

REALISING YOUR VISION

THE SUCCESS OR FAILURE OF YOUR PRODUCT RESTS ON YOUR ABILITY TO UNDERSTAND, MEASURE AND COMMUNICATE THE VALUE IT BRINGS TO YOUR CUSTOMER

We take a customer first (Lean) approach to product development that allows us to identify where the real value is being delivered by your product. We have designed 3 unique Lean workshops that will help articulate your vision to de-risk your next steps. The session will:

- Articulate the value your product creates for your customers and your business
- Show you what success looks like for your product and what metrics you need to track to ensure you stay on that path to success
- Explain what the next steps should be and what you need to do to start to build out your product

Which one of these workshops best fits your needs?

NEW PRODUCT REALISATION

If you have an idea that could be amazing, but need help realising that vision.

You have a vision for a digital product (app, website) to solve a defined problem. You think the world would be a better place once the problem is solved and know how to derive value from solving that problem.

- Business wanting to develop a new revenue stream
- Business wanting to increase operational efficiency
- Funded start-up

PRODUCT UPGRADE

If you have an existing product (website, app) and think it could perform better.

You would like to engage in some structured thinking to better understand the specific levers you can pull to alter the performance of your product. To understand what changes you can make to 'move the needle'.

- Website needs upgrading
- App failing to perform
- Time to re-define product roadmap

CAPPED BUDGET

If you have a restricted budget but a business requirement to achieve. You may even have a specific delivery date in mind.

You have been set the task of delivering on a specific commercial objective within a specific timeframe within a specific budget. You need a trusted partner to steer the delivery.

- Funding limited
- Launch date immovable
- Minimum set of deliverables committed to

For the month of June we are offering 10, 1-to-1, ½ day workshops on a first come first served basis. To **book your session** or for more information call 020 7100 2034 or mail hello@putitout.co.uk

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