

OROGAMIS

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# MVP Executive Summary









# **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 Orogamis 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.



