



## Build-Operate-Market-Transform (BOMT) Model



# Comparison: Product Development Models



	Captive	Acquisition	Joint Venture	ODC	BOMT (Leo TechnoSoft)
<b>Capital Expenditure</b>	High	High	Medium	Medium	Low
<b>Operating Expenditure</b>	High	Medium	High	Low	Medium
<b>Control</b>	Full	Full	Partial	None	Phased
<b>Management Effort</b>	High	High	Medium	High	Phased
<b>Risk</b>	High	High	High	Medium	Low
<b>ROI</b>	5+ Years	2-3 Years	2-3 Years	1-2 years	Immediate

# Startup Challenges



Startups/Entrepreneurs need to focus on the following key aspect on the product development to be successful and be in race.

- ✓ Fast results are vital.
- ✓ Need to generate revenues before their funding runs out.
- ✓ Product to market--for the so-called "first-mover" advantage
- ✓ Low "burn rate"

To Achieve them, they need to ensure :

- ✓ Right Technical Talent and Skills for product architecture, quality and performance.
- ✓ Proven Processes and development model
- ✓ Round the clock Customer and Technical Support
- ✓ Fast market and sales penetration
- ✓ Investment to scale

# BOT Model Adoption and Typical Challenges



Many Startups/Entrepreneurs are moving operational components offshore, in many cases developing their own subsidiaries to keep low burn rate. The benefits:

- ❑ Cost savings compared to 3rd party vendor partnerships
- ❑ Direct control on hiring and retention
- ❑ Ability to retain Intellectual Property Rights

Unfortunately, many are not realizing their business goals, with some even forced to shut down due to execution problems related to unforeseen, „in-country“ challenges, hiring right people , team management issues and finally meeting quality and delivery on time.

BOT and Outsource Product Development gives no surety on success and establish relationship as Client-Vendor Relation.

Startups/Entrepreneurs needs partners who not only help in product development but help them to scale product, to support customers need and to part of sales & Market efforts to grow company.

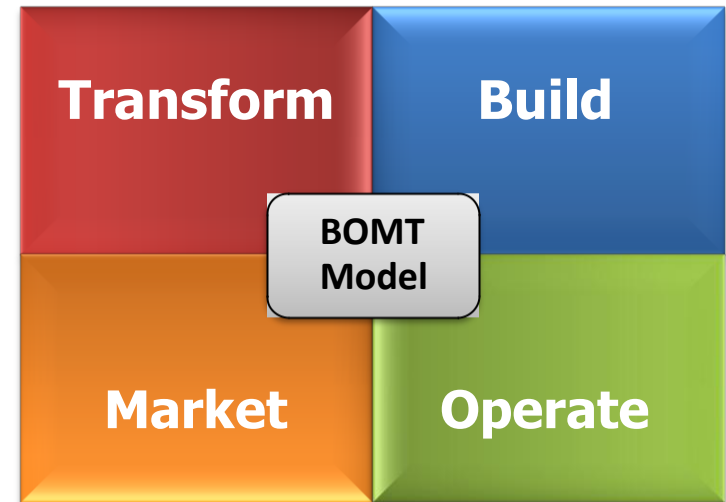
The Build-Operate-Market-Transform model offers an attractive alternative to startup challenges

# What is BOMT



BOMT model is an innovative hybrid partner product development model by Leo TechnoSoft that offers a low-risk, hassle-free, cost-effective global sourcing strategy, that blends the advantages of traditional outsourcing and captive centers .

USP: Aid Start-ups/Entrepreneur to reduce time-to-market, create opportunities for increasing revenue and maximizing ROI thus enabling them to achieve business transformation together.



## Why BOMT ?

- ❑ BOMT model helps organizations tap into the global resource pool with no upfront investment using a low risk “Build only what you need” model.
- ❑ BOMT model is built on the principle of reducing the unknowns and continuously providing the ROI from the very beginning of the engagement.
- ❑ Engagement as Partner not only for product development but establishing sales channels .

