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Pulp Strategy introduces product life stage based custom services for start-ups

A complete suite to aid emerging businesses through their journey from ideation on products to scaling up

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Digital communications and technology agency [Pulp Strategy](#) has introduced life-stage based custom services for startups that will aid emerging businesses through their journey from ideation on products to scaling up.

According to the company, the services under this new vertical include- early stage consulting, proof-of-concept, [product design](#), product development (MVP and MMP), market strategising, customer analytics and insights, brand framework, ASO, product videos and post-introduction product improvement.

According to the company, the vertical and its services are structured to provide maximum need gap fulfillment while being customisable to the unique needs of a start-up at any stage of its business journey.

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"Product and Market development today is based on the idea that 'less is more.' However, enterprises often get confused trying to identify what operations should really comprise this 'less' part. This is where Pulp Strategy's suite of services helps, as it includes only those functions and strategies that are needed to develop the best product and market it in a manner ideally suited for it. Creating a product in a lean, nimble way with the most essential features packed meticulously helps in quick implementation of strategies rather than laboring on a fat product with lots of complexities involved, albeit it being feature-rich. Many projects fail to take off being trapped in over-engineering with lots of feature addition that provide little value to the users and does nothing but clutter the product and increase the maintenance cost. The newly launched suite of services will definitely help entrepreneurs avoid this scenario," [Ambika Sharma](#), MD, Pulp Strategy, said.

The top 7 challenges of early stage founders include lack of access to cross-functional experience, lack of planning, finding the right people, time management and neglecting [marketing](#) and sales. The Pulp Strategy vertical is addressing 6 of these 7 problems effectively, lifting the burden of early stage or idea stage startup entrepreneurs. In addition to this Pulp Strategy also provides tech support for investor pitches to entrepreneurs who need

additional tech side experience on the table or do not have a tech co founder to support the technology narrative for investor pitches, the company added.

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Essentially, Pulp Strategy's technology + content + strategy in a single seamless team that has successfully built products across diverse domains. Pulp Strategy provides a niche trained team, strong technology partnerships and cutting edge infrastructure. A strong experience built with the largest brands in the world. Pulp Strategy's team also implements the latest tech and frameworks including, AI, Progressive Web Apps, etc.

Pulp Strategy evaluates its services based on the need of the product, client opinion and customer feedback. Post this evaluation; the services are implemented in a way that brings technology +content +strategy in a single seamless framework involving cutting edge infrastructure, strong creative support, water tight IP protection and expertise implementation by evaluating the marketing and product strategies implemented by some of the biggest brands in the world.

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