



MTYsquared Holdings (Pty) Ltd

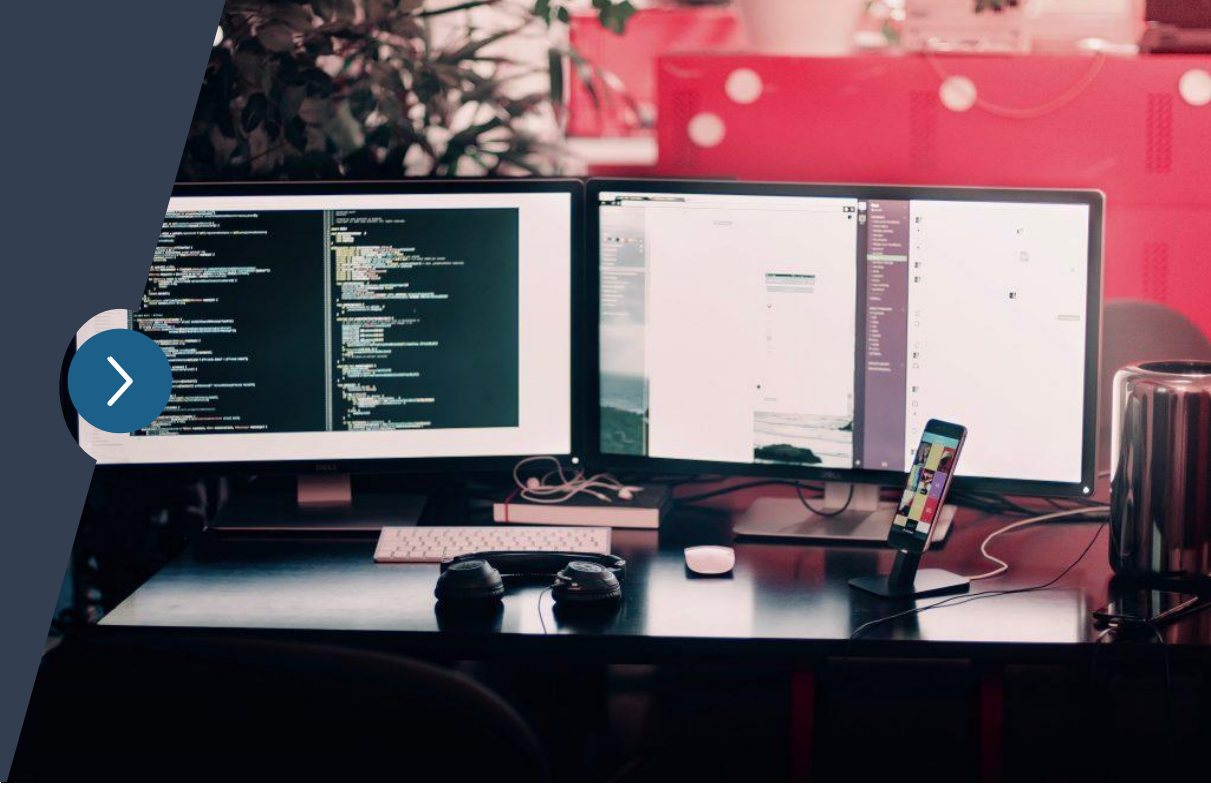
DOING BUSINESS BETTER

INTRODUCTION

#01

WHO IS MTYSQUARED

MTYsquared is a technology company at the *vanguard of digital and business innovation*. We offer *dynamic, customized and universal products, applications and solutions* that help make South Africa a better place.



#TOTHEPOWEROF



MTYsquared boasts *over 20 years of collective technical and business experience*.

We come with a clear understanding of the latest digital and business environments which allows us to innovate and provide tailored digital products and services.

WHY WE EXIST

The reason why we wake up each morning is important to us. We believe the reason why, how and what work we do for our clients should embody that reason. Here are our reasons...

