expected outcomes and the expected scope and required budget.
- **Interim VP Product Management Services:**

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<sup>1</sup> The cost of each is determined by the scope of the engagement and the effort estimation

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- Participate as a member of the senior management team and help lead strategic product planning, market analysis, competitive analysis and other activities.
- Create Product Road Map (strategic) and generate a Product Backlog to be used by the development team (tactical)
- Help generate investor support document and presentations together with Customer team.
- Work with Customer team on enhancing product marketing strategy, which in turn will be used to drive the tactical marcoms work (being led by Customer), messaging and positioning of Customer's product.
- Identify the go-to-market strategy and provide support on developing and executing upon the strategy.
- Support team as part of the Scrum Process
- **Idea to MVP**
  - Understand the Problem / the Market / The Users
  - Create a clear product definition
  - Define an MVP and manage the MVP development process (Scrum)
  - Implement Agile / Scrum as the Software Development Methodology for the development of the software
  - Work hand in hand with the company's stakeholders to achieve time to market, on time, on budget.
- **Turnaround**
  - Distressed companies face a complex set of realities in balancing the need for short-term survival, while preparing for long-term success.
  - Failure is often caused by:
    - No Product Leadership
      - Major product deficiencies
      - Product / market disconnect
    - Product R&D delays, lags and underinvestment
    - Lack of R&D capability (technical or managerial)
  - We offer:
    - Product management leadership
    - Product development management
    - 'Plan-Lead-Manage' new product development
    - Interim VP Product / VP R&D / CTO