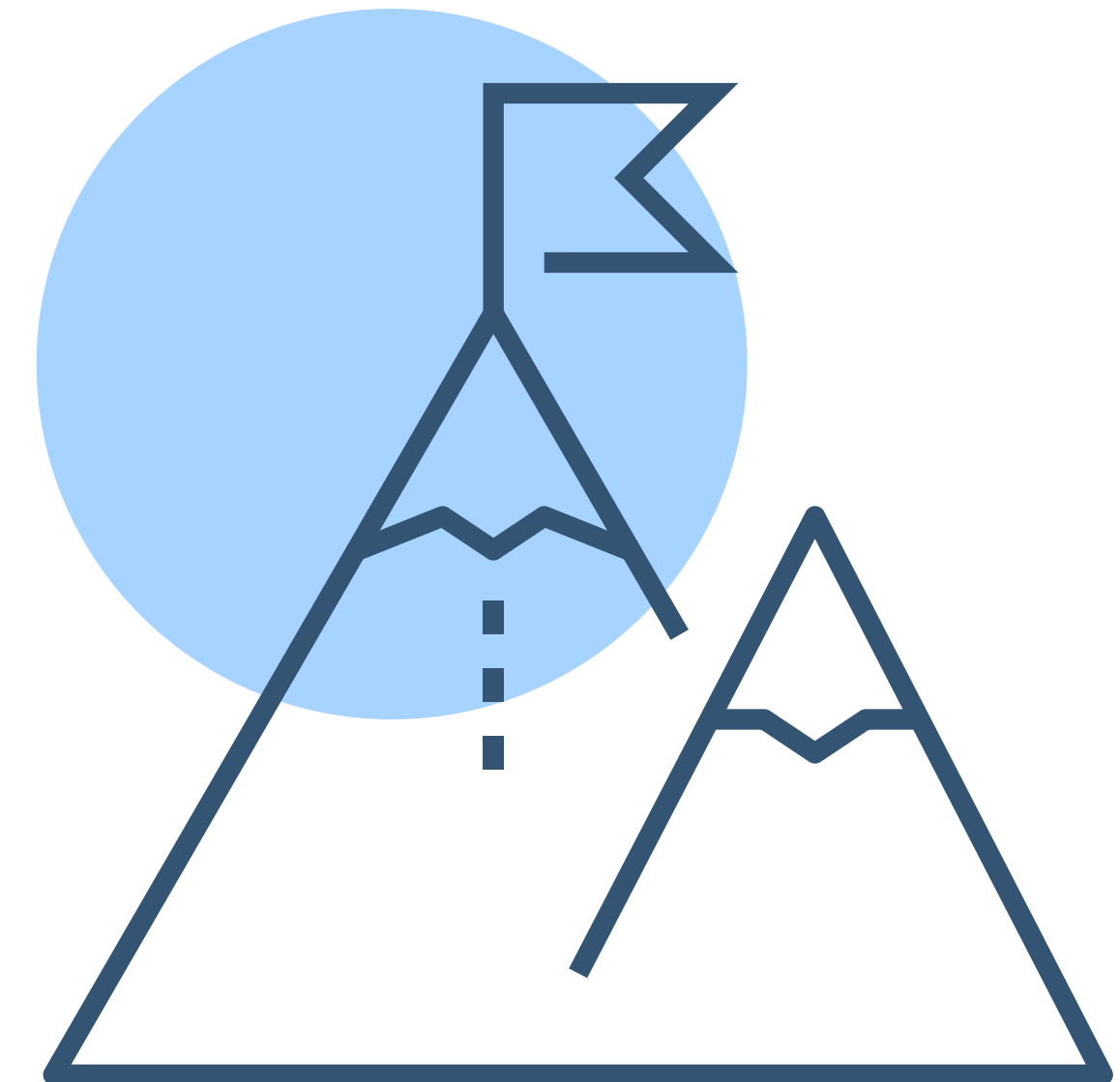# fountane

RIDE THE WAVE OF CHANGE

# Vision & Mission

**Vision**

To transform the marketplace by building the next generation of technology companies.

**Mission**

Fountane provides small to midsized companies with technology product strategy and execution so they can become more competitive in the marketplace.

# About us

Fountane is one part digital product studio and one part ventures lab; We're a group of business strategists driven to build the companies of the future.

We take a 2 phase approach to building digital products-
Phase 1: Product Strategy
Phase 2: Project Execution

# Our **History, Geography**



Founded in 2017 with a vision to help entrepreneurs build affordable and scalable technology. Fountane now works with SME's, Corporates, and nonprofits to help them put on a path to digital transformation.

