



# Idea to MVP in 120 days

You **Dream.** We **Build.** Together We **Disrupt.**

CASE STUDY : RUBIX DATA SCIENCES

## Background

### CLIENT

Rubix Data Sciences

### INDUSTRY

Risk Management

### HEADQUARTERS

Mumbai, India

### FOUNDED

2017



### PRODUCT USP

Rubix Data Sciences was founded by group of experts in risk management.

They wanted to build a product that simplifies decision making for credit, risk, compliance and supply chain professionals in the B2B domain.

Rubix helped in making informed decisions with the help of powerful analytics and visualization.

## Challenges



*Our biggest challenge was to implement a solution that will keep it extensible and future ready.*

MANJUSHA MADABUSHI  
CTO, TALENTICA SOFTWARE



### IDEA VALIDATION TO MVP

Rubix founders validated their idea by providing their core offering to initial customers manually. They wanted to automate this using technology.



### TIME TO MARKET

Considering interest shown by initial customers, they had aggressive plan to roll out the first version of the product within 120 days



### COMPLEMENTARY PARTNERSHIP

Rubix founders were experts in the risk management & analytics, and looking for a strong technology partner to complete the team

## Solution

### The "Talentica Way"

distilled from our experience of building products for **100+ startups** in the last **15 years** that minimizes possible risk of slippage and ensures faster go to market



# Our Approach



## LIMIT THE SCOPE

Develop core functionality to assess risk, but use excel imports to feed data instead of building UI



## VALIDATE CORE

Validate the core offering with different sets of data to ensure desired accuracy



## MINIMIZE EFFORTS

Reduce time-to-market by implementing battle-tested frameworks like React-Redux-Saga & Spring Boot



## ARCHITECT TO SCALE

Architect such that the MVP could scale along with an increasing customer base



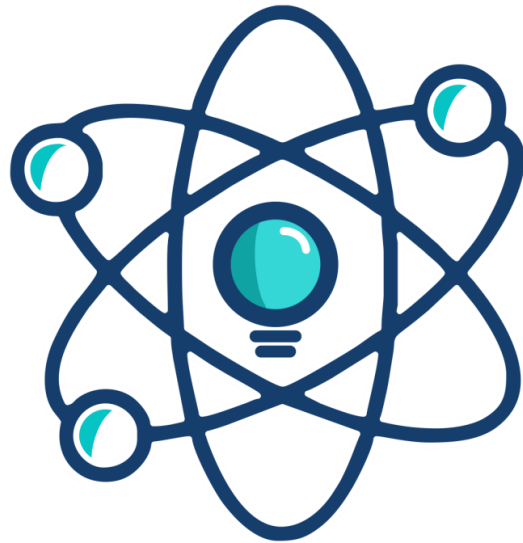
## ONE TEAM

Leverage in-house design and DevOps teams to own the product from design to deployment



## LEVERAGE WISDOM

Set up an initial team of developers who have built several successful products in the past

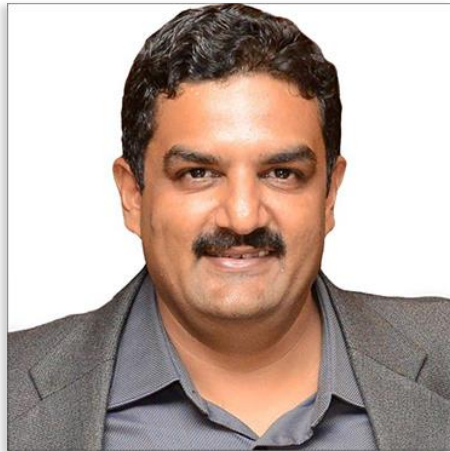


## Technology

React.js, Redux Saga  
Spring/Java  
MongoDB

## Infrastructure

CloudFront  
EC2  
S3  
Amazon MQ



**MOHAN RAMASWAMY**

Co-founder & CEO, Rubix Data Sciences



All of us at Rubix are impressed by the quality of the Talentica team working on developing our platform. The Talentica team displayed a keen understanding of our requirements and always came to the table with insightful ideas. They never “just accept” what we tell them; instead, they always raise pertinent questions to ensure if what we are suggesting is the best way to approach the problem. This has led to the development of a superior platform that we are confident will be embraced by our customers. If we had to do this all over again,

Talentica would be our only choice as the Technology Partner.

## Results



### MVP IN 120 DAYS

A live, fully functioning product within 120 days from start of development



### PAYING CUSTOMERS

Acquired more than 5 paying customers from the initial MVP within a month



### FUNDING

Raised funding from leading information industry professionals, early stage investors and family offices





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## Lets Disrupt Together!

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