- 🎯 *BE THE CHANGE YOU WANT TO SEE IN THE WORLD.*
- 🎯 *DEVELOP GREAT PRODUCTS AND TELL AN HONEST STORY ABOUT THEM.*
- 🎯 *ADVICE IS FREE. INTEGRITY IS PRICELESS.*
- 🎯 *SIMPLICITY, FOCUS, DEDICATION.*





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OUR SKILLS

#02

OUR SKILLS

We are a dynamic team that keeps at the pulse of all the latest technologies so you don't have to



Industry Leading Technologies

We have deliberately chosen to focus on leading industry technologies so as to offer you the best solutions (both custom & 'out the box').



Other technologies we work with

We believe that any technology should be used to solve YOUR business problem, not create one! As such we ensure we use the technology that will best serve that purpose.



Business Skills

While we are a 'tech company' we know that tech on it's own solves very little. As such we are equally as skilled in critical elements of business to provide you with the best chance of success.

- PROJECT MANAGEMENT (PREFERABLY AGILE)
- FINANCIAL MODELLING & BUSINESS CASE DEVELOPMENT
- DESIGN & BRANDING
- PRODUCT DEVELOPMENT & ACTIVATIONS
- TECHNICAL & BUSINESS CONSULTING



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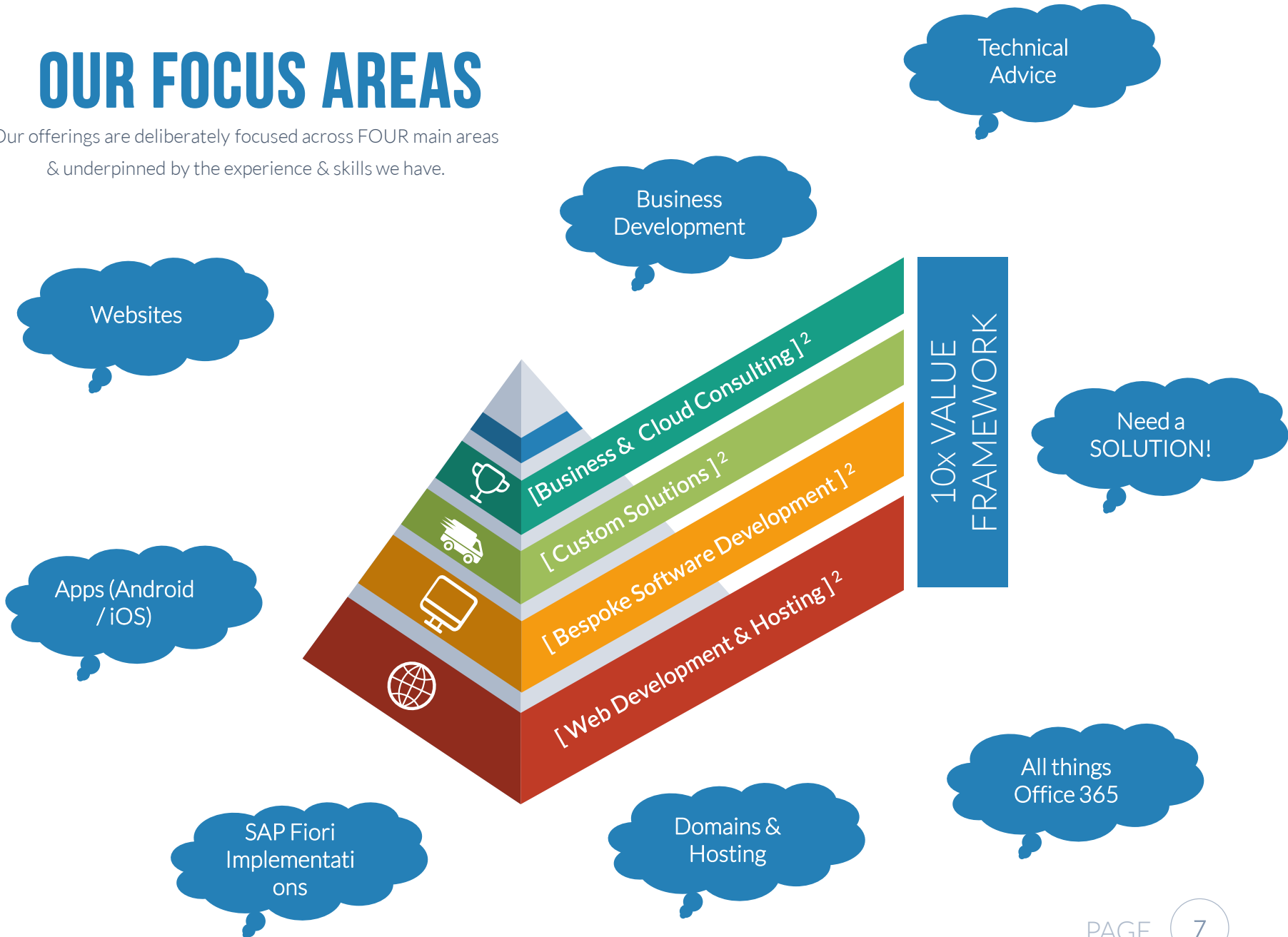
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OUR FOCUS AREAS