# Leo TechnoSoft 'B-O-M-T' Model



## 'B' for Build

We will perform the analysis of your company's needs, Planning of the infrastructure, resources to be deployed on project, hardware and software needs and other operational requirements of the new project.

Advantages	Benefits
<ul style="list-style-type: none"><li>• Focus on product development</li><li>• Flexibility</li></ul>	<ul style="list-style-type: none"><li>• Stay focused on your core business area</li><li>• Lower Organization Costs</li><li>• No worry of hiring talent</li><li>• No concern for maintaining infrastructure</li></ul>

## 'O' for Operate

We will take care of all your operations starting from process management, to performance management, quality assurance, and target achievement. The team of dedicated resources for your new set-up is explained about the entire process and specific targets are set for project completion.

Advantages	Benefits
<ul style="list-style-type: none"><li>• Process Expertise</li><li>• Knowledge Preservation</li><li>• Enables the team for productive work</li></ul>	<ul style="list-style-type: none"><li>• Team supervision</li><li>• Infrastructure management</li><li>• Server management/Technical support</li><li>• Development processes</li></ul>

# Leo TechnoSoft 'B-O-M-T' Model



## „M' for Market

Market'' is the USP as well as exclusivity offered by only Leo TechnoSoft in the industry. With the traditional B-O- T Model, a crucial phase to stretch an organization''s presence i.e. expansion in the industry remains void. To overcome this situation, our BOMT model comes handy. The Market phase of is the crux exclusively offered by us.

### Advantages

- Marketing and Sales
- Digital Marketing

### Benefits

- Establishing market connections to grow business
- Focus on meeting customer demands & selling
- Establish Sales network from existing sales network.

## 'T' for Transform

After the new process is completely established, the process ownership is subsequently transferred to the client and help to raise next level of funding. Finally, what a customer gets in return is an already operational facility that is backed by a team of experts.

### Advantages

- A superior product with established sales and operation process
- Talented expertise to solve future hitches
- Risk Diminution

### Benefits

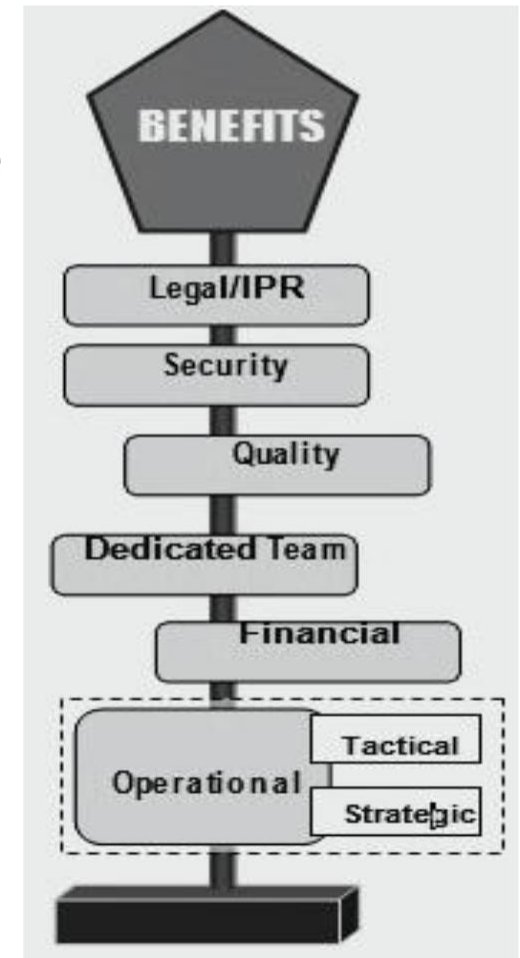
- Faster Time to Market with lower operational costs
- Leveraging process and procedural expertise
- Future option to own facilities

# BOMT Benefits



BOMT offers attractive business benefits over the traditional offshore subsidiary path, including:

