

DIGITAL HANDBOOK

# Digital Guide for Product StartUps

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# Introduction

The business landscape is constantly evolving - new technologies are emerging, market trends are changing, and customer demands are becoming more and more precise.

In such a competitive era, the path to success – especially for startups – is full of roadblocks. The rate at which startups are getting launched is enormous. According to a report by Statista, In **March 2019**, the **USA** had more than **774,725** businesses that were less than **1 year old**.

Given the number (and magnitude) of risks startups tend to face, setting foot in a world that is already full to the brim is not easy. But the right plan and right approach can do wonders for those looking to make it big.

## In this whitepaper, we will talk about:

- Trends in product development in 2020
- Product development challenges of startups
- To MVP or not to MVP
- Factors to consider while deciding the technology for the product
- When to consider working with outsourced product development partner
- What to look for in an outsourced product development partner
- Tips to ensure success with outsourced product development partner

## Here are some other interesting startup statistics stated in an article by Forbes:

Over **70%** of startups fail because of hasty scaling

Founders need **2 to 3x** more time than they assume to validate a business model

Most innovations **(42%)** fail due to a long development time

Founders of failed startups have a **20%** higher chance to succeed their next venture





# Key trends in product development in 2020



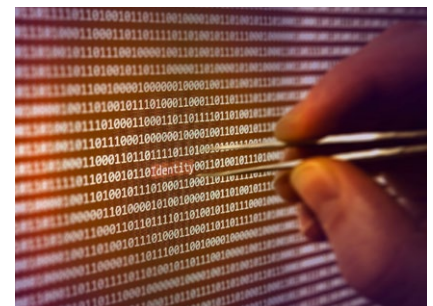
Today, more than ever, customers demand modern, innovative, intuitive, and user-friendly products – many even ready to pay more for gratifying user experience. The digital boom has touched new heights, thanks to the ongoing pandemic, causing businesses - big and small - to venture into developing cutting-edge products to satisfy the needs of users who are spending more and more time on digital platforms.

For companies, especially startups, looking to survive and thrive, it is imperative to digitally transform the way they operate. Using modern technology to rethink business models and fast-track product development efforts will soon become the only way to stay ahead of the competition.

As new products enter the market, they need to constantly evolve to be relevant: they need to incorporate modern features, offer a modern design, and an extremely fluidic user interface. Here's looking at some of the top trends in product development in 2020:

## Big Data

As new technologies evolve and customer demands constantly fluctuate, big data can help product companies unearth critical insight: from what audiences, regions, and age groups to target to what features to incorporate, what technologies to adopt, what competitors are offering and more.



## Cloud

As being responsive to changing market dynamics and customer needs becomes critical, the cloud can enable companies to develop (and deliver) products quickly and scalably. Since cloud offers on-demand access to compute resources, companies can leverage them to build cutting-edge products while meeting the scalability needs of their business.



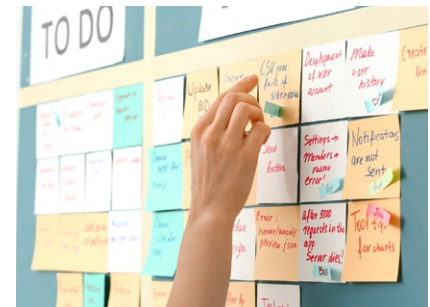
## Responsive UI/UX

As the device market gets extremely fragmented, customers expect their products to offer a seamless and consistent user experience. Embracing responsive design for UI/UX is a great way to ensure every interaction that customers have with the product is accurate, relevant, updated, and fluidic. business.



## DevOps

Offering quality products becomes a critical success factor. Product companies need to be able to develop products and incorporate features and updates – as and when the customer needs change. Using DevOps, product companies can enhance collaboration between different development teams while acting on feedback and integrating changes in a quick manner.



## Automation

As companies come under the pressure to bring products to the market quickly, automation can help eliminate manual tasks and accelerate time-to-value. The technology can be used to automate coding, build, testing, deployment, and delivery – enabling companies to improve the speed with which products are developed and delivered.



## Top 20 Reasons why startups fail



# The product development challenges of startups

From the beginning of time, founders of startups have begun their journey knowing that developing a financially viable product that embraces modern technologies and meets the current (and future) needs of customers is not going to be a piece of cake. At every stage of their journey, they are bound to face challenges.

## Not knowing where to start

Embarking on the development journey is never easy for product startups. No prior experience means most don't know where to start: do you begin by first building a team? Or by setting up an office space? Marketing your new venture? Or contacting prospective clients?