#03

OUR FOCUS AREAS

Our offerings are deliberately focused across FOUR main areas & underpinned by the experience & skills we have.





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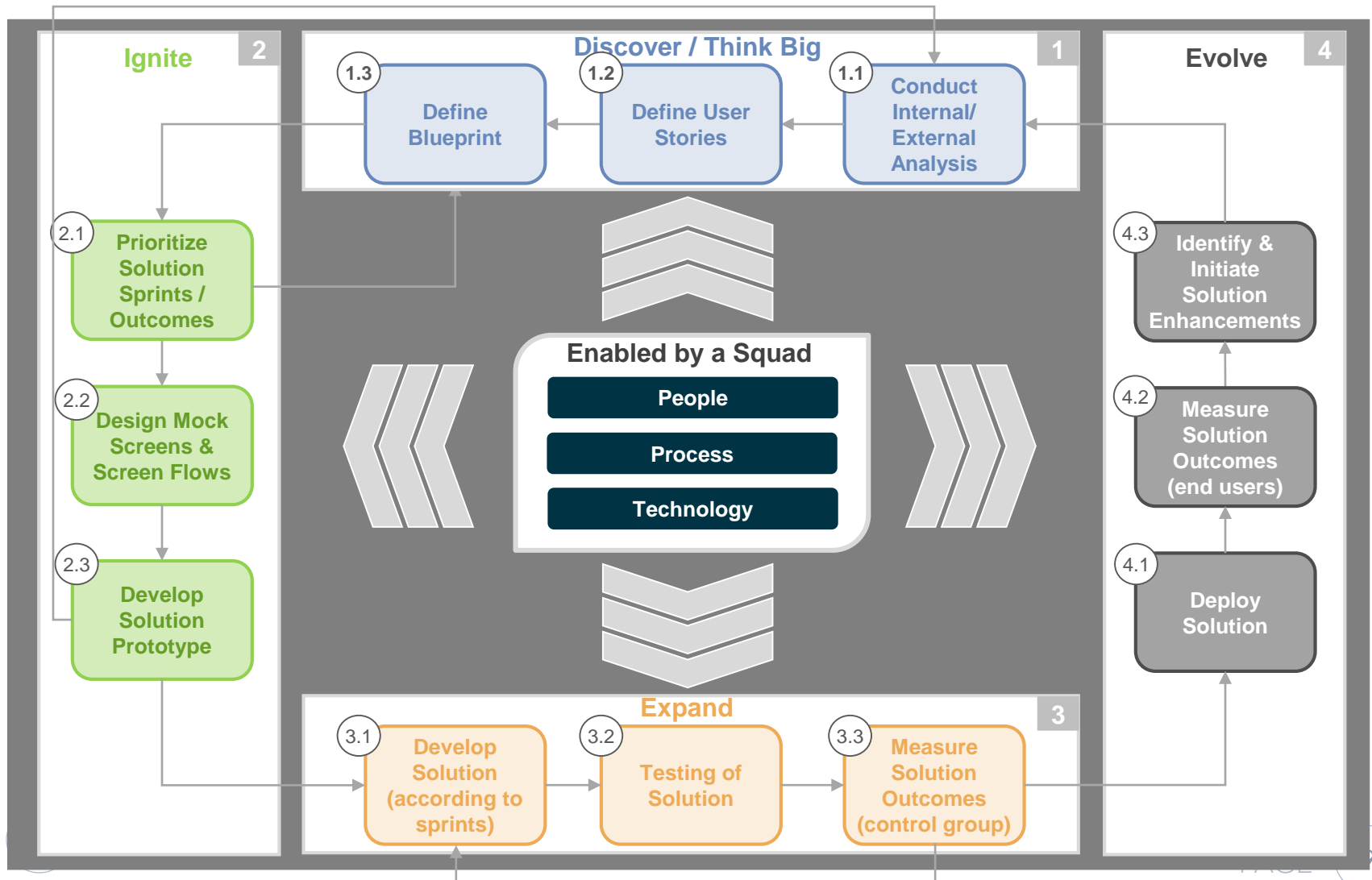
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OUR APPROACH TO CREATING BUSINESS VALUE

