

MVP Development

Business Challenges

The client with expertise in enterprise consulting envisioned the idea of creating a platform for SMBs that encompasses a wide range of knowledge areas and is cost-effective. The objective is to:

- ▶ Develop an MVP without any market risks by testing and validating the business idea of successfully connecting SMBs with SMEs

Solution Delivered

Technovert partnered with the client to ideate, design, develop, and validate the MVP by running market research, identifying the business focus areas, building the solution with third-party integrations, and implementing analytics to aid in business decisions

Our Approach

We followed an agile project management methodology and have chosen the appropriate web-technology to build a business-specific MVP that can connect SMBs with Subject matter experts through the platform by browsing the experts and requesting a call.

The steps followed to build the MVP are:

- ▶ Performed market research to understand the required platform differentiators
- ▶ Analyzed multiple use cases and scenarios to build the features such as Browse experts, request for a call, connect, etc.
- ▶ Defined the user journey and designed UI/UX for the platform
- ▶ Validated the functionalities of the platform, developed and deployed to the client.

About the Client

Industry : Management Consulting

The client is one of the fast-emerging consulting and technology services firm based out of India that specialized in offering Enterprise solutions and Digital Transformation to SMBs across the globe over the last 20 years.

Business Value

8.5

CSAT Score

75K+

Tested Beta
Versions

95%

Reduced
Market Risk

Tech Stack



"Technovert's MVP development services let us focus on validating our MVP on the market without wasting time and money."

- President & CEO