

Start-Up PoC and Early Product Development



Business Problem

A financial software start-up had a business product idea they were passionate about but didn't know how to build the product. They were concerned that the opportunity window was closing for them to be the first to market with their product.

Lenalysis Helped By

- Interviewed potential customers as well as subject-matter experts in the field to develop product specifications
- Developed proof-of-concept application that could be demonstrated to potential customers for early feedback
- Designed, developed, and deployed v1 application that could be sold

Results

- Today, they have successfully sold and delivered this to over 30 customers
- Delivered proof-of-concept within two months, delivered v1 within four months
- Product adoption exceeded expectations and considered extremely successful
- Product delivered on-time and on-budget
- Lenalysis continues to be involved and has delivered multiple major enhancements to the application

“The Lenalysis team is thoughtful, professional, and effective. They have helped us solve extraordinary technical challenges and deliver quality software to our clients. We know that the Lenalysis Team is always doing their best work for us, and we are always impressed and delighted by their deliverables.”

