

eleks

Product Strategy

Product Strategy

a service to help you creating
a **strategy to hit the market**
with a **structured framework**
for informed decision making
–in case of a new product to
launch, or of the need to
revitalize an existing product.



Benefits

- The financial tactics are led by data-informed **business strategy**
- The business model is grounded by structured **success metrics**
- A **unique value proposition** based on insights from market research

Product Strategy is an offering for the following clients' requests

Market Entry or Expansion

Companies who are looking to **enter a new market or expand into additional segments.**

Need insights into market viability, competition, and customer expectations.

Product Innovation

Organisations seeking to innovate and **create new products or services.**

Requires support by opportunities identification and ideas validation.

Revitalization of Portfolio

Businesses needing to revamp or **reposition an existing product** to increase market share.

Need a fresh strategy to align with current market trends and user needs.

Digital Transformation

Corporates aiming to **digitalize their offerings or integrate new technologies.**

Need a roadmap for digital product development and implementation.

Venture & Acceleration

Startups needing to **define their initial product strategy and go-to-market plan.**

Requires foundational market research and strategic planning.

A process tailored to your challenges



These are the main **activities and outputs**, which then need to be tailored specifically on your case. **Other possible activities and outputs might be:** Business Model Canvas, Revenue Model Canvas, SWOT Analysis, PESTEL Analysis, Technical Research Report, Ecosystem Design, Partnership Network Document, Pricing Model Definition, ROI Calculation, Customer Interviews Summary, Customer Surveys Report, Product Vision, MVP Definition, Mock-ups, Prototype, Go-To-Market Strategy, Implementation Plan, and more.

The deliverable results that you need



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Product Strategy among other Design Services

1-2 days

Innovation Workshop

Tackle one challenge you're facing, come up with an innovative solution / action plan.

- ✓ Free workshop of which you can choose the content based on your needs
- ✓ A defined problem statement and potential solution framework
- ✓ Free advisory for next steps

1-2 weeks

Product Sprint

Shape and scope desired solution together with Eleks team, get estimations & a plan.

- ✓ User-centered approach
- ✓ Technical framing of the ideated solution
- ✓ Budget estimation and suggested team

4-8 weeks

Product Design

Transform existing products and design new products and experiences.

- ✓ Validation of the problem
- ✓ In-depth user research
- ✓ Vision-tested prototype of the solution
- ✓ Definition of Product Vision and Scope for the future development

12-16 weeks

Product Strategy

Identify new insights, opportunities within your core business, get market feedback.

- ✓ Partially developed product ready to launch for early adopters
- ✓ Technical feasibility study
- ✓ Market validation
- ✓ Actionable product roadmap

ADVANTAGES

Why shape Product Strategy with ELEKS team?

Customer centricity

We shape solutions around actual user needs, identify existing experience gaps and help business grow by offering pain relievers. We apply a continuous product design approach by measuring success using predefined metrics.

Advanced technologies

Our team has decades of experience in architecting products with cost effectiveness, flexibility and scalability in mind. We can advise you on latest technology and how it can help elevate your business.

Efficient processes

We have a proven approach to business design and product management, with efficiency baked into our DNA. Together with your team, we'll establish collaboration principles, aiming for cost optimization and risk mitigation.

Long-term partnership

Due to wide range of technology expertise throughout the whole product lifetime, starting from idea to implementation to support.

Domain Expertise

Domain-specific business knowledge due to long-term partnerships, extensive experience and shared responsibility on delivered projects.



A Top 100 Global Outsourcing Company

eleks

Your trusted partner for guaranteed software delivery

Product mindset in our DNA



We focus on complex tasks

Long-term relations with clients

Deep vertical expertise

Top scientific talent

GLOBAL PRESENCE

20 offices

1,500+ delivery specialists

2,100+ total number of specialists



Americas
 Chicago, USA
 Las Vegas, USA
 Toronto, Canada
 Buenos Aires, Argentina

Europe
 Tallinn, Estonia
 Berlin, Germany
 London, UK
 Amsterdam, Nederland
 Paris, France
 Zürich, Switzerland
 Split, Croatia
 Zagreb, Croatia

