MVP Executive Summary

The Orogamis Difference

The hum of a smoothly operating machine; no distractions, no interruptions because you made the important input-decisions ahead of time. You check in for progress. The process is satisfying; even enjoyable. The rest of the time you are free to build relationships, develop brand partnerships, create thought-leadership, and curate company culture.

By working with Orogamis, you choose to focus on your North Star.

The Growth Framework from Orogamis accomplishes our mission of delivering high performance through the lens of experience because experience, arguably, is all that we are. Five concentrations brought under one roof: **Product^X**, **Brand^X**, **Funnel^X**, **Pipeline^X**, and **Customer^X**. Why? Because in an age of connectivity beyond imagination it no longer serves the whole to keep them siloed.

The concept that growth relishes in a balanced ecosystem is nothing new, but the way we, Orogamis, define, produce, measure, and refine it is. And like our own living and breathing experiences one blends into the next; there is no separation.

The Growth Framework at its nature is flexible, having the ability to adjust to industry, market conditions, internal teams, and mission-critical priorities. Whether the framework is spread over your teams or squarely in ours it is all ebb and flow, nothing compartmentalized.

We offer you our thesis: growth through the concept of experience in five concentrations deemed vital to the whole. Pragmatic execution, tended to by agile-approach.

Our promise to you, the Hero in this journey, is you will be met with world-class service, thoughtful partnership, and a house that cheers for your success.

New company, new industry, new venture? Start your journey with Orogamis.

Orogamis Growth Framework

- Go-To-Market
- Market Re-entry
- Product Launch
- Growth Transformation
- B2B Growth Success

Product^X

- Jobs to be Done
- Minimum Viable Product
- User Mapping
- UI/UX Design
- Product Validation
- Product Roadmap
- Product/Brand Refresh

Brand^X

- Market Research
- Brand Specification
- Visual Identity
- Communication Guidelines
- Collateral
- Co-Branding
- Rebrand

Funnel^X

- B2B Lead-Generation
- B2C Lead-Generation
- Ecommerce Website
- Sales-Ready Website
- Channel Mix
- Content Strategy
- Campaign Creation
- Martech

Pipeline^X

- Sales Enablement
- CRM Standup
- Sequencing Creation
- Sales-Tech & Data-Integration
- Partner Success

Customer^X

- Onboarding Experience
- Touchpoint Mapping
- Sequencing Creation
- Customer Success

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Introduction

You bring the product idea. We bring the insights. Together we can design a winning MVP.

The problem

Knowing whether your product idea is viable, aligning your team, and getting funded.

How we can help your product idea succeed

We gather valuable data and pull insights from it to guide the planning, development, and launch of your MVP. Plus, we can design a strategy to streamline your funnel and pipeline.

Benefits of partnering with us:

- Know your idea is viable

- Understand your target customer

- Align your team

- Create a defined MVP backed by data and insights

- Approach investors with confidence (if funding is needed)

- Improve the odds of a successful launch (and customer retention)

- Avoid common pitfalls that lead to failed launches

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Connect with us today to learn how we can bring your MVP from ideation to reality.

Learn more

You bring the product idea.
We bring the insights.
Together, we can design a winning MVP.

You have a great idea you'd like to turn into a product. But first, you need to validate it and turn it into an MVP. To do this, you need a technical background and a solid strategy to take it from concept to reality.

Unfortunately, you don't have the technical background. Nor do you know how to move forward and set realistic expectations.

These are common issues among founders who attempt to create an MVP on their own. In the end, they could waste years of effort and money on an idea that's invalidated and over-budget. Not only does this hurt your pockets. It also diminishes your reputation among investors.

At Orogamis, we act as your True North. We help founders maneuver through the technical aspects of developing an MVP. And just as important, we ensure expectations remain practical. When ideas are left unchecked, they can grow exponentially (or even become impossible). In turn, this slows or even halts progress.

We bring laser focus to the equation to ensure you stay within the MVP's scope (and budget). You can think of us as the "tough love" parent who tells you exactly what you need to hear (even when the truth hurts).

We're a group of product strategists, managers, and mavericks. This positions us to take on whatever challenges and potential pitfalls thrown your way.

Here's an overview of how we're capable of achieving this.

How Orogamis Takes Your Idea from Concept to MVP

Gathering data from market research is critical to validating an idea. However, you won't get far without human insight. In fact, a study from Fortune shows 61% of executives agree human insights precedes data. Think of insights as stories that weave together data in a
meaningful way. It combines the power of intuition and hard facts to back business decisions.

