



**vacuumlabs**

&

**Manifesto  
Growth  
Architects**

**Introduction for the EPA**

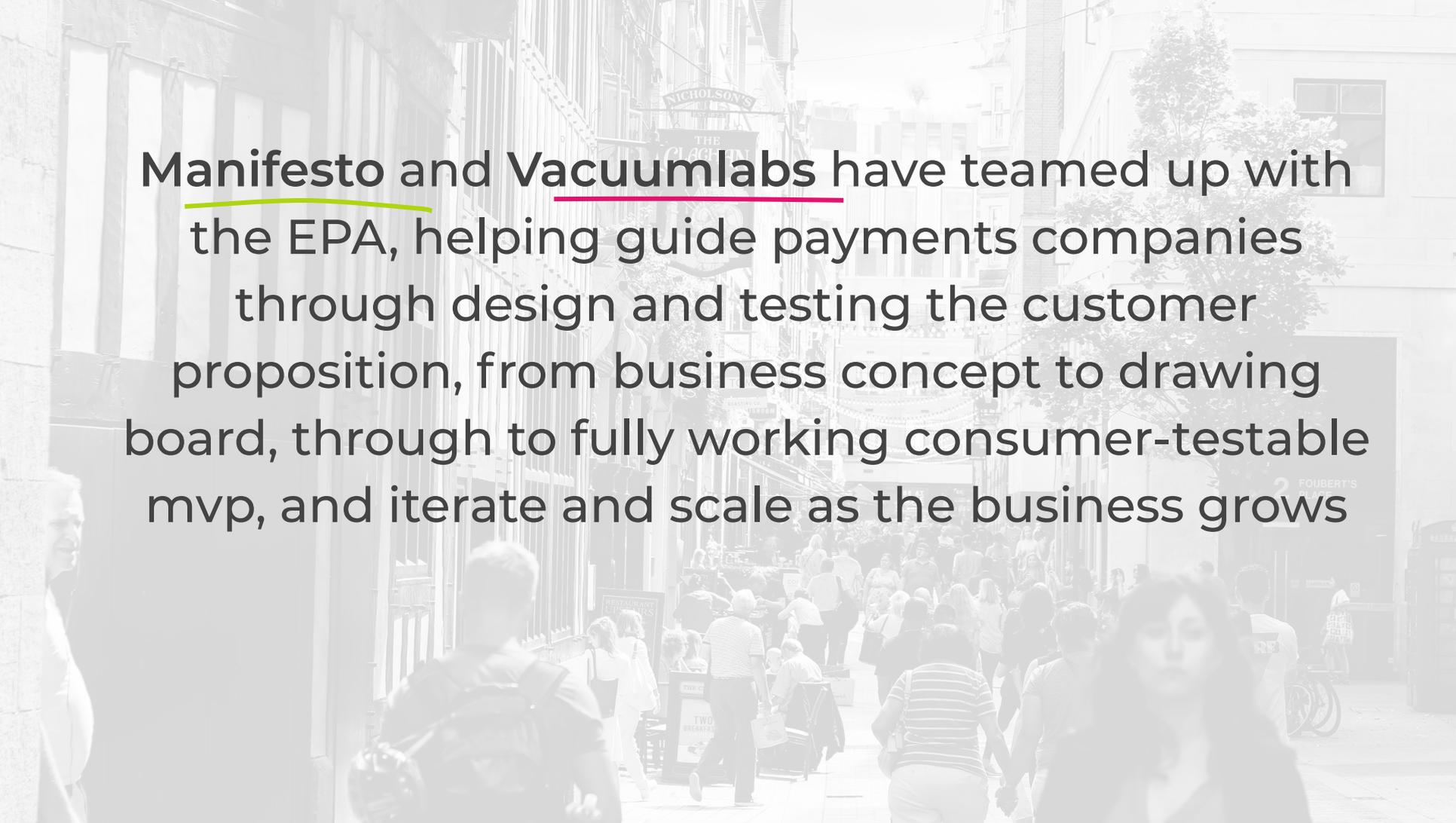
Bringing ideas to life



# The Imperative

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**Manifesto and Vacuumlabs have teamed up with the EPA, helping guide payments companies through design and testing the customer proposition, from business concept to drawing board, through to fully working consumer-testable mvp, and iterate and scale as the business grows**



**The need for micro level innovation**, as opposed to macro-level disruption is not being met, particularly in regulated industries

**Innovation theatre is rising**, as large companies are putting their innovation skills (hackathons, labs etc) on display, but failing to deliver actual innovation

**Diversity is a given**, specifically amongst people, geography, skills and perspective, this enables us to deliver truly consumer centric solutions