Ukraine
 Lviv
 Kyiv
 Ternopil
 Ivano Frankivsk

Poland
 Rzeszow
 Krakow

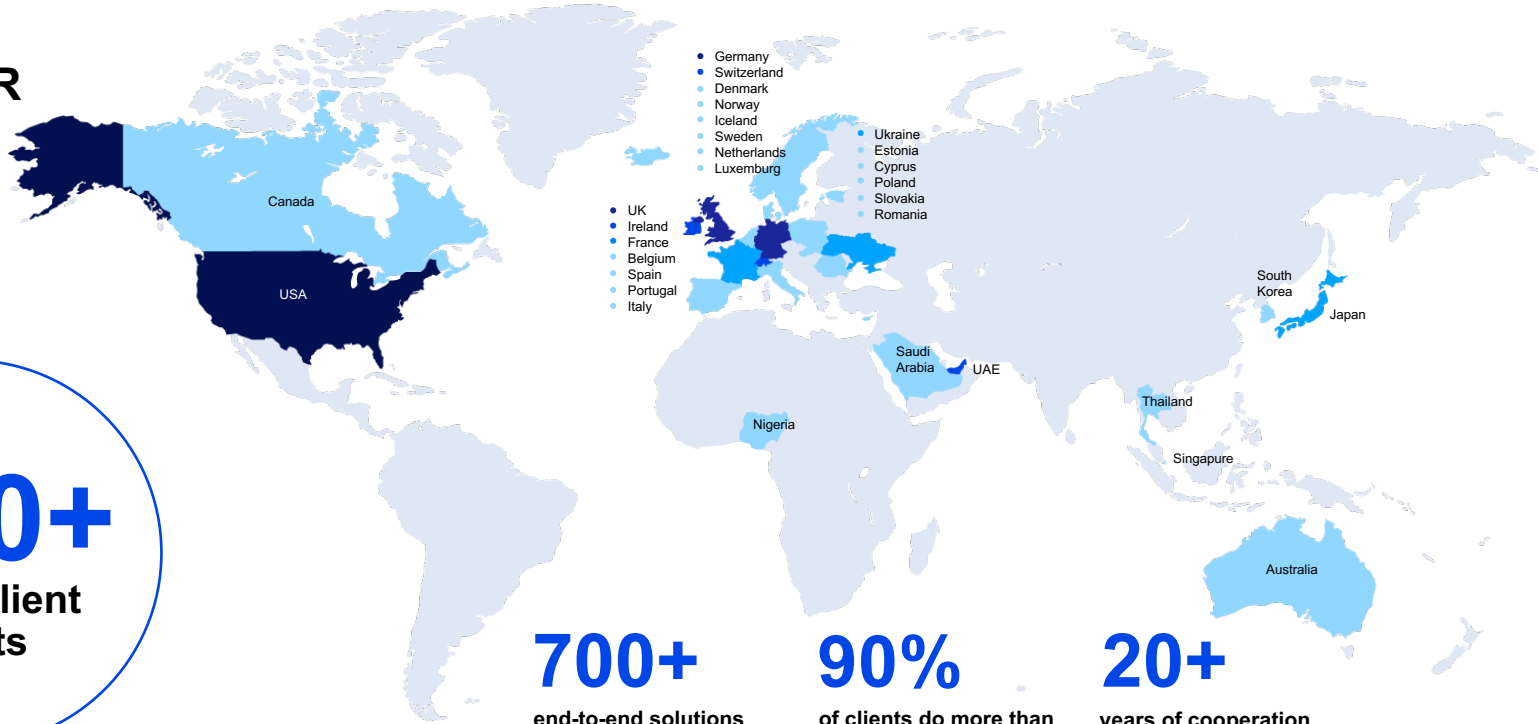
Middle East
 Ajman, UAE
 Al Jubail, KSA

Asia
 Tokyo, JAPAN

- ⦿ Headquarters
- Development Centre
- International Office
- Partner
- Affiliate



MEET OUR CLIENTS



150+
active client accounts

700+
end-to-end solutions delivered

90%
of clients do more than one project with us

20+
years of cooperation with our oldest clients



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Thank you!