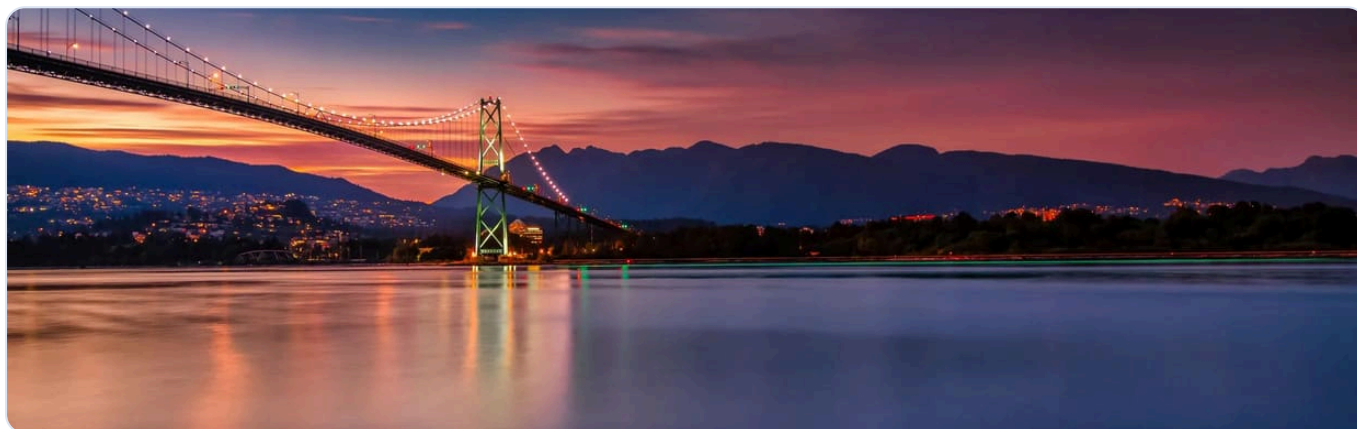


 CONCEPT SPRINT

Shape an Idea

Turn an idea, problem, or opportunity into something concrete enough to react to.



Something feels important, but it is still too open to move on with confidence. A Concept Sprint gives it shape — a clear read on the real problem, and mock-ups of a practical first version that you can show and decide on.

We work in one short Shape → Build → Learn cycle: clarify the problem, make it concrete, and agree what is worth doing next.

THIS MAY BE A FIT IF

- ✓ There is clearly something here, but it has not yet taken shape.
- ✓ You need something concrete to show internally before this can move forward.
- ✓ There are several possible directions and you want help narrowing to one that is realistic and testable.
- ✓ You want to explore it properly without overcommitting time or budget too early.

YOUR FIRST SHAPE → BUILD → LEARN CYCLE

SHAPE	We clarify the real problem, who it affects, and what a good outcome would look like.
BUILD	We shape a practical first version — mock-ups, sketches, or a concrete outline of the concept.
LEARN	We make it concrete enough to discuss and react to, and identify the most sensible next step.

WHAT YOU LEAVE WITH

- ✓ Mock-ups or sketches of the first version that you can put in front of people
- ✓ A clear read on what matters and what does not
- ✓ A practical, specific next step

ACTIVE PERIOD	Usually 1–3 weeks, set around your availability
YOUR INVOLVEMENT	A workshop or two, and time to react to what we bring back
INVESTMENT	\$4,995 – \$7,995 CAD, plus GST

Where a project lands in this range depends on how much there is to explore and how detailed you would like the mock-ups to be. The final scope and price are agreed with you before any work begins.

WHAT THIS DOES NOT INCLUDE

This is not a working build or a production system. Building and testing a first version, and anything beyond it, would only follow if the sprint shows the direction is worth it.

A TYPICAL EXAMPLE

A team has a recurring operational problem everyone understands but no one has turned into a solution. The sprint shapes a realistic first version, reviews it with the people affected, and shows whether it is worth building.

WHAT HAPPENS NEXT

Take the time you need to consider the result with your team. From there you can stop, pause, adjust the direction, or agree another clearly defined cycle. There is no requirement to continue.

Let's talk through the idea you want to shape.

You do not need a technical brief. A plain description of what happens today, and what you would like to make easier, is enough to begin.

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