At the end of the day, it's not the numbers that guide savvy companies. It's the actionable insights behind them.

This is why it's critical to have human experts on your team to guide you through the data. This is where Oragmis comes in. The data we collect and the insights we deliver shape product development from the ground up. And this is all done using our unique approach: The Orogamis Experience Framework.

When you work with us, you'll receive guidance in five key areas of MVP development. Our team will deep-dive into each of these
strategies using four steps:

1. Discover and define
2. Ideate and develop
3. Implement and deliver
4. Test and validate

Here's an overview of our Experience Framework ...

Enhancing the Brand Experience

When you have a strong brand, it makes it easier to connect with your target audience. Our team will delve into what your brand is, what it represents, and how you want to be portrayed. This includes developing your voice, tone, personality, and visual direction.

Improving your brand experience requires market research, ideating and launching your campaigns, and validating your brand strategy. We will monitor KPIs to determine what's working and what's not to ensure your brand experience is memorable.

Creating the Funnel Experience

The funnel is a critical part of your MVP strategy. It's what attracts, engages, and encourages targeted personas to take intended actions. We'll go over the best technology suite to implement, channels to use, and then ideate how leads will flow through the funnel.

We'll then oversee the funnel launch and continue to monitor, test, and validate the process. When done right, your funnel can create brand advocates that promote your company on social media and join your email list for future product news and promotions.

Developing the Pipeline Experience

You don't want to wait until you have leads flowing through your funnel to work on your pipeline. This is a crucial aspect for properly managing and engaging leads, and closing more deals.

We use a mix of powerful tools, technology, and sales content to develop a robust pipeline strategy. Sales enablement is a vital factor in making your pipeline operate smoothly and with positive results. We're your partner for success, so we'll ensure pipeline validation, monitor KPIs, and perform pipeline audits.

Amplifying the Product Experience

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Shaping the Customer Experience

The end goal of every product launch is to deliver an exceptional customer experience. It's the key to building a sustainable business, growing revenue, and even saving money. After all, it's cheaper to keep a happy customer base than to consistently acquire new prospects.

We'll guide you through identifying and defining your ideal customers and building a strategy and campaign unique to them. We oversee campaign creation and launch. Plus, we provide ongoing monitoring and validation.

The focus is on delivering customer satisfaction so they remain with your brand for years to come.

Why Partner with Orogamis?

What separates us from the other service providers offering similar solutions?

The simple answer:

We're insight-driven innovators that use a framework designed for long-term systematic revenue growth for our clients.

So by partnering with us, you'll:

Develop a viable product idea

Getting it right the first time. It's a concept that many founders lead their MVP development with. And it only hurts their odds of success. Sometimes it takes one, two, or even five pivots before creating a winning MVP.

And that's alright. The key is to know when to pivot (and why). Being agile and failing fast is vital to quickly find the final version of your MVP.

Understand your target customer

With the data and insights we provide, you'll know exactly who your target customers are and how to reach them. We'll work with you to develop customer profiles and personas, so every campaign is geared specifically for them.

Our in-depth market research will identify where your would-be customers shop and research for products. This way, we can position your brand where they can find you.

Align your team using agile methodology

At Orogamis, we believe in being agile -- this is why we employ Sprints. (Instead of the typical 18-month project plan that ends up being a dud in the end.) With Sprints, you can avoid this pitfall by quickly testing ideas and seeing if they're viable.

It's an agile methodology that enables your teams to work in short-term bursts, evaluate progress iteratively, and make adjustments along the way. In turn, you get an aligned team and a higher quality product in less time.

Create a defined MPV backed by data and insights

The biggest challenge isn't coming up with an idea. It's ensuring it's well-defined and viable. This requires more than quantitative data, you need qualitative insights to ensure there's a market and identify how to best compete.

We pull this data from primary (first-hand accounts) and secondary (i.e., industry reports) market research. With this information, you can create user personas, identify end goals for the users, determine the price range, develop the user journey, and define success and failure criteria.

In other words, you have a full-fledged strategy to enter a market with a competitive edge.

Improve the odds of a successful launch

With Orogamis as your guide, you'll have access to data and insights to guide your MVP development. But it doesn't end here. You need a promotion and content strategy to spread the word. And a sales strategy to close deals. Together, this increases the chances of having a successful launch.

By skipping out on our methodology and approach, you put your idea at risk of a failed launch. Or worse — a failure to launch. We make sure neither happens.

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Our team will guide your teams through the entire process to prevent common pitfalls that can prolong or disrupt success.

If you'd like to work with Orogamis on your next MVP, then connect with us today!

Learn more

www.orogamis.com