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engineering

Opus Una Engineering

Turbo-Traction

June 2020

Raising capital for Start-ups has just become harder



Funding has dropped by 85% for tech startups raising investment for the first time, compared to the same period in 2019

Beauhurst



For startups looking to raise in this landscape, having a strong product demo and well thought through plan for growth during a downturn will be crucial to the funds and investors that remain active

Oliver Richards, Partner MMC Ventures



Early market validation is likely to play a bigger role in future VC investment Decisions

European Commission Joint Research Centre



Validating your ideas is critical to success

Taylor Wescoatt, Seedcamp



Have a bit of validation on your product idea to give you a stronger story

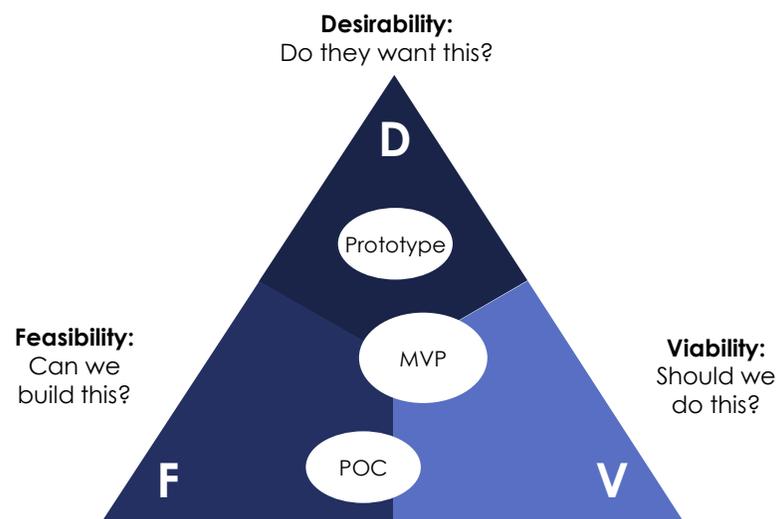
Jess Lee, Sequoia Capital



Evidence of product validation has just become more important



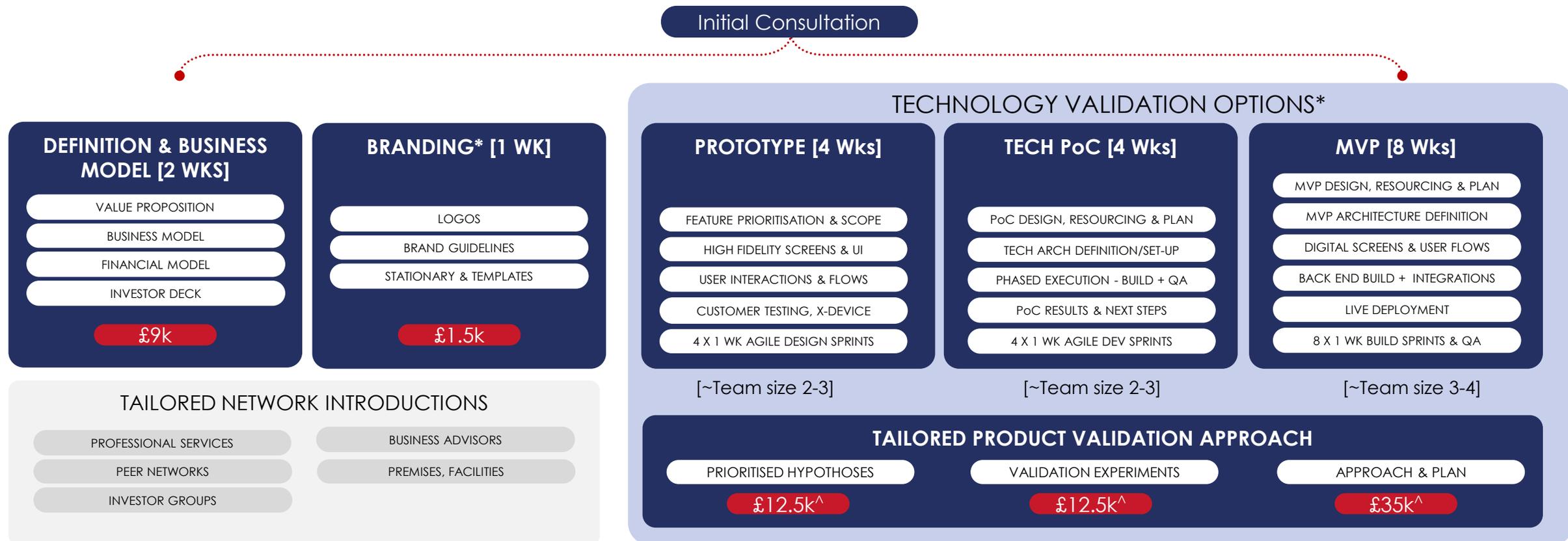
- Investors want to see traction and know that their money will be spent wisely
- Working technology and a clear product validation path are critical
- Prototype vs POC vs MVP is an important early-stage decision



