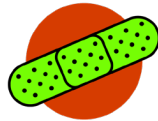


Create strategic plan to launch new product in record time

testdouble®
Case Study



The Client

Prescription Delivery

Environment: Prescription delivery startup

Size: 75+ employees

Location: scriptdrop.co | Columbus, OH

Engagement: 4 months of product coaching

“ Our team could not be more grateful for the professionalism, expertise, and ingenuity ... Jen Tedrow, helped us to structure and organize our team and workload and worked to understand our organization as though she was an employee here. The result will be our team successfully launching a new product to market in record time.

–Amanda Epp
CEO

The Mission

Techniques: Product strategy, product vision, product validation

Impact Areas: Validate product strategy and vision, build decision making framework

A fast-paced startup dedicated to improving medication access had set clear financial targets, including profitability.

The team's ambition was palpable—they aimed to not only attain profitability but also expand their mission and customer base. However, despite their talented team, they lacked a cohesive strategy to achieve these goals and fell short of revenue and profitability benchmarks.

They struggled to identify the most promising opportunities to pursue. Their efforts were scattered across numerous unvalidated ideas, resulting in a disjointed workflow and little tangible progress to show for their hard work.

Make the scary stuff boring

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Unlock clarity to allocate lean resources and make the biggest impact

The Fix

Steps to the Fix: Product org assessment, strategy alignment, action planning

The client turned to Test Double to provide strategic guidance, internal alignment, and clarity to help drive progress toward profitability.

Our product management consultants put exceptional rigor around establishing a clear, shared vision and success criteria, then building alignment to all move in the same direction quickly.

Taking the reins as interim head of product, our product coach initiated a focused six-week sprint. This sprint aimed to evaluate the existing product operations, align the team around a cohesive strategy, and establish North Star metrics.

Work included comprehensive opportunity assessments, strategy alignment workshops, and actionable planning sessions.

Happy with the progress, the client extended the partnership with Test Double to execute the action plans and facilitate the vetting, interviewing, and hiring process for a full-time Head of Product.

The Results

Through Test Double-led product coaching, the startup created clarity on an aligned strategic vision and its decision-making framework—and successfully launched a new product in record time.

With the newfound clarity and focus, the team adeptly directed their limited resources towards initiatives with the greatest potential impact on the business.

They successfully pared down 20 potential major initiatives into three main focus areas to rally around—including one new product offering that came out of the series of product workshops: an innovative software product that could generate an estimated \$2 million in top-line revenue.

Let's Talk

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