1. Minneapolis    -    4 People (CEO, CFO & Business Analysts)

2. San Francisco    -    1 Person (President)

3. Hyderabad    -    36 People

**6** 👥
**2017**

👥👥 **41**
**2020**
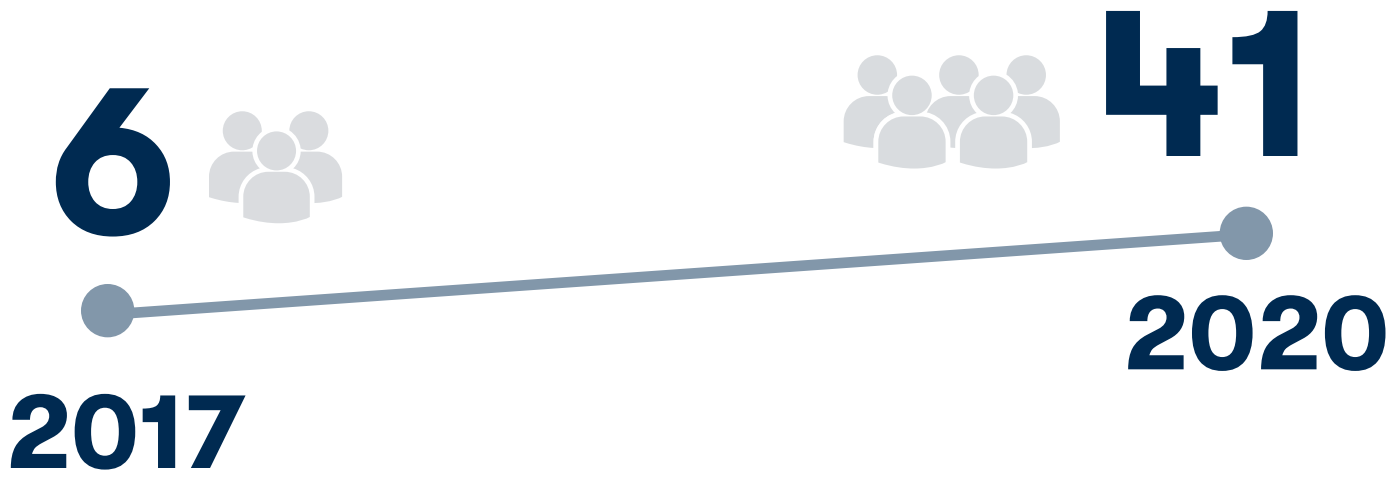
| PM team | 6 |
| --- | --- |
| QA team | 2 |
| Design team | 11 |
| Dev team | 21 |
| HR | 1 |

# **Product Strategy** for Established

In order to craft the perfect strategic roadmap; we understand your objectives, the user needs, your value propositions and the market's solutions. We call this approach Tactical Dagnosis.

The key outcome we focus in this process is to achieve the best relationship between the user needs and your solutions. We can otherwise call it Product Market Fit.

Competitive Solutions

Your Solution

- UX
- Feature Set
- Value Propositions
- ↓ Product - Market Fit ↓
- Consumer Needs
- Market

Designed for: **C-Level Executives, Product Managers, VPs of Strategy, Marketing, UX, and Engineering team Leads**

Outcomes: **Problem/Solution Validation, Performance Metrics, Competitive Benchmark Analysis, Strategic Recommendations, Product Roadmap**

