# Sourcebits Product Studios

An Innovative Business Model To Develop Innovative Ideas

# We Build Amazing Companies, Not Just Beautiful Products

Sourcebits Product Studios represents a unique business model that brings innovation from idea to reality. Our Product Studios division is based on 2 key principles: **passion** and **partnership**.
We want to be excited about the products we're developing, and we want to work with those companies to become successful.

We've spent more than 7 years learning first-hand what it takes to build a winning product and company. We've learned from our successes — and our mistakes — delivering more than 500 products, including 30+ chart-topping mobile apps.

Unlike other development companies that work *for* you, at Sourcebits we work *with* you. We don't just take direction and deliver the product as requested if we know it won't work. Our expertise and insights into the market inform every stage of product development.

As a Product Studio member, Sourcebits helps refine your core concept, provides input and critical feedback throughout development, creates and executes a go-to-market strategy, conducts in-depth user testing and data analysis, and then delivers product updates after launch. We'll also help with networking and raising capital for your company.

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# Sourcebits Accepts Just Nine Product Studio Projects Per Year

## What does it take to join the Sourcebits Product Studio?

- You have an exciting new idea.

- You want to build a successful business.

- You're looking for an expert team to bring your vision to life.

- You want the people working with you to be extremely passionate about your product.

- You want a development partner that's dedicated to your success, not just their own bottom line.

# How It Works

All of our expertise in mobile strategy, world class design and engineering, 7+ years of experience marketing and launching new products, is shared with our partners.

Under the Product Studios model, we build a team expressly purposed to create your product, and we work with you completely at cost. Sourcebits takes no profit during development. Instead, Sourcebits receives a 20% equity stake as co-founder in the company. Of this, 5% is distributed among the team members building and launching the product.

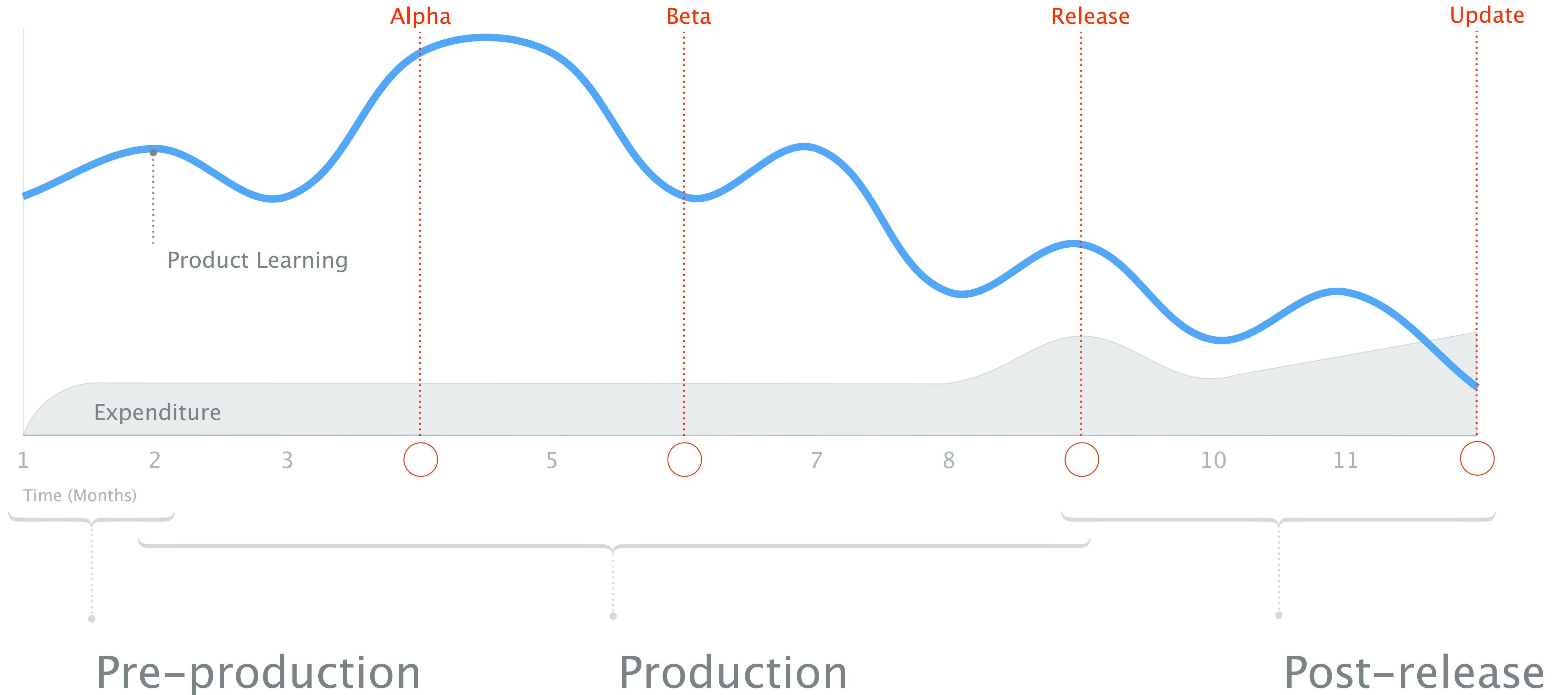Sourcebits is genuinely invested in the success of your product.

