

Sprint →

Build



Scale



Evovelab Sprint

Evovelab proposes EvolveSprint, a 4-week intensive Product & Strategy Conceptualization engagement designed to help founders move from a product idea to a clear, build-ready product strategy.

This engagement focuses on product clarity, innovation, AI application, and commercialization readiness.

EvolveSprint is hands-on and execution-focused. We co-create the product strategy, documentation, and roadmap required to confidently proceed into development and funding.

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

On behalf of the Evolverlab team, I'm pleased to share our Evolverlab Tech Sprint proposal for your review.

At Evolverlab, we help technology companies move from product ideas to build-ready, fundable businesses. We work hands-on with founders to define product strategy, clarify innovation and differentiation, apply AI where it creates real value, and translate this into clear product documentation and execution plans—so teams can move forward with confidence.

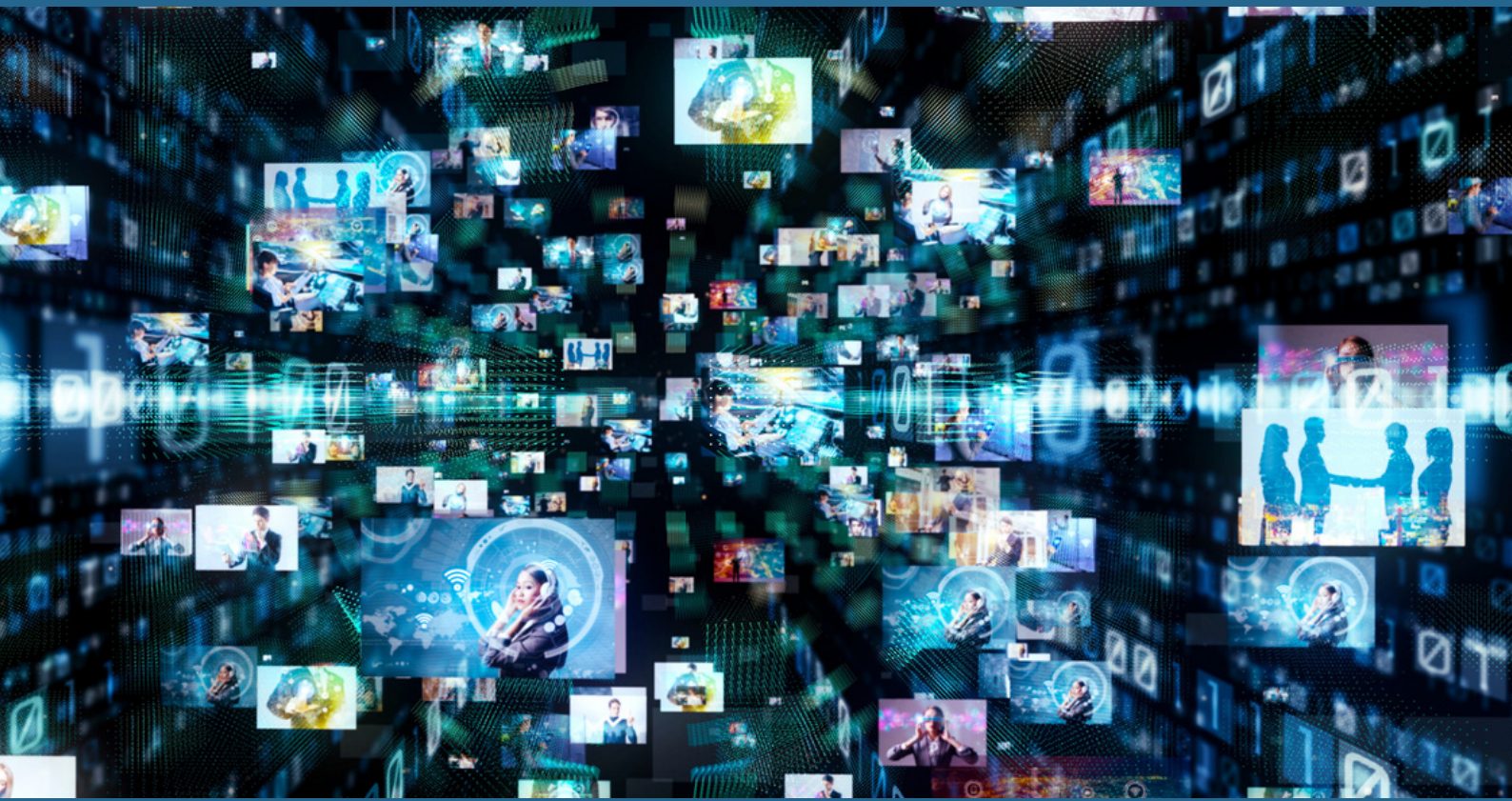
The attached proposal outlines a structured 4-week product and strategy sprint designed to bring clarity to your product vision, product-market fit, and technical direction, while ensuring the company is prepared for actual product development, grants, investors, and accelerator programs. Our approach goes beyond advice or theory—we co-create the assets needed to build and scale.

