Consultation Handbook

EXPERIENCED PRODUCT LEADER AND GROWTH HACKER

Thank you for setting up an initial consultation!

Now that we have set aside some chat time, this is the perfect opportunity for you to explore my service offering, so you can make an informed decision on whether or not my consultancy is a good fit for your current growth cycle. Take the time to read and digest this guide; I hope it helps you understand more about my practice and what I provide to all of my clients.

Enclosed is standard information; after our consultation I will provide notes and an assessment so that you can gain deeper insights into what our work together would look like. In the mean time, use this guide to dive deep and please feel free to email me with some questions and/or immediate curiosities that I can address in during our consultation.

Most importantly, follow you heart. Your business and/or product is a plant of your own making and it is best for you to plant it in soil that will nurture the growth and results that reflect who you are and your goals. I appreciate you taking the time to get know me and my product consultancy; and I look forward to working with you and your organization in the future.

Warmly,

Kiki Nyagah

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I. About me

I am an integrative product consultant with experience running and scaling both digital and physical products for retailers and services.

My experiences ranges from running the operations of a boutique entertainment firm to managing business and product development for a legacy contemporary/couture retailer. And before beginning my consultancy, I served as the Director of Product at an Educational Startup and took them through their first million.

In sum, I love growing unique and well crafted products that have strong B2C value and a conscious supply chain. I thrive off of the challenge of sprouting new brands and organizations. And most importantly, I have made it a career helping small to medium sized organizations improve their offerings to grow awareness, engagement and revenue.

II. What I do

Being a product leader for small to medium sized organizations, I have had the luxury of wearing many hats. So, I have become well versed in the expansive requirements needed to launch and scale material product lines, as well as the ways in which technology can be implemented to increase brand awareness, drive sales, and expand user engagement.

As a digital and physical product development consultant, I continue to grow my skillset by keeping a diverse clientele pool and developing side projects that keep me aligned with best practices and emerging solutions in the digital and manufacturing spaces.

My skills include, but are not limited to: Material Product Development, Digital Product Development, Business Planning, Multichannel Strategy, Optimization, Data Generation, Developing an MVP Model, and luxury services models.

III. My Process

for a start-up/lean business

1. Evaluate Business Plan and Revenue Stream

2. Perform Market Analysis and Product/Market Fit

3. Establish (or optimize) an MVP model with OKRs and KPI

4. Establish a digital product and marketing strategy that is Data-Centered and engagement driven to generate metrics

5. Create Product Awareness

6. Product Testing

7. Prepare for a Launch

8. Measure Results

9. Back to the Drawing Board for Product Development Cycle II (focus on hitting revenue and engagement targets).

IV. Vision & Goals

I enjoy meticulously developing and evolving multichannel experiences that allow users/consumers to access their favorite products and brands in elegant ways via digital pathways + in real life. I love working with products that utilize innovation, storytelling, crafting amazing material and digital experiences, and are focused on providing delightful experiences to a diverse network of users.

As an experienced product leader, I know that every product and business needs to develop its unique expression. So, as a consultant it is my goal to help every client realize their highest selves and evolve their organization to reflect their personal goals and values. Throughout our time together we will spend time crafting a vision of the future of your business and how we can develop a product line, user experience, supply chain, and revenue stream that aligns with you.

Business ownership and management is an empowering process and it is important that you are thriving, just as much as your business. In addition, I actively encourage my clients to invest in the shaping of memorable and emboldening internal systems, in the same way they cultivate the end product; I believe amazing products start from the bottom up and I ensure my clients start with strong foundations.

V. SERVICES

Business Planning

I help you define your business' purpose, goals, target market, financial plan, product overview, and go to market strategy. This process can take 30+ hrs for the most prepared organizations OR up to 120+ hrs, if I need to be engaged with content generation.

Establishing an MVP Model

Sustainable revenue is an important criteria in determining the longevity of your business. So, I help you establish a primary product line that will create both initial revenue and room for expansion.

