

Techstrapping Example

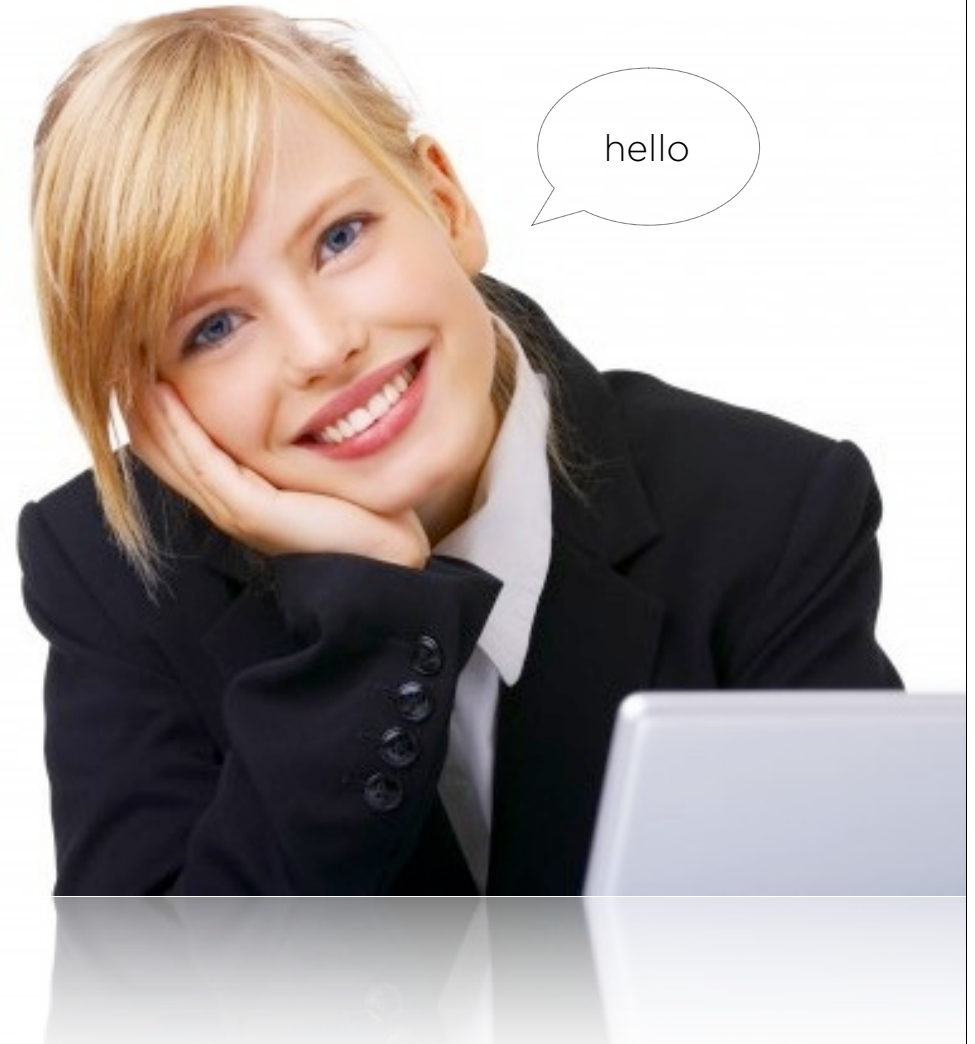
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Techstrapping is where talented software professionals **invest** their **time** and **expertise** to develop a “Software as a Service” (SaaS) solution for technology challenged companies **sharing risk** and **sharing reward**.

I would like to
introduce you to
Sally.

Sally is the owner of a
growing consulting
company.



Sally is doing well but feels that her **growth is starting to plateau.**

It is getting harder and harder to find time to meet new clients and it is abundantly clear that as a consulting company, her **product is time.**

If an hour goes by that she is not consulting, then that hour is **gone for good.**





Sally has an idea that she has been working on for sometime now.

It would be great if she take her consulting service and turn it into a software as a Service (SaaS) product that could be offered on the Internet.

This would allow many more customers to access her knowledge even if she was not there.



After some initial research.....

Sally quickly realizes that **Custom Software is EXTREMELY expensive** and she has zero software experience so there is no way she can do this herself.