- ❑ Rapid scaling of operations
- ❑ Wider service offerings, quickly filling business model gaps
- ❑ Lower infrastructure set-up costs
- ❑ Reduced time to operations through utilization of knowledgeable 3<sup>rd</sup> Party management resources responsible for:
  - Right Product Architecture
  - Team Management and Delivery
  - Real Estate
  - Government rules and regulations
  - Cultural transition
  - IT infrastructure procurement
  - Security
  - Sales Channel
  - Marketing Channels





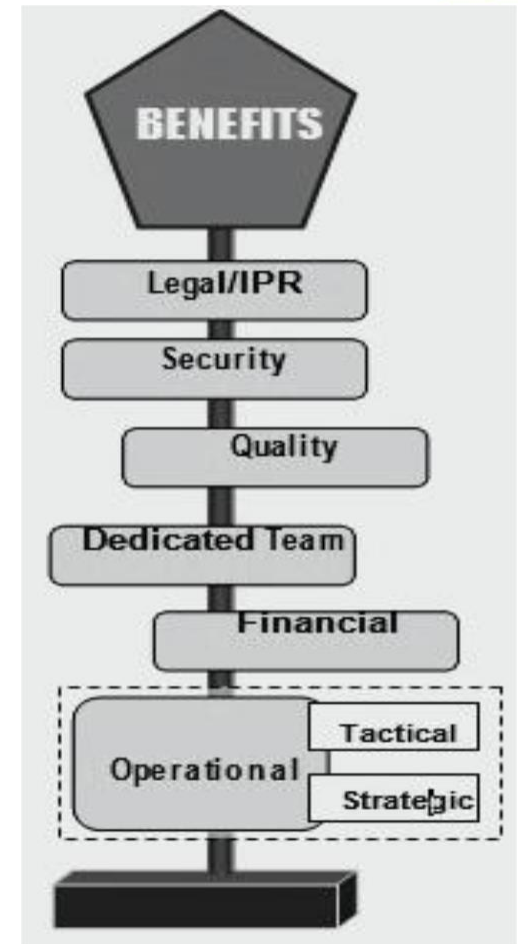


## Tactical Operational Benefits

- Improve overall quality & performance
- Add newer functions and services
- Ability to ramp up (or down) quickly
- Work around lack of internal resources
- Have a pool of trained resources to bring onsite as needed

## Strategic Operational Benefits

- Improve Business Focus
- Access to world class capabilities
- Accelerated Re-engineering benefits
- Free internal resources for other purposes
- Achieve flexibility
- Smart sourcing partner becomes an efficient 3rd eye partner
- Shared Risks
- Phase out older technologies, while ramping up on newer ones more effectively





## Cost/Financial Benefits

- Reduce costs, by 50% or more
- Free up capital funds for other use
- Convert fixed costs to variable costs
- Work around lack of internal resources

## Dedicated Team

- Leo TechnoSoft uses a dedicated team to service your requirements.
- Knowledge retention
- IPR protection – each team member enters into 1:1 direct NDA with you as well.
- Continual increasing effectiveness, as team learns and improves.
- Single focus on your needs and goals, beyond the dictates of a SLA.
- Allows relationship building between your management and our team leads and members.
- The dedicated team are assets already performing at a high level when the
- Option to transfer them is exercised.
- You partake in the selection process for this team, allowing you to ensure you have the
- Right mix of skills working in your team in India (Pune).



## Overview

- Global partner product development provider with delivery centers in Los Angeles, Chicago and India (Offshore).
- Specializes in Cloud, SaaS and Enterprise Product Engineering for Startups, Entrepreneurs, ISV(SME).

## Industries

- Technology
- Healthcare/Life Sciences
- Finance
- Retail
- Manufacturing
- Real Estate

## Value offering

- Partnered Product Development
- Technical, Operation and Sales Management
- Expertise SaaS & Cloud solutions
- Customer Relationship Management
- Sales and Marketing
- VC Connections and relationships



# OUR PRESENCE



- ✓ Adequate infrastructure to scale up at the drop of a hat
- ✓ Backend Data Center / Infrastructure set up
- ✓ Global Offices to support 24x7 Client Operations

**For more information email us at [enquiry@leotechnosoft.net](mailto:enquiry@leotechnosoft.net).**



**THANK YOU**