

Founder
+ Lightning
Why Guides

+ Why Don't We WORK WITH A FIXED SCOPE?

It's really tough to plan a journey when the expected destination may change. Here's why, if we are going to be a long-term, equity-sharing partner, we don't think it's right for us to use fixed scopes.





FIX COSTS AND TIME

Most of our founders come to us with a pre-defined budget and a timescale to hit, often ahead of a new funding round. Our focus is to achieve the most we possibly can via predictable costs and defined sprints. A fixed scope always means extra buffers, contingencies and assumptions, all of which slow us down and cost you more. We prefer aggressive but possible objectives and deadlines. Fixed scopes frame and limit success. We think bigger.




LEAN AND AGILE APPROACH

Our approach is to take an equity share in our portfolio customers' businesses, which forms our equity holding vehicle, ucreate ventures LLP. Our operating company, ucreate limited, works with our founders as their virtual CTO, product managers, UI/UX designers and technical developers on initial product build projects and for ongoing in-life platform support.



FOCUS ON DEFINED OUTCOMES

No fixed scope doesn't mean no clear outcomes. Far from it. Rather, it's the most efficient way to get there. We will agree with you what success looks like – which could be wireframes, clickable prototypes, early iterations of software, 3rd party integrations, etc – and focus our time and people on delivering those outcomes. That way, we achieve a more fully realised articulation of your vision than if we were constrained by scope.



+ **There are always compromises between budget, scope and time. Only two can be fixed and there's not necessarily a "right" answer. In our experience, agencies prefer fixed scopes so they can deliver a specific piece of work, on spec, and move on, even if it wasn't what you really wanted.**

Our long-term, equity-partner, co-founding philosophy is different. Together, we will create a more investor-friendly, user-centric and valuable product.