Product Roadmaps

Roadmaps are critical for creating measurable targets and deadline for resources allocation, forecasting and planning. So with this service we will be generating product development time lines and shaping OKRs and KPI that will empower your organization to begin collecting metrics around the development and scaling process.

Operations Oversight

New organizations have a lot of gaps to fill and developing sound operational strategy is a key component in establishing productive internal systems. I can assist your organization with everything from generating organizational charts, selecting first hires, to providing total operation oversight during the initial phases of growth.

Product Management

The product development process is arduous, detail oriented and often lasts several month (if not more). I can serve as an initial product lead as you evolve and scale your MVP, help you create a team and product process that has staying power, and produces best in class experiences.

Custom Services

Can be assessed after Initial Consultation. Come with ideas.

Prototyping

The key to growth is innovation and rapid prototyping sessions can not only provide key insights via creating personas with holistic user stories and experiences, but they can generate clickable or physical demos for comparative analysis and/or production. From sprints lasting a few day to a few weeks, I can lead sessions that can get your team out of creative ruts and onto production in no time.

R&D

Aka Research and Development. As your organization grows and reaches maintenance mode, R&D plays a critical role in posing your company for the future. Responsible for generating the innovation that will keep your product set as a best in class leader, your R&D efforts are your guarantee for maintaining relevance and growth. I can serve as a consultant to an existing team or manage the creating of this team for your organization.

VI. Rates

I have had the wonderful opportunity to work within organizations of all sizes, budgets, and constraints. I understand that a one size fits all system is not appropriate for my consultancy. Based on my assessment of the needs of the average organization seeking consultant services, I have set up a three tier fee structure that distinguishes between non-profits and for-profit businesses; please be able to demonstrate 501(c)3 registration to negotiate a non-profit contract.

Non-Profit Rate: $45/hr

Small Business Rate: $80/hr
(1-50 people)

Medium Business Rate: $125/hr
(50-200 people)

All rates are subject to negotiation. Please note that total compensation can be calculated to include equity and bonus options, in order to supplement hourly wage requirements. Full time work commitments are only available on a project by project basis. Thank you!

VII. Small Business vs Start-Up

Many new businesses grapple with defining their path towards sustainable revenue, profits, and growth. With the bold new world of Tech redefining the way businesses are nurtured and grown, organizations are inundated with the jargon and expectations of "start-up culture" but are not quite sure what is the healthiest path for their venture. So here is a high-level over-view of the difference between a small business and a start-up to get you started on your journey.

A Start-Up is set up to scale for growth. An organization designed to search for a repeatable and scalable business model, a "start-up" poises itself to not only prove its business model but also quickly make a significant impact on the current market. The intent for rapid growth requires start-ups to seek a series of significant funds from angel investors, venture capitalists, and eventually an IPO or buy out. Because of the rapid growth cycles, start-up founders have to be comfortable relinquishing control for the sake of growth and sound leadership.

On the other hand, a Small Business is described by the SBA (the U.S. Small Business Association) as "independently owned and operated for profit and not dominant in its field." Its signature being that the owner

VII. Small Business vs Start-Up (...continued)

is able to be his or her own boss and secure a place in the market. At the end of the day, a small business grows through investments from savings, friends, family, and/or bank loans; long term growth is dependent of the reinvestment of profits and increased revenue.

Still not sure if you are a start-up founder at heart? In addition to developing a disruptive business model that is repeatable and scalable, a start-up founder has these three main functions:

1. To provide a vision of a product with a set of features
2. To create a series of hypotheses about all the pieces of the business model: Who are the customers? What are the distribution channels? How do we build and finance the company?
3. To quickly validate whether the model is correct by seeing if customers behave as your model predicts (which they rarely do… but it fun to run a product lab, regardless).

* At the end of the day, your business can be a hybrid and can merge many models into one. How you fund and grow it is up to you…as long as you live, love, learn, pivot and grow! Have fun with the process.