#04

OUR APPROACH

We follow this approach from the smallest project to the largest as we believe firmly that if we can understand your business then we are best placed to provide you maximum value.



PROCESS OUTCOMES

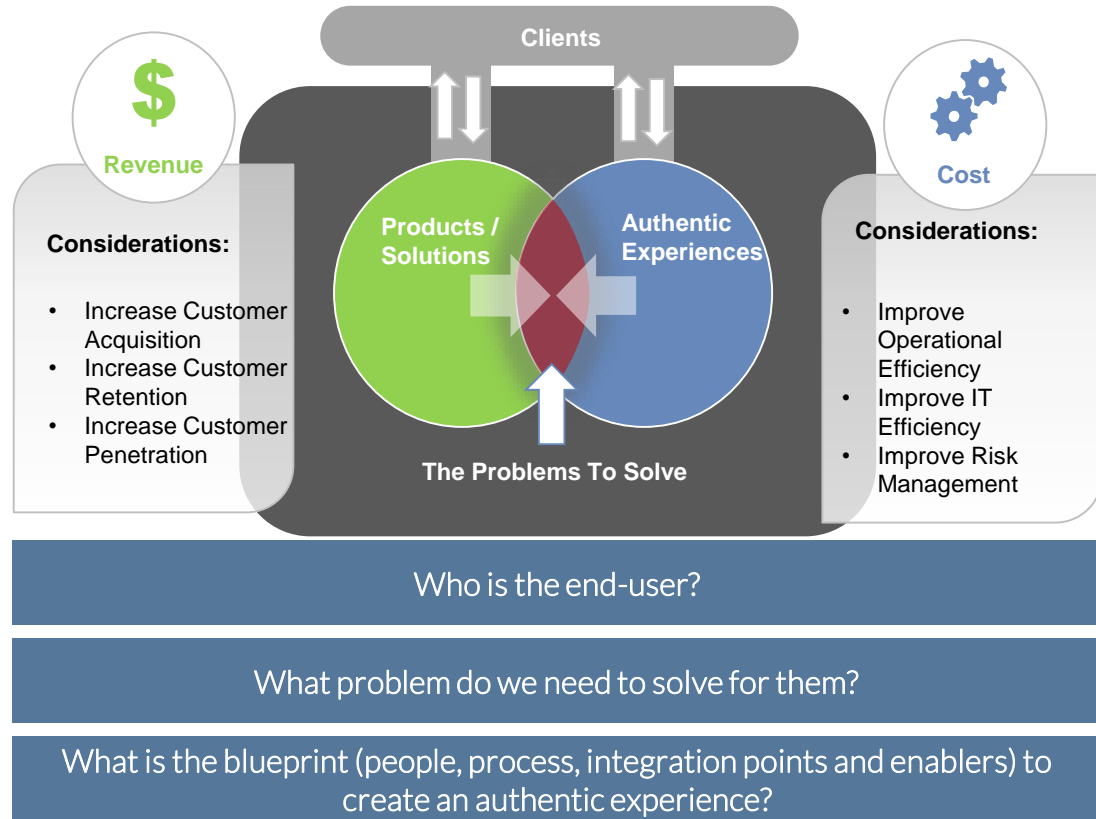


What is the aim of this step?

Pareto Principle
 To define a problem that really matters to end users.

Process Guidelines

- ▶ **Define Your End User:** All problems identified by other stakeholders is secondary (or complimentary) to their problem. **User mapping** is crucial in understanding which user pain points are to be prioritised.
- ▶ **KISS Principle:** Keep It Super Simple (at least to begin with). User problems should be stated in plain language first, solutions should be consumable by the end user.
