

GAUDETE DEVELOPMENT

ACW

*Application Concept Workshop
For Entrepreneurs & Investors*



“There's no doubt that the digital economy is a growing and exciting place to do business. The ‘Magic’ of Information Technology and the Internet, especially Mobile Applications, can be hard for entrepreneurs to resist.”

*- Andrew Ellis, Founder,
Gaudete Development*



*Yet, The Majority of Software
Development Projects Fail...*

Why?

*Not enough time was
spent assessing the
technical and economic
viability of the
application concept.*

If you're serious about creating a mobile application then you need to be as sure as possible that your concept can work BEFORE you invest tens of thousands, perhaps hundreds of thousands of dollars to make your dream become a reality.

“A mobile application is like any other business. Is it a product that people need? How many people need it? What will it cost to produce it? What can you sell it for?”

Entrepreneurs have to do their homework and answer these critical questions before they embark on a journey to build their app business.”

*- Andrew Ellis, Founder,
Gaudete Development*



The Major Risks With Any App Development Project

1. Technical Risk

What are the things that need to be reviewed in order to assess and qualify technical risks prior to development?

- Does the application already exist or is the concept a "new mousetrap" that has never been done before?
- What are the technology requirements to produce the application?
- Are there certain app features that are 'high-risk' or simply not feasible?
- Are the requirements fully understood and can the developer "make it happen"?
- Based on the app's design and features, how much time and expense will it take to write the code?

These questions need to be answered PRIOR to development in order to mitigate your Technical Risk.

The Major Risks With Any App Development Project

2. Economic Risk

What are the things that you need to get right in terms of building a commercially successful app?

- Product Strategy
- Product Design
- Business Model
- Product/Market Fit
- Monetization Model
- User Acquisition Strategy
- User On-Boarding/Activation Strategy
- User Retention Strategy
- Capital Requirements and Budget

These questions need to be answered PRIOR to development in order to mitigate your Economic Risk.

What We'll Cover in our Day-Long, Intensive Application Concept Workshop:

- Concept Introduction
- Idea Breakdown
- User Personas
- User Stories
- Competitors
- Lean Startup Overview
- Deployment Platforms
- Minimum Viable Product
- Monetization Strategy
- Marketing Strategy
- User Retention
- Social Media Strategy
- Budget/Financial Plan
- Summary of next steps

After our Day-Long Intensive Application Workshop:

There will be a 'Knowledge Transfer' from the Business Analyst to the Technical Team for review. The Technical Team will then spend the next 5 -10 working days (shorter or longer depending on complexity of the project and wait times) outlining the design and architecture of the technical solution.

While the Technical Team works on the technical design, the Business Analyst will build a financial pro-forma for the business using the assumptions derived from the workshop.

Multiple hours are spent on the technical review and pro-forma in order to provide you a detailed estimate of the potential development work and costs.

Every workshop is run slightly differently based on what we know of your product ahead of time and the prep work we do based on the answers to the questionnaire you'll fill out beforehand. This is in order to give you the best value & product strategy based on your concept.

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Let's start the discussion.

Email us at

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