

**T R I M**

# Ready for a T R I M?

We're a studio that loves building tech products with  
inspiring Product Owners, just like you.

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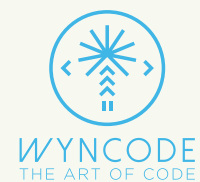




# Who we are.

We are strategists, designers, and engineers. We are award-winning, experienced, and forward-thinking. We love building human-centric apps and technology products. We believe in specialists over generalists. We are never done learning.

# Who we've worked with.



“Having the knowledge and the expertise was really important and the TRIM team really knows what they’re doing and it shows. They guided us throughout the whole process.”

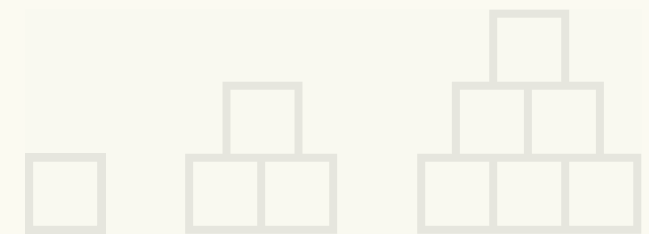
— Joyce Belloise, PBS

# Featured in:



# What we do.

We build winning tech products through lean methodologies and agile development practices. We validate ideas through user research, prototyping, and building MVPs. We use data to improve and scale up existing platforms.





# How we do it.

You hire us, and we become your product team. Think of us as your cofounder. We only work on your product, and you will have direct access to the team as we build your app.

We make careful decisions to work on the most value-added features first, and aim to deliver working iterations of your app every week.

We invite you to work alongside us, but we work with customers around the world remotely. We will demo our work and hand over code every Friday.

We have a deep bench, so if we need to move faster, we can add more people to your project.



# We are agileists.

Software has changing requirements based on user testing and feedback, and our process allows for pivots. Agile processes harness change for the customer's competitive advantage.


We have a systematic schedule: We build your product from Monday - Thursday, 9am - 6pm. On Friday, we demo our work to you directly and prioritize the next week together.

We hold daily Standups on your product: short 15 minute meetings for each team member to align on activity. We do not bill for this time.


We hold weekly Retrospectives (Retros): every Friday, our team reflects on how to become more effective on your project; we tune and adjust our behavior accordingly.



# TRIM for founders



We partner with entrepreneurs who are experts in their domain to develop ideas from scratch and validate them. With those ideas, we create meaningful products, acquire engaged customers, and build profitable companies.



There are common threads amongst our portfolio companies' product owners. They are experienced, talented, and they are hard-working. Our founders rely on our strategists, designers, and engineers for idea refinement and well-timed execution. We fail early and often in order to hone in on what actually works. Let's learn together and make something great out of what we find.





# TRIM for enterprises

Are you an intrapreneur who spearheads innovation at the company you work for? Have you indentified specific problems that you know how to solve? Would creating software increase productivity, reduce costs, or generate revenue for you and your team? Let's work together to build a solution.

Our team brings the track record and process to provide efficient solutions for enterprise clients in need of things like internal communication tools, data collection and management, operations, billing and accounting, or even R&D as your own tech lab. At TRIM, we can interface with your team to design, build, and implement bespoke software tailored to your company's needs, and are often asked to augment existing tech teams to increase velocity, or bring a skill set to the table that has been missing.

# TRIM à la carte

We love to collaborate with other teams. Whether you're behind the eight ball on a deadline, want to go faster, or need to bring in a temporary skill set, our strategists, designers, and engineers can drop in as needed to see your project through.

We can run with your way of working, and will fit right in to your existing frameworks. Need more engineers to help build your software faster? Does your product need a UX audit or a UI facelift? Want a strategic approach to rolling out a new product or feature? We can give you a TRIM.



# What's a sprint?

At T R I M, a week of work is called a “Sprint.” This represents an iteration of the project. We have engineered a very specific work week, based on our history of shipping many successful products. This is what it looks like:

- **Monday:** Daily Standup Meeting, Product Development
- **Tuesday:** Daily Standup Meeting, Product Development
- **Wednesday:** Daily Standup Meeting Product Development
- **Thursday:** Daily Standup Meeting, Product Development
- **Friday:** Demo and Sprint Planning for the Next Week, Release the Iteration. Team Retrospective.

## We are retained in blocks of 20 billable hours per week.

Our minimum project commitment is 20 hours per week, and we can increase velocity on a project by adding more people to the project in the form of 20, 40, 60, or 80 hours per week.

## Each consultant on our team has a capacity of 20 hours per week.

We do not bill for our Daily Meeting time, our Friday Demo and Planning time, nor do we bill for our weekly retrospective. This format allows us to provide 20 quality hours to your project every week.

# Project phases.

01

## Build

In this phase your microteam is designing, pushing pixels, writing code, and testing. Whether it's a prototype, an MVP, or a new feature, we can take your idea from zero to Version One, and beyond.

02

## Launch

Your product or feature is ready for the world to use it, but the hard work is about to begin. In this phase we're either finding your first users and fast-tracking product market fit or gathering data and documenting fixes.

03

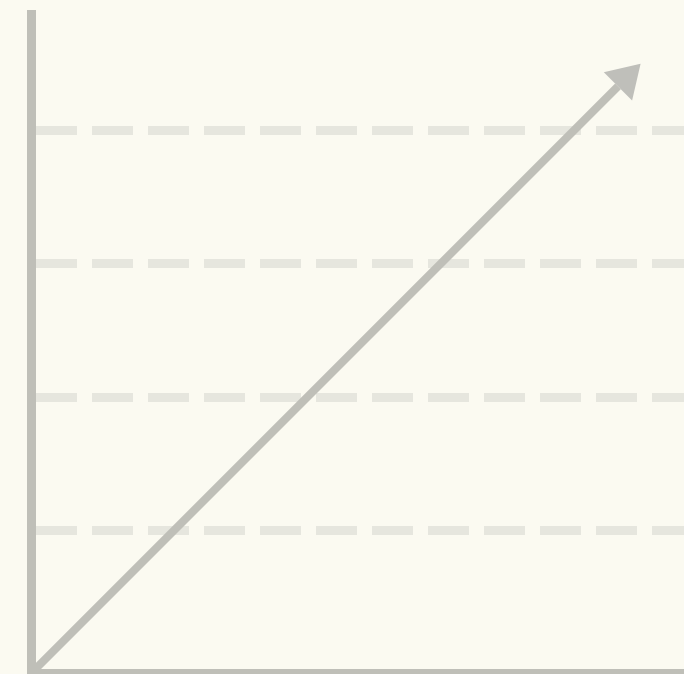
## Grow

You've gone from zero to one. Now, let us help you go from one to one million. T R I M can assist you in acquiring new users, designing new features, and building your own team as your product begins to reach maturity.

# Velocity on demand

Whether we're building a custom product from scratch for you or your company, adding features to an existing one, or augmenting your team, you're in control of what gets built and how fast we build it.

What moves from the backlog to the sprints ahead is always your prerogative, you're the product owner after all. On a time crunch to meet a deadline? You can always double and triple down on 20 hour sprints to get your features shipped faster. Is your MVP finished? Ready to start pounding the pavement to land funding? No sweat, take us off sprint for a while. We'll be ready to pick back up where we left off once you land that seed round or Series A.





# We're ready for you.

We've built hundreds of apps, ran thousands of sprints, raised millions in funding with clients, built for some of the world's most recognizable brands (Red Bull, Mercedes Benz AMG, PCS Wireless, and Delivery Dudes to name a few). We want to build something with you, too.



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