



SERVICES FOR STARTUPS

WHO WE ARE

We are a team of driven software developers, designers, and committed product managers, who love building innovative products and creating an impact.

Being entrepreneurs ourselves we know that startup founders need not just software but a strategic partner fully invested in their success.

We not only help you lower the cost of development through our design process, but we also structure partnership options that offer flexibility and risk-sharing.

We choose our partnerships carefully to create a relationship where both parties are fully invested in a successful journey. As soon as we agree on what a successful partnership looks like, we will put together a dream team of software engineers to match your specifics.

You will have project manager assigned to ensure smooth collaboration from project initiation to delivery.

HOW WE WORK

We follow the industry's best practices like UX design strategy and Agile methodologies from idea validation to MVP development.

This allows us to iterate quickly at each phase of design and development with feedback from stakeholders.

WHAT WE OFFER

RESEARCH & DESIGN

At This Stage, You Need Idea Validation Through Research And Quick Prototype

PHASE 1: IDEA VALIDATION

- You have a product idea (web or mobile app)
- You need to know if the product idea is viable
- You want to find a market gap

We will help you validate your idea through research so you know if there is a market for it

PHASE 2: PRODUCT DESIGN

- Your idea has been validated
- You need to turn data to design through ideation
- You need a design prototype

We will help you design a prototype so you can:

- Present your product to family, friends, and end-users
- Present your idea to investors to raise funding
- Build user-friendly products

PHASE 3: USER TESTING

- You want to find out what users think about it
- You want to make sure your prototype is user-friendly and usable
- You want to iterate your design prototype before development

We will help you place your prototype in the hands of real users and get their feedback so you can:

- Make changes to your design so it's more user-friendly
- Add some feature designs you didn't realize users need
- Remove feature designs that obstruct or annoy users

WHAT WE OFFER

PRODUCT DEVELOPMENT

At This Early Stage, You Need
A Basic Workable Product (MVP)

- You have completed prototype designs for your product
- You have tested and confirmed to solve a problem users have.
- You are ready to launch with basic functional requirement

We will help you build your product with the most important features that you can put in the hands of end-users so you can:

- Get to market quickly
- Save cost and time on development
- Start building a more robust product with nice to have features

WHAT WE OFFER

PRODUCT MAINTENANCE RETAINER

At This Stage, You Need To Build An In-house Team To Manage Your Product Needs

- You had a successful market launch
- You have a handful of users
- You need continuous bugs and fixes
- You need to build out more features from your product roadmap
- You need to ensure user experience is top-notch

We will help you put together a dedicated in-house engineering team that will focus on all the tech stuff while you focus on business and growth.

WHAT WE OFFER

FOR BUSINESS

At This Growth Phase, You Need
Lead Generation And Conversion

- You have an existing product or service
- You need more customers or sales
- You need a website to drive traffic
- You need to capture leads

We can help you convert more leads for your product or service with conversion-focused design through appealing visual designs and compelling content writing.

PROJECT PHASES

Everyone wants their product to stand out from the competition. One of the most feasible solutions that can achieve this target is the user experience (UX) Design.

The importance of UX design in product development cannot be overemphasized in making sure we provide the best user experience that balances usability with aesthetics and helps users meet their goals.

1.1. PROJECT PLANNING

On project initiation, we need to understand our project's mission and goals. In this phase, we usually meet with Client to identify the following:

- Understand the business
- Understand the problem our Client is trying to solve
- Understand the project requirements

1.2. UX RESEARCH

This is the first step of our design process - using design to solve problems with scientific methodologies. In this phase, we use a combination of qualitative and quantitative research methods to identify the following:

- Who the target audience is
- What the target audience' behavior, goals and needs are
- Existing products
- New trends in the industry

1.3. DESIGN

In this phase, data collected from research In this phase will help us create a UX strategy and various prototypes to be tested and deployed, including:

- Documented UX strategy and user flows
- Design wireframes for review and approval by Cargol
- Functional design prototypes for user testing

PROJECT PHASES

1.4. ITERATION

In this phase, we will deploy a series of functional prototypes to select user groups. By measuring interaction with these prototypes against predefined standards, we will be able to make a series of iterations to the **UX** strategy and product design.

Each iteration will be redeployed to target groups, and measured for performance.

1.5. DEVELOPMENT

In this phase, we will develop the solution that has been user-tested using an agile methodology to build.

TECH PARTNERSHIP OPTIONS

Finding tech-talent for product design and development can be challenging. Charisol offers Startups tech partnerships at the early stage of the company process.

Startups who choose to partners with Charisol have the option to pay for our startup services with cash or a mix of cash and equity, depending on our assessment.

OPTION 1: CTO AS A SERVICE

(Full Remuneration and Monthly Retainer)

We charge an initial fixed cost for the project. We are able to receive payments in cash payments in installments based on project milestones, after which we charge a monthly retainer for product maintenance.

OPTION 2.TECH PARTNERSHIP AS A SERVICE

(Cash and Equity/Revenue Share)

We are able to receive payments in a combination of cash and equity/revenue sharing, depending on our assessment of your business model and structure.

We take less in cash value in order to reduce costs. This flexible option benefits our Startup Partners in saving on the cost of product development.

OPTION 3.ONE-OFF SHORT PROJECTS

(Full Remuneration, no retainer)

We charge an initial fixed cost for short projects. We are able to receive payments in cash payments in installments based on project milestones.

www.charisol.io

A user experience (UX) focused
product design & development agency
based in the heart Lagos, Nigeria.

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