



# Inizia Service Offer

## How Our Service Tiers 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, cycles, or retainers 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 retainer includes clear deliverables, real collaboration, and dedicated time from our team to make progress on what matters most.

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## The Tiers at a Glance

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

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## Client Journey Cycle:

- **Start with Validation:** We begin by validating the idea over a 3-month period.
- **Move into Accelerate:** We build the MVP, then grow the product and introduce monetisation. This phase typically lasts around 6 months of continuous development.
- **Next Steps:** From here, the client can seek investors, build an in-house team, and continue scaling.
- **Ongoing Support:** Alternatively, the client can transition into the **Maintain** package, where we keep the product fresh, relevant, and up-to-date.



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

**Timeframe:** 1 to 3 months

**Format:** Month-to-month with a fixed monthly fee

**Investment:** 5k monthly fee

## 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

- Clickable solution prototype

## Deliverables

By the end, you'll walk away with:

- A clear go/no-go decision, 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

Not sure if your idea is worth building?  
Let's run the experiment together and find out.

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## Accelerate

**Your product team, driving growth and strategy.**

**Timeframe:** 3 to 6 months

**Commitment:** Month-to-month with a fixed monthly fee

**Investment:** 12k to 18k monthly fee (*depends on project size*)

### Overview

**Accelerate** 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 retainer covers all design, development, 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.

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.

### What's Included

#### Strategy & Analysis

- Monthly strategy workshop (90 mins)
- Weekly async updates
- Monetisation and growth strategy
- 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 scoping or change fees

Want to move fast with a product team by your side?

Let's talk about how Accelerate can help you launch, grow or rebuild with confidence.

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## Grow

**Continuous improvements to keep your product relevant.**

**Timeframe:** Ongoing

**Commitment:** Month-to-month

**Investment:** 8k to 12k monthly fee

## Overview

**Grow** is a flexible, low-intensity retainer for post-launch products that still need some love.

You'll get ongoing support, light feature adjustments, UI/UX improvements, and clear reporting to make sure your product stays relevant, usable and engaging — without going back into full build mode. Perfect for teams focused on growth, retention and polish.

## What's Included

### Support & Maintenance

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

### Improvements & Adjustments

- Up to **3 minor functional adjustments/month**  
(e.g. adjust filter logic, tweak form fields, add toggle — no deep backend/architecture changes)

- Up to **5 minor UI/UX improvements/month**  
*(e.g. spacing fixes, colour updates, animations, layout polish)*

### **Collaboration**

- 1 x Monthly strategy check-in  
*(optional async or call, depending on client preference)*
- 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

Want to keep improving your product without going full-speed?

Grow gives you just enough momentum — without the heavy lift.

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## **Maintain**

**Keep your product healthy and running smoothly.**

**Timeframe:** Long-term, as needed

**Commitment:** Month-to-month

**Investment:** *3k monthly fee*

### **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, bug fixes and minor 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
- Security patches and critical bug fixes
- 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 retainer with low overhead
- Inizia monitors, maintains and keeps your app reliable
- You can optionally layer on new feature work later

Ready to stop worrying about tech upkeep?

We'll make sure everything keeps working — so you don't have to.

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## Project Rescue

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

**Timeframe:** 2 to 4 months (estimated after audit)

**Commitment:** Month-to-month

## 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

### **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 retainer or hand over to your team

Your product is worth saving — and we're here to help.

Let's triage it together and get it back on track.

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## **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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