We act as a fractional product, technology, and funding partner, helping align product vision, technology decisions, commercialization strategy, and future capital pathways, so there is a clear and credible next phase of execution.

Please review the attached proposal and let us know a convenient time to walk through it together. We'd be happy to discuss priorities, answer any questions, and outline recommended next steps.

Looking forward to the conversation.

Warm regards,
Mike Qureshi
Co-Founder & CEO
Evolverlab



Engagement Objectives

- 1. Establish Product Clarity:** Clearly define the product vision, target users, and core problem to remove ambiguity prior to development. UX flows, interaction models, and usability assumptions are defined to ensure engineering builds align with real user behavior.
- 2. Define Product-Market Fit & Validation Strategy:** Identify product-market fit hypotheses, success metrics, and validation approach to guide early product decisions.
- 3. Articulate Innovation & Competitive Differentiation:** Clearly document what is innovative, defensible, and differentiated in the product and why it matters in the market.
- 4. Strategically Apply AI & Advanced Technology:** Determine where AI or advanced technologies create real value, including feasibility, data requirements, and phased implementation.
- 5. Translate Strategy into Build-Ready Documentation:** Produce clear product documentation (VRD, BRD, UX/UIRD, FRD) that enables efficient and aligned product development.
- 6. Create a Structured Product Roadmap & Development Plan:** Define a phased roadmap (MVP → V1 → V2), development approach, timelines, and key dependencies.
- 7. Align Stakeholders & Reduce Execution Risk:** Ensure leadership alignment while identifying risks, assumptions, and constraints to minimize rework and wasted spend.
- 8. Prepare for Funding, Grants & Accelerators:** Ensure the product narrative, innovation story, and documentation support investor discussions, grant applications, and accelerator readiness.

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

Founder & Product Vision Alignment

- Founder vision and goals alignment session
- Clarification of product intent and long-term direction
- Alignment on success criteria for the sprint
- Identification of constraints, assumptions, and prioritise



Customer, Problem & Market Definition

- Target customer and user persona definition
- Core problem statements and pain-point prioritization
- Market context, trends, and buyer dynamics
- Opportunity framing from a product management lens

Competitive & Landscape Analysis

- Competitive product and substitute analysis
- Feature-level and capability comparisons
- Differentiation and white-space identification
- Positioning implications for roadmap and backlog



3. SCOPE OF WORK & DELIVERABLES



Product Strategy, Positioning & Framework

- Product value proposition and positioning definition
- Product-market fit hypotheses and validation metrics
- Definition of product success metrics (OKRs / KPIs)
- Product management framework for ongoing execution

Innovation, AI & Technical Strategy

- Innovation identification and articulation
- AI and advanced technology use-case definition
- Data availability, feasibility, and constraints
- Phased innovation and AI adoption roadmap