## Budget constraints

With A big challenge that comes in the way of triumph for product startups is budget. Most begin their journey without any money, which makes it difficult for them to set their business up. In addition, with no success stories to share, getting investments becomes a Herculean task.

## Resource unavailability

Startups also have to contend with the unavailability of the right resources. Although the job market is filled with candidates looking for a job, a newly launched startup might not be ideal for many to make a career.

## Technical incompetence

In an era where everything is continuously changing – technology, market trends, and customer needs – finding candidates with the right technical competence is also a challenge that needs to be dealt with.

## Poor development approach

For startups who've just set foot, poor understanding of the product development process is also a major roadblock that can come in the way of success. success.

**Listed below are some of them.**



Not knowing where to start



Budget constraints



Resource unavailability



Technical Incompetence



Poor development approach



# The importance of product definition

When startups begin their journey, they need to begin with a clear product definition – it is the critical starting point in the development of any product that needs to be launched into the market; everything else comes much later.

They need to clearly document answers to questions like -

- How will the product solve these needs?
- How is this product going to work?
- What technologies to use?
- What features the product is going to offer?

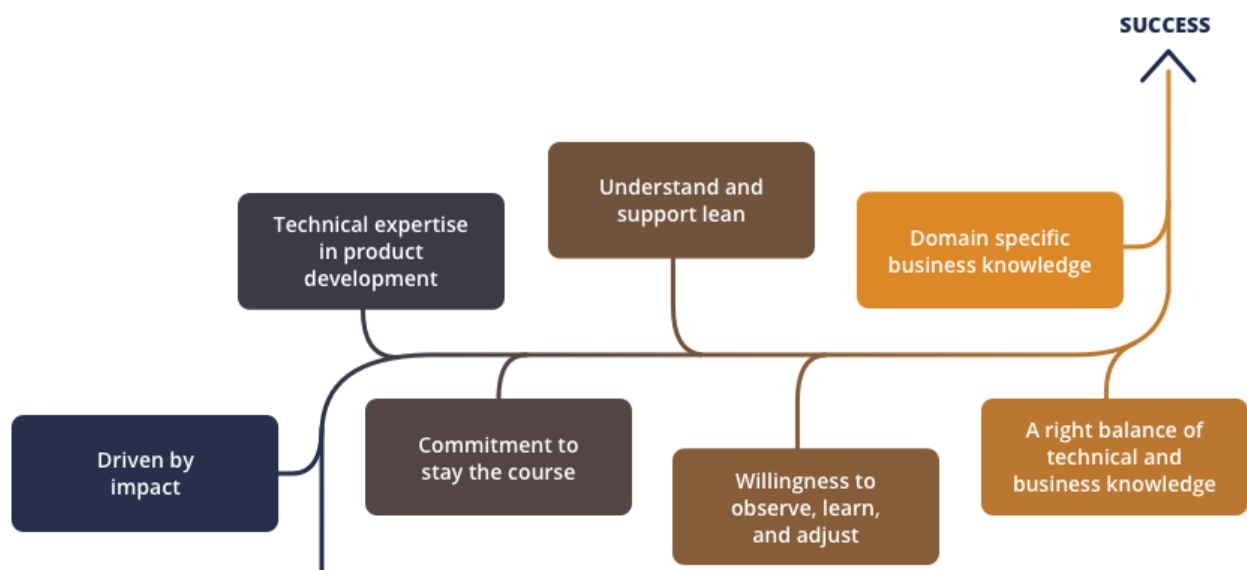




A comprehensive, well thought of product definition enables startups to



Why startups succeed



# To MVP or not to MVP

One of the best ways for startups to get their product to the market is by taking the Minimum Viable Product (MVP) route. An MVP allows startups to build a handful of features – sufficient to meet the needs of an initial base of customers with the least effort.

## MVP helps startups in:

- Determining if the product has a market
- Finding early adopters
- Focusing on core value proposition
- Saving time and resources in developing a full-fledged product
- Attracting investors
- Building a strong relationship with the audience

However, that doesn't mean building an MVP is the only way for startups to get their product into the market. Although MVP helps in exploring new markets and determining if the product under development is a good fit, developing one takes a great deal of effort.

## To get the most from their MVP initiatives, startups need to ensure that they avoid the following mistakes.

- Determining what the minimum is
- Choosing a poor product idea
- Seeking feedback from a wrong audience
- Developing way too many features than necessary
- Incorporating feedback from thousands of users
- Focusing only on costs of development instead of value to the users
- Trying to create a perfect MVP and not launching it on time
- Ignoring the scalability of the architecture

Startups need to choose an approach that works best for their unique business. Although an MVP is a great approach to assess the viability of a product with the least effort and cost, it is important for startups to fix a cap on the number of features they incorporate in their MVP. They also need to be wary of the audience they launch their MVP to and carefully assess the feedback they receive to determine the features they need to incorporate in their final product.