- ▶ Solutions should be 'needle movers' towards solving the problem for the END USER!



PROCESS OUTCOMES

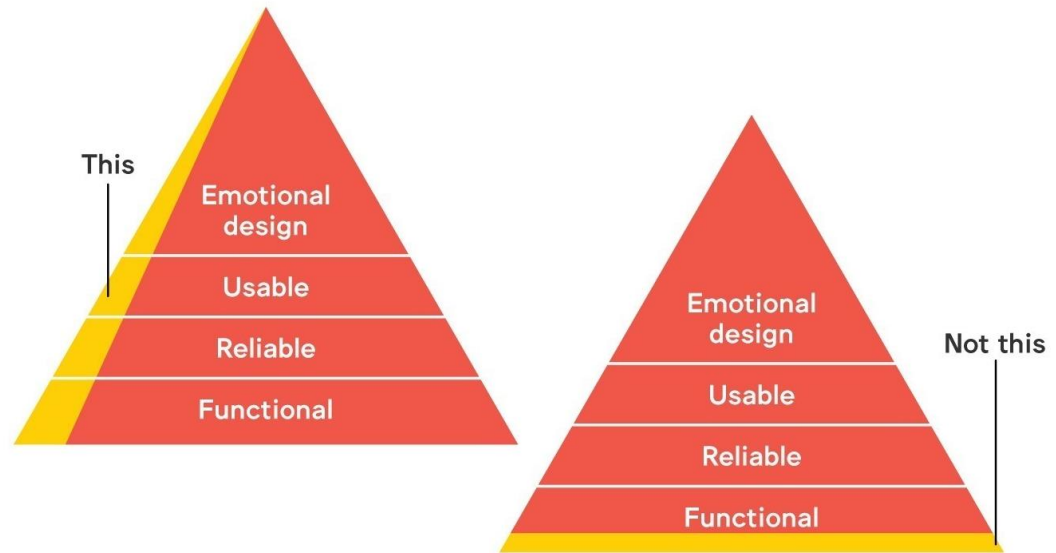


What is the aim of this step?



Process Guidelines

- ▶ **Prioritize Outcomes:** Outcomes should address the core problems for end users across ALL spheres.
- ▶ **Appeal to the Senses:** Produce a tangible outcome that simulates the experience a user should expect while sparking the imagination (& prompting user input).
- ▶ **Set some ground-rules:** Success criteria should be defined for each user story / problem.
- ▶ **Don't forget the technical bits:** Above guidelines should adhere to what is technically defined as 'possible'.
- ▶ **WRITE AS LITTLE CODE AS POSSIBLE**

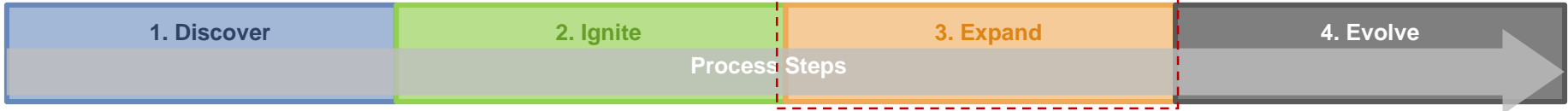


What do we actually need to do FIRST?

