

VC-Funded Startups Build Products that Scale

Executive Summary

Two startups funded by venture capital (VC) firms were at different stages of product development and valuation. One startup had been seed funded and wanted a product that would be ready to go live. The other startup had been in operation and was looking for the next round of investment. Both startups lacked staff with the technical know-how needed to build a product on AWS. The startups needed to scale to increase their valuations through technology assets and the development of intellectual property. To grow, these startups needed to speed their products to market.

About Customers

VC firms fund startups hoping to see a return on their initial investment. VC-funded startups must develop products and transition them from minimum viable products (MVPs) to full-scale products that are used by actual customers. Creating minimum acceptable products (MAPs) puts startups in a good position for the next round of funding.

The Challenge

The startups lacked the technical expertise needed to build products in the cloud and scale to a next generation of the product to onboard users. For larger vendors to want to work with them, the startups also needed to be compliant. To receive a next round of funding, the startups must demonstrate that their solution has scaled from an MVP to a MAP.

VC-funded startups need to:

- Add features to scale and go to market quickly
- Maintain quality to meet compliance
- Be flexible to be cost-effective
- Be ready to pivot through continuous innovation
- Demonstrate a consistent customer acquisition cost

Why Nearshore and AWS

Nearshore Software Outsourcing enables startups across the world to leverage a highly-skilled staff for AWS so they can develop, test, and scale products. The nearshore delivery of IO Connect Services Nearshore provides cost-effective expertise from employees in locations within the same time zone as the startups with which they work.

The Solution

Only through IO Connect Services were the startups able to leverage a qualified and certified staff. The staff the startups needed was too expensive to hire, but IO Connect was able to vet qualified staff members through our Nearshore solution. Equipped with a highly skilled staff for AWS, the startups didn't need to hire a partner to develop and scale their products. Instead, they could outsource their staffing needs while still maintaining control over quality standards and practices. Moreover, as an Advanced Consulting Partner with several AWS Competencies like Migration and DevOps, IO Connect Services can also provide extra incentives to Startups and VCs like AWS funds or credits.



Flexible and Cost-Effective Architecture

- Best performance
- Environment for DevOps
- Faster time to market



Extension of a Team

- Access to AWS expertise
- No need to hire or train
- Grow at the necessary pace
- Outsource employees in the same time zone

Results & Benefits

Go to Market

Using IO Connect to outsource AWS expertise has enabled the startups to accelerate their time to market by increasing their team size without requiring specialized training or hiring a partner to build solutions.

AWS Expertise

Acquire qualified, experienced, and AWS-certified employees as an extension of your team with no need to train. IO Connect adds value immediately with AWS-certified staff members who act as an extension of the startups' teams.

Next Steps

Now that the startups have the AWS expertise they need, they can get products to market faster. They are on target to meet an aggressive deadline of 2-and-a-half months. The startups have built and scaled their solutions and addressed problems in weeks instead of through 6 to 12-month projects as with previous vendors.

Scaling

Backfill positions and grow your team without the time and expense of hiring. The startups could scale from 1 to 2 team members to a team of 8 to 12.

Grow and Add Value

Develop, test, and scale products in AWS to transition from MVP to MAP for a better chance at a second round of funding. With IO Connect, the startups had staff members who were already familiar with any potential issues and knew how to deal with them.



Superior Performance

This infrastructure provides a fast, resilient, and high-availability environment for the application.



Low TCO

Save money by replacing physical hardware that has expensive license fees with AWS, so you pay for what you use.



Fully Managed

You no longer must worry about fully managed resource provisioning, maintenance, and backup.

About IO Connect Services

IO Connect Services is a company specializing in Information Technology Consultancy Services. Our team comprises nearshore specialists in Cloud Solutions, Enterprise Integration, DevOps, App Development, and MSP. We provide services in all North America, LATAM and Europe. Our headquarters are located in the NYC metropolitan area, and we also have offices in Guadalajara, Mexico and Madrid, Spain.