Product/Application Development Initiative

Do you have an Idea?
Lead IT will Fund It!

**Proposal to identify Innovative ideas within the organization**

Proposal Scope

- Lead IT as a successful enterprise is capable of internal Product Development and is ready to execute the vision of launching it's own product suites and acquiring product based companies

- Management wishes to add intellectual property into its portfolio and increase its market presence and brand visibility.

- In parallel to its external look out Lead IT wishes to encourage the internal talent pool that is exposed to cutting edge technology working for varied clients and have amassed wealth of knowledge on applications used for different verticals.

- The owner of the idea (You) will own certain share in the overall product value proposition.

- A break up of the funding and stages involved shall be detailed out once an idea is presented .

- The intend of this presentation is to call out the high level road map of what the company is expecting from the ideas to any employee who wishes to come forward with a clear and precise product idea.

Major Stages in New-Product Development
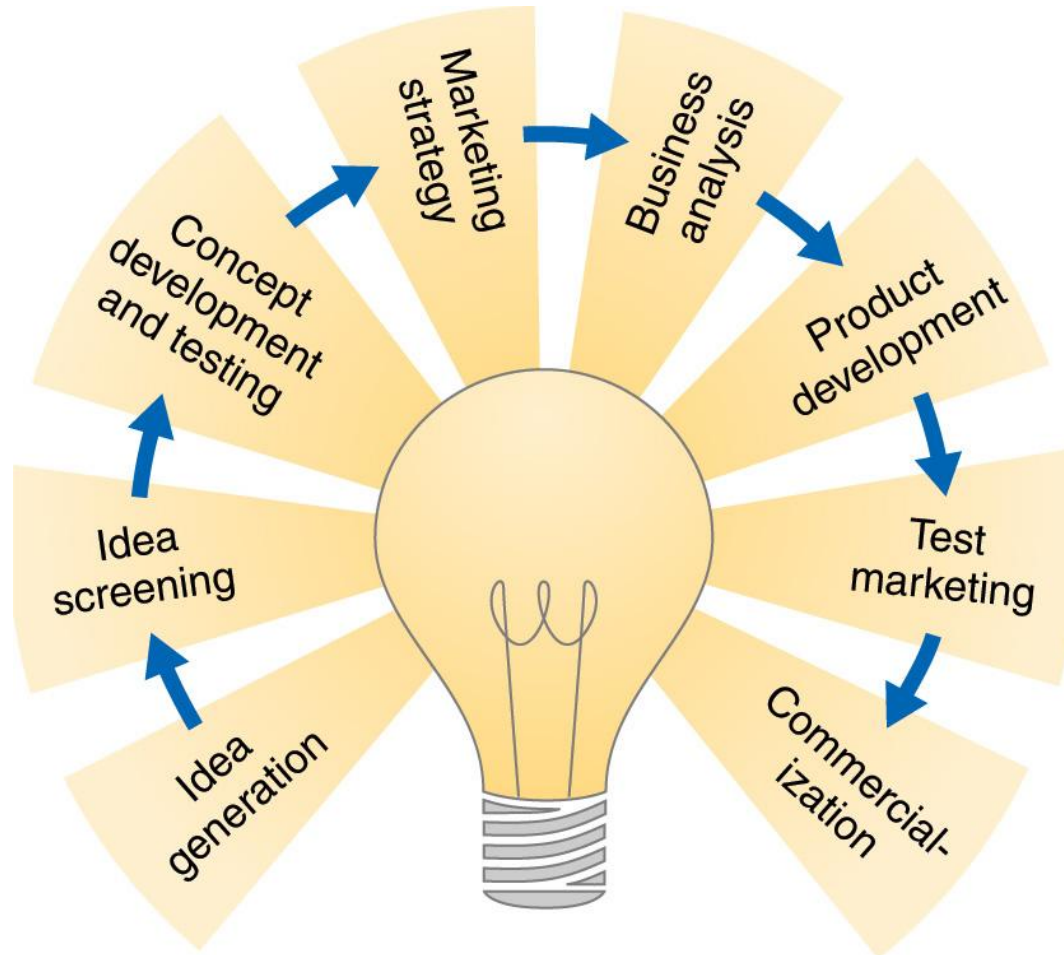
Marketing Strategies: Stages

* **Product Idea–** You
* **Funding –** Lead IT
* **Distribution –** Lead IT
* **Advertising –** Lead IT
* **Sales Promotion –** Lead IT **(expenditures to create trial)**

Ideas must contain

<u>Business Opportunity</u>

1. For a commercial product (B2C), describe the market opportunity that exists and the market in which the product will be competing.

2. For a corporate information system (B2B), describe the business problem that is being solved as well as the environment in which the system will be used.

3. Include a comparative evaluation of existing products and potential solutions, indicating why the proposed product is attractive and the advantages it provides.

Ideas must contain

4. Describe the problems that cannot currently be solved without the product.

5. Show how it aligns with

  ➢ Market trend

  ➢ Technology evolution

6. Include a brief description of any other technologies, processes, or resources required to provide a complete solution

You Must clearly
Explain Customer or Market Needs

➢ Describe the needs of typical customers or of the target market segment, including needs that current products or information systems do not meet.

➢ Present the problems that customers currently encounter that the new product will address and provide examples of how customers would use the product.

➢ Define at a high level any known important interface or performance requirements, but do not include design or implementation details.

Do not forget to Call Out Assumptions and Dependencies

➢ Also record major dependencies the product has on external factors outside its control.

➢ These could include pending industry standards or government regulations(Health Care Products), other projects, third-party suppliers, or development partners.

➢ Explain how you wish to control the dependencies.

If you really have an Idea

1. You must contact via **AppDev@leaditgroup.com** and set up an appointment to present your idea and a company representative shall reach out to you.
2. You must have a high level business case ready.
3. Lead IT shall review the idea and conduct a feasibility analysis.
4. Lead IT shall discuss the funding aspects and your ownership in the Product.
5. Only serious proposals shall be shortlisted.

Bring Out The Real You!