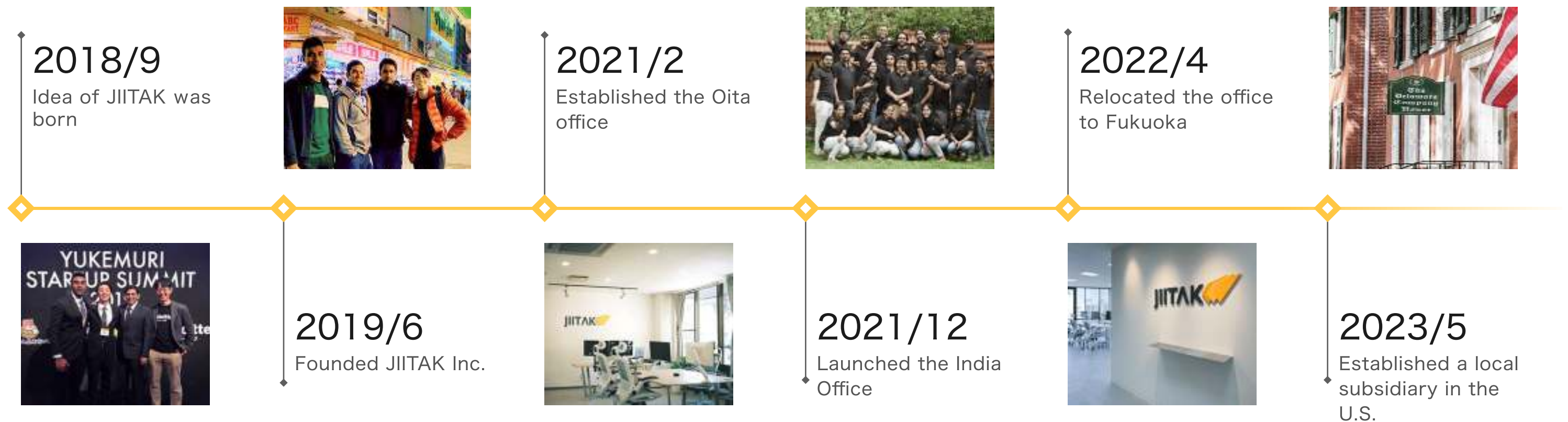# JIITAK DIGITAL SOLUTIONS

Service Introduction Document

JIITAK

Our Story

Our origin is rooted in the collective vision of three sustainability-driven individuals, who united with a shared commitment to contributing to sustainability on a global scale. Joining forces, they sought to collaborate with entrepreneurs passionate about driving sustainable change, aiming to amplify their impact and foster a greener, more sustainable future. This collaboration is more than a business endeavor; it's a journey to inspire and support sustainable initiatives worldwide, harnessing the power of technology and innovation.

2018/9
Idea of JIITAK was born

2021/2
Established the Oita office

2022/4
Relocated the office to Fukuoka

2019/6
Founded JIITAK Inc.

2021/12
Launched the India Office

2023/5
Established a local subsidiary in the U.S.

Vision

希望に翼を

Wings To Hope

Our logo's motif, the "wing," symbolizes our desire to support those who carry strong hopes and embark on new challenges.

Mission

テクノロジーの力で今日の挑戦を
価値ある明日につなぐ

Harnessing the power of technology to overcome today's challenges for the valuable tomorrow.

We harness the power of technology to overcome the uncertainties and burdens that stand in the way of ideas and passion, embarking on the challenge of shaping the future together.

Corporate Profile

Company	JIITAK Inc.
Established	June 2019
Co-Founders	Yuki Kobayashi Joseph Anty Kannampilly Martin Noel
Employees	Approx. 100
Core Services	Solution Design, MVP Development, PMF Support
Headquarters	Japan, Fukuoka City, Hakata Ward, Hakataekiminami 3-chome 2-3, I.B.B Building Hakata 9F, JIITAK Inc.
Indian Office	Nippon Kerala Center, KINFRA Hi-Tech Park, HMT, Kalamassery, Kochi, Kerala
US Office	Delaware 8 The Green, Suite R in the City Of Dover
Certifications & Patents:	• Patent 7292761: "Workflow Management Program, Workflow Management System, and Workflow Management Method" • Official Flutter Consultant • AWS Select Technology Partner • Microsoft for Startups: Selected Company

JIITAK

Fukuoka Office
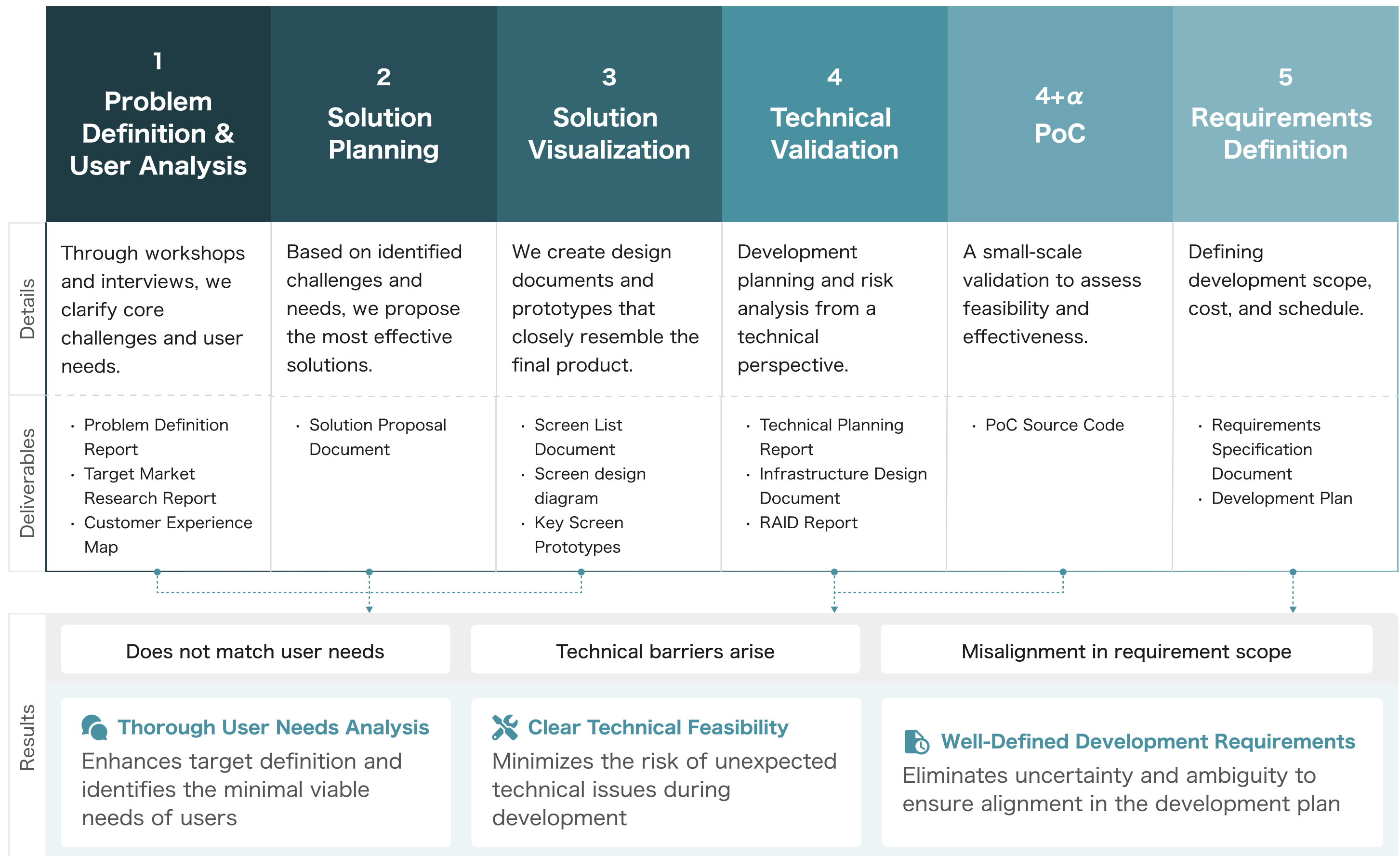

Indian Office

JIITAK's Value Creation Process

We work in close partnership across specialized teams in Strategy, Design, and Engineering within digital domains, from idea generation to operation, providing seamless support throughout the entire process.

We prioritize the development of essential features by implementing the minimum viable solution and iterating through testing and improvements, ensuring efficiency without unnecessary waste.

	Solution Design	MVP Development	PMF · Business Growth Support
Services	• Problem Identification / User Analysis • Solution Planning • Solution Visualization • Technical Validation PoC (Proof of Concept) • Requirements Definition	• Planning / Design • Implementation • Release • User Feedback Analysis	• UI/UX Optimization • Improvements Based on Data Analysis • Engagement Enhancement • Monetization Strategy
Duration	1-3 months	3-6 months	Based on the service
Comparison	Consulting Firm / Design Agency	Development Company	

JIITAK

Solution Design

The 5 Steps of Solution Design

	1 Problem Definition & User Analysis	2 Solution Planning	3 Solution Visualization	4 Technical Validation	4+α PoC	5 Requirements Definition
Details	Through workshops and interviews, we clarify core challenges and user needs.	Based on identified challenges and needs, we propose the most effective solutions.	We create design documents and prototypes that closely resemble the final product.	Development planning and risk analysis from a technical perspective.	A small-scale validation to assess feasibility and effectiveness.	Defining development scope, cost, and schedule.
Deliverables	• Problem Definition Report • Target Market Research Report • Customer Experience Map	• Solution Proposal Document	• Screen List Document • Screen design diagram • Key Screen Prototypes	• Technical Planning Report • Infrastructure Design Document • RAID Report	• PoC Source Code	• Requirements Specification Document • Development Plan

Results

Does not match user needs

Technical barriers arise

Misalignment in requirement scope

💬 **Thorough User Needs Analysis**
Enhances target definition and identifies the minimal viable needs of users

✂ **Clear Technical Feasibility**
Minimizes the risk of unexpected technical issues during development

📋 **Well-Defined Development Requirements**
Eliminates uncertainty and ambiguity to ensure alignment in the development plan

Solution Design

The Importance of Proof of Concept (PoC)

1	2	3	4	4+α	5	
Problem Definition & User Analysis	Solution Planning	Solution Visualization	Technical Validation	PoC	Requirements Definition	To MVP Development

PoC to Evaluate the Feasibility of an Idea

A Proof of Concept (PoC) is a process that verifies the technical feasibility and expected effectiveness of a new idea before full-scale development. By creating a simplified version of the service or product and testing it in a real operational environment, we can evaluate its validity and potential impact. This approach helps mitigate risks, optimize resources, and refine the solution before moving forward with full development.

Difficult to go back after full-scale launch...

With PoC

Idea Planning / Concept Dev → Full-Scale Dev

Problem Discovery

Investment Decision

Without PoC

Idea Planning / Concept Dev → PoC → Full-Scale Dev

Problem Discovery

Evaluate Solutions & Retry/Pivot

PoC: 3 Key Benefits
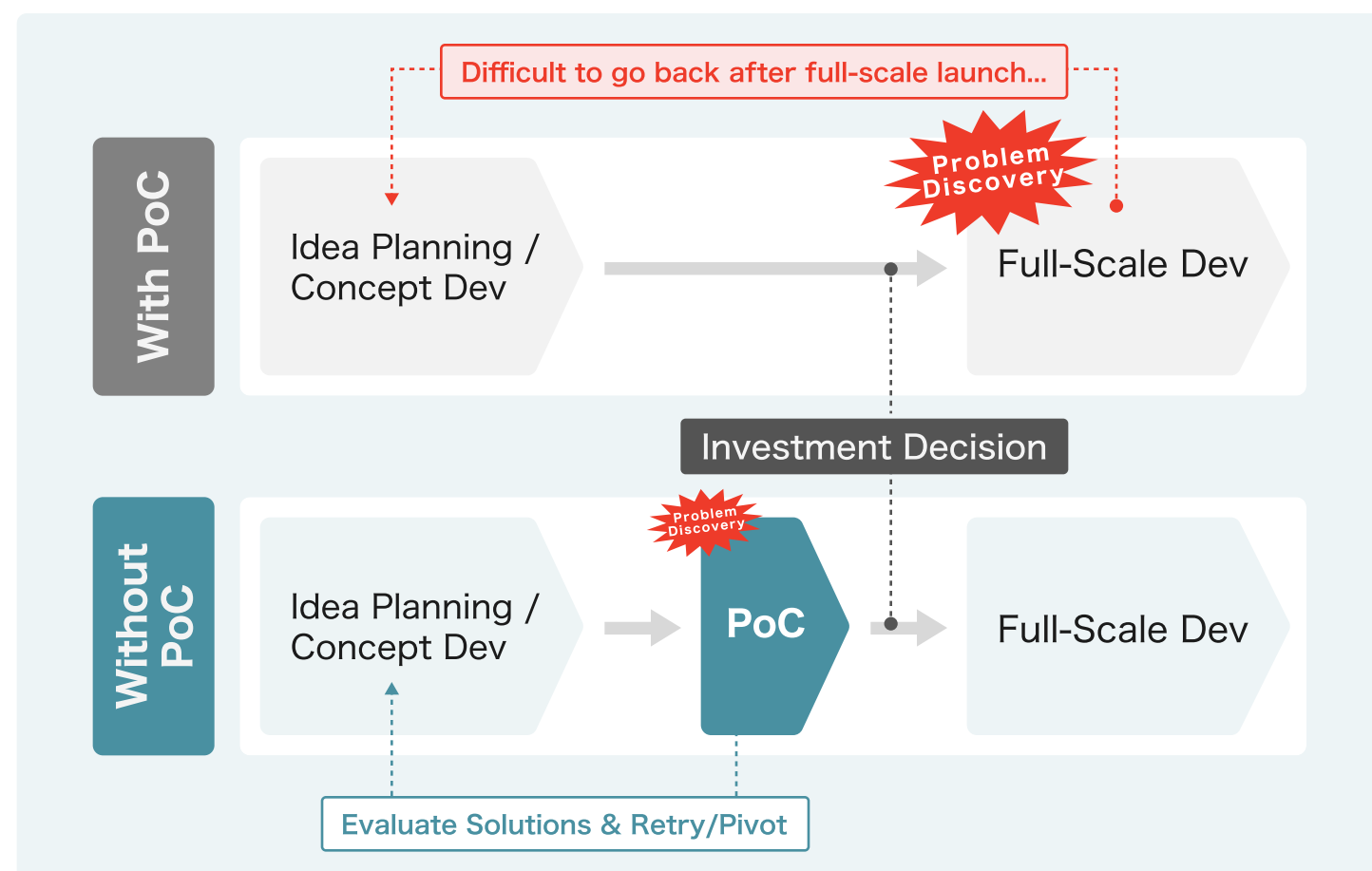
1. Early risk detection

Identify potential issues early, allowing for retries or pivots before full-scale development.

2. Cost & Resource Optimaization

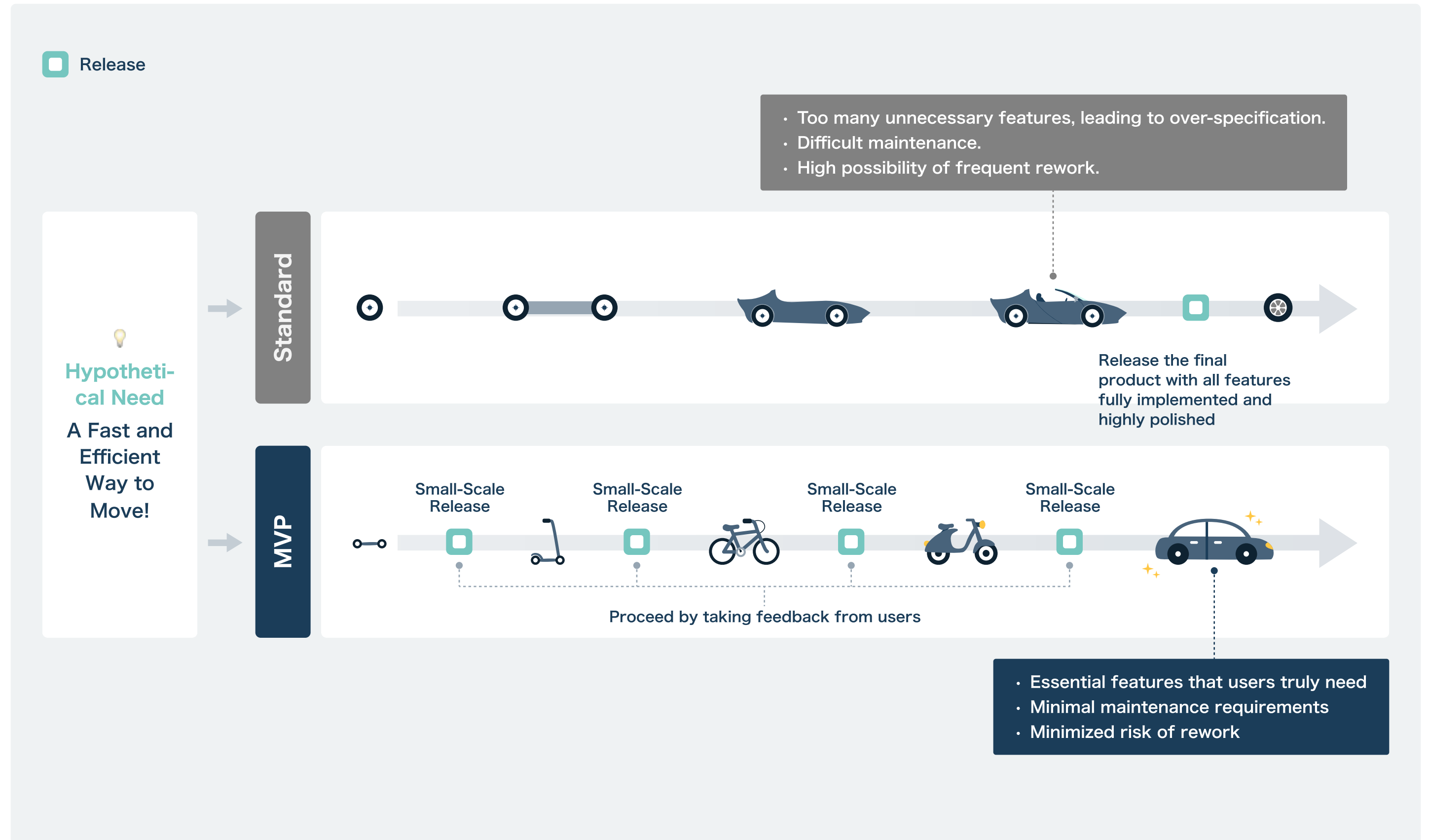Clarify technical feasibility early to reduce unnecessary costs and efforts.

3. Internal & Investor Validation

Quantify validation results to gain support from business units and investors.

MVP Development

Quickly Develop a Minimal Viable Product (MVP) Aligned with User Needs

☐ Release

Standard

- Too many unnecessary features, leading to over-specification.
- Difficult maintenance.
- High possibility of frequent rework.

Release the final product with all features fully implemented and highly polished

Hypothetical Need

A Fast and Efficient Way to Move!