Product Architecture & Feature Definition

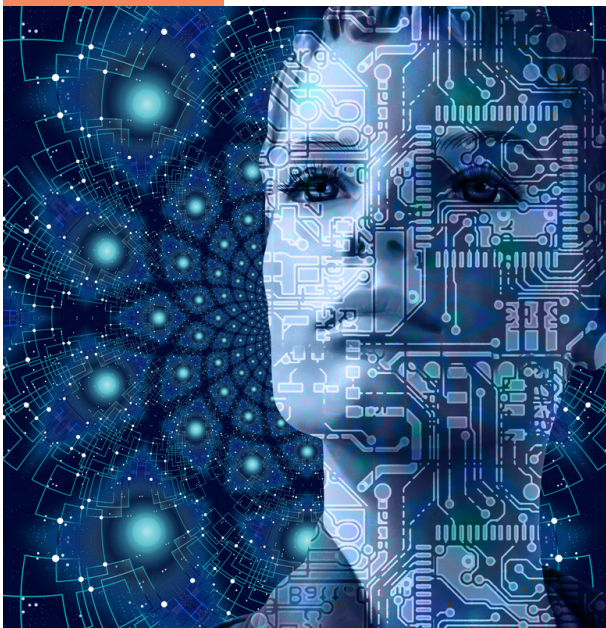
- Product architecture and modular breakdown
- Feature definition and prioritization
- Dependency, integration, and scalability considerations
- Technical assumptions and risk identification



3. SCOPE OF WORK & DELIVERABLES

Product Management Backlog (Epics & User Stories)

- Definition of core product epics
- Creation of prioritized user stories with acceptance criteria
- Mapping stories to MVP and future releases
- Backlog structure ready for development sprints

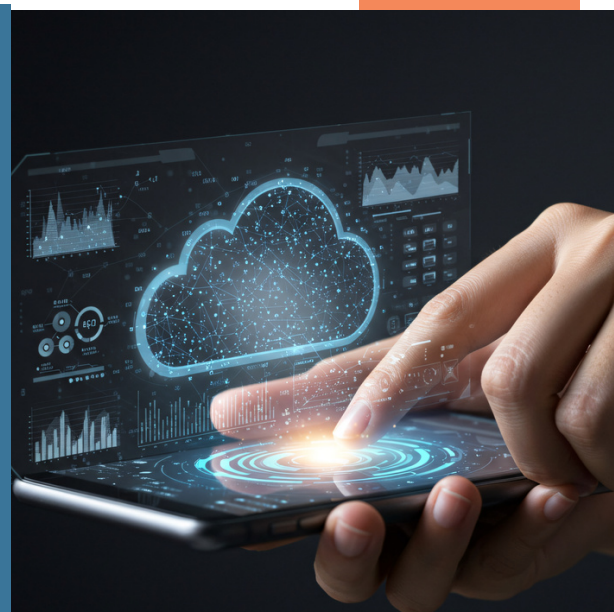


Sprint Planning, Roadmap & Execution Plan

- Phased product roadmap (MVP → V1 → V2)
- Sprint planning framework (sprint goals & sequencing)
- Project plan with milestones, timelines, and ownership
- Development approach (build, buy, partner)

Commercialization, Funding & Readiness

- Product-market fit validation and learning plan
- Commercialization and go-to-market direction
- Grant, investor, and accelerator-ready product narrative
- Final product readiness summary and next-step execution plan



Milestones and Estimates



Pricing

Fixed Fee: \$5000 CAD

Evolvelab sprint typically precedes a 12–16 week Evolvelab Build engagement, where development budgets range based on scope and complexity.”

Timeline

Week 1: Product discovery and vision alignment—define the problem, target users, success metrics, and initial product scope.

Week 2: Product strategy and innovation—clarify positioning, product-market fit hypotheses, differentiation, and AI/technology application.

Week 3: Build-ready planning—define product architecture, epics, user stories, and create core product documents (VRD, BRD, FRD).

Week 4: Execution readiness—finalize sprint plans, product roadmap, development approach, and funding-ready product narrative.

Exclusions

This sprint is intentionally designed as the foundation for immediate software development, which can be executed seamlessly in a follow-on Evolvelab Build engagement.

Acceptance & Next Steps

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

ACCEPTANCE

Accountability Intelligence and Evovelab accept this proposal for **Evovelab Sprint** detailed above. Upon completion, the customer may follow-on Build engagement to execute the defined product roadmap."

Provider:
EvolveLab

By: _____
Name: Mike Qureshi

Title: Co-founder & CEO
Date:

Customer:

By: _____
Name:

Title: CEO
Date: