Venture Design Program

Approximately **90% of start-ups fail***; **47%** due to **lack of financing** and **7%** due to **lack of demand for the product**.**

This 18-month program helps you unlock the full potential of your business idea and ensure success from concept to market.

uXreactor

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Want to Bring Your Idea to Life?

You're probably facing challenges like...

- Mitigating Risk of Failure
- Navigating complexities of entrepreneurship
- Uncertainty around pitch narratives
- Lack of multi-directional expert opinions
- Overwhelming amount of problems to solve

You want an experience that has

- Market Fit
- Scalability
- Competitive Edge
- User Acceptance

You're left with questions like...

- Is my idea valid?
- What is my unique value proposition?
- How do I create rapid concepts and get user validation?
- What user and business problems should I prioritize solving?
- How do I know my product will solve the problems?
- What should my go-to-market strategy be?
- How do I sustain the momentum of my success post launch?
- What do I show to my potential investors?

Establish Market Fit and Future–Proof Your Product With Dedicated Experts

Defining Design Direction

Developing and executing a user-centered product experience based on user insights and expert guidance
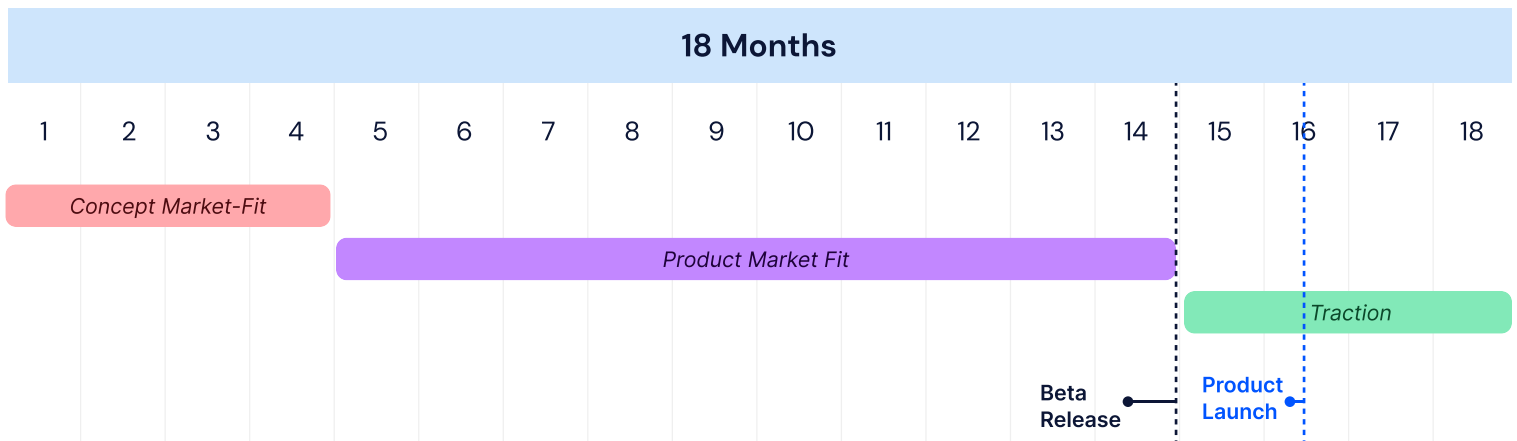
Product Launch

Enabling a smooth launch and ensuring process for ongoing success

Building Empathy

Ensuring your product is solving the right problems for your users through research insights

Strategic Program Management

Regular syncs and collaboration, governance over design and research activities, and alignment workshops

What We Will Drive

What It Can Look Like

18 Months

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18

Concept Market-Fit

Product Market Fit

Traction

Beta Release

Product Launch

Phase-by-Phase Delivery

Concept Market–Fit

Generating a validated proof of concept that demonstrates substantial value to the user base, establishing a compelling foundation for consideration by potential investors.

- User Research Insights
- Competitive Insights
- Experience Vision
- Concept Designs
- User Validation
- Pitch Deck

Product Market–Fit

Create a MVE (minimum viable experience) product that meets customer needs and gaining widespread acceptance, securing a solid position in the market.

- Prioritization Workshop
- Design Sprints
- User Validation
- Product Design
- Design Guidelines
- Beta Testing
- Go-to-Market Workshop
- Cross-Functional Action Plan

Traction

Gain traction and fuel aggressive growth by incorporating user feedback and data analysis, continually refining the product for optimal results.

- Design QA
- User Validation
- Design Updates

What Success Looks Like

CLOUD KN◎X

Raised $10.75M in funding and got acquired by Microsoft in 2021

Stealth Startup

Raised $2.5M in an initial round of funding

rule^5

Created a POC that allowed leaders to move forward with their vision

OttoQ

Took them from concept to product with user feedback for successful demos that resulted in getting partners to invest in their product

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"Thank you, UXReactor team. You played a huge part in getting us off the ground."

Balaji Parimi, Founder & CEO

CLOUD KN◎X