VIII. Key Terms and Definitions

B2B - Business to business is a type of transaction that exists between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business to business refers to business that is conducted between companies, rather than between a company and individual consumers.

B2C - Business to consumer is business or transactions conducted directly between a company and consumers who are the end-users of its products or services. While most companies that sell directly to consumers can be referred to as B2C companies, the term became immensely popular during the dotcom boom of the late 1990s, when it was used mainly to refer to online retailers, as well as other companies that sold products and services to consumers through the internet.

Data Generation- to the theory and methods used by researchers to create data from a sampled data source in a qualitative study. Data sources include human participants, documents, organizations, electronic media, and events (to name just a few examples). Qualitative…

Digital Product Development- A digital product is a web -based product that solves a unique problem and eases a pain-point for the end user. Digital Product Development refers to the iterative and agile cycle of creation, testing and refining of a digital product over the course of its lifetime.

Innovation- like many things that have surfaced in the age of technology, the definition of innovation is not set in stone and is as malleable and adaptive as the people and institutions that pioneer what is next. Over the years I have come to term innovation as what is next. Like the unknown digit, X, in a algorithm; innovation is the elegant solution to a problem that people do not even know they had. It is the perfect summation of what they couldn't live without before they even new the gap existed and perfectly epitomized by Apple under Steve Jobs. WWSJD (what would Steve Jobs Do).

KPI - A Key Performance Indicator is a measurable value that demonstrates how effectively a company is achieving key business objectives.

VIII. Key Terms and Definitions (...continued)

<u>Legacy Retailer</u> - traditionally brick -n-mortar, but now including online retailers that have lead the retail space for at least a decade. Due to the rapid evolution in the retail markets, legacy retailers are often noted for their lack of agility and slow response to innovation, leading to their reducing market shares and tanking sales.

<u>Market Analysis</u> - A multifaceted assessment of a product or organization and its users that is used to determine the attractiveness of a market and to understand its evolving opportunities and threats as they relate to the strengths and weaknesses of the firm. Includes: Market size (current and future), Market Growth Rate, Market Profitability, Industry Cost Structure, Distribution Channels, Market Trends, and Key Success Factors.

<u>Material Product Development</u>- A material product is a good or service that has a physical presence. Unlike digital product development, material product development requires manufacturing and packaging within its supply chain causing the lifecycle to be a lengthier, more complex, and more costly than a digital counter part.

Multichannel Retail Strategy - An ecommerce selling strategy that targets customers on various channels beyond a company's website. Multichannel retailing has evolved beyond promotion to include multichannel selling directly to consumers on social media, marketplaces, and other mediums.

MVP - A **Minimum Viable Product** is that version of a new **product** which allows a team to collect the maximum amount of validated learning about customers with the least effort.

OKR - AKA:**Objectives** and **Key Results**. The form of the OKR has been more or less standardized. The Objective is qualitative, and the KR's (most often three) are quantitative. They are used to focus a group or individual around a bold goal. The objective sets a goal for a set period of time, usually a quarter. The key results tell you if the objective has been met by the end of the time.

Optimization - finding an alternative with the most cost effective or highest achievable performance under the given constraints, by maximizing desired factors and minimizing undesired ones.

Product Management - The organizational structure within a business that manages the development, marketing and sale of a product or set of products throughout the product life cycle. It encompasses the broad set of activities required to get the product to market and to support it thereafter.

Product/Market Fit - When people understand and use your product enough to recognize its value that's a huge win. But when they begin to share their positive experience with others, when you can replicate the experience with every new user who your existing users tell, then you have product market fit on your hands. And when this occurs something magical happens. All of a sudden your customers become your salespeople.

Product Roadmap - A roadmap communicates the when, why and what behind what you're building. It's a guiding strategic document as well as a plan for executing the strategy. A roadmap is a high-level visual summary that maps out the vision and direction of your product offering over time.

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