

# ***Accelerate*** Your Idea to Market

A VALUE GUIDE FROM CONCEPT TO LAUNCH

BY  **SWIVEL**GROUP



## Introduction from Founder

Welcome,

This document is tailored to provide you with the tools, processes, and framework necessary to showcase the potential value of a new software idea/innovation for your business. As you manage and run the tech strategy for your organization, we understand that you face unique challenges when building a robust business case for new software ideas. Based on our experience working with businesses with 50-500 employees, we have identified three key areas where senior tech executives tend to lose most of their momentum and enthusiasm when trying to formalise their idea:

**Process:** Your stakeholders, resources, and objectives are likely to change alongside market demands. Therefore, it's important to continually evolve your processes to enable better efficiency, and communication, and promote new ideas and initiatives.

**Value:** Building software can be an expensive exercise, and it's crucial to control the narrative of your idea and keep the discussion focused on the opportunity, rather than the cost.

**Positioning:** The best business cases are built around the business objectives to have a higher strategic impact with a broader audience. Striking a balance between technical detail and non-technical solutions is essential to building a successful business case.

Our goal is to help you amplify your business cases by leveraging your business objectives and ensuring your ideas resonate with the right audience. We trust you find this content valuable and relevant to your needs and it helps increase your chances of getting buy-in from other executives in your business.



**Dmitry Loukine**  
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**in**

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Talk to Someone today!





# Key Pillars

There are several key pillars that can help make a business case for a software project more compelling and increase the chances of getting budget approval. These include:

Identifying the Business Problem	The software project’s purpose should be stated clearly and explained in detail with data and examples, demonstrating how it will aid the organization in achieving its objectives.	Demonstrating the ROI	By outlining tangible and intangible benefits and a financial analysis to justify costs.
Defining the Project Scope	Clearly establish the boundaries of the software project, which involve outlining the features, functionality, constraints, risks, 2 and assumptions that are associated with it.	Identifying The Risks	Evaluate and manage technical, operational, and financial risks associated with the project throughout its lifecycle.
Estimating The Costs	Create a detailed cost estimate, covering all expenses for software development, testing, implementation, training, and 3 ongoing support	Outlining the Project Plan	Create a detailed project plan that includes key activities, milestones, and deliverables, how the project will be managed, tracked, and reported.
The Customer	Consideration to how current customers and potential new customers will leverage the project. Is this something that has been assumed for the customer, a product of market research or is it based on customer feedback and trends?	Demonstrating alignment with organizational strategy	Show how the software project is aligned with the organization’s strategy and goals and illustrate how it will support the organization’s mission and vision.

By addressing each of these pillars, you can create a compelling business case for your softwareproject and increase the chances of getting budget approval.



## Self Assessment

The below questions have been designed to help you evaluate the viability of your project idea with the purpose of connecting its value directly to the objectives of the business.

Questions focus on topics related to the project, including its technical feasibility, market demand, potential risks and challenges, team capabilities, and more.

On completion you will have a much better understanding of around the project's strengths and weaknesses and will aid in making an informed decision of whether to move forward with the initiative.



## Self Assessment

### Return On Investment (ROI)

How will this software project generate revenue for our company?

Can this project lead to the creation of valuable intellectual property?

Which part of our business will experience the highest ROI from this project?

How quickly can you recover the investment into this project?

Can this project increase the lifetime value of our existing clients?



# Self Assessment

## Sales

Can this project generate new referrals and bring in new clients?

Will this project help us retain our existing clients for longer?

Is there potential to sell a new product or service because of this project?

What is the proposed go-to market plan for this project once live?

Will this project enable us to enter new markets and expand our reach?



## Self Assessment

### Customer Experience & Brand

Will this project improve customer satisfaction and loyalty?

Is this project something that has been requested by existing customers?

Can this project increase user engagement and improve our metrics?

Will this project have a positive impact on society or the environment?

How can this project help us position our brand more effectively and contribute towards brand awareness and recognition?



## Self Assessment

### Value Proposition

Will this project give us a unique competitive advantage in the market?

How will this project differentiate us from our competitors?

Can this project improve the quality of our delivery and enhance our company reputation?

Which users will this project be designed for?

What is the key objective/outcome we are trying to achieve from this project?





## Self Assessment

### Opportunity

Is this project a new concept, or something that is already being practiced in our industry?

How do we value this opportunity 12 months after completion?

Can this project help us reduce competition and strengthen our market position?

Will this project reduce manual process to enable our business to deliver more services efficiently?

What opportunities will we miss out on if we don't pursue this project?



# Business Case Template

As an executive, you understand that every software project needs to be aligned with your organization’s broader business objectives. We recommend using our business case template to align software projects with organizational goals by identifying project goals, expected benefits, risks, and required resources, and evaluating feasibility and ROI to secure funding and stakeholder support, resulting in measurable business value.

Workshop Start Date:	Key Stakeholders:	
Description of the Business Case:		
Business Outcome Hypothesis:	Leading Indicators:	
HIGHLEVEL FEATURE/CAPABILITY ANALYSIS		
In Scope: <ul style="list-style-type: none"><li></li><li></li><li></li></ul>	Out of Scope: <ul style="list-style-type: none"><li></li><li></li><li></li></ul>	Nonfunctional Requirements: <ul style="list-style-type: none"><li></li><li></li><li></li></ul>
Minimum Viable Product (MVP) Features <ul style="list-style-type: none"><li></li><li></li><li></li></ul>	Additional Potential Features <ul style="list-style-type: none"><li></li><li></li><li></li></ul>	



SOLUTION ANALYSIS

Which Internal and/or external customers are affected, and how?

