



Inizia Services Offer

How Our Service Packages Work

At Inizia, we offer a range of service tiers designed to meet you where you are in your product journey — from idea to launch, and beyond.

Each tier is a monthly, fixed-fee partnership. We don't charge by the hour or scope features line-by-line. Instead, we work in sprints (2-4 weeks cycles) that align with your current goals — whether that's validating an idea, building a product, stabilising an in-progress app, or making ongoing improvements.

You can start, pause, upgrade or switch tiers as your product evolves. Each service tier includes clear deliverables, real collaboration, and dedicated time from our team to make progress on what matters most.

The Tiers at a Glance

- 🔍 **Validate** — *Run experiments to test if your idea is worth building.*
- 🏢 **Build** — *Build with a dedicated product team at your side.*
- 🌱 **Grow** — *Continuous light improvements to keep your product fresh.*
- 📱 **Maintain** — *Ongoing support, monitoring, and peace of mind.*
- 🚑 **Project Rescue** — *Stabilise and recover a project that's gone off track.*

A Smarter Way to Build Your Startup

Most founders waste time and money building the wrong thing. We built our system to make sure you don't.

Our service packages follow the real path a startup takes — from idea to MVP, traction, and product-market fit. Everything is lean and agile by design. We work in focused 2–4 week cycles, test assumptions fast, and adjust based on real user feedback and data — not guesswork.

Here's the difference: we don't just "build features." We obsess over your problem and your users. Every step is an experiment, a feedback loop, a chance to validate that what we're building actually matters.

And we don't work in silos. You're not getting a dev shop that just codes. You're getting a complete product team — engineers, designers, strategists, and marketing minds — all working together with you to align technical feasibility, user value, business goals, and market opportunity.

The result?

If you wait for funding to hire a CTO and team, the market will pass you by. If you bring in a technical co-founder just to build the first version, you'll likely give away 40–50% of your company — equity that could be worth millions later.

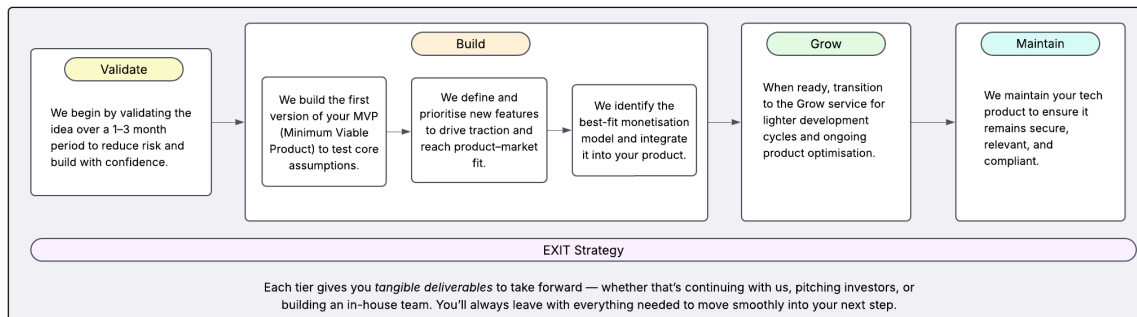
With **Inizia**, you get a fractional CTO and senior product team to move fast, keep control, and build traction, without giving up equity.

We build for impact. We build with purpose. And we make sure every step you take is a step towards a product people actually want.

Client Journey Cycle

- Start with *Validation*: We begin by validating the idea over a three months period.
- Move into *Build*: From a validated idea, we move towards building your MVP, then grow the product to find product-market-fit and then introduce monetisation. This phase typically lasts around four to six months of continuous development.
- Ongoing Support: Alternatively, the client can transition into the *Grow* or *Maintain* service tiers, where we keep the product fresh, relevant, and up-to-date.

- **Exit Strategy:** The services are designed to add you value no matter at what point you want to continue on your own. So whenever you are ready, you can seek investment, build an in-house team, and continue scaling.



Validate

You had the idea. We do the heavy lifting of validating it.

