



Concept to Market

Contents

- **Executive Summary**
- **Business Opportunity**
- **Business Model**
 - Key Benefits of the Concept to Market Model
 - Student Model Integration
- **Conclusion**



University-Student Development R&D

Executive Summary

Contollo Consulting is launching a unique development model in partnership with universities, utilizing talented students mentored by senior developers to deliver cost-effective, high-quality software solutions. Central to this program is our Concept to Market Method, a structured process designed to take client ideas from initial discovery through to market-ready products. This method ensures that every project is grounded in market validation, detailed planning, and precise execution, while leveraging our university-student model to scale effectively.

The program provides students with hands-on experience, financial incentives, and the opportunity to contribute to real-world projects. Simultaneously, the Concept to Market framework ensures we deliver high-quality, low-risk solutions for clients, allowing us to disrupt the traditional development landscape.

► Business Opportunity

The software development market is fraught with inefficiencies:

- High costs and slow delivery times are the hallmarks of traditional development models.
- Startups often fail due to a lack of product-market fit, poor planning, or an inability to bring their ideas to market quickly.

Contollo's Concept to Market Method addresses these issues by combining market validation, rigorous analysis, and strategic planning with scalable development resources—students mentored by senior developers. This model not only solves the cost problem but also minimizes risk, ensuring that client products are designed, validated, and built with precision.

➤ Business Model

The Concept to Market model is a highly structured journey designed to guide founders from initial concept through to market delivery. This journey ensures that each step is intentional, informed, and aligned with the founder's vision and business goals. Below is a detailed overview of each stage in the founder journey:

I Qualification Meeting

This is the entry point for founders interested in turning their ideas into reality. The initial call meeting focuses on understanding the founder's vision, the problem they are solving, and their expectations. The sales team provides an overview of the Concept to Market model, highlights the potential value, and answers initial questions.

In this stage, the sales and discovery teams work together to assess whether the startup is a good fit for the Concept to Market model. The focus is on qualifying the business idea and determining if it has the potential for scalability and market fit.

Key components of this meeting include:

- Understanding the market need and the problem being addressed.
Assessing the startup's readiness for analysis and potential development.
- Evaluating the commitment of the founder to follow through with the structured process.
- Providing insights on potential challenges and evaluating the business feasibility.

I Discovery Phase

After the qualification meeting, the discovery phase takes place to gather more detailed information about the startup's business model, technology requirements, and market potential. This stage helps to establish a solid foundation for the analysis phase.

Key activities include:

- Conducting in-depth discussions with the founder to understand their vision and requirements.
- Identifying potential roadblocks and opportunities.
- Mapping out initial ideas for the development approach.

I Analysis Phase

Based on the qualification meeting and discovery phase, a decision is made about whether to move forward with a more in-depth analysis. If the startup meets the criteria and both parties agree, the engagement proceeds to the analysis stage. If not, recommendations or alternative pathways may be provided for the founder.

The analysis phase is a critical step where detailed assessments are conducted. This includes analyzing the market fit, target customers, potential barriers, and any technical or operational challenges. The goal of this phase is to gather all necessary information that will inform the development approach and determine the viability of the product.

Key activities include:

- > Market research and validation.
- > Technical feasibility assessment.
- > Identifying resource needs, including team and technology.

I Proposal & Decision: Develop or Not

Once the analysis is completed, a detailed proposal is created. This proposal outlines the product roadmap, the timeline for delivery, the development plan, and associated costs. The founder and the team then decide whether to proceed with development based on the proposal. If the decision is to move forward, the project transitions into the delivery phase.

I Delivery Phase

In this final stage, the product development process begins. The development team works closely with the founder to ensure that the vision is realized while following the agreed-upon roadmap.

The delivery phase includes:

- > Building the product iteratively with regular reviews and feedback sessions.
- > Ensuring the final product aligns with market needs and meets quality standards.
- > Preparing for market launch and post-launch support.

► Key Benefits of the Concept to Market Model

The Concept to Market model is a highly structured journey designed to guide founders from initial concept through to market delivery. This journey ensures that each step is intentional, informed, and aligned with the founder's vision and business goals. Below is a detailed overview of each stage in the founder journey:

- **Structured Approach:** Each stage of the journey is defined, ensuring that nothing is left to chance and risks are mitigated early.
- **Founder Alignment:** Regular touchpoints and collaborative decision-making ensure that the founder's vision is always at the center of the process.
- **Risk Mitigation:** The analysis phase ensures that every aspect of the business is scrutinized, reducing the risk of failure during development and market launch.
- **Efficient Use of Resources:** By evaluating the viability before development, founders avoid wasting time and money on products that may not be feasible or profitable.

The Concept to Market journey is not just about building a product—it's about building a business with the right foundation to succeed in the market.

► Student Model Integration

The Concept to Market model is a highly structured journey designed to guide founders from initial concept through to market delivery. This journey ensures that each step is intentional, informed, and aligned with the founder's vision and business goals. Below is a detailed overview of each stage in the founder journey:

- **Student Talent Pool:** We recruit and train students from partnered universities, providing them with a structured environment to apply their skills.
- **Mentorship:** Senior developers mentor students, ensuring that the quality of work remains high while students gain valuable hands-on experience.
- **Incremental Learning and Compensation:** Students start at \$200/month, with performance-based increases, reaching up to \$450/month. This structure provides growth and incentivizes excellence.

Together, these two elements form a cohesive model that can serve clients at every stage of product development while keeping costs low and timelines short.

➤ Conclusion

The combination of Contollo's Concept to Market Method and our student model creates a unique, scalable business that delivers high-quality, low-cost solutions for clients. By ensuring market validation, detailed planning, and reliable execution, we mitigate risks for clients while providing invaluable experience to students. This model is not only sustainable but poised for growth, positioning Contollo as a leader in affordable, effective software development.