# Factors to consider while deciding the technology for the product

While building a product, choosing the right technology is extremely important for its success. This requires startups to first have a good understanding of the technologies that are currently trending, evaluate them with respect to the product they want to develop, and then choose one that best aligns with their product specifications. Here are some factors to consider while deciding the technology for the product:



- Choice of technology depends greatly on the business context as well as the industry for which the product is being built. The choice has to be made depending on what business needs the startup wishes to fulfill.
- A good understanding of the product roadmap is also essential while making a technology choice. Evaluating how the product will scale or how easily new features can be added plays a huge role in the technology that is selected.
- Opting for a technology that can easily be integrated with other systems is also important. A technology that supports add-ons and plugins can ensure new requirements can be seamlessly accommodated.
- Choosing a technology is future-ready yet cost-effective is important for startups who begin their journey with tall goals and a low budget. Being wary of current trends and capabilities impacts the choice of technology. Choosing one that is popular and one that customers are excited to use can help in driving better satisfaction.
- Whether the startup is looking to leverage open-source tools or proprietary ones is an important aspect of consideration. While open-source tools are free and usually offer a large online community, proprietary tools tend to offer better security and support.

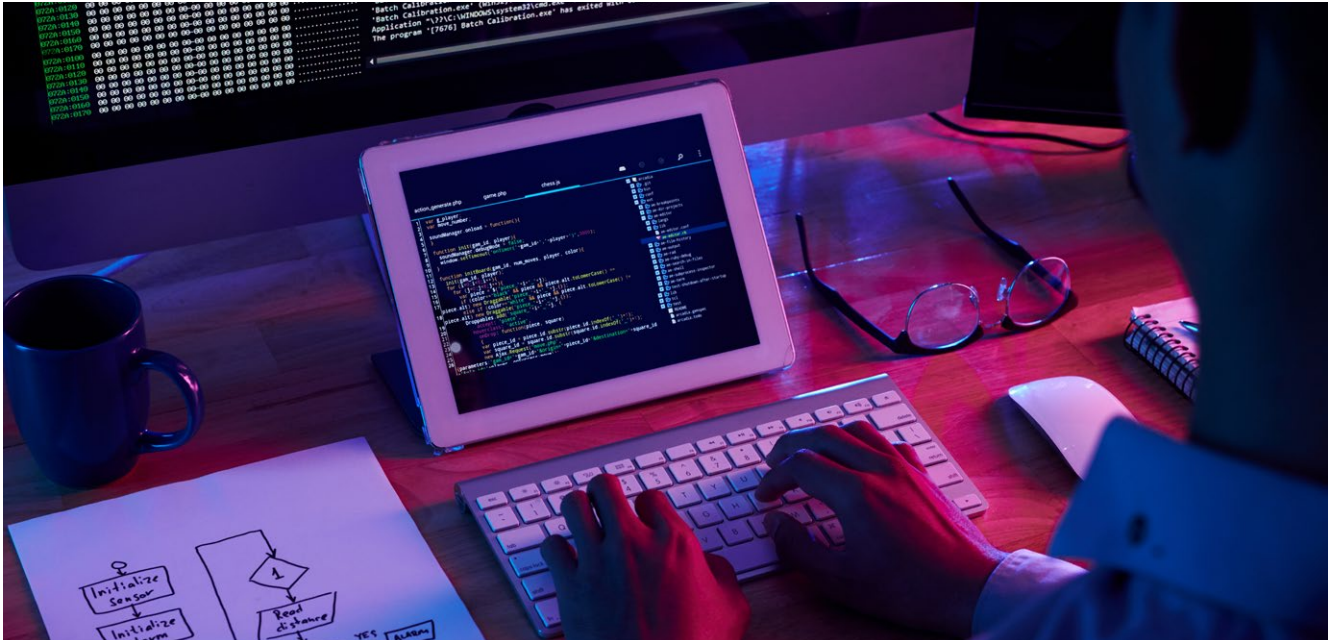
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One of the decisions that most startups need to make early in the product life cycle is whether to build the product in-house or work with an outsourced product development partner. Each approach has its own pros and cons. In the next section, we have outlined some pointers to help you make a more informed decision.

