

Stages of product creation

1 Elaboration of the idea and business analysis

Detailed analysis of the product, functionality, market, audience

2 Branding

Corporate identity,
unique UI, chips

3 MVP

A model developed from the point of view of custdev, taking into account
the needs of the market and the rules of interaction with audiences

4 Unit-economics and financial model

5 Pitch-deck

development of an ideal presentation from the point of view
of closing the problems of the market, the requirements of
investors, participants and from the point of view of design

inventing, developing, branding, promoting, anything

6 Production

Website, info presentation, promo video

7 Investors and crowdfunding

Lists of necessary investment funds, rules of
interaction with funds, search strategy.

8 Logic and strategy of team building

Instaff, outstaff,
outsource, friends

9 Development

Creating the logic of business and
production processes, the right accents



According to the code word **AZART** - 10 hours of
free work on any of the stages from our team