

# TECHSTART

Designed to help entrepreneurs and early stage startups get great products to market faster and more cost efficiently

## WHAT IS TECHSTART?

A 2-4 week fast track program designed by the team at Aeternum that envisions the Minimum Viable Product (MVP) for your startup – at no cost to you. Participants get access to our stellar team of architects, engineers and project managers to provide a complete blueprint for your product that includes:

### ○ Product Concept

A clear technology vision for your product developed through interactive sessions that define the solution and solidify your value proposition.

### ○ Requirements & Use Cases

Developed through collaborative deep-dive sessions into the key foundations and requirements of your product.

### ○ Product Roadmapping

Strategic plan, high-level budget, key milestones and timelines required to get your product to market.

### ○ Architecture & Design

High-level architecture and best-fit technology stack decisions for your product.

## WHO IS AETURNUM?

A talented team of engineers in relentless pursuit of innovation, and a strong desire to tackle hard software development challenges. We have been building products and platforms for startups since 2001 and are proud that some have been acquired by Oracle/Siebel, NetApp, eBay and PayPal. Our customer base has primarily grown through referrals from our customers and well known VC, angel and seed investors.

## WHY WE ARE DOING THIS?

- To give back to the entrepreneur community by helping young startups bring great ideas to life.
- To demonstrate our experience and capabilities as a strategic development partner that can help execute your ideas.

## HOW TO KNOW IF TECHSTART IS A GOOD FIT AND HOW TO APPLY?

Email Rajat Bhakhri at [rbhakhri@aeternum.com](mailto:rbhakhri@aeternum.com) or the TechStart team at [techstart@aeternum.com](mailto:techstart@aeternum.com) with your contact details (name, phone, email) and a good time to connect. We will contact you within 24 hours to schedule an in-depth conversation and jointly discover and decide whether TechStart is right for you.

## BEST SUITED FOR

- Startups working on a SaaS-based offering on mobile, web or both.
- Passionate founders excited about working collaboratively with a technology team.

# TECHSTART

## FAQ's

### **EXACTLY WHAT DOES TECHSTART OFFER FOR PROGRAM PARTICIPANTS?**

Participants get the following for free - no strings attached:

- Expert advice to help envision and solidify your product vision through multiple interactive sessions with our team.
- Requirements docs, use cases, architecture/design, product roadmap, high-level budget, milestones and timelines.

Our goal is to demonstrate how we can help you get your software product to market faster and more cost efficiently. At the end of the program, if you are interested, we will propose a plan to build your product with a comprehensive roadmap to fit your budget. If you are not interested, there is no obligation to engage with us. You get to keep all the material and IP created during our time together.

### **HOW DOES THE PROGRAM WORK?**

- 1** We sign an NDA with you and conduct an introductory meeting to discuss the software solution you are planning on building.
- 2** Gather product requirements, conduct a gap analysis and jointly define core features and functionality.
- 3** Evaluate build vs. buy options, technology selection and the business implications of those decisions.
- 4** Together, we build a development roadmap for you with specific time-to-market metrics.

### **HOW TO KNOW WHETHER TECHSTART IS A GOOD FIT?**

After an initial discussion, we'll be able to highlight the potential benefits for your startup. If it's not a fit, we'll let you know right away. There is no risk and no obligation on your part.

### **WHO ARE SOME OF YOUR CUSTOMERS?**

Paydiant (acquired by PayPal), Akorri (acquired by NetApp), ClearSaleing (acquired by eBay) and many others. Visit [www.aeturnum.com/case-studies](http://www.aeturnum.com/case-studies) for more examples of the companies we work with.

### **HOW CAN AETURNUM BUILD AN MVP SO QUICKLY AND EFFICIENTLY?**

We have perfected a development methodology that shortens the distance between product concept and launch. It incorporates a balanced mix of experience, expertise and pre-built software accelerators that eliminate redundancy and reinvention of core functionalities commonly required by most products and platforms. In doing so we reduce development cycle time and costs, realizing a high quality MVP in 3-6 months. For more details on the accelerators, please visit [www.aeturnum.com/athiva](http://www.aeturnum.com/athiva).

Interested? Reach us at [techstart@aeturnum.com](mailto:techstart@aeturnum.com).

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