



## Our contributions to the prosperity of your start-up

| #  | Points to address                    | Our contributions  |
|----|--------------------------------------|--|
| 1  | Lack of market need                  | build a minimum viable product (MVP) and iterate   |
| 2  | Insufficient funding                 | hire talent at affordable rates  |
| 3  | Poor team management                 | good people are found, but not trained   |
| 4  | Technical debt                       | liberate from the legacy code  |
| 5  | Inadequate market research           | help to make data-driven decisions   |
| 6  | Competition from established players | create a unique value proposition  |
| 7  | Lack of clear product vision         | use data-driven insights to make product decisions   |
| 8  | Inability to scale effectively       | take care of infrastructure, application, and team scalability aspects                             |
| 9  | Poor decision-making                 | choose affordable tech stack and set-up scalable infrastructure and scalable application code base |
| 10 | Inadequate exit strategy             | form a strong long-lived tech foundation for a project   |