

From Envisioning to Development

Dive into our goal-oriented discovery phase, and discover how we lead companies in the venture of bringing products to life and transforming companies.



Multidisciplinary Team

2-4 Weeks of Immersive Work

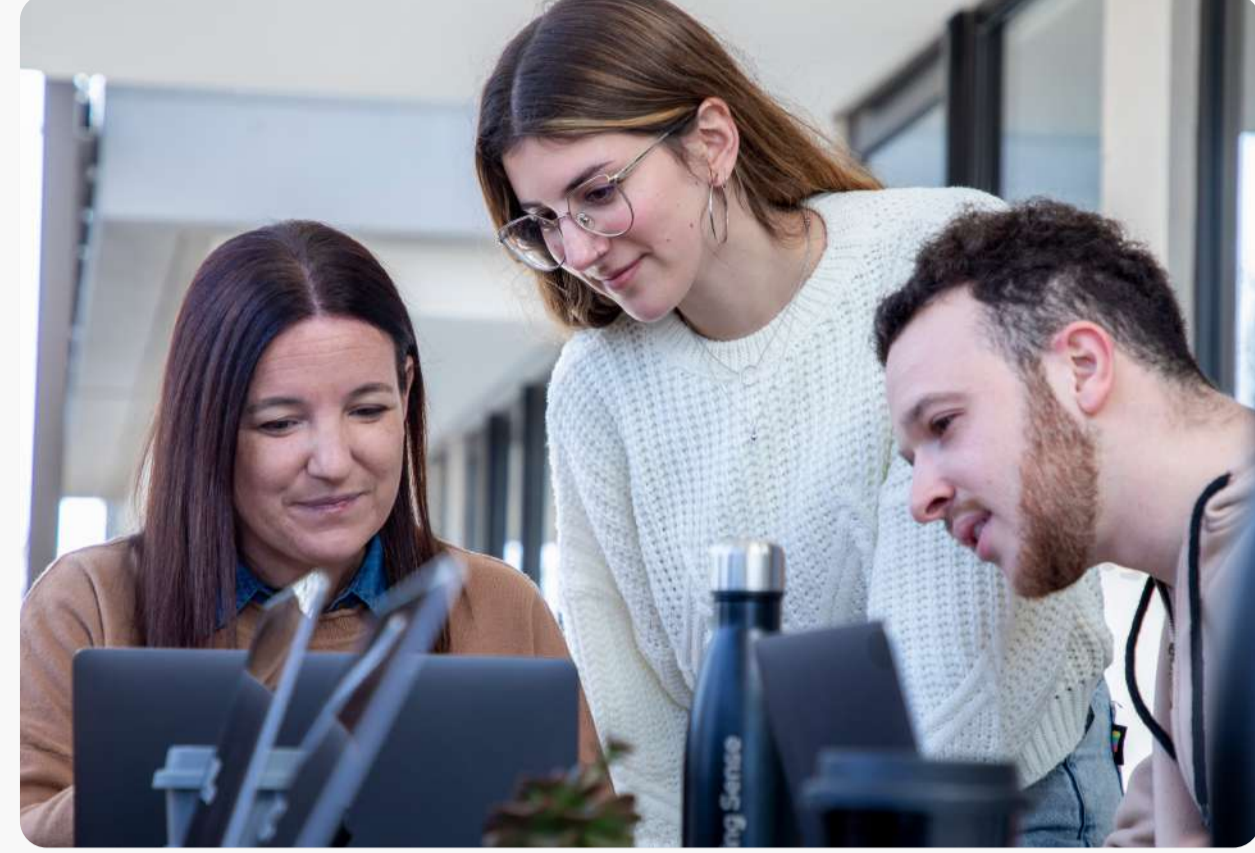
+20 Strategic Outcomes



Where it all starts

Whether you are thinking about releasing a new product, wondering how to boost a current one, or envisioning a modernization to meet the ever-evolving users' demands, there are many questions you should be asking if you are looking to build products users will love. But, this is not easy and success doesn't happen by chance.

Our Discovery process allows us to define the best approach for your project and then craft the best solution. We go deep into your business core and take from there the most valuable data. By using this data, we assure that whatever we define as the product strategy, definitions and designs are aligned to the business goals and to what success means.



We drive your team through 3 interconnected highways: **Business, Experience and Tech**

From the business highway

At the **business** level, we help you to be clear about your value proposition and business model.