# **Tactical** Diagnosis

# Product Audit

The Product Audit helps us measure
the effectiveness/effiency of the product
in meeting user goals and expectations
based on industry standard/best practices
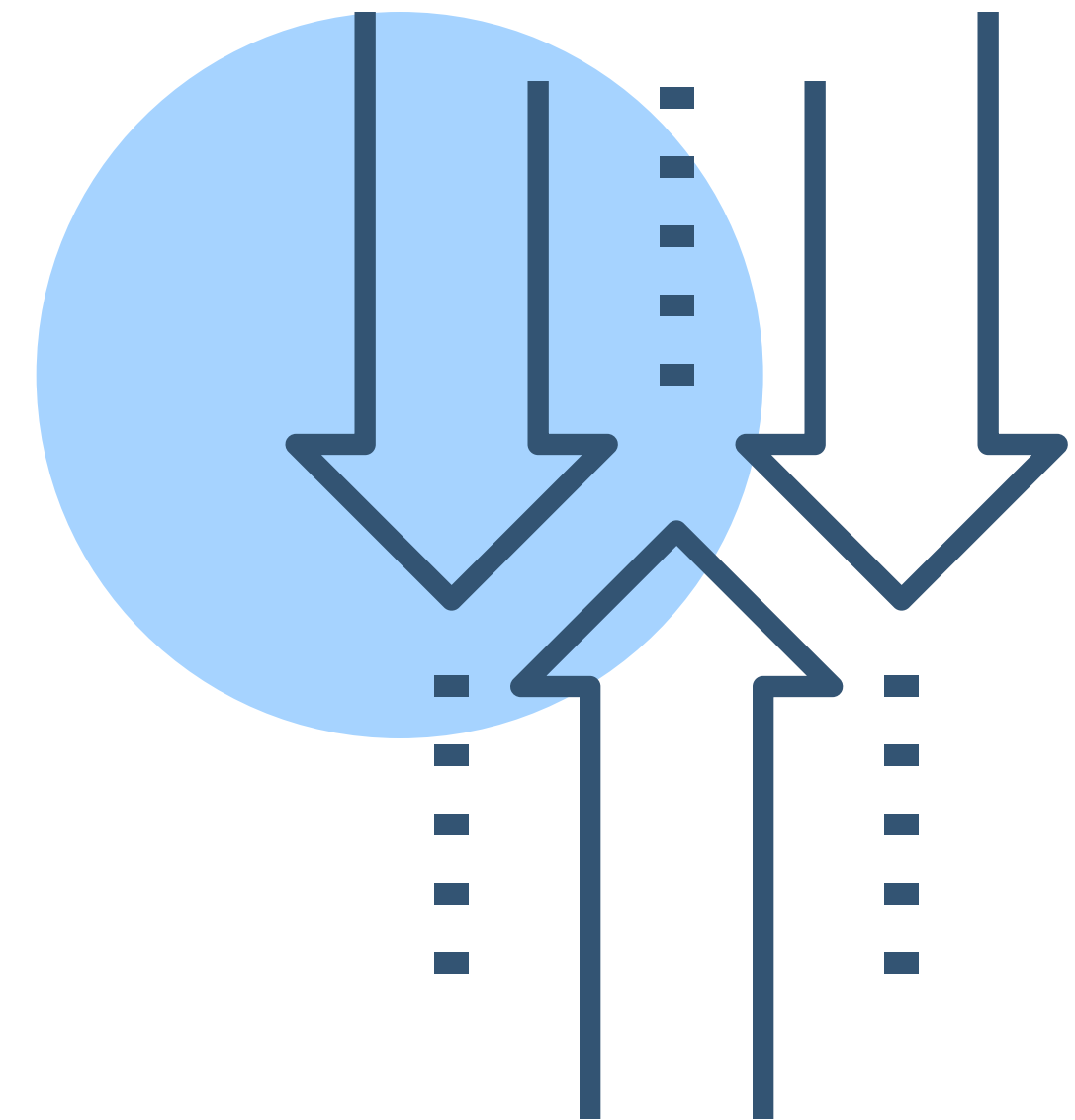
https://fountane.io/Gamestop1