**Payments innovation** and its architecture, guided by our experts, is here to enable seamless financial services

# To respond to trends in a highly innovative sector, payments companies need to be able to do 4 key activities



Clear understanding  
of the consumer need



Ability to bring  
propositions to life at  
speed so that consumers  
can test



Know how the  
proposition will make  
money



Define the consumer  
journey and deliver a best  
in class product

## Manifesto Growth Architects



- Clients need to quickly, experiment with new business models, scaling those that work and discarding those that don't.
- Manifesto can help by
  - Identifying new business models to diversify revenue streams
  - Develop new propositions to engage and grow customers
  - Personalise customer experiences

 vacuumlabs



- Vacuumlabs can bring new products based on these new business models to life in weeks
  - Design Sprints to create clickable models of new digital products in as little as 3 weeks.
  - Build Minimum Viable Products in weeks and months to quickly test new products with real customers.
  - Iterate quickly with design and features to respond to customer feedback.
  - Operate new products on behalf of clients where required.

We play differently.  
We're part of your team



Our clients have similar challenges - digital disruption of existing business models; together we can help them bring new products and services to markets

- Building diversified revenue strategies
- Calculating the business opportunity
- Customer engagement through the lifecycle - from prospect through to growing through cross sell
- Creating orchestrated and personal customer experiences
- Understanding how to drive more value from customers and content
- Delivering digital solutions based on real feedback
- Finding a trusted technology partner, and guide, to be part of your team



Bringing  
our stories  
together



## Identify

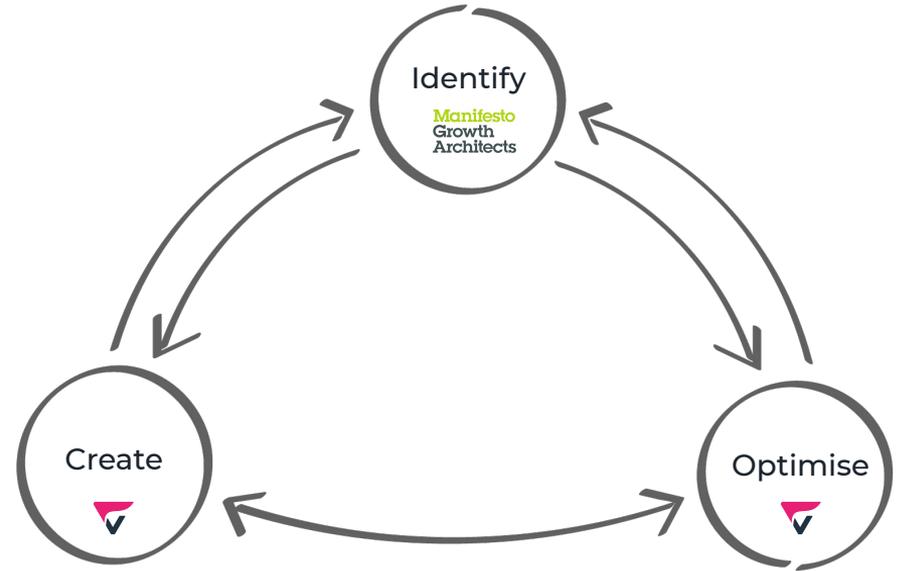
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Smart, commercial, strategic thinking to make an impact, quickly. Experts in consumer insights, proposition development and building recurring revenue models.

## Design, build, optimise

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We are your guide, turning your raw ideas into a tangible ones, visualise your product then take you to the next stage of full production.



## WHAT YOU NEED TO BUILD RECURRING REVENUE MODELS

## THINK

### 1 Get the **CUSTOMER** proposition right

- Target customer and needs
- Customer value exchange
- Key benefits and features
- Customer experiences
- Market differentiation

We design compelling customer propositions by connecting what their customers want, to a business's opportunity to make money, and their ability to deliver

Customer & market research

Innovation ideation

Proposition development

Customer journey design

### 2 Understand the **VALUE** equation

- Subscriptions
- Transactions
- Advertising
- Affiliates
- Partnerships

We find the value in the customer offering, and make sure our clients can deliver it profitably, by modelling the value opportunity and building the business case

Customer revenue strategies

Monetisation approaches

Commercial scenario modelling

Business casing

### 3 Identify the **CAPABILITIES** you need

- Product and content experience
- Engagement tracking and optimisation
- Data driven decision making
- Partner ecosystem to support delivery
- DtC op model and ways of working

We identify the capabilities needed to deliver a proposition and ensure there is a business case for investing in them by mapping the current and future capabilities required

Capability assessments

Data strategies

Tech roadmap development

Investment optimisation

## THREE STEPS TO DESIGN, DEVELOP AND LAUNCH YOUR PRODUCT

### 4 **DESIGN** the product

- Product features
- Content architecture
- Editorial processes
- Systems integrations
- UX and visual design



Starting with the value proposition you developed in phase 1, we work with your product team to conceive and design the key elements of the product. At this point we'll scope and plan the build phase of the project

### BUILD

Product design

Process design

Systems architecture

User experience design

### 5 **BUILD** your product, ready for launch

- Proof of Concept
- User testing
- Design refinement
- Configuration and customisation
- Integration

We work with you to build a proof of concept that can be used to test the product with users and refine the design. We'll then configure or customise our platform and integrate with your existing systems and 3rd parties to ensure minimal impact on your business processes.

