



### The Journey

With JourneyOne itself being a relatively young company, having started up in 2011, the hurdles of entering the market are well-understood by the team. Based in Spacecubed, the co-working hub in Perth's CBD, JourneyOne remains immersed in WA's start-up and small-business scene.

JourneyOne has worked closely with other start-ups to develop business strategies, create roadmaps, and provide software development services. The team brings a blend of tools, approaches, people and technology that is practical, proven and focused on making it happen. Additionally, the J1 people have a genuine interest in the start-up community and are passionate about supporting innovation in WA.

### How the JourneyOne Team Can Help:

- Craft a roadmap for navigating through the early stages of your business journey.
- Develop a meticulous strategy suited to your business structure, environment and goals.
- Support your software development capability.
- Prepare for, and adapt to, organisational scaling.
- Design solutions for the teething problems of early-stage business to keep growing and strengthening.
- Transform your start-up into a sustainable business.
- Apply lean and agile methodologies to how you operate.
- Incorporate and utilise analytics as part of your technology stack.

## Our Client Journey Outcomes

### Software Development

SEQTA develop software that integrates teaching and learning workflows for teachers, students and parents in primary and secondary education. As an established start-up looking to grow their market share locally, nationally and globally, SEQTA required a clear product strategy and roadmap to competitively position the company's products and assure new investors of the company's prospects.

JourneyOne's remarkable journey with SEQTA began with an engagement to facilitate development of this product strategy and roadmap. Once ratified, SEQTA engaged JourneyOne as a development services partner to implement key initiatives from the roadmap including new application functionality, customer self-service capabilities, cloud transition, data warehouse, and reporting and analytics.

By collaborating so closely as to become part of the SEQTA team, JourneyOne did not simply deliver product increments but actively worked to mature SEQTA's change, operations and delivery processes to improve product quality and sustain the organisation's capabilities in the face of rapid growth. Similarly, JourneyOne advised the CIO/CTO and imparted knowledge and expertise with a range of technologies, including cloud computing and analytics, not otherwise available to the SEQTA team.

### Platform Architecture Review

JourneyOne was engaged by a local start-up in the online price comparison space to review their platform architecture. Having soft-launched their platform and seeking the capital needed to take it to the Australian market, the client requested a platform review to both inform future development and provide potential investors with independent advice on the suitability, resilience and sustainability of the platform.

JourneyOne's review leveraged not just the team's technical knowledge but also their architecture-centric approach and deep knowledge of ICT delivery and operations. This enabled JourneyOne to identify gaps and risks both in the platform architecture and business foundation (e.g. organisational structure, process maturity, personnel and capabilities).

Indeed, the review proactively identified issues that the client could address before entering the capital market and therefore improved the company's chances of securing the investment needed to realise a revenue-generating state. Furthermore, this was achieved within the very short time frames and cost constraints that apply to start-up organisations.

## Journey Highlight: Lean Start-up Methodology