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# When to consider working with outsourced product development partner



In a world where customers are getting extremely finicky about their expectations from new products, startups need to be able to deliver on the promise of building feature-rich products in a time and cost-effective manner. Most startups, being new to the business, can benefit greatly by engaging with an outsourced product development partner. Since an experienced partner can bring in the tools, capabilities, and resources needed to build new-age products that are in line with the current tech ecosystem, they can help meet the demands of modern customers with precision. Here are some reasons why startups should consider working with an outsourced product development partner:

## Lack expertise in-house

One of the biggest reasons to opt for an outsourced product development partner is the lack of in-house expertise. Since outsourcing partners have large teams of qualified and highly skilled resources – with knowledge of the latest tools and technologies and industry trends – they can meet any product development needs with ease. Outsourcing not only provides access to a pool of expert professionals, but it also saves startups from the trouble of finding and hiring candidates with necessary skills.

**Here are  
some reasons  
why startups  
should consider  
working with an  
outsourced product  
development  
partner:**



Lack expertise  
in-house

### Need guidance and direction

Startups, being new to the business landscape, can benefit greatly from the guidance and direction that an experienced outsourced product development partner can provide. Having worked in the business and having carried out similar development projects in the past, an outsourcing partner knows the nuances of building a successful product. They can help confirm business needs, understand the target market, define product specifications, and overcome issues and challenges that arise along the way while providing continuous assistance to accommodate the growing needs of the business.

### Have deadlines to meet

Startups who have deadlines to meet can also leverage the capabilities of an outsourced partner and bring their product into the market in a timely fashion. Since outsourced teams are known to deliver quality work within a designated time frame, they can help build products with minimal supervision while increasing productivity and outcome. In addition, a partner taking care of all product-related tasks helps free up time for startups to handle more important responsibilities.

### Want to keep development costs low

One Budget constraints are usually common for startups. Partnering with an outsourced product development company can help improve the business bottom line through reduced operational costs. From reduced hiring expenditure to minimized hardware investments – a partner will be able to maintain the right balance between the quality of products and the associated costs.

### Need access to innovative tools and technologies

Startups looking to build cutting-edge products can get immediate access to innovative tools and technologies. Since internal team members may not be aware of the latest trends in the tech landscape, a partner can provide deep insight into what technologies need to be used, what platforms are most effective (and economical), and what features and capabilities the current market desires. business.

### Want to minimize risk

Startups that tend to get distracted by daily tasks and critical goals end up paying a huge price for small mistakes that could have been easily avoidable. An outsourced product development partner can ensure all crucial details of the development process are always taken into account while driving efforts in continuous improvements that could do wonders to the bottom line.



Need guidance and direction



Have deadlines to meet



Want to keep development costs low



Need access to innovative tools and technologies



Want to minimize risk

# What to look for in an outsourced product development partner

Startups looking to embrace cutting edge tools, technologies, and processes to build innovative products can benefit greatly by partnering with an outsourced product development partner. Not only do they receive the professional support and guidance they need to make a mark, they also get to cut back on their operational expenses. Given the plethora of outsourced product development companies in the market, finding the ideal partner can be overwhelming. Selecting a wrong partner may cause deadlines and costs to overshoot and can greatly impact product quality.

Therefore, before committing to an outsourced product development partner, it is critical to evaluate prospective companies on certain key aspects.



- **Experience in similar projects:** With in-depth knowledge of tools, standards, and regulations surrounding the particular industry.



- **Technology expertise:** With specialized skills across product conceptualization, design, development, and support.



- **Domain expertise:** With knowledge and understanding of the essential aspects of the specific industry or product area as well as the functional flow of business.



- **Ability to work on complex systems:** So that large, complex, distributed, legacy systems can be easily understood and integrated to build a better solution.



- **Relevant development capabilities:** With a team that has knowledge and experience about the latest development trends.



- **Quality references:** To ascertain the quality of services, on-time delivery capabilities, and commitment to project deadlines.



- **Cloud capabilities:** To help you build modern, forward-thinking, cloud-centric products that achieve the scalability, flexibility, and availability needs of the business.



- **A strong communication model:** It helps ensure that any issue or roadblock can be quickly communicated and resolved, and there is required transparency in how the project is progressing.



- **Process orientation:** With strong internal processes to ensure project management strategies are modern, robust, and flexible enough to ensure project timeliness.



- **A strong QA model:** With good QA and testing methodologies and practices to ensure the development of a high-quality product.