To evaluate ideas, we conduct a single day innovation workshop with the key decision makers from your company.

Sourcebits founder, Rohit Singal, leads the workshop through examination, ideation and clarification. The $25K workshop fee serves as a downpayment towards working with Sourcebits.
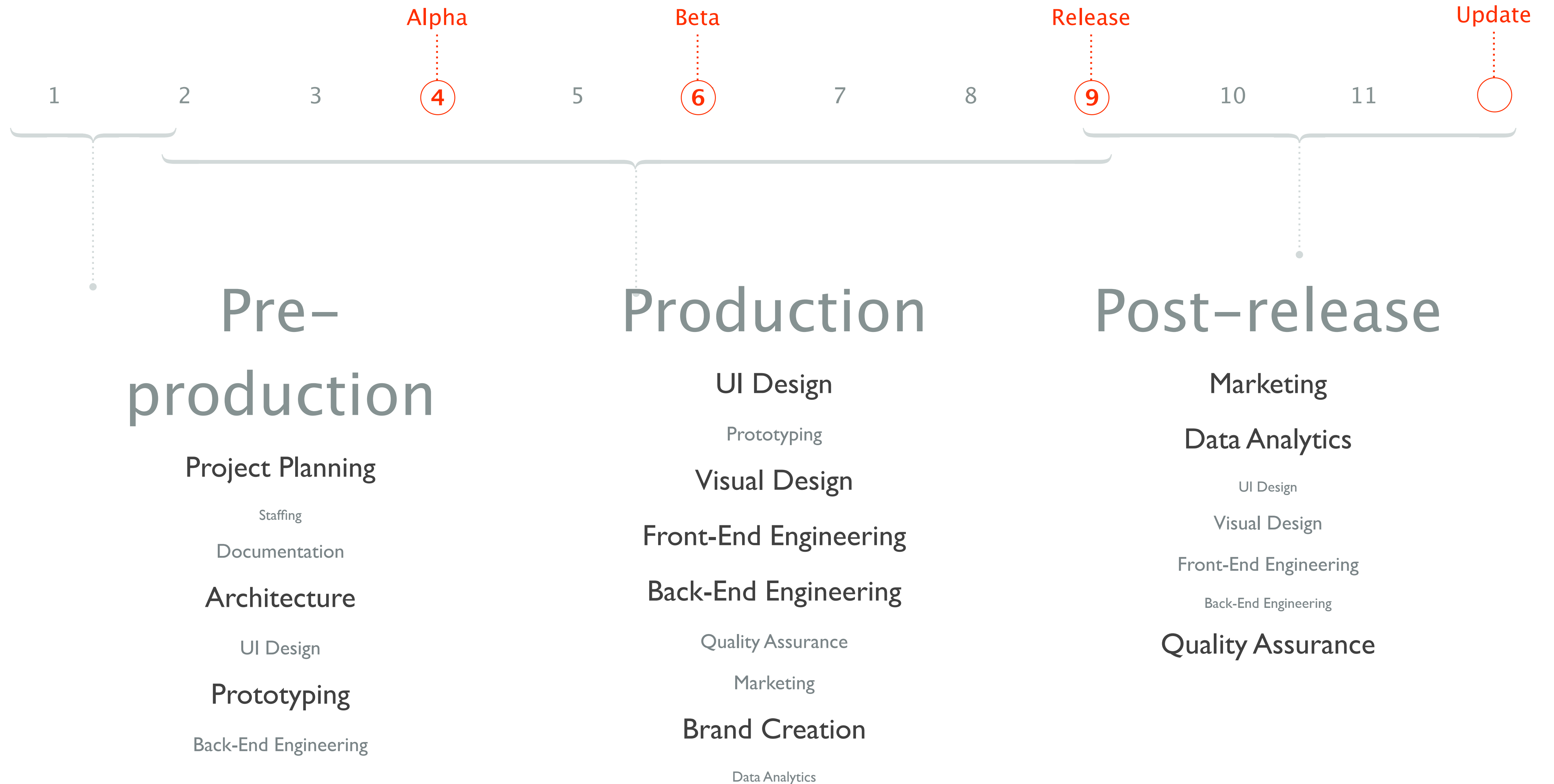
One week after the workshop, we provide high-quality materials for you to present the idea to your stakeholders, including a project scope.