Who is needed to achieve our outcomes over and above the CORE SQUAD?

How will this all look / work once completed?

PROCESS OUTCOMES

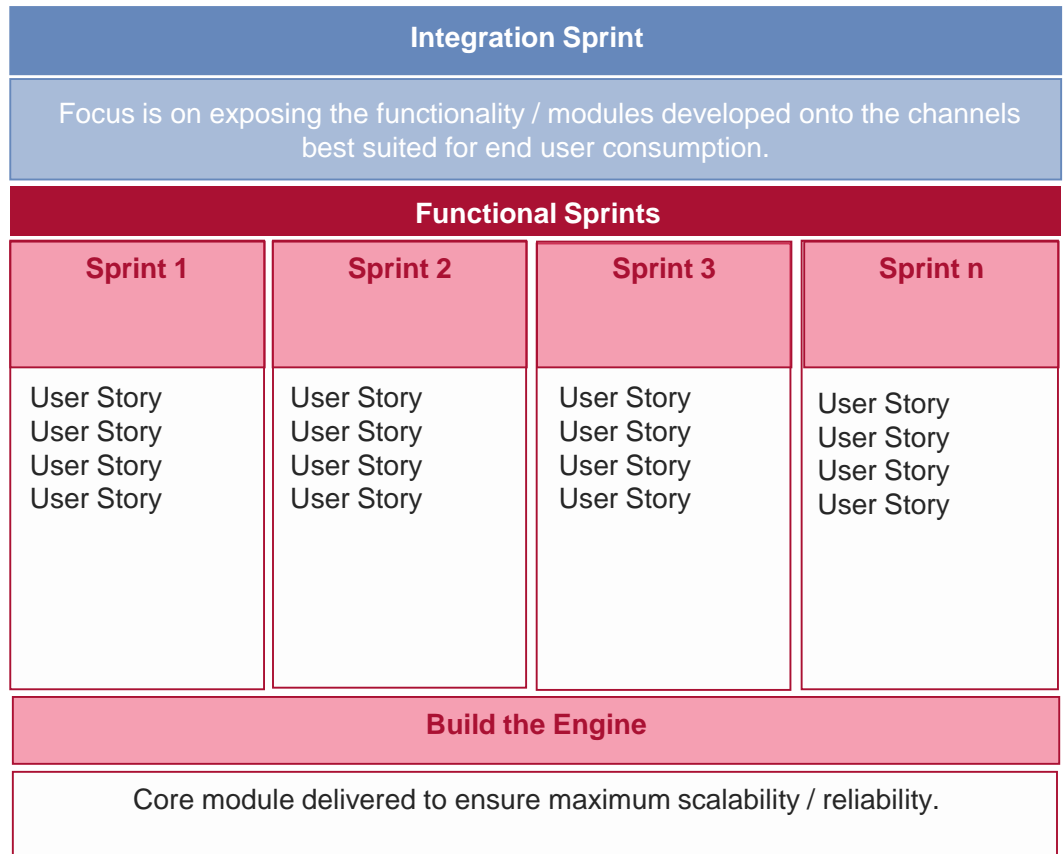


What is the aim of this step?

