

Sprint →

Build →

Scale →



Evovelab Scale

PRODUCT GROWTH, MARKET EXPANSION & STRATEGIC EXECUTION

12-16 WEEKS | HIGH-TOUCH | EMBEDDED EXECUTION

Evovelab Scale is designed for startups that already have a product in motion and now need to strengthen it, de-risk it, scale it, and commercialize it.

This program focuses on product maturity, security, compliance, partnerships, market expansion, monetization and fundraising —while aligning the company for growth capital and strategic opportunities.

This is not strategy in isolation.

This is hands-on product, growth, and market execution—done with you.

www.evovelab.co

INTRO



EVOLVE LAB

We help technology companies turn ideas into build-ready products and funding-ready businesses.

As a fractional CXO team of experienced entrepreneurs, product leaders, AI specialists, and funding experts, we work hands-on with founders to define product strategy, innovation, and differentiation—then translate that into clear product documentation, development roadmaps, and investor- and grant-ready narratives.

Our approach bridges product, technology, and capital, so founders build the right product and raise capital with clarity and confidence.

Cover Letter

Dear [Client Name],

Thank you for the opportunity to present Evolverab Scale.

Evolverab Scale is designed for companies that already have a working product and now face a different challenge: how to strengthen it, de-risk it, grow revenue, and expand into new markets—without losing momentum or focus.

At this stage, startups don't need more advice.

They need experienced operators who can work inside the business to improve the product, tighten security and compliance, validate product-market fit, unlock partnerships, and build real growth pathways.

That is exactly what Evolverab Scale delivers.

This proposal outlines a structured, execution-driven engagement where Evolverab embeds with your team to enhance your product, accelerate growth, and position the company for scale, partnerships, and capital.

We look forward to walking through this together.

Warm regards,
Mike Qureshi
Co-Founder & CEO
Evolverab



Engagement Objectives

1. Product & Scale Readiness

- Product, architecture, and scalability review
- Identification of technical and growth constraints

Outcome: Clear product scale readiness

2. Roadmap & Market Alignment

- Feature and roadmap prioritization
- Product-market fit validation and positioning refinement

Outcome: Market-aligned product roadmap

3. Security, Compliance & Risk

- Security and data-privacy assessment
- Compliance and regulatory readiness mapping

Outcome: Reduced risk for enterprise and regulated markets

4. Monetization & Revenue Growth

- Pricing and monetization review
- Revenue expansion and unit-economics analysis

Outcome: Clear revenue growth strategy

5. Partnerships & Market Expansion

- Strategic partner identification
- Market entry planning (Canada, US, GCC, India)

Outcome: New growth and distribution pathways

6. Scale Execution Roadmap

- Growth KPIs and execution alignment
- 12-month scale and expansion roadmap

Outcome: Company ready to scale with confidence

Why Work with us

Whether you're launching a startup, seeking product-market fit, discovering your ideal customers, or navigating grants and fundraising, our team of experienced professionals and mentors delivers world-class solutions at every stage. We combine deep expertise with hands-on support to help you accelerate growth, reduce risk, and achieve lasting success.

We deliver value



Once we understand how we can benefit your business, we'll align and if desired integrate our approach with your teams and workflows, so the transformative changes to your system will have a negligible impact on your daily operations.

Our work speaks for itself



Comprised of experienced, knowledgeable, and hard-working experts, our client-centered software development company can't help but deliver the best work possible.

You're not just another client to us



We understand that every business has its unique story, built by hard-working people. Our focus and dedication to meet your digital needs are our way of recognizing that legacy.

We'll work beyond the project scope



As we accompany you in the process of digital transformation, our dedication to you means that we make sure that you're 100% satisfied. This still holds true even after we have completed the project!

TEAM

Meet our bold leaders who will guide the way to new digital horizons in the connected world



Mike Qureshi

Co-founder & CEO

Mike is a hands-on Entrepreneur proficient in all aspects of organisation. He leads teams to achieve their goals. He is an agile agent of change, having worked with over a dozen startups. Achieve success in raising Funds and building Cutting edge technology and helping them achieve their business and technical goals.