# Tips to ensure success with outsourced product development partner

In order to begin the journey on the right note, startups need to be able to leverage current technologies, embrace upcoming trends, and bring their product to the market in a cost-effective manner. An outsourced product development partner with a dedicated, full-time team with the required experience and expertise, can help achieve all this and more. But ensuring success with a partner requires startups to keep certain things in mind. Here are some tips to ensure success with an outsourced product development partner:

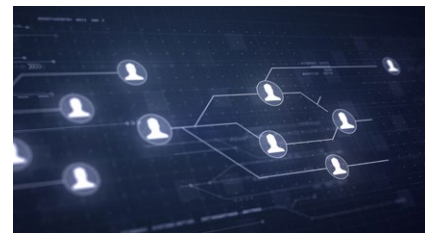
## Clearly define the scope and schedule of the project

Discussing your product vision with the outsourced partner is important to have a clear roadmap of how you want the product to be built, what features you want to incorporate into the product, and when you want the product to be available in the market.



## Establish frequent communication

When working with an outsourced partner, it is important to communicate effectively and often. Frequent status meetings can help keep track of project progress while also getting insight into issues and roadblocks, so they can be solved quickly.



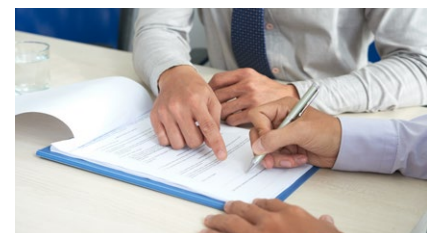
## Question and clarify dependencies, if any

Having a clear understanding of dependencies is important to ascertain what your roles and responsibilities are, and what aspects of the product development the outsourced partner will handle.



## Have all agreed terms in writing

Given that the association with an outsourced product development team can span several months (or even years), it is important to document all agreed terms and conditions, so any doubt or confusion about budget, timelines, responsibilities can easily be referenced.



## Trust, but don't trust blindly

Given that the association with an outsourced product development team can span several months (or even years), it is important to document all agreed terms and conditions, so any doubt or confusion about budget, timelines, responsibilities can easily be referenced.



# Conclusion

Startups looking to carve a niche for themselves in the job market end up facing several small and big issues. No prior experience in developing a product, poor domain-specific knowledge, and a constrained budget often come in the way of success. Setting up a product business from scratch isn't straightforward, but with the right planning and right support, startups can really achieve all their goals.

Being aware of the various challenges that can come in the way of success is the first step. Once startups have a fair idea of what can go wrong, they will be in a better position to plan their journey and avoid making those mistakes in the first place. A well-planned product definition and a good understanding of trending technologies are important to begin on the right note.

Roping in an experienced outsourced product development partner is also essential for startups who have no experience, resources, or toolset to build a cutting-edge product. An expert partner will be able to bring in the required skillsets and expertise needed to compete in this digital world, as well as enable access to modern tools and technologies – at an economical price.



Right planning and  
right support



Well planned



Expert partner



Tools and technologies

# Testimonials



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As new technologies evolve and customer demands constantly fluctuate, big data can help product companies unearth critical insight: from what audiences, regions, and age groups to target to what features to incorporate, what technologies to adopt, what competitors are offering and more.

**Akiva Elias ,**  
Founder and COO , Semlr



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As Gridizen is a UK PropTech startup aiming to make renting better. Our software will use IoT integrations, predictive analytics and more. Our end users include property managers, landlords, housing associations, tenants and more. They access Gridizen through our web platform and mobile apps.

Wissen have been our technical delivery partner for the past 12 months. The Wissen team quickly understood our business requirements. Their executives studies local regulations and compliance risks( GDPR, CMP etc).The team is professional, hardworking and diligent, completing work promptly and properly. We have spent 5 years working with many offshoring companies and Wissen are the best of them, I would recommend them without hesitation.

**Burhan Pisavadi,**  
Product Owner and Chief Business Analyst of Gridizen.



# About Wissen

Established in the year 2000 in the US, Wissen is an Information Technology company headquartered in Bangalore, India. With global offices in US, India, UK, Australia, Mexico and Canada, Wissen is an end-to-end solution provider for companies in sectors such as Banking and Financial Services, Telecom, Healthcare, Manufacturing and Energy verticals.

With best in class infrastructure and development facilities spread across the globe, the company has successfully delivered \$650 million worth of projects for more than 20 of the Fortune 500 companies. Wissen's 1400+ highly skilled professionals, a strong leadership team, and technology expertise help clients build enterprise systems, implement a modern digital strategy, and gain a competitive advantage with business transformation.

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## Our service offerings



Application Development



Artificial Intelligence and Machine Learning



Big Data and Analytics



Visualization and Business Intelligence



Robotic Process Automation



Cloud and Mobility



Agile and DevOps



Quality Assurance and Test Automation



Infrastructure Management

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