



# 1

## Help Us, Help You

Before embarking on this journey with us (if you happen to choose us as your tech buds, wink wink\*) we wanted to give you a little glimpse on how we operate and really get you on the right track even before you contact us on our website with your idea! Our aim with this guide is to help you, help us, in one way or another! Generally speaking, when clients are well prepared, the work comes out both efficiently and organically and not to mention so much fun! Yes, tech might look glamorous on the outside, but a lot of unseen hours of nitty gritty work go into it, so to ensure you are getting the absolute best of the best, we created this guide to give you the tools to be as prepared as possible before you meet with our team! Our primary goal is to give you the best service, but why not take it up a notch and actually have you be an active part of the CSIX family!

# 2

## From Thought To Reality

Usually, all ideas start off as thoughts in someone's head before that little light bulb starts flickering and boom you suddenly have the next multi-million dollar idea floating in your brain waiting to be developed. But where most people struggle with, is that they either don't put too much time to pursue and develop this idea, or they decide to do it but with the least effort possible. Word of advice, Stay the course and don't let go! Be as aggressive as you can be, sometimes the simplest idea can turn your life around! Take down notes, brainstorm names for your website or your app, learn about competitors if you have any and keep at it until you have a clear image from A-Z on how you want your final product to turn out. This seemingly menial work can set the tone of your future business and is the foundation to what may turn out to be the best thing in your life!

# 3

## The 3 P's: Pre Pitch Prep

Out of experience, when clients come to us with a PreDev pitch to tell us about their project, most are genuine brilliant people that are really passionate and driven but just don't know exactly what they want out of their idea and the ins and outs of tech and how things are done and that's completely normal. We don't expect you to be coming in knowing everything. Our main concern is that we absolutely do NOT want you to feel any type of confusion or delays in any way while working with us, so to avoid any issues, we urge all of our clients to simply BE AS PREPARED AS THEY CAN BE. Preparation could essentially mean writing down bullet points of what you want out of us in terms of design and development, or getting inspired by other similar apps or websites' flows and saving them as references to show us later; Another thing could be grabbing a pen and paper and literally drawing how you want your project to be portrayed visually to your users. These little things can be real gamechangers and often times really help put things in perspective for both us and you as well! But don't worry, even if your mind is not made up yet, we'll have you sit down multiple times with our designers and allow you to be hands on with the design process to make it as enjoyable as possible!

# 4

## Run Over Your Final Drafts One Last Time

You'd think after weeks of research and taking notes and drawing up schematics and looking at color palettes and downloading apps and surfing websites to get inspired by, that you'd have it down by now right? Well, take it from us, we humans tend to occasionally forget things and leave things out! It's normal and that's what reviewing is for! So get an early start on things, run your software flow in your head many times before finalizing your project and try to put yourself in the user's shoes to see if there's anything that doesn't add up or needs to be fixed or added to improve your project's user experience. Doing your due diligence will not only help us understand you better, but it will give you amazing insight on the status of your project and how it can be better!

# 5

## Hit That Get Started Button And Get In Touch With Us

Well, you now have your draft, your notes, your vision and all the know-how before you even pitch your idea for design and development! We hope this guide helped you get a clearer image of things and break the ice between us, so at this point we can tell you, we're looking forward to hearing from you and we can't wait to be part of your tech journey! Hit that get started button on the top right of our website and send us an email and we'll get right back to you with all the details on how to start things off the right way! Wishing you the best, The CSIX TEAM.

# Optimize Your Pitch With Our PreDev Guide!

Stay ready so you don't have to get ready!