# INNOVATE TO OPERATE

Imminently seamlessly unites people, processes, and technology to bring customer ideas to life rapidly.

By utilising our Imminently Fabric: enterprise-grade technology and Innovate to Operate (I<sub>2</sub>O) methodology, Imminently effectively guides visionaries from ideation to execution.

This laser focus allows Imminently to deliver impactful solutions to its clients within a matter of weeks, providing them with an immediate opportunity to validate market fit, refine with real users and launch into operations. With a combination of the 4 Stages (Pioneer, Progress, Prosper and Propel) and their established 3 fuelling components, Product, Content and Operate, Imminently will provide, scalable, quality, custom solutions in an adaptive way.

Helping you navigate the optimal pathway to your destination with:

- Swift Scalability: In a world that demands quick results, I2O is your warp drive. This streamlined strategy ditches the time-wasting detours and zooms straight to your destination. By embracing agility, it propels through concise, iterative cycles, ensuring continual refinement. No matter the gravitational forces your project encounters, I<sub>2</sub>O navigates seamlessly.
  - **Robust Framework:** I<sub>2</sub>O isn't just about speed; it's about substance. It provides a space-worthy framework for every project stage, from the pioneering lift-off to the final, triumphant propulsion. But here's the cosmic secret: it's not rigid. I<sub>2</sub>O bends and flexes to meet the unique gravitational pulls of your project and your clients.
  - Tailor-Made Solutions: We know that one size never fits all. I2O thrives on close collaboration with our clients, to ensure that the solutions we craft are tailored to perfection, aligning seamlessly with your vision. Your success is our success, and we're in this together.
- Proactive Adaptability: Challenges don't stand a chance with I₂O. It doesn't just respond; it anticipates. The model aligns resources like gravitational waves, ensuring uninterrupted progress, and with the 3 fuelling components (Product, Content and Operate) pivot nimbly in response to client needs or market trends.

### 4 STAGES

The I2O methodology encompasses four stages - Pioneer, Progress, Prosper and Propel - each of which covers the different phases that an idea will cover over time. At each phase, the I2O will adapt and adjust what activities are required and to what level.



The captain of your idea.

You focus on the **idea** and destination. We focus on getting you there

# PIONEER

Define goals, pain points, and needs to craft a powerful usercentric product

**PROGRESS** 

Establish an product beta to support sales and go to market

# PROSPER

Establish a minimal viable product to secure customer pilots and early revenue

Fully operationalise the product in a supported, secure and scale way

**PROPEL** 

## 3 FUELLING COMPONENTS

Operate

Product



4. PROPEL

Continuous development and optimisation of product design, roadmap, architecture and product development.

Discovery Market Analysis Market Validation Development \ UX Design Solution Dev.

Support Management Service Operations

CONTENT

2. PROGRESS

Sales & Marketing

Unification of content development and

channels to drive brand and awareness.

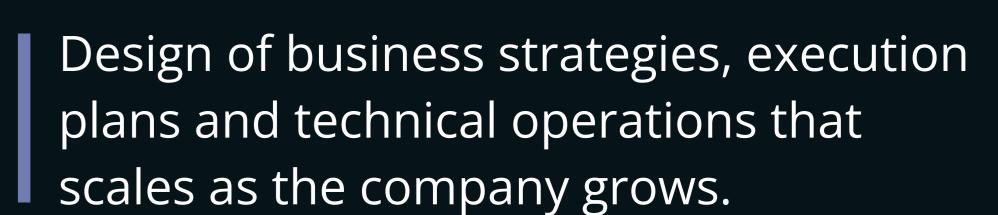
delivery across internal and external

Research

Website Strategy Communications



3. PROSPER



Governance

Finance Governance

Book-keeping Payroll Market Validation Accounts Payable Taxation

 People & Culture HRIS Onboarding

> Communications PMS



Are you tired of watching your groundbreaking ideas float adrift like lost space debris?

It's time to commandeer the Imminently Fabric – The world's fabric for hyperscale innovation

Get in touch: info@imminently.co

OPERATE

PRODUCT

1. PIONEER