Bhavik Chouhan

Specializes in Business Development & Marketing, with a strong record of achieving goals and building high-level networks. Known for my leadership and people management skills, I help teams stay focused and results-driven. Beyond business, I'm passionate about coaching and mentoring youth, using over 20 years of soccer coaching to inspire growth, teamwork, and life skills that shape tomorrow's leaders.



James Dean Waryk

James is a seasoned Financial Consultant with expertise in finance, tech, and business strategy. He has helped companies raise venture capital, private equity, and tech financing by leveraging a strong investor network and a results-focused approach. Known for solving challenges before raising capital, James drives growth and lasting impact.

Our Clients



3. SCOPE OF WORK & DELIVERABLES

1. Product & Scale Assessment

Scope

- Review current product, architecture, and scalability
- Identify technical debt, performance, and growth risks
- Assess readiness for enterprise and scale

Deliverables

- Product & scale readiness summary
- Key risks and improvement areas



2. Product Roadmap Optimization

Scope

- Review existing roadmap and backlog
- Prioritize features aligned to growth and revenue
- Define execution and scale phases

Deliverables

- Updated product roadmap
- Feature prioritization framework

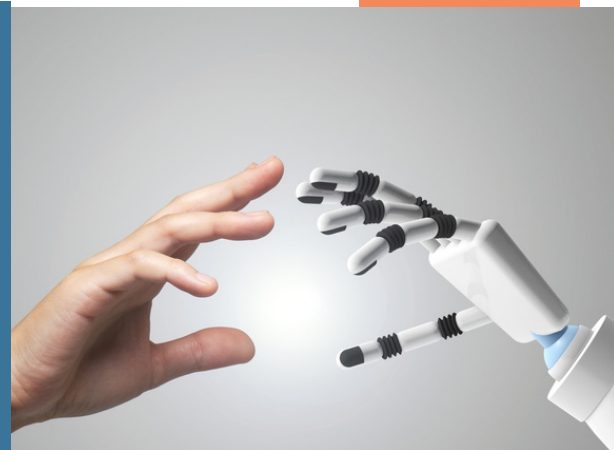
3. Security & Data Privacy Review

Scope

- Assess product security posture
- Review data handling and access controls
- Identify security gaps and risks

Deliverables

- Security readiness assessment
- Risk mitigation recommendations



3. SCOPE OF WORK & DELIVERABLES



4. Compliance & Regulatory Readiness *Scope*

- Map applicable compliance frameworks (GDPR, HIPAA, SOC-readiness, etc.)
- Review regulatory pathways (sector-specific)
- Identify compliance gaps

Deliverables

- Compliance & regulatory readiness framework
- Next-step compliance checklist

5. Product-Market Fit Revalidation

Scope

- Refine ICP and buyer personas
- Validate use cases and value proposition
- Assess market alignment

Deliverables

- Updated PMF definition
- Positioning and use-case insights



6. Monetization & Revenue Strategy

Scope

- Review pricing and revenue model
- Analyze unit economics and revenue drivers
- Identify expansion, upsell, and cross-sell opportunities

Deliverables

- Monetization & pricing strategy velab.co
- Revenue growth opportunities summary