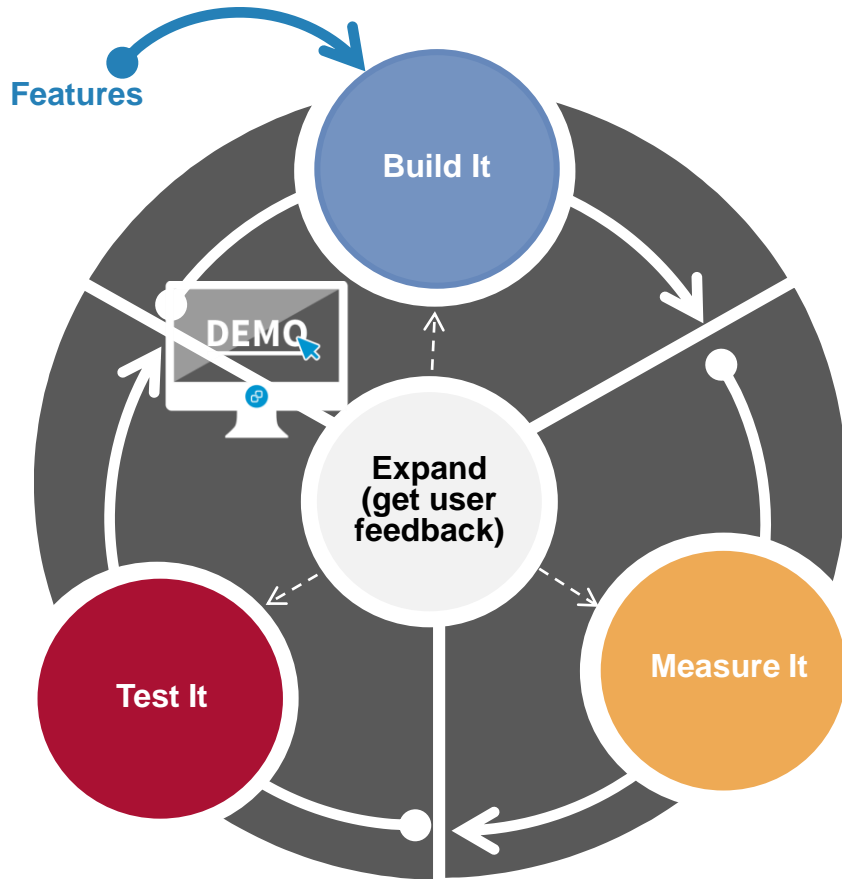
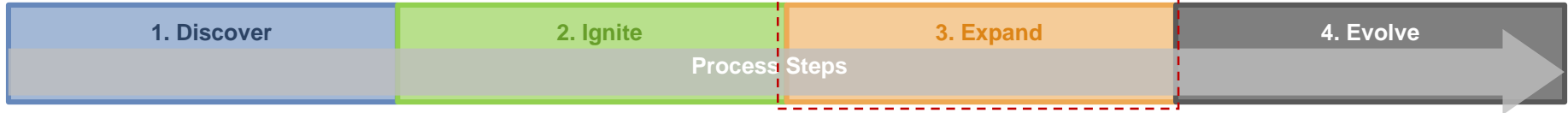


Process Guidelines

- ▶ **Core Squad stays constant:** Core squad should be setup prior to build covering critical skill sets required to deliver on end users problems (min 3 people – max 8 people)
- ▶ **Make the help do the work:** Onboard required expertise during the course of the project as needed. Resources onboarded should have full accountability to make decisions in their capacity as ‘SME’ resource.
- ▶ **Build for re-use as far as possible.**



PROCESS OUTCOMES



Build It	1.1	1 st Sprint is for project baseline (build the engine) – 4 weeks
	1.2	Sprint cycles run for 2 – 4 weeks
	1.3	Final Sprint is for integration to consumable channels
Measure It	2.1	Daily scrums to track progress / blockers
	2.2	Blockers to be tracked in risk register
	2.3	Measure against Ignite principles (see diagram)
Test It	3.1	Stress testing against business / technical success criteria
	3.2	Bugs = priority; 'Look & Feel' changes = consider; Functional additions = backlog
	3.3	Sprint sign-off = ready to deploy

PROCESS OUTCOMES

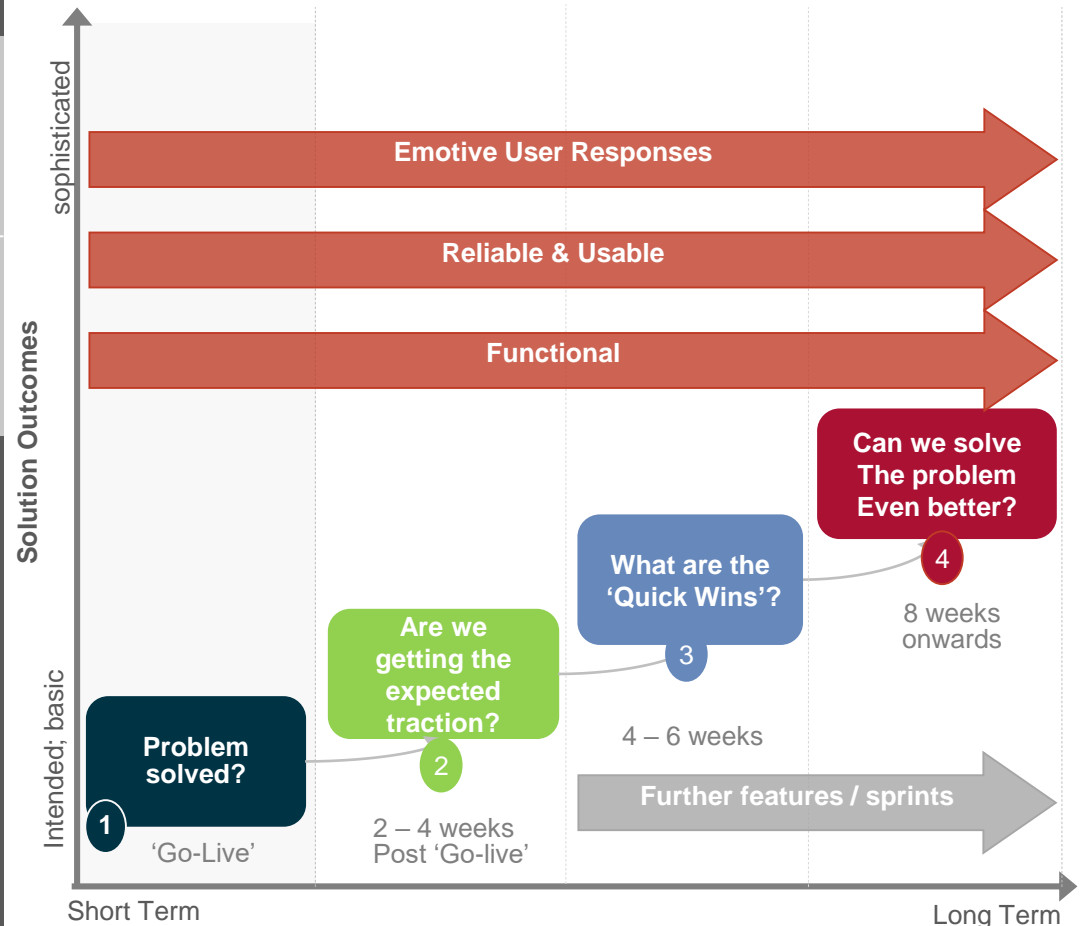


What is the aim of this step?



Process Guidelines

- ▶ **Get REAL User feedback:** Re-do the empathy maps evaluating whether intended responses are received.
- ▶ **Identify root causes:** Use First Principles to understand the rationale for any responses received.
- ▶ **Information is King:** Make data driven decisions on impact that is underpinned by authentic, non-coached user feedback.
- ▶ **Fail Fast; Learn Faster:** Take corrective action quickly and decisively. Feed any learnings back into other squads.





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OUR PARTICULARS

#05

OUR PARTICULARS

All you need to know about MTYsquared



MTYsquared Holdings (Pty) Ltd

Company Registration Number

2015/116125/07



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