**MAESTRAL**

# Startup Enablement

Experience a Frictionless Startup Journey

BUILD **SMARTER.**
SHIP **FASTER.**

# Startup Journey Deliverables

## Stage

| | Business Requirements | | | | Technical Requirements | | |
|---|---|---|---|---|---|---|---|
| | **Time** | **Type** | **Who** | **Outcome** | **Type** | **Who** | **Outcome** |
| **IDEA** | 1 day | Validation and Research | Startup Enablement Team | Market Research<br>Lean Canvas<br>Business Model Recommendation | | | |
| **PROOF OF CONCEPT** | 4 weeks | Business Co-designing / Prototype | Startup Enablement Team | Market Research<br>Product Planning<br>Investor Pitch Planning | Design Development | Maestral Squad - Discover Phase | Product Archetype - Communication Strategy<br>Product Design - Mock Up (MVP)<br>Wireframing - Create Product Definition |
| **MVP AND PRODUCT DEVELOPMENT** | Custom | Product-market Fit | Startup Enablement Team | Market Research<br>Product Strategy<br>Investor Pitch Planning | Design Development Testing Transition | Maestral Squad | UX Concept & UI Proposal<br>High-Level Product Backlog<br>Architecture Blueprint<br>User feedback and Early-adopters<br>Maintence/Pivoting/Hand-over |

N.B. The products are developed for a fixed price. You can cancel after every milestone.

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