



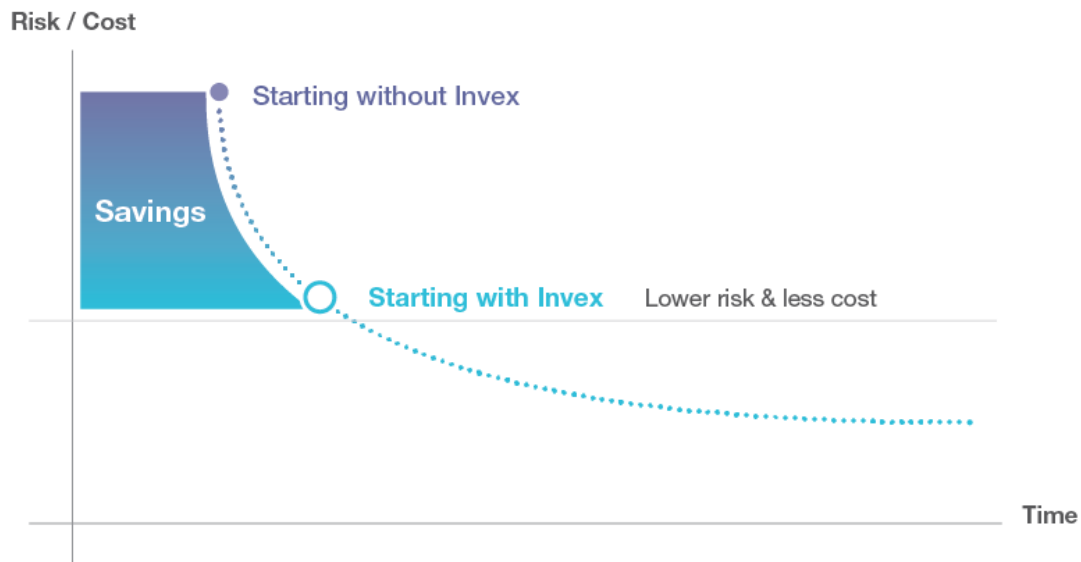
Startup Solutions



Starting and launching a company is a complex task with many unknowns and risks to consider and potential mistakes to be made. It takes a village to manage the various tasks required to succeed. Some of these tasks include validation of the business idea, implementing a legal structure, recruiting talent, creating policies, sourcing materials and services, product and service design, market research, branding, and much much more. Oh yes, there is raising funds too—a full-time job in itself. Most entrepreneurs don't have experience and expertise in all the requisite areas, nor do they have the time to execute. They need professional support.

Invex Consultancy has helped to launch and grow over 50 successful startups. We have extensive experience managing and growing new ventures for rapid growth and positioning them to raise funds. We are a trusted and experienced partner that can advise you and provide planning resources whether you are at the seed stage, an emerging small business, or a larger company looking to create a new business unit or product line. We aim to improve your chances of a successful launch, saving you time and money by avoiding costly mistakes and reducing your risks.





Our Capabilities Include a Comprehensive End-to-end Portfolio of Startup Solutions

Startup Consulting

Our full-service startup consultants can help you set objectives and outline the steps you need to get started. They will explore options and strategies regarding a number of issues such as how to validate your product, develop an MVP, scale your business and develop a go-to-market strategy. We can help you to take your startup from idea to execution. Our expert advice can significantly improve your chances of success.

Market Research and Analysis

In order to validate your venture with investors and your team, you must do so in the context of the market, customers, competitors, suppliers, and the economic, political and social environment.

Business Roadmaps

We help you design a business roadmap to complement your business plan and bring it to life. We work with your stakeholders to help them focus on execution and align actions to strategy by telling you what needs to happen, when, how, and who is responsible for making it happen.

Product Discovery

Product discovery is about helping you build the right products and features offering the right benefits to the right customers. We help you uncover real users with pain points that want your products or services and work with you to determine what would make your products useful and valuable to them. We do this with the aim to reduce your business viability risk.

Financial Plan Development

Your startup financial plan serves many critical purposes. We help you develop a plan that fulfills those purposes by helping you to translate your business strategy and business model into concrete financial results. We assist you in identifying and highlighting key profit drivers, determining your funding needs, and establishing financial goals and key milestones in a way that will attract investors and capital.

Business Model Planning and Validation

We help you validate your new venture ideas early in the startup process through a systematic, step by step business model design and validation approach. Through our process you will gain a deeper understanding of how your business can make money, avoid wasting time and resources on products that don't fit the market, and help instill confidence among potential investors, lenders and employees. The key end result is a clear idea of what your unique selling point (USP) and value proposition is.

Competitor Analysis

It's essential to know your competitors and the context of your competitive environment before jump-starting your business. We analyze your competitors qualitatively and quantitatively to generate insights that help you formulate a competitive advantage and product positioning.

Problem Solving

New ventures are created to solve problems for customers. However, these same problem-solving tactics do not always translate internally. We are highly experienced and successful problem solvers, adept at identifying problems and gaps, analyzing issues, and providing effective solutions.