Prototyping

Closed user testing

Development

Systems integration

### 6 **LAUNCH**, learn and iterate

- Training
- Communications
- Launch
- User feedback
- Iterate, back to step 2

As you near launch, we'll train your staff to use the new products. We'll launch the products (on the web and/or App Stores) and then work with you to gather user feedback. We then jump back to step 2, iterate and release updates as desired.

Training

Launch planning

Communications

Live user testing

# The development process



## Strategy

Define strategic goals for evolving your idea into a successful map



## Value Prop POC

Identify requirements, define team structure and prepare product map



## UX/UI Design

Create seamless and effortless user experience with a polished design.



## App Development

Develop backend, API and mobile App following agile development process



## Testing

Validate your app's quality thoroughly with a series of a testing criteria



## Deployment & Support

Launch with support for future revisions



# You're in good company



# Let's build an awesome product together



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We're delighted to offer a free initial consultation (virtual or distanced) for EPA members to discuss your challenges

We'll never progress on a project we don't believe will add real value to your business.

Collaboration and mutual success is everything.

Please get in touch with the team, we'd love to hear about your big ideas.

# Appendix



# Manifesto Growth Architects

Created to support a new generation of leaders who are reinventing their business models and building better ways to engage with consumers.

D2C Experts

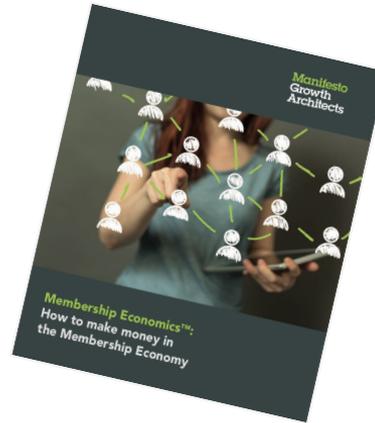
Growth Specialists

Strategists & Storytellers

Agile & Action-orientated

Commercially Astute & Practical

Successful Challengers



Special Report UK's Leading Management Consultants 2020

### Innovation, Growth & New Business Models

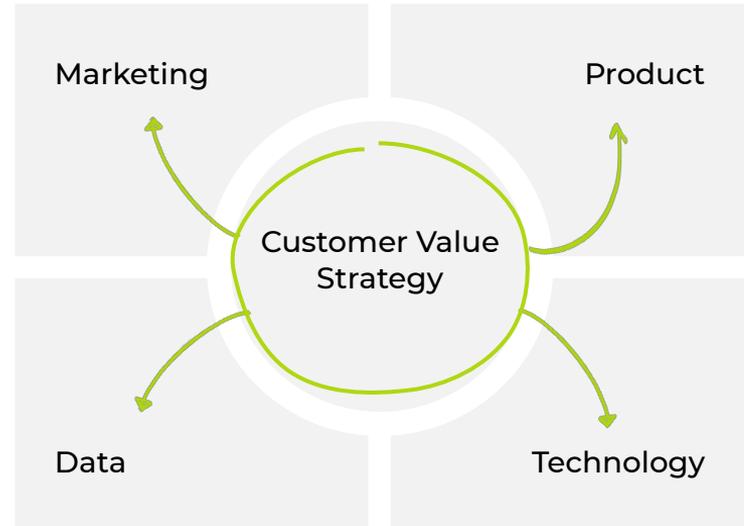
Name	Notes	Rating
<a href="#">PwC Consulting</a>		Gold
<a href="#">McKinsey &amp; Company</a>		Gold
<a href="#">Deloitte Consulting</a>		Gold
<a href="#">Accenture</a>		Gold
<a href="#">Manifesto Growth</a>		Silver
<a href="#">KPMG Advisory</a>		Silver
<a href="#">EY Advisory Services</a>		Silver
<a href="#">Deloitte Digital</a>		Silver
<a href="#">BCG - Boston Consulting Group</a>		Silver
<a href="#">AT Kearney</a>		Silver

The award logo features the FT Financial Times logo, the text 'UK's Leading Management Consultants 2020', and the Statista logo.

# How can Manifesto help? Our team specialises in helping businesses grow the value of their customer relationships

A specialist, outside-in perspective informed by our work to help leading global brands build better D2C, subscription & membership businesses...

...and proven tools & models to align marketing, digital, data & technology teams around common strategies & KPIs to grow customer value





# We bring the brightest minds in UX, design and development to bring your project to life

By enabling top tech talent to solve big tech challenges we deliver fast and cost effective go-to-market for innovative clients.

With projects and clients ranging from San Francisco to Tokyo, our team operates across global offices including London, Hong Kong, Budapest and Bratislava, .

