

Agile Business Development

Simplify your NoR service onboarding and make the most out of your NoR listing. We offer our Agile Business Development Methodology to help service providers to evaluate the suitability of their EO service for an offering on the NoR platform.

Based on our year-long experience in GeoServices, EO marketplaces, and platform businesses, we offer our Agile Business Development Methodology to help service providers evaluate the suitability of their EO service as an offering on the NoR platform. We help to optimize the presentation in the listing and to evolve the business model to take as much as possible benefit from the platform offering and the community.

At Urbetho, we transferred the main principles from agile software development to our Agile Business Development Methodology. The success of agile software development is not just a certain way of programming, but it lies to a large extent in the close interaction and fast feedback loops between the actual development team and the operations team, leading in many entities to "dev-ops" teams. With agile business development, we go one step further: A key principle is that technical and commercial teams interact closely during the evolution of a service. We are convinced that successful business development not only includes market analysis, partner and product management, and sales and marketing communications, but that those components have to be all connected into one cycle with rapid feedback to each other. They need to grow together in a closely aligned way to reach the market with a certain product or service quickly, reduce development risks and costs, and create a sustainable and growing business.

This agile business development allows pricing models and the sales approach to evolve together with the maturity of the respective product and service. Whilst minimum valuable products require typically an expert-driven solution sales approach and an online marketplace may only serve as a lead generator, highly standardized products and services can be sold with minimum human interaction on platforms like NoR.