



Start-Up Efficiently Moves From Concept to Product to Market

CASE STUDY – CBRA1

Service:

Software product development

Client:

VC and Start-up company focusing on information research in the legal market

Requirement:

Architect, design, develop, test and deploy product based upon client IP and market

Situation:

A VC backed start-up software product company focusing on the legal market had developed patented Intellectual Property (IP) for uncovering and recovering the costs of web-based research performed within legal firms.

A prototype of the product idea had been developed and used as a vehicle to generate market interest. The market confirmed the need for such a product.

The company and its funder contacted Semaphore about vetting the technology and building the product. Semaphore affirmed that the product had value with its targeted legal focus as well as potential in other markets.

In addition to accepting the opportunity to convert the IP into product form, Semaphore developed a close partnership with the company. Semaphore acted as the client's complete technology arm. In addition, Semaphore provided pre-sales assistance and technical support as well as customer support for client deployments.

Scope:

Staffing: 20 person weeks

Deliverable: A working commercial product deployed to key customers.

Discovery:

Semaphore tasked its development staff with delivering the product:

- The firm's IP specification was expanded and detailed to produce the requirement specification that could be used to develop the product
- A simple yet functional and scalable architecture was defined.
- Product components were defined and design specifications were generated to support necessary product behavior.
- The product was developed iteratively and incrementally to deliver functionality and obtain feedback in an optimal and continuous manner.
- Product demonstrations were delivered to potential customers during development to obtain additional input and feedback.
- Product packaging and installation components were designed and developed.
- Quality Assurance was performed to validate product state against specification.

Outcome:

1. Semaphore delivered a working product on time, on budget and to specification.
2. The product has been successfully deployed to multiple clients.



3. Semaphore is actively working with the customer and its clients to evolve the product roadmap based on market needs.
4. Semaphore is identifying additional and alternative product markets and sales channels for the current and future products.
5. Semaphore remains the de facto technology "department" for the client.