What should you build?

- A well-presented articulation of the business model is also key
- Few early stage firms have all the required skills and experience in-house

Turbo Traction – your path to validation



- Initial consultation to determine which services are required and most appropriate technology validation options
- Best-fit technology resources are selected with our offshore delivery partners
- Pro-bono network introductions included with all packages
- Branding and graphic design delivered through tried and tested partners at discounted rates



KEY

- No Charge
- * In conjunction with partners
- [^] Price = Tech option + validation
- Red bar: Pricing based on typical project

Who are we?

Leadership with Track Record

David Noyce



in

Sharmil Patwa



in



Tailored Solutions

'Turbo Traction'
Accelerated product validation

Resource Augmentation
Supplementary software expertise

Turnkey Engineering Team
Managed software delivery

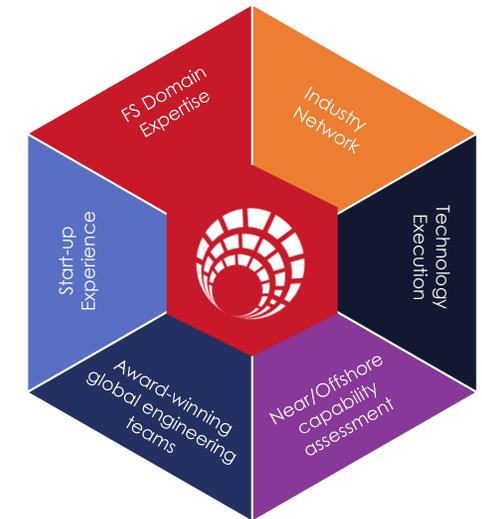
Fractional Resourcing
In specific instances

Cost Optimised Delivery



- 1 Perm
- 2 Big 4
- 3 On-shore contractors
- 4 Off-shore dev co
- 5 Off-shore contractors

Experience & Expertise



Turbo-Traction Partners

- 180 Off-shore software experts in 5 locations
- On-shore experienced identity, branding and graphic design resources (previously J Walter Thompson, Ogilvy & Mather)

	Product Validation	Build Technology	Branding	Deep Domain Expertise	Deep Industry Network	Equity Required
Opus Una Engineering	✓	✓	✓	✓	✓	0%
Agency		✓	✓			0%
Accelerator	✓			✓	✓	Up to 10%
Venture Builder	✓	✓	✓	✓	✓	Up to 50%

What Founders say about us



When looking to better understand the UK insurance and funds management markets ahead of our global expansion we engaged Sharmil from Opus Una. His knowledge of the strategic drivers of participating firms, the current regulatory landscape and his direct client connections have proved valuable to us. I happily recommend Sharmil to other fintech firms looking to address the UK market – **Adrian Johnstone, Founder, Practifi**



We engaged Opus Una to help accelerate our journey. They have excellent network, industry expertise and FinTech knowledge, all of which they deployed. We will continue to work with them as we go from strength to strength – **Giles Adu, Founder ClearMacro**



Sharmil's work with the startups in Startupbootcamp was amazing. He brought his unique combination of deep practitioner and consulting experience in Financial Services and business transformation together with entrepreneurial spirit to bear. The FinTech companies he worked with and the Startupbootcamp team really value the time and effort he put in to accelerate their growth and really enjoyed working with him – **Francisco Lorca, Managing Director Startupbootcamp FinTech**