Timeframe	3 months
Format	Month-to-month with a fixed fee - giving us the freedom to focus on what matters: building the right thing
Outcome	We test your assumptions, run experiments, and deliver proof of what's worth building - reducing risk before you invest further

Overview

Validate is a structured, hands-on validation sprint designed to test whether your idea is worth building — before writing a single line of code.

We work side by side with you to understand the problem you want to solve, who has it, how big the opportunity is, and what your solution could look like. Then we go out and test it.

From research to experiments, user insight to a clickable prototype, this process gives you clarity, confidence, and tangible assets to move forward — whether that's building your MVP or pitching to investors.

What's Included

Strategy & Research

- Mastermind workshop (4 hours)
- Problem Research Report (industry, competitors, market size)
- User Research & UX Report (personas, journeys, pain points)

Experiments & Validation

- Survey design & distribution
- Landing page (built for early sign-ups or interest)
- Ad campaign to drive real traffic and test traction
- Weekly updates + monthly deep-dive sessions with reports

Prototype

- Figma clickable prototype of your app

Deliverables

By the end, you'll walk away with:

- A clear direction, backed by real data
- A business report outlining problem, audience, market, and viability
- A UX report with user insights and behavioural patterns
- A live landing page to keep growing your waitlist or audience
- A clickable prototype to support MVP planning or investor conversations

Build

Your dedicated product team, driving growth and strategy.

Timeframe	2-6 months
Format	Month-to-month with a fixed fee - designed to keep us building and moving forward with focus
Outcome	You launch a working and validated product into the hands of real users, giving you something tangible to show, test, and grow from day one

Overview

Build service package is a month-to-month partnership where Inizia's team becomes your dedicated product team — building, iterating and shipping your tech product so you can stay focused on the business.

This service tier covers all design, development, testing, releases, analysis, and strategy sessions needed to help your product succeed. There are no extra fees for changes — we work lean, fast, and user-first. We take you from idea to MVP and beyond — all the way to monetisation if you choose. The key is that at the end of every month, you'll have tangible work to showcase to investors, co-founders, or stakeholders.

You bring the domain expertise. We bring the product, design and technical firepower to bring your vision to life — and into the hands of users quickly.

How It Works

Building a product isn't one straight line, it's cycles of launch, test, and improve. That's why our **Build package adapts with you**. We start small, move fast, and grow based on what we learn.

Here's the flow:

1. Phase 1 — MVP (2–3 months)

We design, code, and launch a first usable version of your product. The goal: get something real into your customers' hands, fast.

2. Phase 2 — Iterate (ongoing)

We listen to feedback, analyse usage, and make changes that matter, new features, UX fixes, or pivots.

3. Phase 3 — Monetise (as ready)

Once users engage, we build in revenue models, refine onboarding, and set up the product for growth.

👉 All of this happens inside one flexible **Build package**. No need to pick the "right" tier, we adapt as your product evolves.

What You Get

- A dedicated cross-functional product team (design, dev, strategy)

- Agile sprints with monthly tangible progress
- Flexible scope - no change fees
- Product documentation + handover options
- Priority support and updates

What's Included

Strategy & Analysis

- Monthly strategy workshop
- Weekly async updates
- Monetisation and growth strategy
- Marketing launch support if needed
- Insights from user usage and data
- UX analysis & product improvement suggestions

Build & Delivery

- Frontend and backend development
- Database setup and management
- Feature ideation and quick validation
- Bug fixes and technical improvements
- CI/CD and deployment pipelines
- Agile practices for lean, fast iteration

Documentation

- API documentation (existing and new)
- Database diagrams
- System architecture map
- Dev handover documentation (if needed)

Collaboration & Support

- Priority response times
- Dedicated product manager
- Dedicated project portal (live updates, async comms)
- Flexible monthly scope — no additional scoping or change fees

Grow

Keep your product healthy with steady improvements and polish.

Timeframe	Ongoing
Format	Month-to-month with a fixed fee - allowing us to double down on what drives growth without having to be on full build mode
Outcome	You scale your user base, strengthen engagement, and evolve your product with market-backed insights, positioning your business for the next big leap

Overview

Sustain is for when your product is live and stable — but still needs small, steady improvements to stay relevant and polished. It's not about big builds or launching major new features (that's Build). Instead, Sustain gives you ongoing tweaks, UX polish, bug fixes, and updates to keep momentum without the heavy lift.

