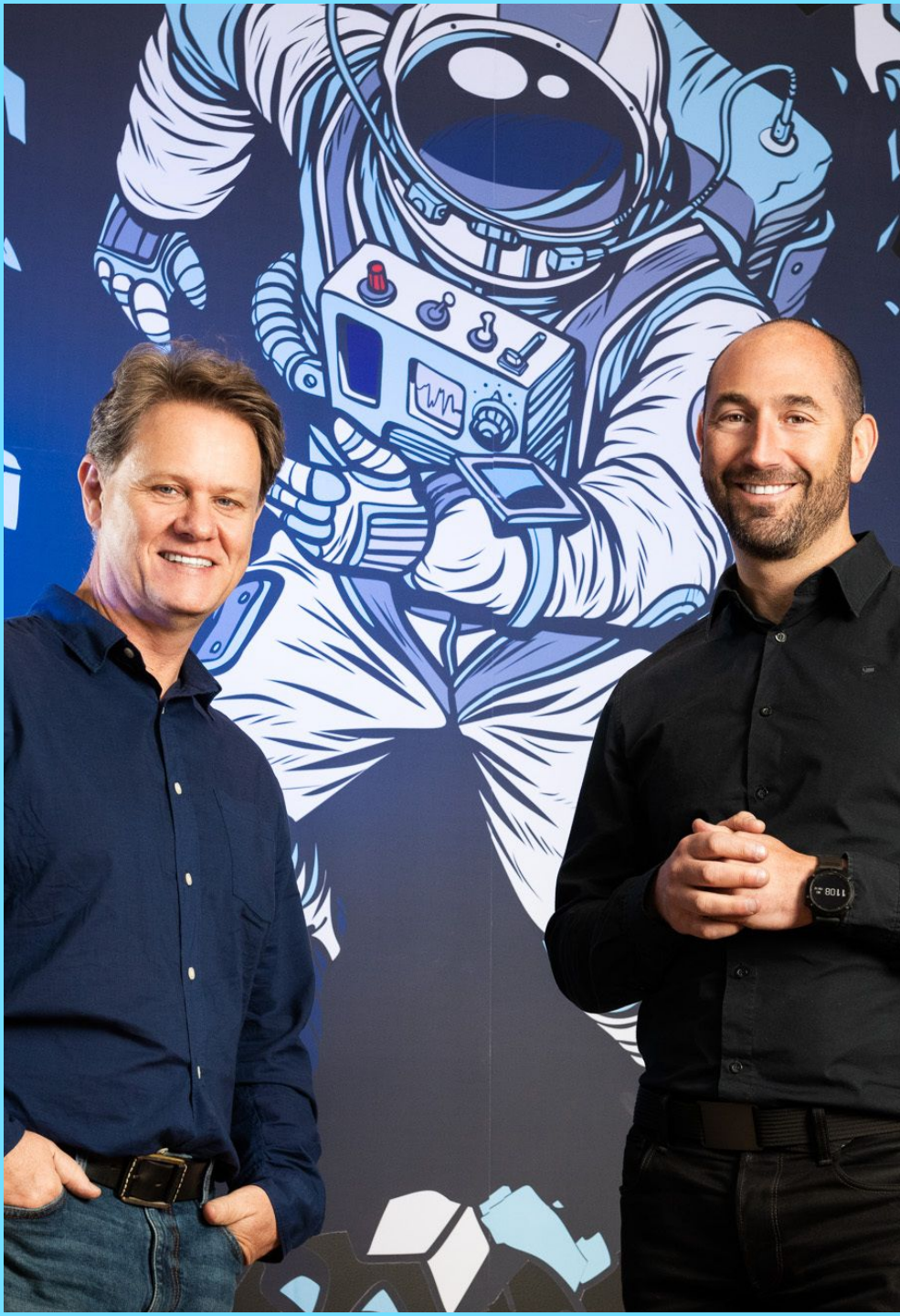


**PROPEL**  
VENTURES

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## About Propel

Propel assists businesses and entrepreneurs with accelerating their product innovation and development, helping capture business and market opportunities faster.

Unlike other development partners, Propel is a strategic partner, helping clients focus on discovering and building the right thing for the business and its users to achieve product and market success.

Everything we do is committed to the future success of your product — from strategy, design, development, go-to-market, and sustainably scaling your product for future growth.

Currently, Propel boasts an ever growing team of approximately **80** amazing product specialists.

## Our profile

From product strategists, managers, designs and developers, we have a team member to assist you through every part of your product journey.