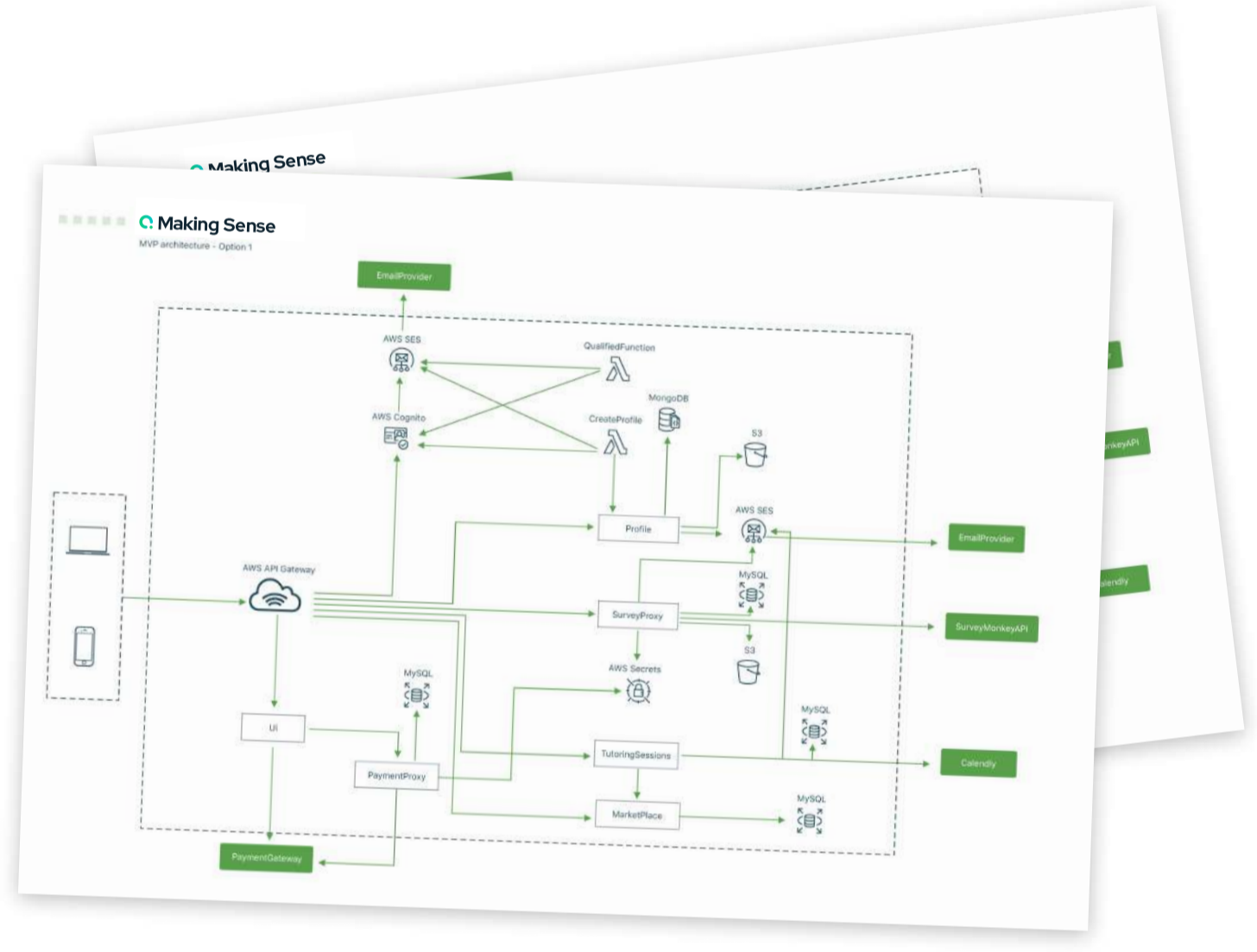
- Company Profile
- Business Model
- SWOT Analysis
- Roadmap
- Value Proposition
- Team Allocation



From the experience highway

At the **experience** level, we will understand your users' behaviors, needs, and expectations.