MVP

Small-Scale Release   Small-Scale Release   Small-Scale Release   Small-Scale Release

Proceed by taking feedback from users

- Essential features that users truly need
- Minimal maintenance requirements
- Minimized risk of rework

MVP Development

Deliver Maximum Value with Minimal Investment

Leverage frameworks and resources to ensure high-quality products

Evaluation & Improvement

1 Planning・Design	2 Implementation	3 Release	4 User Feedback Analysis

PMF & Busines Growth Suppo

Implementation Details

General-Purpose Feature Development Using Frameworks

Examples：
・New Account Creation
・Login/Logout
・Profile Editing

Development of Core Features:

Example: Gourmet Information Sharing App
・Store Search & Search Results Display
・Store Reservations
・Earning & Redeeming Visit Points

Key Points of JIITAK's MVP Development

Cost-Efficiency, High Quality & Maintainability

Standardizing general-purpose features with frameworks to enhance development efficiency, ensuring high quality and maintainability.

Abundant Global Resources

Assigning engineers with a minimum of 5 years of experience to all projects. Establishing a development team in as little as two weeks.

Seamless Communication

Japanese representatives fluent in both Japanese and English to minimize communication gaps.

※ We offer flexible customization based on your requirements.

PMF・Growth Support

PMF & Growth Support to Drive Market Expansion

Achieve market fit and strong customer support