Sharmil has provided us with sound advice regarding our offering. He has the skills and experience to look at FinTech through the eyes of the customer, investor and management team of the company. I would not hesitate to recommend him and Opus Una to help accelerate your growth – **Philippe Rioland, Founder**



Sharmil is a great upbeat guy and a pleasure to work with. Good analytical mind, that let us look at our own data the way we didn't think of before, and come to insightful conclusions with lasting strategy impact. Would highly recommend his input to others – **Yan Gloukhovski, CEO Zeroflows**



Sharmil has deep experience in financial services. He challenged us in a way that helped us to improve our product and processes quickly, understand the market better and grow faster. He is a great personality, helping us in different areas, from funding to business model. As an advisor he adds great value to the company, but what is most important, is he is a priceless mentor to the team – **Jacek Wojcik, CEO Zenith One**



I was lucky enough to meet Sharmil when he was a mentor on the Barclays Techstars Fintech programme in London. He immediately understood what we were building at UniZest and his in-depth knowledge and expertise in finance and banking was extremely useful to our business. – **Peter Miles, CEO Unizest**



Sharmil has been mentoring us during the Barclays Techstars Accelerator program. He has consistently helped us evaluate our numerous product and monetization opportunities. We have been extremely grateful for his actionable guidance as we navigate this massive complex space – **Samer Saab, Co-Founder Wala**

Appendix: Module Activities & Pricing

DEFINITION & BUSINESS MODEL [2 WKS]

VALUE PROPOSITION

- Customer Profile(s)
- [Jobs, Pains, Gains]
- Value Map(s)
- [Products and Services, Gain Creators, Pain Relievers]

BUSINESS MODEL #1

- Key Partners
- Key Activities
- Key Resources
- Cust Relationships
- Channels
- Revenue Streams
- Cost Structure

BUSINESS MODEL #2

- Revenue Model
- Marketing Approach
- Competitor Analysis

BUS MODEL REVIEW

- Complete Business model canvass review
- Stress test scenarios walk-through
- Client Personas

FINANCIAL MODEL

- Financial analysis & projections
- Key risks and assumptions
- Investor deck enhancement

£9k

DIGITAL PROTOTYPE* [4 WKS]

- Feature prioritisation & scoping analysis
- Rapid prototype build plan (4 x 1 wk agile sprints)
- Digital brand asset set up and usage
- Collaborative digital sketch & wireframe creation
- High fidelity UI and user screens (min 10)
- Full customer interaction & navigation UX
- Multi-device user experience (Browser, IOS/android, tablet)
- Customer testing platform capability

£12.5k ^

TECH PoC* [4 WKS]

- Technical feasibility challenges and prove points
- PoC scope and Tech architecture definition (workshops)
- PoC client infrastructure & connectivity set-up
- Build plan and backlog story creation (4 x 1 wk agile sprints)
- Tech development & QA phased execution
- POC regular Checkpoints & client review
- PoC analysis and conclusions + next steps approach

£12.5k ^

MVP* [8 WKS]

- MVP definition and resource identification
- Tech stack architecture design
- Client Infrastructure & tools set up
- Build plan and backlog creation (8 x 1 wk agile sprints)
- Front end Features & Flows design
- Min 10 user screens and flows build & QA
- Back end processes and data function build & QA
- 3rd party vendor integrations build & QA
- Live environment deployment & client sign-off

£35k ^

TAILORED PRODUCT VALIDATION APPROACH

- Identified & prioritised key Hypotheses
- Determination and definition of appropriate validation experiments (aligned with tech build options)
- Testing activities, metrics and success criteria
- Test sequencing plan

BRANDING* [1 WK]

- Logos (inc. digital mock-up)
- Brand Guidelines
- Stationary & templates
- PDF presentation with web and app

£1.5k

TAILORED NETWORK INTRODUCTIONS

- Professional services (L&C, Finance, HR)
- Business Advisors
- Peer networks
- Premises, facilities
- Investor groups

£0

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