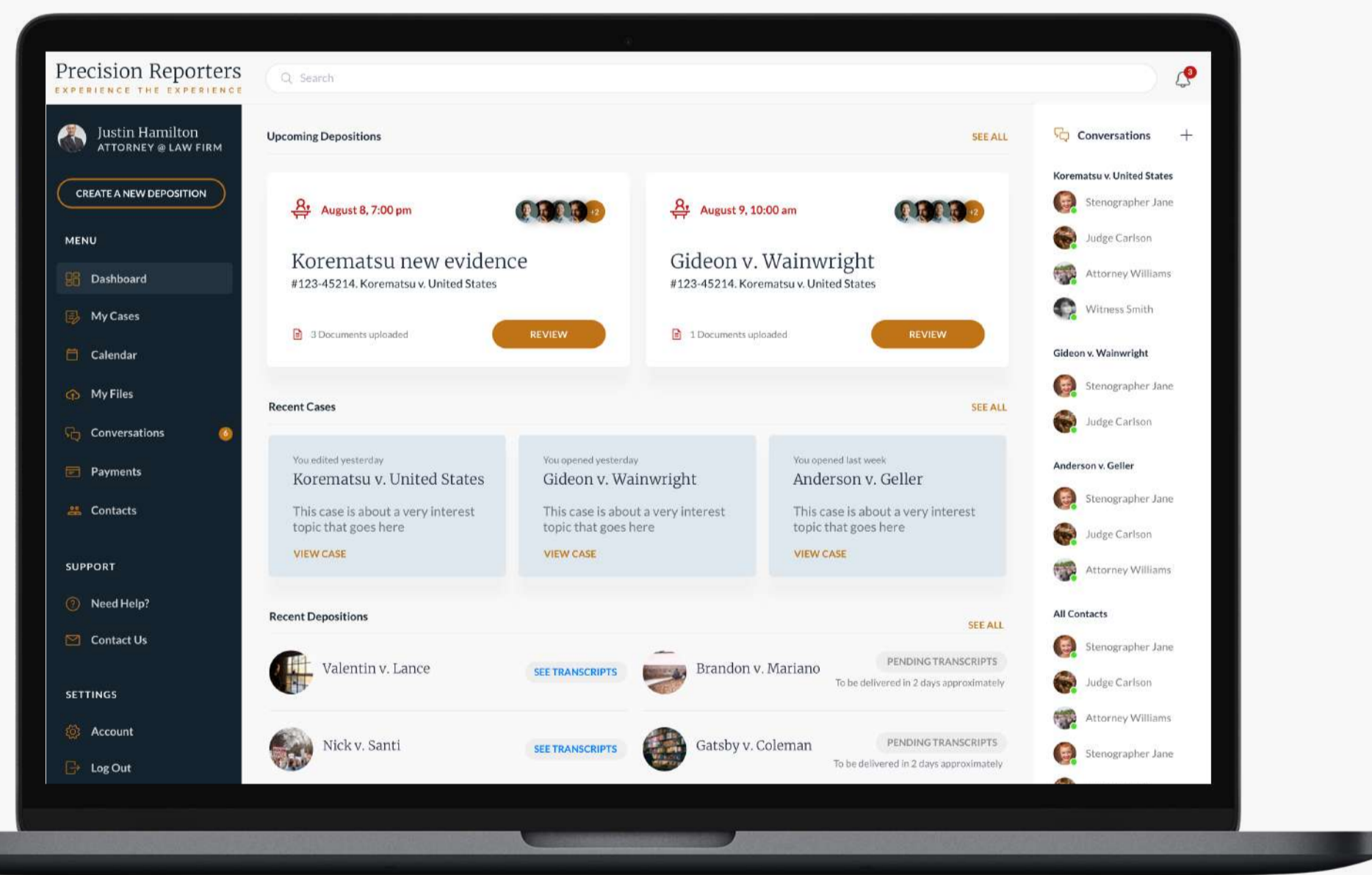
- Service Mapping
- Mood board
- Persona Document
- UI Guidelines
- User Flow
- Prototype



From the tech highway

At the **tech** level, we will establish the foundation and the technical plan to build the product focused on long-term and scalability.

- Integrations
- Architecture Design
- Roles and Permissions
- Technical Documentation
- Tech Stack
- Initial Test Plan



Going live

It seems like the end of the process, but it's just the starting point of a long-term plan that will allow your company to reach success by building a product that fits your market needs.

We truly understand the best way to navigate the journey is as partners, and it may sound like a cliché but, honestly, the faster we get into your world, the better.



In our clients words

"The process is incredibly detailed and collaborative with the client; actively solutioning rather than simply gathering information."

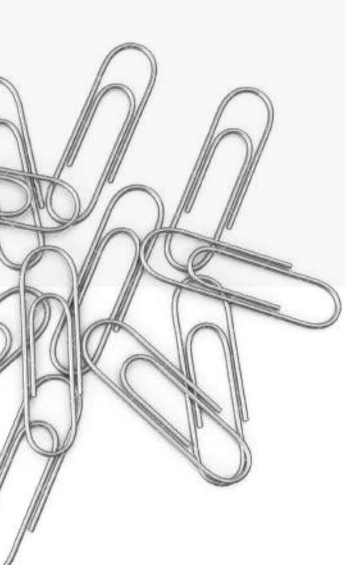


Ross Caleca
Principal Consultant at CTO Teammate

We are magic makers ...

... we organize the chaos by bridging the gap between delight and data.

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Got a big idea? Let us help you turn your dream into software

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