

DOC — FROM PRODUCT IDEA TO AN AI ADVISORY FOR SMEs

Impact. From uncertainty to a focused North Star and a launched MVP.

Context & challenge. A new SaaS was needed, but who it served, what to build, and why weren't clear. Broad ambitions resisted focus.

Objective. Align business, product, and tech on a clear product strategy.

The shift. The vision crystallized as an AI-powered partner that gives SMEs the superpowers once reserved for large firms. Starting with DOC making the vision tangible for health clinics.

What Verne did (CAA).

- **Clarify** — synthesized hypotheses, interviews, user needs
- **Align** — co-created DOC's North Star and role as an intelligent companion
- **Act** — MVP roadmap with milestones and owner



What changed. Unified vision in <8 weeks; vertical focus unlocked speed; MVP launched in <5 months with full alignment.

Voice of the leader. "Like an architectural plan before construction it brought clarity, speed, and conviction, saving us a lot of time and money." — António Alegre CEO



Clarity that moves your business.