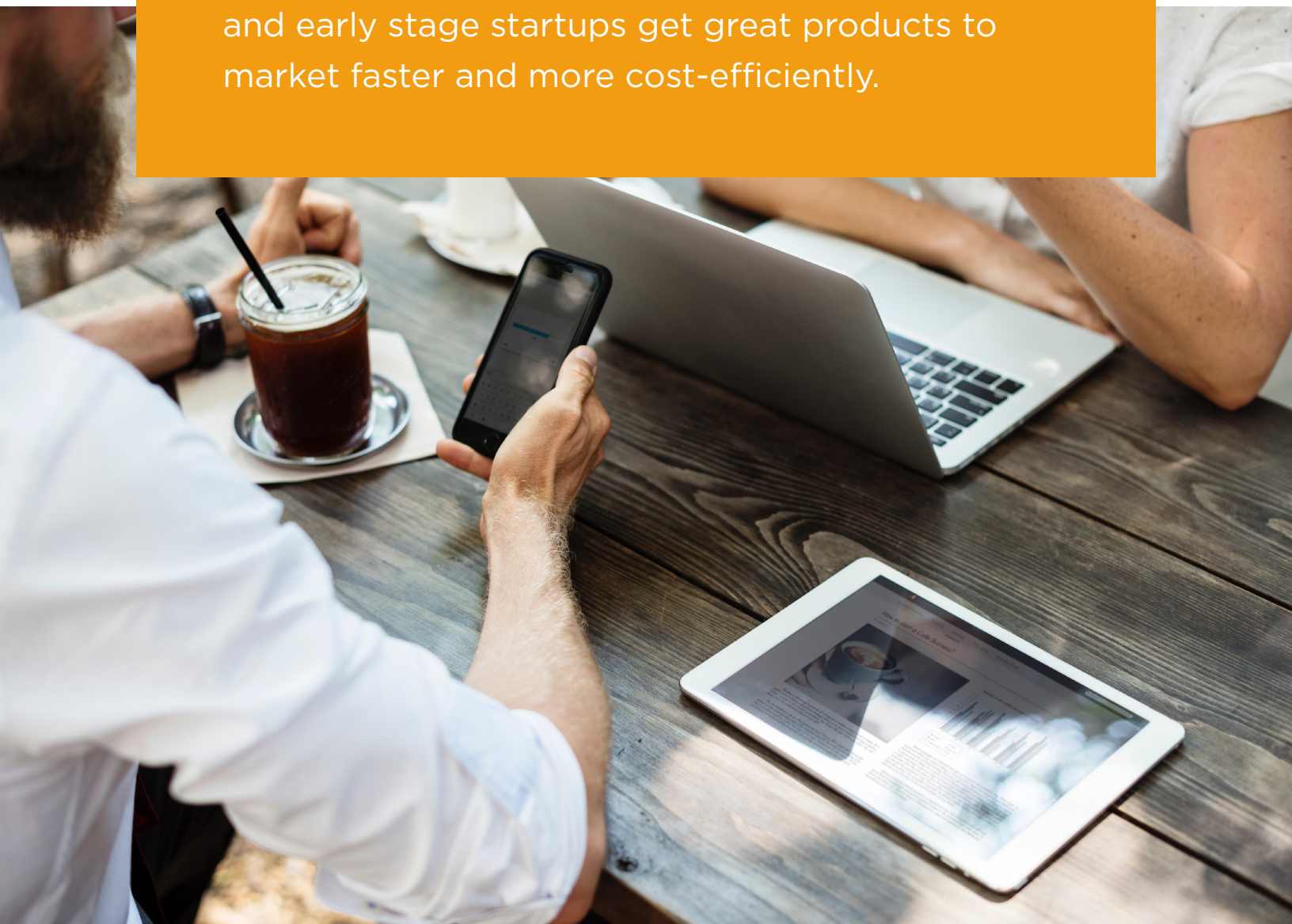

AETURNUM
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TECHSTART PROGRAM

A new program 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 Aeturnum that helps startups develop a technology roadmap – **at no cost to you**. Participants get access to our experienced team of architects, engineers and project managers to provide a complete technology blueprint for your company that includes:

- **Deep-dive Sessions:** To understand your product vision, market fit and business goals
- **Architecture & Design:** Develop a clear technology vision with high-level architecture and best-fit technology stack.
- **MVP Roadmap:** High-level budget (categorized into three tiers - < \$100K, \$100K-\$500K, >\$500K), key milestones and timelines.
- **Technology Recommendations:** Tech Stack, Build vs. Buy, Identifying core IP, Risks, IP Protection, Scaling, Skills and Talent, Support, Maintenance.

As a result of TechStart, you will also be better prepared and positioned to go-to-market faster and secure investment capital by demonstrating strategic forethought, planning and technical abilities to execute on your vision.

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

WHO IS AETURNUM?

A talented team of architects, product managers and 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, Experian and PayPal. Our customer base has primarily grown through referrals from our customers and well known VC, angel and seed investors.

WHATS THE IDEA BEHIND TECHSTART?

- We like to give back to the entrepreneur community by helping young startups realize their vision and bring great ideas to life. Besides mentoring, we also contribute in kind to various accelerator events.
- 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@aeturnum.com or the TechStart team at techstart@aeturnum.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.

ADDITIONAL QUESTIONS & ANSWERS

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.
- High-level product architecture, technology stack recommendation, ballpark budget, key milestones and timelines

Our goal is to demonstrate how we can help you get your software product to market faster, predictably 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 introductory meeting(s) to discuss your startup and vision.
2. Do deep-dive sessions on your product requirements, features and go-to-market plan/strategy.
3. Develop a high-level architecture and technology document, with key milestones, guesstimated budget and timelines.
4. Provide specific recommendations on key points – IP protection, technology risks, platform scaling, team building (talent, resources, skills) and more.

HOW & WHEN WILL I KNOW WHETHER TECHSTART IS A GOOD FIT?

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

WHAT'S THE CATCH OR BUSINESS MODEL?

There is no catch. The program is free of charge. After the program, if you choose to engage us to help develop your MVP (Minimum Viable Product), we will prepare a comprehensive roadmap that fits your budget and start development. No gotchas. We are confident you will want to work with us.

WHO ARE AETURNUM'S CUSTOMERS?

Visit www.aeturnum.com/case-studies for a sampling 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 re-invention 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.

To apply, email us at techstart@aeturnum.com with your name, phone, email and a good time to connect.