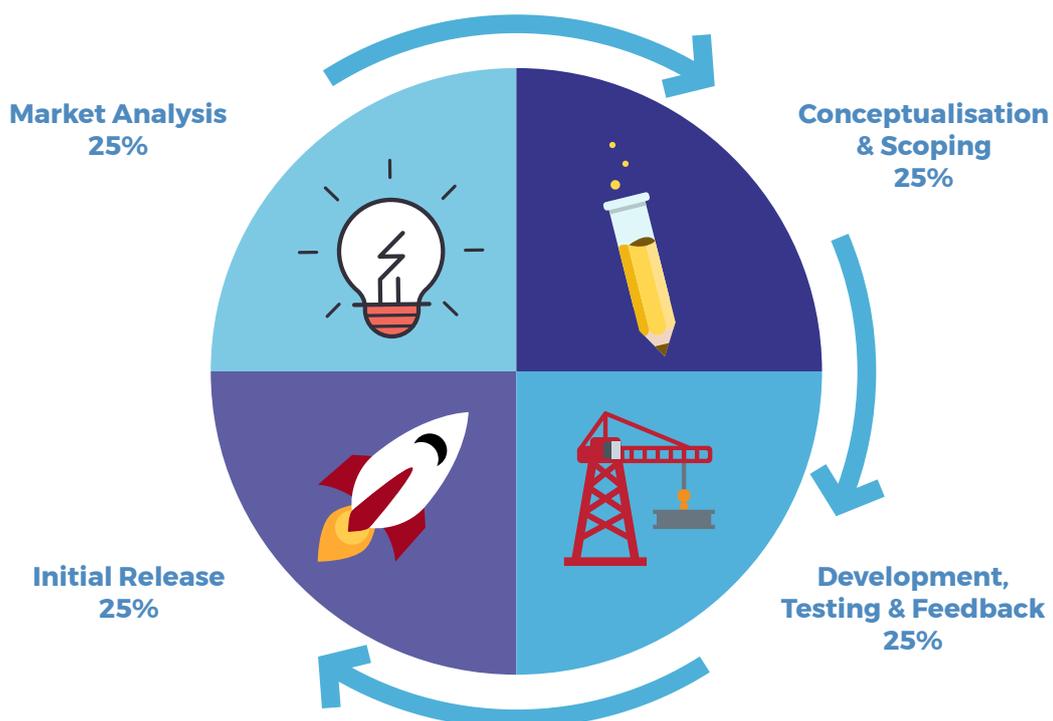




PRODUCT KICKSTART

You've got an idea that will change the world or the industry, but don't know where to start? CROFTI's Innovation Consulting team works on bringing new business concepts, integrations and all types of applications to life. CROFTI's Product Kickstart has seen many new ideas through to fruition and it can do the same for you!

CROFTI's Innovation Consulting is here to take you through the process of bringing your idea into reality. Our easy to understand process starts with market needs analysis, moving to conceptualisation and scoping, to development, testing & feedback, and finally initial release.



PRODUCT KICKSTART

Stage 1: Market needs Analysis



This first stage is about validating your idea. The one thing we here at CROFTi never want to do, is have a client spend money on something that doesn't have a chance of seeing a return. By starting with market needs analysis we give the idea the best possible chance of being successful and not only achieving what you want but what the market wants as well.

Stage 2: Conceptualisation & Scoping



Now that we've worked out what you want and what the market wants, it's time to conceptualise what the system/application could actually look like. We discuss how end users will want to use the system and how you will want the system to work, taking into consideration a need to continually build upon the system in the future and what the monetisation strategy will be (if there needs to be one).

Stage 3: Development, Testing & Feedback



With the concept set and the scope created, we now go to tender to find the best development team to work with. CROFTi has worked with many great development teams around the world and will work with any development team you decide to move ahead with. We put forward the best options and guide you on the selection process.

Through development CROFTi works in tandem with the development team to test each iteration, providing feedback and correction. We also ensure milestones are met, becoming the abstraction layer between yourself all the technical jargon.

Stage 4: Initial Release



The Minimal Viable Product (MVP) is now complete, tested by us and presented to you. The next step is to launch! We stay with you as the system/application is launched, and remain for some time post launch to help with any teething issues that arise.

If you're starting a business off the back of the product kickstart, CROFTi can help with business process creation to give you the best start for a successful, fruitful and scalable endeavour. Our Process Innovation can give any new business Product Kickstart project the most firm of foundations.

Why not say hello?

Get in touch with us.



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