## Our clients

Propel has worked with a number of high profile SME and enterprise level clients, across several industries and markets. We have flexible team structures to suit all company structures and sizes.



## Recognitions

Our exceptional work quality and team culture has been recognised by several well known bodies and certification authorities. Propel strives to build a workplace that is home to innovation and community.



Our teams strive to achieve product excellence following the *Propel Way*<sup>TM</sup>

This ethos is at the heart and soul of every Propel project and product

*The Propel Way does not define another mundane methodology or framework, but rather it defines the fundamental DNA of our business.*

We are heartbroken to see so many products fail to find product market fit or achieve tangible ROI for stakeholders. Many great ideas that should have achieved success have failed to find their footing in a market simply due to a misguided vision or lack of support from the right partner. Building a successful product in market is more than just technical and functional feat, it takes skillful and purposeful strategy and implementation to develop a product users love.

The Propel Way<sup>TM</sup> is the unique way in which we approach problems, break through challenges, collaborate, share ideas, make decisions, adapt and move fast. We are laser focused on making products that solve real user problems, positioning them to stand out in a crowded marketplace.

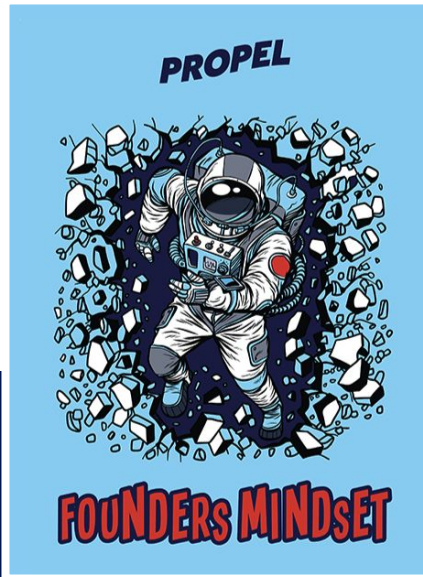
We do this by truly partnering with our clients, helping them focus on discovering and building the *right* product for the *right* market.

[Click here](#) to download the eBook!





## Our values *DRIVE* the Propel Way!



### **Founders Mindset**

*We are focused, take ownership and have a bias for action*



### **Craftsmanship**

*We invest the right amount of time to work our magic*



### **Outsized Impact**

*We make sure that our impact greatly outweighs the time we spend on our work*



### **Forthright**

*We have direct, honest conversations, focusing on the issue and not the individual. Equal measures of heart and head.*



### **Client Obsession**

*We build empathy for and have an understanding of our clients*

# Propel's 'Launch sequence'

Our team members will work collaboratively with you at every level, from creating a compelling product vision and developing a strong foundational strategy, to bringing this vision to life through product design, development and implementation.

## New Horizons: *Vision & strategy*

A Propel Strategy team will provide guidance and advice on how best to position your Business, Product and/or Technology Strategy, in order to achieve product and market success.

We leverage our breadth of business and product knowledge and years of customer testing insights to identify opportunities and assist with making the tough choices.

## Mission Planning: *Explore & test*

Focusing on a product idea or problem, a Propel team perform an in-depth exploration and elaboration process to ensure market and business conditions are right for product market-fit.

The team will also endeavour to validate, disprove or evolve the product hypothesis utilising prototyping before any costly investments in development and infrastructure are taken by your company.

## Lift off: *Development & launch*

A Propel product development team is embedded in your organisation to enable development and delivery of your product through to launch.

As experts in incremental and iterative delivery, Propel can accelerate speed to market utilising tight customer feedback loops. Our team will follow best practice engineering techniques and ensure future proofed technology solutions and designs are implemented.

## Flight: *Operate & scale*

A Propel product development team performs ongoing management and enhancement of your product.

The product enhancement process is always driven by measurement of key metrics and user feedback to ensure stable growth and adoption, enabling sustained innovation and product success.

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# New Horizons: Vision & Strategy

