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Copy

Client: devA2Z

Re: Website – HOME FEATURES HOW IT WORKS ABOUT CONTACT

Scope of Work

devA2Z has contracted with Galvin and Associates to write copy for its website. This document is copy for Home, Features, How It Works, About and Contact pages. WORD COUNT: 1610

COPY

HOME PAGE

devA2Z LOGO

How great ideas become great products.

MENU

HOME | FEATURES | HOW IT WORKS | ABOUT US | CONTACT

HEADER

Transform your great idea into a marketable product.

devA2Z is AI-enhanced product development software that brings your ideas to life and your product to market.

[VIEW THE DEMO](#) BUTTON

INTRO

devA2Z: From idea to launch, step-by-step and AI-smart.

Many great ideas never get off the ground because the inventor lacks expertise in all the steps it takes to develop an idea into a real-world product.

Until now. devA2Z is a product development automation platform that allows inventors, entrepreneurs and businesses to develop and launch a new product. devA2Z employs the same protocols used by professional product development managers and presents them as an interactive step-by-step process, with hints and tips to guide you to success. And since devA2Z is an AI (Augmented Intelligence) platform it learns as you use it, which greatly speeds the process and optimizes your chance for success.

FEATURES/BENEFITS PANEL

With devA2Z's automated interactive platform, you can:

- Optimize the creative process with features like brainstorming tools, aha moment trackers, prioritization and rating systems
 - Identify your best customers and stakeholders
 - Match product features to your customers' needs
 - Move successfully through all stages of development - design, analysis, failure modes prediction, prototyping, and launch – and post-launch procedures like customer feedback
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- Develop and test to ensure features and usability are on-target
 - Create custom databases to capture and utilize your group's tribal knowledge
 - Access a global network of high-expertise resources
 - Document and report via built-in templates
 - Create investor pitch decks
 - devA2Z's AI-based knowledge platform lets you develop your next product faster and better
- [VIEW THE DEMO](#)

HOW IT WORKS PANEL

Product development has never been so easy and smart.

devA2Z is a step-by-step interactive platform that moves your product from idea to market launch. Augmented Intelligence provides guidance and tips that optimize your results.

COPY WITH GRAPHIC TREATMENT:

IDEA >

Brainstorming • Plan and Prioritize • Set up Tracking

DEFINE TARGET AUDIENCE >

Early Adopters • Rank Prospects • Identify Stakeholders

DISCOVER MOST-WANTED FEATURES >

Rank Features • Competitive Analysis • Cost Analysis

DESIGN PRODUCT >

Brainstorming • Expert Resources • Make Renderings • Cost out Parts & Production

TEST PRODUCT >

Simulations • Collaborative Feedback • Product Revisions

LAUNCH >

Set Pricing Models • Set Marketing Budget • Initiate Launch

POST-LAUNCH

Tracking Mechanisms • Budget Controls • Feedback Loops

[SIGN UP FOR A FREE TRIAL](#)

ABOUT US PANEL

Professional-grade product development from product development professionals.

Corporations devote entire departments to product development. Engineers, designers and program managers use specialized software and their years of experience to move the development process forward.

devA2Z brings those professional tools to entrepreneurs. Our process is a proprietary blend of best practices that provide an easy-to-use, intuitive interactive guide to product development. Since each entrepreneur brings unique talents to his or her project, devA2Z uses AI to capture your unique approach and data, which speeds the development process -including for your next great idea!

TESTIMONIAL PANEL

"Coming up with the idea is the fun part. The challenge is developing a product that functions properly and has features that generate response from a target market. devA2Z provides that path – it's like TurboTax for product dev."

CTA PANEL

Ready to make your idea real?

Get started with devA2Z as a monthly subscription fee. Or save 20% and opt for the annual subscription.

[SUBSCRIBE](#) BUTTON

FOOTER PANEL

devA2Z LOGO

How great ideas become great products.

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FEATURES PAGE

You have a great idea. devA2Z makes it real.

devA2Z's features make bringing a product to market easy.