What are the key opportunities missed if this idea is not implemented?

Sequencing and Dependencies:

FORECASTED COSTS

MVP Cost:

Estimated Implementation Cost:

FORECASTED RETURNS

Type of Return:



## TECHNOLOGY ASSESSMENT

Technology Preferenace:

Application Model:

Implementation strategy:

## ADDITIONAL SUPPORTING DATA

Attachments:

*(Other supporting documentation, links to other data, feasibility or trade studies, models, market analysis, etc., that were used in the creation of the business case)*

Other Notes and Comments:

*(Any additional miscellaneous Information relevant to business case)*



## Next Steps

**Click here to book a consultation call**



In the consultation call we will get an opportunity to meet, discuss and confirm how far along the journey you are with your software idea. Following the call we will invite you along for an Ideation workshop or Discovery to help get you started.

We look forward to hearing from you!





## Our Paths towards Development



### Ideation

As an executive, you will typically complete an ideation process before investing in a discovery process, which generates and consolidates project ideas aligned with strategic goals, user needs, and emerging technologies. Ideation involves brainstorming, market research, user feedback, and industry analysis to develop a tailored business case for the project idea. This approach helps formalise the project idea and present value to the business.

This process lays the foundation for discovery.

**[Click here to book us for Ideation](#)**



### Discovery

We offer a discovery process for executives to successfully outsource software projects. This involves understanding project goals, requirements, user experience needs, and market trends to design a detailed project plan and proposal with scope, timeline, budget, and outcomes, followed through to successful delivery with consultation from our architects.

This process lays the foundation to commence development.

**[Click here to book us for Discovery](#)**



## About Us

Headquartered in Melbourne Australia, SwivelTech is best known for designing, developing and implementing custom software solutions for businesses that enable them to innovate, scale and compete at a global standard.

Founded in 2019, our team has grown beyond 160+ employees that help us challenge and evolve our partners by leveraging a range of modern technologies and established frameworks that have been crafted whilst working with Australian household brands. We have had the opportunity to work with a wide variety of domains, technologies and processes which has given us a deep understanding of industry standards and engineering best practices to take forward into our work.

Our people have played a huge role towards our early success with a leadership team that has combined the best of agile practices, modern outsourcing principles, R&D, and product engineering to form a unique approach that we apply to designing and building software solutions for our partners.





## Our Team

SwivelTech is a software consultancy headquartered in Melbourne, Australia. We have successfully managed over 200+ global client projects and have established our brand as a business that values people, contributes to the community and delivers premium and efficient solutions to businesses.



**Shanil Dissanayake**  
Co-Founder & CEO



**Dmitry Loukine**  
Co-Founder & CGO



**Romani Rupasinghe**  
VP - Engineering



**Usha Rajapaksha**  
Head of Human Resources



**Amali Kumudini**  
Engineering Manager



**Achini Meekanda  
Wattage**  
Associate  
Engineering Manager



**Varuna Galabada**  
Associate  
Software Architect



**Nuwan Bandara**  
Associate  
Software Architect



**Dinushan  
Wanigasuriya**  
Lead - Program Delivery



## Services We Offer



### Enterprise Software Development

At SwivelTech, we can help you with the re-engineering process, fast-paced development and customization of your environments to your requirements. Whether it's Customer Relationship Management (CRM), Enterprise Resource Planning (ERP) to Supply Chain Management (SCM), SwivelTech has the solutions for you to launch your product during a quick time frame.



### Minimum Viable Product

Have a brilliant business idea, but investing in it seems like a daunting task? This is where we come in. Let us give your idea a lean business model so you see your product developed and validated with actual users, minimizing the risk factors.



### Online Environments

SwivelTech can provide you with a seamless process of taking your business completely online. We'll be there with you, every step of the way across all aspects of an online solution from web, mobile, SEO and analytics. Talk to us and establish your digital presence with a bang!



### Maintenance and Support Services

Apart from excellent delivery, we are also known for our impeccable after-service. So, if your project requires support and maintenance, we can get that done for you with L1, L2 and L3 support and strategically curated SLA in place.



# Our Technologies

## Platforms

Web Based, Mobile Applications,  
Infrastructure - Cloud, On Premise, SaaS/PaaS

## Domains

eLearning, HR, FinTech, Real Estate,  
CMS, eCommerce, Project Management,  
Warehouse Management, Inventory Management

## Technology

Java, React Native, Kotlin, Swift, AWS,  
ReactJS, PHP, Magento2

### Front End Capability

ReactJs, AngularJs, JavaScript, Typescript,  
JQuery, CSS3, HTML5

### Back End Capability

Java, Spring-boot, NodeJS, Laravel, .Net, C#

### Database Capability

MySQL, Oracle, MongoDB , Dynamore DB

### Mobile Capability

React Native, Kotlin, Swift, Flutter

### Quality Engineering

Capability in Automation, Manual and  
Performance Testing, Accessibility Testing  
and Browser Compatibility Testing





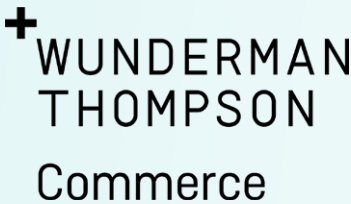
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