# Competitive Experience Benchmarking

Competitive Experience Benchmarking helps
us compare the key product features against
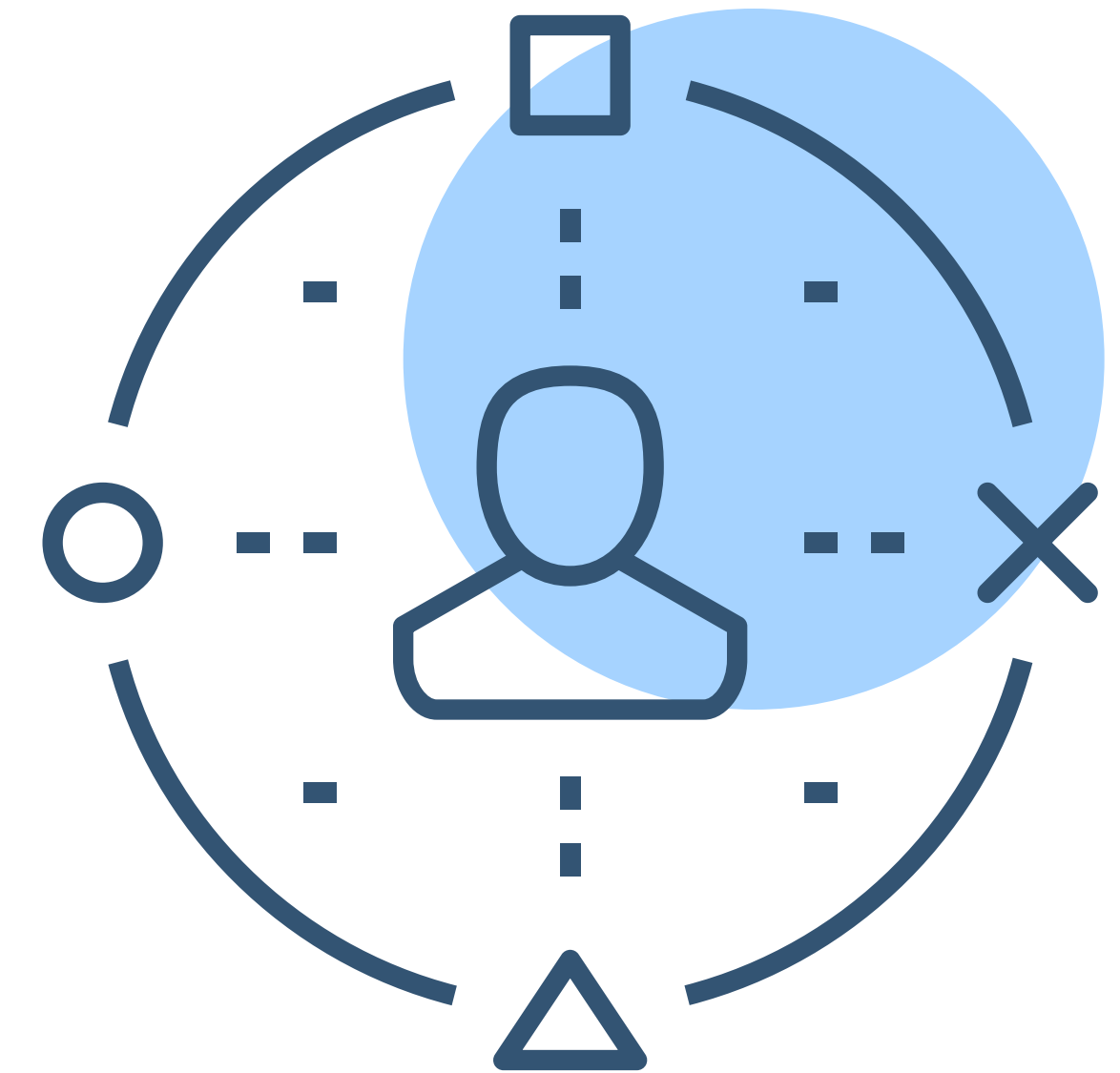within the same or aspirational industries

https://fountane.io/Gamestop

# User Research

User Research helps us empathize with your customers to understand their needs

https://fountane.io/Virtual_MiroBoard

# Product Strategy for Startups

Our workshop for startups is designed to help you validate your user problems, and define a Minimum Viable Product (MVP) in the easiest way possible.

Together we will:

- Validate user problems with all the best learnings
- Identify, document, and prioritize product requirements
- Create brand guidelines to help communicate your value prop effectively

Designed for: **Entrepreneurs, Non-Technical Founders, High Performance Teams**

Outcomes: **Performance Metrics, Minimum Viable Product Identification, Moodboard, Technological Feasibility and Execution Plan**

# **Workshop** for Established

**Attendees:** All the stakeholders of your idea/business process and the fountane team

**Duration:** 5-6 90 minute sessions

**Artifacts:** Product Audit, User Research Insights, Competitive Benchmark Analysis, Technology Audit, Feature Set Document, Product Roadmap, Strategic Recommendation

**Team:** 1 Designer, 1 Developer, 1 BA and 1 Market Researcher

**Timeline:** 3 months

**Price:** $15,000

# **Workshop** for Startups

Attendees: **All the stakeholders of your idea/business process and the fountane team**

Duration: **2-3 one/two hour weekly calls/meetings**

Artifacts: **Design Brief, Concept Map, Experience Map, Product Roadmap**

Team: **1 Designer, 1 Developer and 1 BDA**

Timeline: **Approximately 3 to 6 weeks depending on the size of the organization**

Price: **$5,000**

# **Portfolio** Companies

**Weihai Fountane Virtual (50% JV)**

Weihai is a one of the largest vertical manufacturers in the world; it is Target's largest accessories vendor. Together our partnership aims at revolutionizing retail by digitizing PD and D through 3D technology.

**TANDM (4.5%)**

Tandm optimizes inventory management and replenishment for seasonal categories in retail through its technology thus giving buyers more control, and reducing vendor risk and payment cycles.

**Parkpoolr (4%)**

Airbnb for parking

**Dashbeyond (10%)**

A gamified career encyclopedia for kids to explore the future of work

**OAOA (4%)**

Rewards app for employee digital well-being and productivity

**Culture Nut (Rev Share 15%)**

Secondary marketplace for museum artifacts

# Key **Benefits**

**Prioritization of Needs**

**Alignment of Stakeholders**

**Documenting Product Requirements**

**Creating a Strategic Road Map for Scale**

# THANK YOU!

**fountane**

www.fountane.com

⊙ fountane_labs

in /fountane