Product development is a complex process with a lot of steps. The devA2Z platform guides you through the sequence of steps in the most efficient order so that you focus on the right details at the right time.

devA2Z includes smart features that optimize the product development process

- An automated process to ensure you develop your product attributes in the right order
- A visual interface lets you keep track of the relationships of your product to your key players, customer profiles, feature descriptions, and other factors
- Our proprietary Augmented Intelligence modules provide important insights and tips that optimize your product features and marketability
- Take advantage of alerts to resources with data and specialized expertise
- Keep key stakeholders informed with automated report and storyboard generation
- Create investor pitch decks using devA2Z's built-in templates

Everyone with a great idea can use devA2Z

Best of all, devA2Z is intuitive to use. Entrepreneurs and start-up companies take advantage of a simple plug-and-play system that delivers the same professional-grade product development normally reserved for much larger companies.

TESTIMONIAL PANEL

"Coming up with the idea is the fun part. The challenge is developing a product that functions properly and has features that generate response from a target market. devA2Z provides that path – it's like TurboTax for product dev."

-Michael Galvin, Marketing Director for five startups

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HOW IT WORKS PAGE

devA2Z is your step-by-step guide to bringing a product to market.

With devA2Z, move sequentially through all stages of development, from design to prototyping to launch. The cloud-based software includes development and testing procedures to ensure your features are on-target, and documentation and report templates for communication to key stakeholders. devA2Z also includes templates to create investor pitch decks.

devA2Z's AI modules are integrated into every stage of the platform and provide powerful insights at each stage of the journey.

Features of devA2Z's step-by-step automated interactive platform

PLANNING: DISCOVERY

- Develop questionnaires and observation tools for feedback loops
- Identify target end-user customers and key stakeholders like manufacturers and distributors
- Identify and rank customer and stakeholder requirements

PLANNING: CONCEPTS

- Optimize the creative process with features like brainstorming tools, aha moment trackers, prioritization and rating systems
- Compare different designs and explore manufacturing options
- Create manufacturing approaches best suited to each design
- Access a global network of high-expertise resources

EXECUTION: RISK ANALYSIS

- Create a process to test a product design against customer and stakeholder requirements
- Analyze potential hazards in the manufacturing process

EXECUTION: DETAILED DESIGN

- Identify and cost all components of your product design, with breakouts for materials and necessary tools and equipment

EXECUTION: TESTING

- Access tools and resources to perform simulations and virtual tests that can lead to modifications
- Use your detailed design specs to create and test prototypes

EXECUTION: PRODUCT BUILD

- Create a series of product build plans – one for internal and stakeholder review and real-world testing; another for a small volume of samples for a trade show or for investor review; another for open market launch
- devA2Z automatically updates tool and equipment needs and costs based on product build parameters

Feel free to move out of order.

Although the steps listed in Planning and Execution follow a logical sequence, life may not. With devA2Z's intuitive, easy-to-use interface, you can move from one section to another as circumstances dictate.

Feel free to have more great ideas.

devA2Z's AI-based knowledge platform can retain data on your unique approach to design and product development – which means your next great idea will get to market even faster. devA2Z is also ideal for creating new versions of existing products.

[VIEW THE DEMO](#)

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ABOUT US PAGE

devA2Z is advanced product development for all.

Every step of professional product development, made smart with AI.

The devA2Z team represents decades of experience in product development with major technology and consumer product companies that incorporate Six Sigma, Lean Engineering and other quality-focused protocols. While these companies employ entire departments devoted to product development, we saw the need for a software solution that allows inventors, entrepreneurs and businesses to launch new products quickly and at minimal cost.

devA2Z is professional product development in an interactive step-by-step process that makes it available to everyone. The cloud-based software includes insights, tips and resources that guide a user and optimizes the quality of each stage of the development cycle. devA2Z's

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proprietary AI modules provide additional support, gathering data on your product and processes, which speeds the process and optimizes your ability to have a successful launch.

TESTIMONIALS or PARTNERS PANEL

“Coming up with the idea is the fun part. The challenge is developing a product that functions properly and has features that generate response from a target market. devA2Z provides that path – it’s like TurboTax for product dev.”

-Michael Galvin, Marketing Director for five startups

“The devA2Z team includes the most imaginative and consistent engineers I have ever worked with. Their drive to learn and develop new solutions is relentless.”

-Michael Berta, New Product Development Director

“I worked with the devA2Z team on a new product introduction launch. They have the ability to communicate at all levels of the organization and keep good relationships with project stakeholders.”

-Eric Smith, Senior Operations Quality Manager

CTA PANEL

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