

Developing a Proof of Concept



Show your Investors your Idea

Many of our clients come to us looking to develop intricate web sites and mobile applications. These projects often require a large investment of time, money, and resources to produce. In such instances, investors are usually brought in to help fund the development of projects.

Accella will help develop your **proof of concept**, creating a scope of work, wireframes, and even comp designs. These items, combined with your business plan, will help you find funding from investors. This funding can either come from outside investment firms or internal resources.



What A Proof Of Concept Gives You

Scope of Work

Showcase your idea to your investors:

- How will your app/website function
- What are the main benefits
- What is the ROI

Wireframe Architecture

Wireframes are a necessary element before beginning the design & development process:

- Visually represent what you are creating
- Where will various elements reside on the screen
- Show the flow of your app/website

Comp Designs

Comp designs can really help sell your concept:

- What will the final product look like
- Brings your concept to life
- Sexy designs can really sell your concept

What are the Benefits

Show Tangible Assets to Investors

By bringing your investors a scope of work document, wireframes, and comp designs, you are not only giving them a visual aid of what you are looking to produce, but you are also showing them that you are serious about developing your concept. By doing some minor initial investing on your own, you can prove to them that you will wisely invest their capital. Accella can also help you develop an ROI model to show investors where they will see their returns.

Obtain Feedback

In addition to selling your idea to investors, you can also showcase your app/website to its users, obtaining valuable feedback and user buy-in before design and development even begin.