How It Works

- You get a lighter product team focus each month.
- We agree up front what counts as "minor improvements."
- If something bigger comes up (e.g. new features, pivots), we flag it and recommend a Build sprint.
- Month-to-month, steady support — no overcommitment.

Why Choose Sustain

- Perfect if you've just launched and want to slow down spend, but still keep your product moving forward.

- Keeps users happy with smoother UX and a fresher feel.
- Gives you breathing room to focus on business growth while your product stays cared for.

What's Included

Support & Maintenance

- Everything in Maintain (*see below*)
- Security updates and bug fixes
- Quarterly package updates
- Performance and usage reports (monthly)

Improvements & Adjustments

- Up to 5 functional adjustments/month
- Up to 7 UI/UX improvements/month

Collaboration

- 1 x Monthly strategy check-in
- Ongoing access to support portal for task tracking

How It Works

- We'll define what qualifies as a "minor adjustment" up front
- If something falls outside scope, we'll flag it and recommend an Accelerate sprint or scoped add-on
- Month-to-month engagement with clear, steady impact



Maintain

Keep your product healthy and running smoothly.

Timeframe	Ongoing
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Format	Month-to-month with a fixed fee - so your product is always supported
Outcome	You gain a dedicated partner to ensure smooth operations, continuous updates, and the confidence that your product is never standing still

Overview

Maintain is for those who want peace of mind — knowing their product stays stable, secure, and professionally managed even after active development slows down.

We handle maintenance, performance checks, minor assets updates so your users never feel like things are out of date or broken. You stay focused on growing the business, and we make sure the tech holds strong behind the scenes.

What's Included

Ongoing Support & Maintenance

- 24/7 error and performance monitoring
- Quarterly package and dependency updates

Health & Reporting

- Monthly health reports (performance, stability, security)
- Release logs and technical summaries
- Version tracking

Light Visual & Content Updates

- Minor copy or image changes
- Visual asset refreshes (logos, colour adjustments)
- Release management and deployment

How It Works

- Ideal for post-launch products no longer in full build mode

- Month-to-month service tier with low overhead
- Inizia monitors, maintains and keeps your app reliable
- You can optionally layer on new feature work later

Project Rescue

Short-term, high-intensity recovery for at-risk products.

Timeframe	1 to 6 months (estimated after audit)
Format	Month-to-month with a fixed fee - ensuring we can give you peace of mind to get the project on track
Outcome	You regain clarity, stability, and momentum with a product that's back in safe hands, setting you up to move forward with confidence

Overview

Project Rescue is a hands-on engagement for when your tech product is behind schedule, unstable, or at risk of failing altogether.

We step in fast — auditing the state of your codebase and project, identifying critical issues, and stabilising what's broken. You'll have a product team on your side focused entirely on getting things back on track and across the finish line.

This offer is not scoped by features — it's defined by urgency. We move quickly to fix, recover and ship, with a clear focus on agreed milestones and the highest-priority blockers.

What's Included

Audit & Recovery Plan

- Immediate technical audit
- Triage plan and top-priority success definition
- Audit summary + key findings

Fix & Stabilise

- Critical bug fixes
- Codebase clean-up and stabilisation
- Frontend and backend feature implementation
- Technical debt remediation
- Infrastructure review and fixes
- Internal QA and deployment

Support & Communication

- Dedicated Product Manager
- Weekly progress updates
- Clear recovery milestones
- Coordination with internal teams or existing vendors
- Ongoing project delivery portal access
- Guidance on what comes next after we have finished recovering your project

How It Works


- A short discovery call followed by a rapid audit
- You'll get a clear summary of the state of things and what success looks like
- We work continuously on the priority items for a monthly fixed fee
- The engagement typically lasts 2 to 4 months
- Once the product is stable, we can transition into a longer-term service tier or hand over to your team


Ready to move forward?

Whether you're validating a new idea, building something from scratch, or improving what you've already launched, we're here to help you make confident progress.

Let's have a conversation about where you're at, and how we can support the next stage of your product.

Reach out

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