Process from Product Launch to Market Growth

• Solution Design   • MVP   • PMF (Product・Market・Fit)   • Growth

Growth

Time
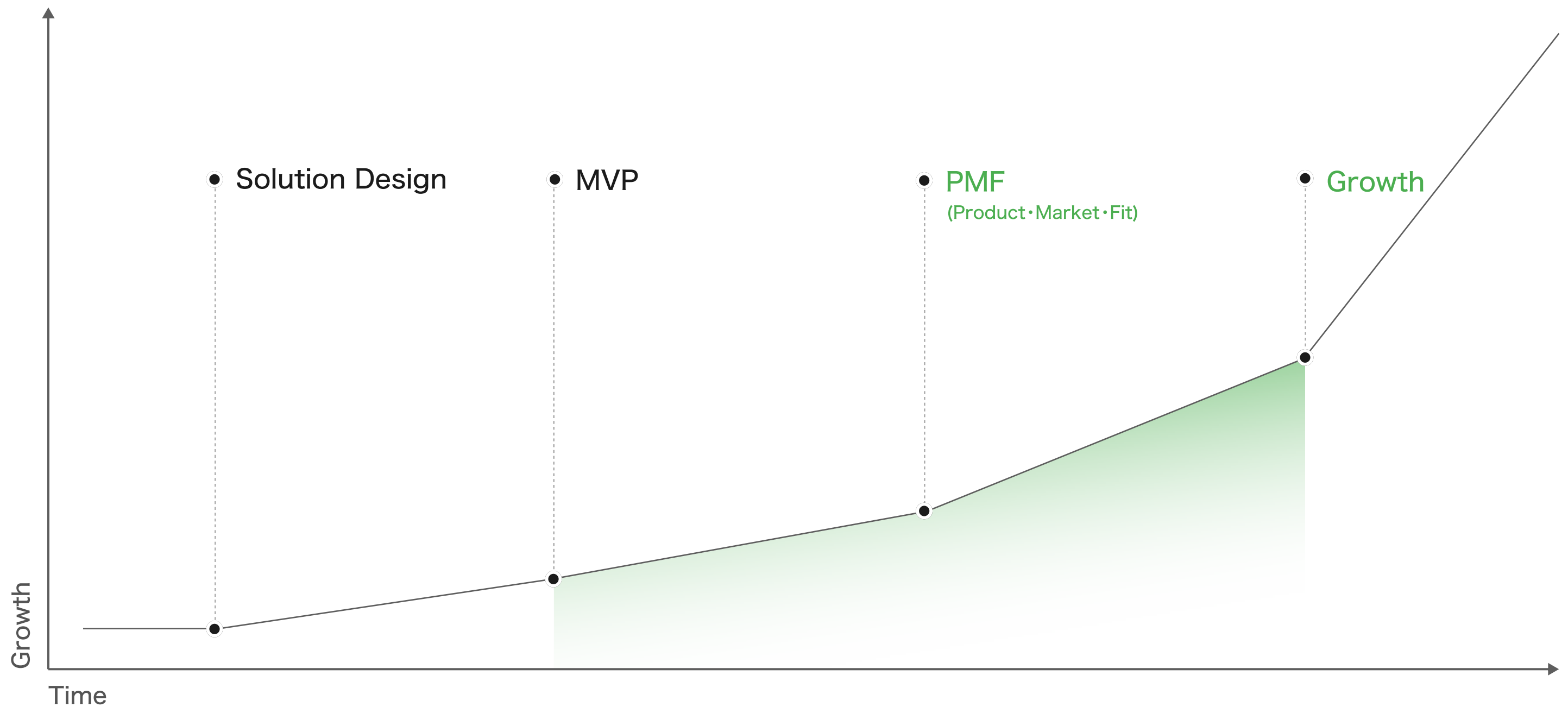
PMF・Growth Support

JIITAK's PMF & Growth Support

Accelerate market fit and revenue growth with a data-driven, proven approach

UI/UX Optimization	Data-Driven Improvements	Enhanced Engagement	Monetization Strategy

Create a UI/UX that is more user-friendly and intuitive to operate.

Visualize user behavior data and build a data infrastructure that can be used strategically.
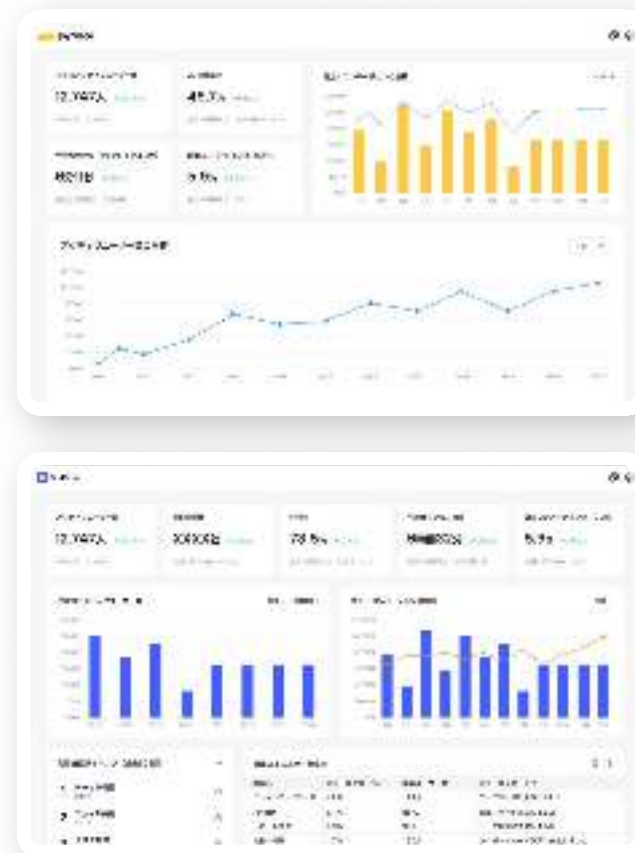
Propose engaging strategies that attract users.

Suggest the most effective monetization methods to drive revenue growth.

Subscription model

Freemium model

Advertising revenue

Data sales

Affiliate marketing

SaaS model (external sales)

Cost Effectiveness

Achieve higher performance with optimal cost allocation.

Key points to maximize cost-effectiveness

1 Reduce costs
Minimal development based on customer value validation and framework standardization

2 Proper cost allocation
Reallocate the cost savings from [1] to the pre-development phase

3 Achieve market fit at an early stage
Since customer value validation is conducted at an early stage

Chart labels:
- Solution Design | MVP Development | PMF Growth
- Cost
- JIITAK
- Other companies
- Duration
- Efficiency
- Customer value validation (JIITAK)
- Customer value validation (Other companies)

JIITAK

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