Capabilities	Example outcomes
<p><b>Business Strategy</b></p> <p>The north star for the organisation, the business strategy provides purpose at an executive level and clarity regarding the operational direction across the business. Propel will develop a business strategy underpinned by a well formed understanding of the market.</p>	<ul style="list-style-type: none"> <li>Listed and prioritised trends materially relevant to the business</li> <li>Competitors mapped across relevant market landscapes with priority deep dive/s</li> <li>Capture and communicate stakeholder and customer insights</li> <li>Identification of candidate solutions and their key success metrics.</li> </ul>
<p><b>Product Strategy</b></p> <p>Propel works with your existing product leaders to help product teams and leaders to articulate their vision, goals, and initiatives — this foundation underpins successful products and helps create value for customers and the business.</p>	<ul style="list-style-type: none"> <li>Market scan and mapping for related products (what can we learn from the market?)</li> <li>Assessment of the desirability, feasibility and viability of the proposed product solution</li> <li>Product vision and high level roadmap</li> <li>High level conceptual prototyping (as needed)</li> </ul>
<p><b>Technology Strategy</b></p> <p>Deliberation and analysis is required to choose the right technologies and processes, and at which levels to implement these. Propel's technology strategy approach will ensure that your business will use technology prudently to achieve product and business goals.</p>	<ul style="list-style-type: none"> <li>Identification of technology investment with supporting cost benefit analysis</li> <li>Potential investment options and quantitative analysis</li> <li>Assessment of technology fit (both through business and product lens)</li> <li>Outsourcing alternatives and options</li> <li>Transformation roadmap</li> </ul>
<p><b>Growth &amp; Innovation Strategy</b></p> <p>Propel understands that growth depends on innovation, particularly as a business is faced with disruptive forces.. Propel's G&amp;I Strategy can analyse the merits of a broad range of options options to maximise long term business value.</p>	<ul style="list-style-type: none"> <li>List of potential partners with supporting cost/benefit analysis of partnership opportunities</li> <li>Analysis of new market (market leaders, dominant market trends, key considerations etc.)</li> <li>Elaborated list of innovation and/or acceleration opportunities</li> <li>Transformation plan to enable new business</li> <li>List of potential distribution channels with associated opportunity analysis</li> </ul>
<p><b>Product capability transformation</b></p> <p>The success of a product transformation lies beyond improving the ways of working for product teams in isolation. To achieve a successful transformation, the leadership must align changes across all functional parts of the business to more effectively partner across the business organisation for the customer.</p>	<ul style="list-style-type: none"> <li>Current state map of the product organisation (with supporting SWOT analysis)</li> <li>Recommendations for product-centric organisation</li> <li>Identify target cross functional metrics</li> <li>Identify and align on target initiatives for focussed improvement</li> <li>New &amp; redefined roles to support product and organisational outcomes</li> <li>Establish frameworks for reframing problems and prioritising initiatives</li> </ul>

# Mission Planning: Explore and test

Capabilities	Example outcomes
<p><b>Discovery</b></p> <p>Propel embark on an in-depth exploration of the problem space to ensure the conditions are right for product market-fit. This is a vital opportunity to validate, disprove or evolve the product hypothesis before making costly investments in development and infrastructure.</p>	<ul style="list-style-type: none"> <li>Identify and map key product pain points and opportunities</li> <li>Identification of candidate solutions and product key success metrics</li> <li>Develop a detailed product development and implementation roadmap with timelines and milestones</li> </ul>

*Additionally one of:*

**Product design concept**

Given a set of targeted features and possibly an existing requirements list, a small Propel team will deliver a mid-high fidelity conceptual prototype (fidelity based on complexity of the product prototype and level of existing artefacts).

- Clickable (no code) mid-high fidelity product conceptual prototype ready to begin development and implementation work
- Outlined key features and usability workflows for development

**Technical POC**

Given a set of targeted features and possibly an existing requirements list, a small Propel team will deliver a working (coded) mid-high fidelity prototype (working technical proof of concept prototype).

- Technical (coded) mid-high fidelity product prototype with initial development and implementation completed
- Validated through user testing
- Outlined key features and usability workflows for development



**Citadel** by DNX Solutions

<p><b>Technology Due Diligence</b></p> <p>Propels team of technology and product experts will assess the viability and scalability of the existing tech stack and technology ecosystem currently in place at your business. Propel will not only provide feedback on the existing infrastructure but also present options for improvement and uplift in areas of need.</p>	<ul style="list-style-type: none"> <li>Detailed analysis of existing technology ecosystem, with relevant scoring/metrics</li> <li>Feedback regarding key areas of focus</li> <li>Options for areas of improvement and associated plan for uplift</li> </ul>
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## Lift off: Development & Launch

Capabilities	Example outcomes
<p><b>Product Development</b></p> <p>A Propel development team will be embedded within your organisation, working either solo or in collaboration with an internal product team, and go to work developing the new product outlined by the discovery and/or prototyping phase. The team will follow agile methodologies and CICD to develop and deliver a high quality product for market release.</p>	<ul style="list-style-type: none"> <li>• Agreement of success metrics for product implementation</li> <li>• Successfully developed, tested, fully functional product in market (MVP or above) ensuring success metrics achieved</li> <li>• Supporting technology ecosystem and hosting set up and future proofed</li> <li>• Plan for handover to business for long term success and in market stability</li> </ul>

