

Our Model

The **Lean Startup methodology** is a practice for developing products and businesses based on 'validated learning', getting customer feedback quickly and often. The process was proposed by Eric Ries in 2011. The objective is to eliminate uncertainty in the product development process

There is nothing worse than building a product nobody wants and that's why we validate. Once you have a minimum viable product, we work closely with users to gain critical feedback and utilize analytics for even deeper insights. We refine as required and prepare for launch.