A Sourcebits Product Studio partnership typically runs for at least 1 year, with a dedicated US-based team. Monthly billing varies depending on the scope of the project and size of team.
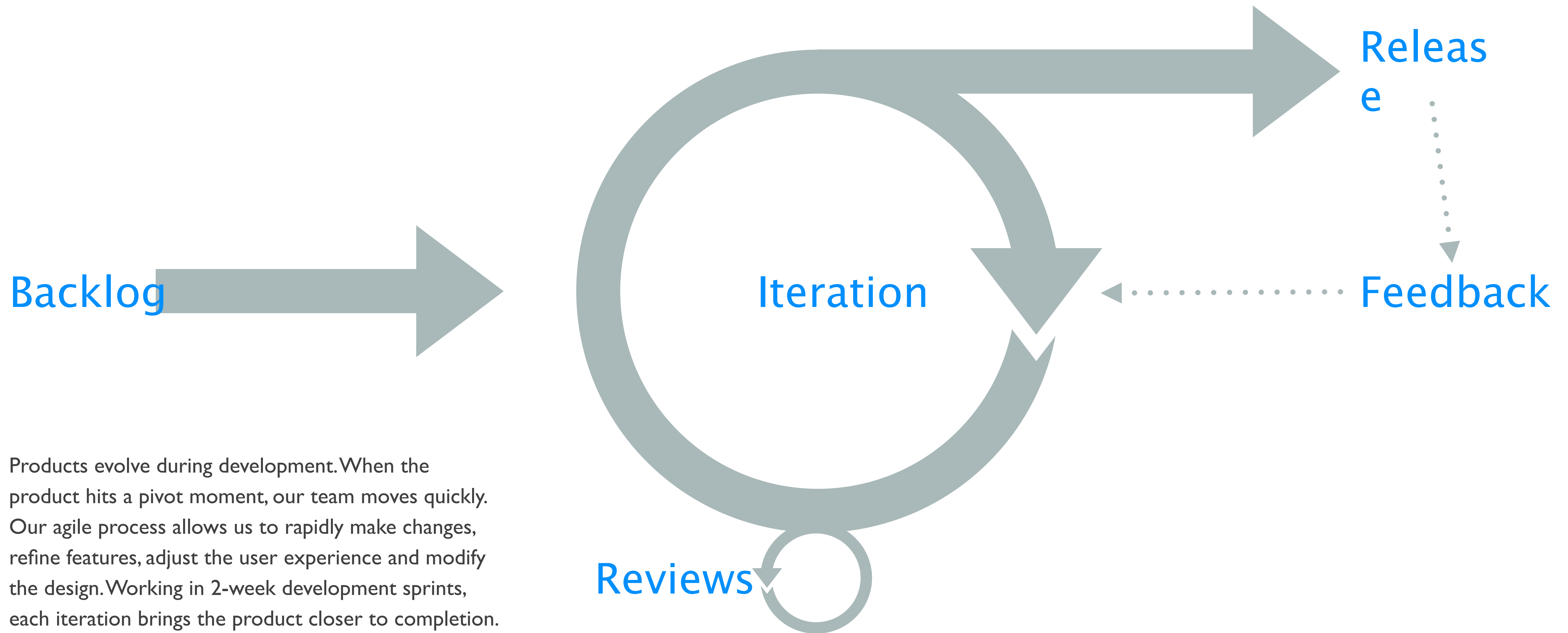
# Product Studio: **Development Timeline**

# Product Studio: **Team Efforts**

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Alpha — 4

Beta — 6

Release — 9

Update

1   2   3   4   5   6   7   8   9   10   11

## Pre-production

**Project Planning**

Staffing

Documentation

**Architecture**

UI Design

**Prototyping**

Back-End Engineering

## Production

**UI Design**

Prototyping

**Visual Design**

**Front-End Engineering**

**Back-End Engineering**

Quality Assurance

Marketing

**Brand Creation**

Data Analytics

## Post–release

**Marketing**

**Data Analytics**

UI Design

Visual Design

Front-End Engineering

Back-End Engineering

**Quality Assurance**

# Product Studio: **Agile Development Cycle**

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**Release**

**Backlog**

**Iteration**

**Feedback**

**Reviews**

Products evolve during development. When the product hits a pivot moment, our team moves quickly. Our agile process allows us to rapidly make changes, refine features, adjust the user experience and modify the design. Working in 2-week development sprints, each iteration brings the product closer to completion.

# About Sourcebits

Company History, Mission and Strengths

# Design–Led Engineering

Sourcebits has crafted technology solutions for the world's biggest companies and most innovative startups. We have more than 300 dedicated employees with the expertise and passion to bring your ideas to reality. Sourcebits is backed by Sequoia Capital and IDG, led by product visionary Rohit Singal and Apple Design Award winner Piotr Gajos, and inspired by clients like you.

# Our Clients

# Contact Us

For more information or to schedule a workshop, please contact us.

## Sourcebits

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