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## Flight: Operate & Scale (Managed service)

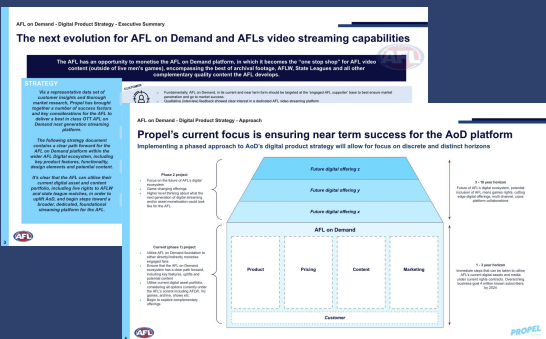
Capabilities	Example outcomes
<p><b>Product Management and Scaling</b></p> <p>A Propel development team will embed with the existing product/development structure to assist in delivering updates to an existing in market product, including but not limited to implementation of a new product feature set, modification or uplift.</p>	<ul style="list-style-type: none"> <li>• Focus on the key metrics leading to growth and adoption</li> <li>• Elaboration and validation of feature set to deliver on key metrics and product uplift</li> <li>• End-to-end development, testing and implementation of outlined product enhancements as well as operational support</li> <li>• Successful live, in market release of developed features</li> </ul>



## Australian Football League (AFL)

— Digital Product Strategy

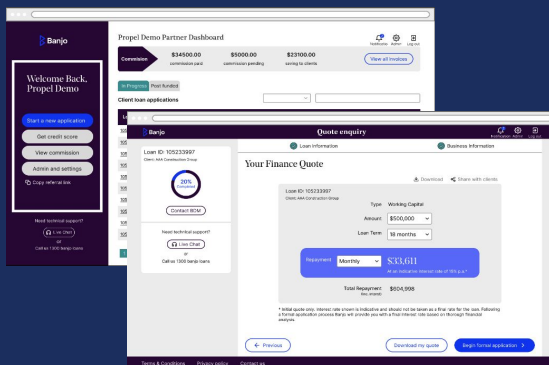
Propel provided the AFL with a clear short-medium term product & go to market strategy and a high fidelity desktop prototype, outlining key considerations for the AFL to deliver a best in class OTT AoD next generation streaming platform. Currently, Propel and the AFL are exploring next steps in order to bring these new products to life, including completing a broad reaching quantitative market research piece to validate the currently hypothesised structure of pricing and packaging options.



## Banjo loans

— Product elaboration & PoC

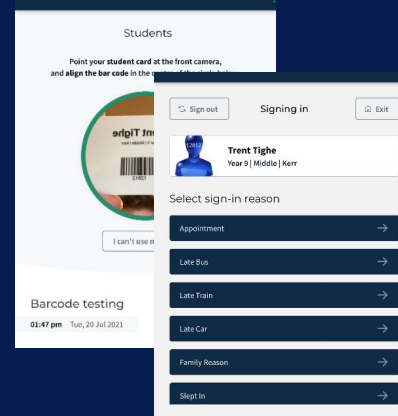
After completion of a strategy phase project, Propel provided Banjo with a high fidelity, dev ready portal concept that incorporated new product offerings, increased funding capability and aligned with the new strategic outlook for Banjo as an organisation. Final user testing results showed a significant improvement in usability and functionality scoring.



## Education Horizons Group (EHG)

— Kiosk app design & development

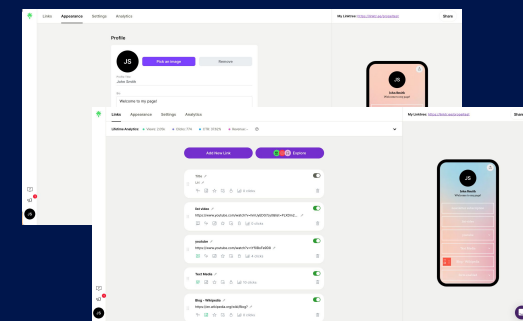
Utilising lean development principles and customer-centric approach, A Propel team delivered an iOS attendance kiosk app for EHG that satisfied CECV requirements, resolved a multitude of pain points for school administrators and shored-up the market position of the business. Product development ensured integration with both legacy on premises and new implemented cloud based SaaS solutions.



## Linktree

— Product development & uplift

Propel's main objective at Linktree was to enhance the current core product suite in order to increase activation rate and PRO conversion. Propel validated and built new core offerings that enabled Linktree to capture market opportunities faster. These new offerings solved critical pain points of users, helping them engage with their customers by driving more CTR.