The worse part is that she is now **starting to doubt her idea.**

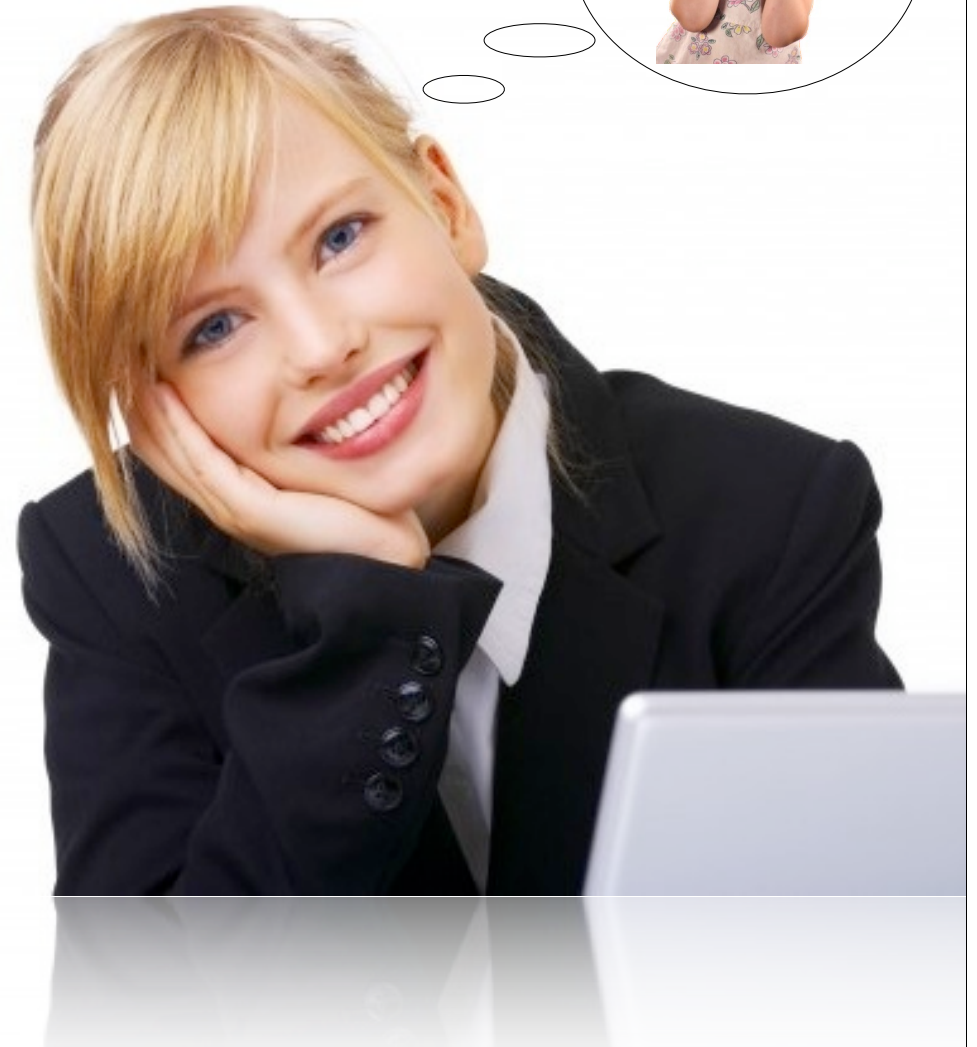
If she invests all this time and money there is **no guarantee** that this new service will actually take off.



Just when she thought this **project was hopeless.**



A friend mentions the concept of
Techstrapping and recommends
Nextdrift Technologies.



After a few discussions, the **techstrapping journey** begins.

For Sally's project, a **feasibility analysis** is performed, a **scope of work** is prepared, **risk levels** are discussed, then a **plan** is developed.

Once all these phases have been successfully achieved, an **agreement is made** and the fun begins.



Based on the plan, and in constant communication with Sally,

Nextdrift designs and develops software that meets Sally's requirements.

The software is hosted and after a brief beta cycle, the software goes live.



Nextdrift assists Sally with Product
positioning, Product
Messaging, End User
Licensing as well as other other
Startup issues affording Sally extra
time visit clients and **sell** her new
service.

Soon **sales begin to flow** and
Sally begins to reap the benefits of all their
efforts.

The software quickly becomes a catalyst for
additional consulting and Sally is
growing faster than ever.



Happy with the progress, Sally **expands the partnership.**

Jointly they create a **reseller channel** to represent Sally's consulting services and newly **hosted software.**

Soon others across the country are selling her methodology and generating users on this new software platform.

Life couldn't be better.





Could you be the next Sally?

For more information

contact us at

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