3. SCOPE OF WORK & DELIVERABLES

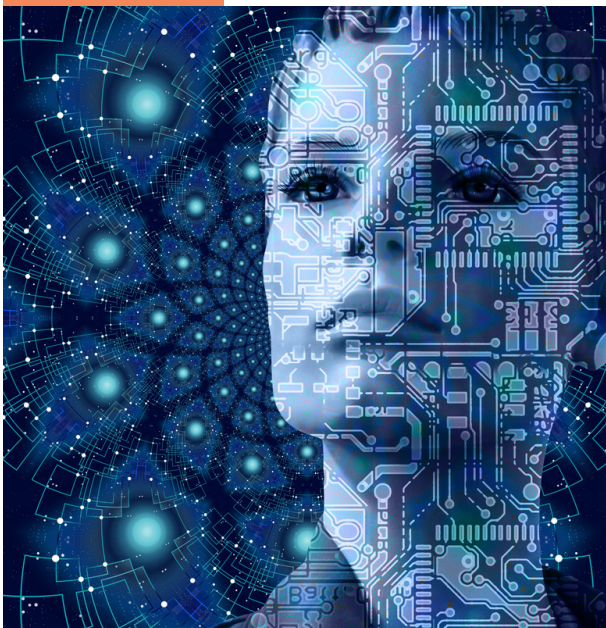
7. Go-To-Market & Growth Alignment

Scope

- Align product capabilities with GTM strategy
- Identify growth bottlenecks
- Define success metrics and KPIs

Deliverables

- GTM alignment summary
- Growth KPI framework



8. Strategic Partnerships & Market Entry

Scope

- Identify strategic and ecosystem partners
- Define pilot, co-sell, distribution strategies
- Support market entry planning Markets
- Canada | United States | GCC | India

Deliverables

- Partnership pipeline
- Market entry strategy

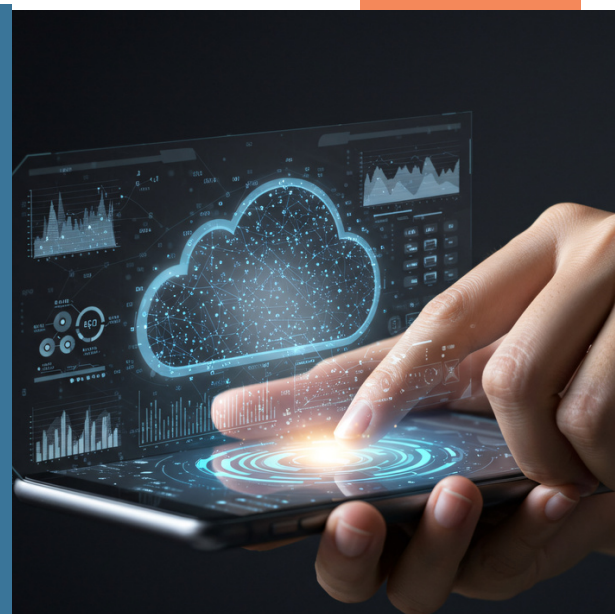
9. Scale Roadmap & Execution Plan

Scope

- Synthesize product, growth, and partnership outputs
- Plan execution sequencing
- Define next 12-month priorities

Deliverables

- 12-month scale roadmap
- Execution and next-phase plan



Milestones and Estimates



Pricing

Engagement Fee: \$30,000 – \$60,000 CAD

Timeline

Weeks 1–2: Product & scale assessment — review product architecture, scalability, security posture, compliance requirements, product-market fit baseline.

Weeks 3–4: Roadmap & monetization alignment — optimize product roadmap, validate ICP and use cases, refine positioning, pricing, and monetization strategy.

Weeks 5–7: Security, compliance & risk readiness — map security, data privacy, and regulatory requirements; identify gaps and define risk mitigation plans for enterprise and regulated markets.

Weeks 8–10: Growth & go-to-market alignment — align product capabilities with GTM strategy, define growth KPIs, refine expansion and revenue drivers.

Weeks 11–13: Strategic partnerships & market expansion — identify and prioritize partners, support pilot and co-sell strategies, and plan market entry.

Weeks 14–16: Scale execution planning — consolidate outputs, finalize 12-month product and growth roadmap, define execution sequencing, and prepare post-engagement continuation plan.

Exclusions

This engagement does not include actual product build, software development, coding, UI/UX implementation, or engineering execution;

Acceptance & Next Steps

Upon acceptance, an invoice will be issued and onboarding will begin within 2–3 business days

ACCEPTANCE

Accountability Intelligence and Evovelab accept this proposal for **Evovelab Scale** detailed above.

Provider:
EvolveLab

By: _____
Name: Mike Qureshi

Title: Co-founder & CEO
Date:

Customer:

By: _____
Name:

Title: CEO
Date: