# Startup Success Program

A success program for entrepreneurs and early- stage startups to achieve their tech goals.

BYTECRAFT

# _INTRODUCTION

## OUR COMPANY

Bytecraft is a team of dedicated UI/UX experts / software engineers that provide exceptional A to Z tech solutions for businesses, early stage startups, and entrepreneurs with a vision.

## CONTACT US

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## THE CLIENT

We hope that this new program can optimize the success rate amongst startups and entrepreneurs in relation to their tech goals.

## THE PROJECT

- Brand Development
- Brand Marketing
- App Design and Development
- App Maintenance
- Partnership & Frundraising Tools

# _FIRST BYTE, THEN CRAFT

## OBJECTIVE

In order to fully understand this program, we've broken down our process even further for our candidates. It takes 8 bits to make a byte. Therefore, it will take you our 8 steps to have your first byte of success.

# _8 STEP DETAILED PROCESS

## Ideate

1 APPLY

2 ORIENTATION

## Design

3 OPTIONS: PICK TIER PLAN

4 IDEATION & DESIGN

## Develop

5 PROTOTYPE, MVP, FULL-SCALE

6 FINALIZE PRODUCT

## Activate

7 LAUNCH & POST-MARKETING

8 PARTNERSHIP & FUNDRAISING

# 1 APPLY

## WHO IS THIS PROGRAM FOR?

This program is for early stage startups with small initial funding (pre-seed/seed) that are looking to execute their ideas into MVP or full-scale product in order to secure investment for further growth.

## WHAT ARE THE REQUIREMENTS?

Our requirements for this program are pretty simple:
- You must be 18+
- Have an approximate budget
- Must be available to participate in required meetings during the duration of the 6 month contract

## WHEN IS THE DEADLINE?

Spring 2020 - deadline Mar 15
Summer 2020 - deadline June 15
Fall 2020 - deadline Sep 15
Winter 2020 - deadline Dec 15

To apply go to: www.bytecraft.io/startup-success, click on Apply button and fill out application form. You should hear back from us within 7 days from the submission.

## DO I NEED TO PAY FOR THIS PROGRAM?

Yes, this is paid program. However, we offer a discounted rate in order to execute your idea and launch your product. We offer monthly flexible payment plans based on the project estimate (cost & time).

## HOW DO WE GET NOTIFIED IF WE ARE ACCEPTED?

We will review your application within 7 days and call you if you were accepted.

# 2 ORIENTATION

## WELCOME E-MAIL

Once you've been accepted, you'll receive a Welcome E-mail. In this e-mail you'll receive your contract. It is important that the contract is read through carefully and submitted within the first week of acceptance. Once we receive your contract, you'll be asked to sign up for your first meeting.

## ICE BREAKER

We want to make sure we get to know you before we get started on your success journey.Before your orientation meeting, we ask all candidates to complete a survey. This helps us build a path for your brand identity and success story.

## ORIENTATION MEETING

This meeting is set for us to explain our suggestions based off of your application and survey submissions. We will recommend the suitable tier for your business idea.

## NOT IN TOWN? THAT'S OK! WE USE ZOOM.

We understand that not all candidates live in Chicago or have travel obligations. To set up virtual meetings, contact us via info@bytecraft.io with the subject REMOTE CONSULTING.

## HOW TO PREPARE:

- Bring any assets you feel are necessary to present your idea
- Bring NDA

# 3 TIERS OF SUCCESS

## PICK A TIER THAT WORKS FOR YOU

We understand that not all startups have the budget to execute a full-scale app (FSA), which is why we've created this program in the first place. The following tiers are set to help candidates pick a system that works best within their budget.

## LEVELS OF SUCCESS

We understand that with the evolution of technology, it is oftentimes hard to follow or know what your tech needs are. At Bytecraft, we make it a priority to help you understand every step of this journey.

### *FOUNDATIONAL TIER (REQUIRED)*

The foundation tier is where the prototype is formulated. A prototype is a first, typical or preliminary model of product, from which other features are developed or copied.

### *ADVANCED TIER*

The advanced tier is where the MVP (Minimal Viable Product) is formulated. MVP stands for a minimal viable product and is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters.

### *ULTIMATE TIER*

The ultimate tier is where the Full-Scale Application (FS) is formulated. This final, complete set of features is only designed and developed after considering feedback from the product's initial users. This includes all elements for ultimate IOS and Android performance.

*Foundational*

*Advanced*

*Ultimate*

# 4 IDEATION & DESIGN

## BRAINSTORMING: 1-2 SESSIONS

Ideation consists of brain dumping & funneling your concept. At Bytecraft, we find it important to allow our customers to say everything they envision. Once customers complete the brainstorm dump with us, we start to dissect what concepts and ideas are key to their success.

## BRANDING: 1-2 SESSIONS

After evaluating the brainstorming sessions, we consult with our UX/UI and marketing experts to mock up your brand identity. If candidates already have this established, we work with you to create a more established branding toolkit.

## DESIGN: 3-4 SESSIONS

By providing this framework, we are able to show customers that their ideas matter and work. With the help of our UX/UI designers, we can start creating the foundational tier aka the prototype.

# 5 DEVELOP

## UNDERSTANDING DEVELOPMENT: 1-2 SESSIONS

In this session, we breakdown your tech needs into digestable bits. From understanding the importance of prototyping to reaching full-scale mobile and web application development. We want to make sure you understand how our tech experts use their tools to help you make your vision come to life.

### PROTOTYPING: TBD

We make a **low-fidelity prototype** (ideas sketched onto paper wireframes), which prevents us from becoming attached to ideas and keeps us focused on fulfilling the product purpose and design goals.

Once the product components are decided on, we bring the concept one step closer to life by creating a **mid-fidelity prototype** (2D digital wireframes). This step helps us make our ideas more realistic and consider the product usage flow moving forward. When we feel like we have covered all the bases to set up a successful digital prototype, we loop in user interface design to make the product look its part.

### MVP EXECUTION: TBD

The main goal of an MVP is to develop a working product that provides immediate value, quickly, while minimizing costs. MVP development follows a build-measure-learn process, which allows us to launch the product into the market and continuously improve it as it gets validated by users.

### FULL-SCALE EXECUTION: TBD

This tier is for those who already have Foundation and Advanced tiers completed, launched,  and  are ready to convert their MVP into a full-scale product with additional and more advanced features.

# 6 FINALIZE PRODUCT

## OVERVIEW & FINAL EDITS: 1-2 SESSIONS

In order to fully prepare for a successful launch, we do a full overview of our journey with you. We go back to the first wireframes and drafts to ensure alignment with your original intention for your product.

## PREPARE FOR FINAL BIT: QUALITY ASSURANCE

The goal of an effective QA process is to quickly identify and correct all defects. We will help you define your test plan for both manual and automated testing across the entire software development lifecycle: from requirements through design, development, deployment and maintenance.

# **7** LAUNCH & POST-MARKETING

## LAUNCH

This step is a key beneficiary to the success of a startup. We work diligently to create a thorough post-launch marketing plan that provides you with all the necessary marketing materials you'll need to present your product in front of investors.

## BRAND TOOLKIT COMPLETION: 1-2 SESSIONS

You can view this aspect as a personality; it's constantly evolving. At Bytecraft, we make sure this step is not overlooked, as it is essential to our customers' success. Brand image includes, but is not limited to:
*-logo -color scheme -iconography-messaging -core pillars*

## PITCH DECK: 1-2 SESSIONS

Pitch decks are an important element for potential funding and investors. It is a key beneficiary to the success of a startup and/or app demo. At Bytecraft, we work diligently to create a thorough presentation for you to send to potential prospects. Typical decks consist 15-20 slides of content on your company or product.

## OTHER MARKETING MATERIALS: 1-2 SESSIONS

Along with branding, it is important to create consistency. In order to do so, Bytecraft has created a unique Content Strategy that can be implemented to any product, business, or service. This optional step is often broken down into digestible packages. Please contact us for more information at info@bytecraft.io, Subject: OTHER MARKETING OFFERINGS. Rates apply,

# 8 FUNDRAISING & PARTNERSHIP

## FUNDRAISING & PARTNERSHIP MEETING

Although we do not offer funding, we do orchestrate the necessary tools you need to achieve success with investors. We understand that funding is a huge part of the entrepreneurial journey, which is why we help you execute your idea in order to provide a proof of concept to your potential investors. Once you successfully pitch to investors and reach your financial goals, the 3 Tiers of Success (slide 3), remain an option for you to ultimately sustain a long-lasting partnership with us.

## WHERE WE GO FROM HERE.

It is only up from here. Our goal is to make sure you have the foundational tech tools to success. We offer maintenance packages to ensure quality is up to par. Along with an array of post-launch marketing packages to fit your company's needs.

## *HAVE YOUR FIRST BYTE OF SUCCESS*

You deserve it!- TEAM BYTECRAFT