## PAUL GREENWELL

### Co-Founder & Director

B.Eng (hons), MBA (Dean List), GAICD

✉ [paul.greenwell@propelventures.com.au](mailto:paul.greenwell@propelventures.com.au)

📞 0409 214 428

Paul is an accomplished product strategy and technology leader, with 25+ years' experience delivering innovative product solutions in a range of industries including accounting, public safety and defence.

As an engineering and delivery leader Paul led a team of ~150 across three countries to deliver MYOB's first cloud product currently used by 100,000s of small businesses across Australian and New Zealand.

Paul crossed over from engineering leader, to product leader 7 years ago. He has since been recognised as one of the rare breed of engineer who is also commercially minded and a strategic thinker.

In this role Paul was credited with defining MYOB's Connected Practice strategy which has been described as a masterstroke and dealt MYOB back into the game after being threatened with Xero's rapid growth in Australia & NZ.

With Propel Ventures, Paul & Ben have led the strategy, development & sale of nine separate Propel Ventures startups in the past three years to corporate partners.



## BEN ROSS

### Co-Founder & Director

B.LLB (hons), B.Com (hons), GAICD

✉ [ben.ross@propelventures.com.au](mailto:ben.ross@propelventures.com.au)

📞 0419 953 085

Ben is a bold entrepreneurial leader and co-founder of Propel Ventures. Ben leads Propel Ventures' product strategy practice with Paul Greenwell.

Ben was formerly on the executive leadership team at MYOB where he built a 45-strong product management & UX team responsible for MYOB's web, mobile and desktop product portfolio, executed by 40+ agile development teams. In that role, Ben led the product transformation of the PE-backed MYOB from a desktop-centric business to on-line leader, culminating in its successful ASX IPO in 2015.

Ben's edge is his ability to build and lead agile teams and execute against a compelling vision. He has managed small and large teams across EUR, USA, Asia and Australia/NZ in roles as a founding startup CEO, Quotify, and as a product executive with Intuit and MYOB. Ben built and led his own angel-funded startup from inception in San Francisco in 2010 to sale to Telstra in late 2011.

With Propel Ventures, Ben & Paul have led the strategy, development & sale of nine separate Propel Ventures startups in the past three years to corporate partners.



## Adrian Wong

Chief Operating Officer



Adrian has lead large teams and significant strategic programs of work across a wide variety of business sizes from co-founding a startup to global multinational technology vendors. Adrian a long track record of delivering on operational, transformational and project results, and has built high performing teams that have achieved large step changes in measurable improvements.

## Amy Johnson

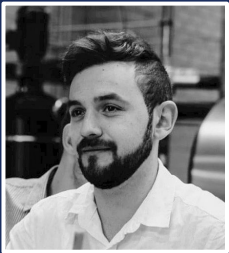
Chief Product Officer



Amy has over 20 years experience leading product teams across a range of industries, including financial services, telecommunications, travel and technology. With a deep knowledge of product management and design, Amy has broad expertise in strategy and vision, through to delivery, launch and realising product success.

## Mathew Gaal

Business Strategy Director



Mathew has broad experience across Strategy, Product Technology and Investments, having worked both at large scale consultancies and in Private Equity, as well as being part of multiple start up ventures. Mathew specialises at the intersection between Business and Product Strategy, guiding the executive team to achieve in market success.

## Diego Tognola

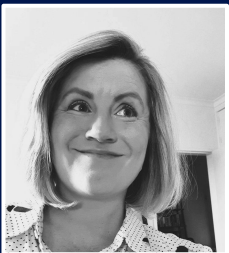
Head of Engineering



Diego has over 20 years of experience in software development and digital technology. Working in startups, consultancies and enterprises he encountered a broad range of mindsets, problems, solutions and technologies. Diego is passionate about craftsmanship and creating a culture where high-performing teams can grow and thrive.

## Laura MacIntyre

Product Strategy Director



Over a period of 15 years, Laura has worked with clients and products across multiple domains and technologies to deliver strategy as well as impactful products and services. Laura is accomplished at navigating strategic possibilities for organisations operating in complex markets, bringing a customer centric approach and robust strategic direction to turn insights into action.

## Neha Patel

Head of Delivery



Neha has a wealth of experience across many areas of software development and delivery, having worked in this space now for over a decade. Neha began her career as a developer, then moving up into senior positions to lead both large scale projects and teams. Her role as Head of Delivery is to ensure that Propel's development teams deliver the best quality products for our clients.

# PROPEL

VENTURES

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