









Based in Girona and led by Agustí Esparducer, 4-person team Somintec provides police departments and municipalities with Android apps to effectively manage parking tickets (fines) in cities and urban environments.

How product focus can lead to effective customer validation

Various products Various clients

Products / technology

Various Android apps to manage parking tickets:

- SOM-PDA
- SOM-Den
- SOM-Not

Too many products, too many features: need to focus.

Clients

Clients from the very beginning:

- Public sector (municipalities)
- Consumers (Aparcare)

Un-sacable, low-margin services company: **need to** switch to developing products that can scale and be profitable.

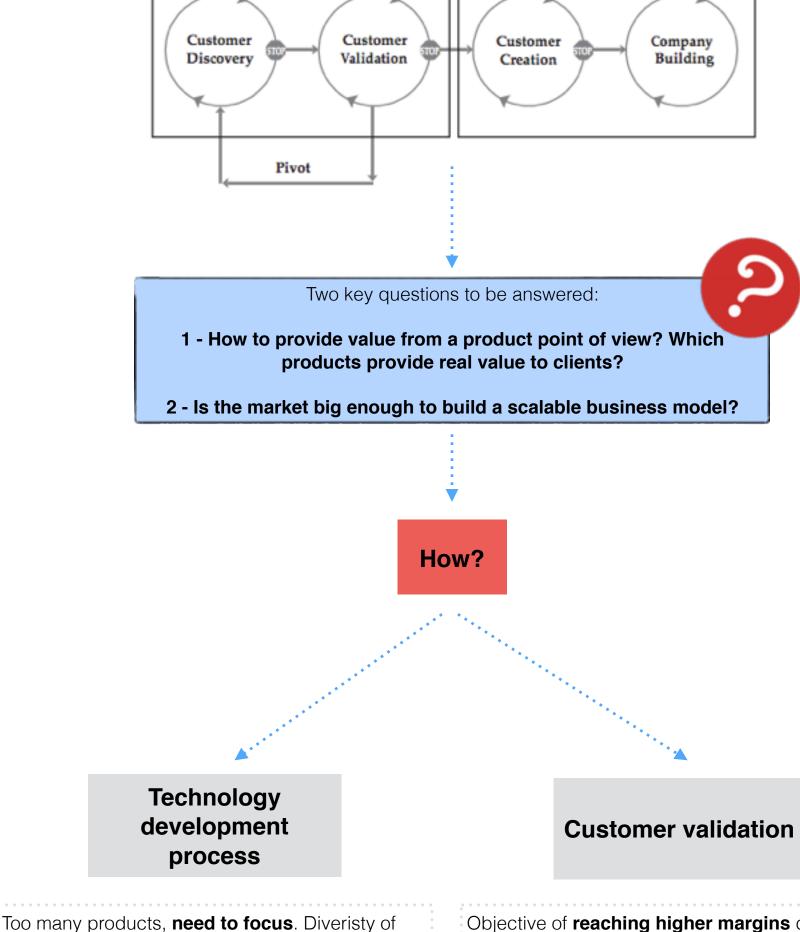
Past customer discovery

Customer validation phase

"Customer validation proves that the business tested and interated in customer discovery has a repeatable, scalable business model that can deliver the volume of customers required to build a profitable company" *

Execute

Search



products negatively affected internal organization of resources. Which ones provide the most value? Actions:

1 - Is the product development cycle scalable?

Somintech hired its first full-time engineer during Google Launchpad to answer the following

questions: • Are there synergies that allow software productification?

- Can software product lines** be built?
- Synergies in product development cycles would allow the company to establish a starting point to build new products and features, thus enabling a

more efficient use of technical resources.

Objective of reaching higher margins due to lowvolume nature of business.

1 - Stop saying 'yes' to clients in order to:

business.

Actions:

- Define number of clients willing to pay for product.
- Size of target market to define which product has a better chance of scaling into a profitable
- 2 Analyze sales process and techniques:

Which clients are paying for the product? Those

who do not, why? Does the company need to hire a sales person?

or partnerships with institutions?

Should Somintec consider other sales channels