



*Custom Teams.  
Custom Software.*



**Menlo Innovations**, a world-class software development consultancy, has mastered the art of custom software development. They specialize in guiding companies through the intricate process of developing prototypes and ensuring successful progress of their projects. Menlo approached EC Group on behalf of one of their clients who had successfully transitioned past the foundational stages of product development to launch an MVP (Minimum Viable Product). This client, having previously worked with EC Group, appreciated the quality of work and thought of collaborating again to continue with the project's progression.

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#### About EC Group:

EC Group is a company with over two decades of experience in assembling custom software teams. We specialize in assembling teams with expertise in a wide range of technologies and industries.

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## CASE STUDY

# MENLO INNOVATIONS

### The Challenge:

The primary challenge faced by the client was the need to expedite the development of their product while maintaining a balance between quality and cost. They were aiming to maintain the level of craftsmanship and consistency they had experienced with Menlo, but with an efficient budget that required customization. The task was to not only continue the development work seamlessly but also to maintain the momentum and elevate the project's velocity while maximizing the established budget.

Another significant challenge was the concern raised by Menlo about EC Group's ability to adapt to their unique development style and philosophy, a blend of pair programming and Test-Driven Development (TDD) that had been part of Menlo's success story for over two decades.

### Goals:

EC Group aimed to match Menlo's standards of quality and consistency while effectively managing the costs for the client. The primary goal was to provide a custom-fit development team for the client that could adapt to Menlo's development style and philosophy, ensuring a smooth transition without compromising the project's momentum.

Additionally, EC Group also aimed to extend the client's development runway, allowing the client's product to reach a point where it could potentially be attractive for acquisition by a larger company. This required EC Group to not only match the development speed but also contribute towards enhancing the overall product quality and market readiness.

### Solution:

EC Group addressed these challenges by setting up a customized development team that perfectly fit the client's needs and could efficiently adopt Menlo's development methodology. This enabled the client to continue their product development with the required quality and consistency, in turn addressing the initial challenge.

EC Group's team worked alongside the Menlo team, demonstrating flexibility and adaptability to Menlo's unique development style and philosophy. By seamlessly integrating working methods with Menlo's, EC Group was able to alleviate the initial concerns about the ability to adapt.

The success of this solution led to an extended runway for the product, allowing the client to reach a stage where the product was eventually acquired by a larger company. Moreover, the successful outcome of this collaboration between Menlo, EC Group, and the client, led to the management of an additional team hand-off from Menlo, resulting in the growth of the EC Group's development team to 18 members.

### Summary:

Menlo Innovations, a renowned software development consultancy, sought the services of EC Group to aid the progress of a client's product that had successfully transitioned to the Minimum Viable Product (MVP) stage. The client aimed to continue development while maintaining quality, consistency, and cost-effectiveness, as previously experienced with Menlo. However, concerns were raised regarding EC Group's ability to adapt to Menlo's unique development style, a blend of pair programming and Test-Driven Development (TDD).

EC Group aimed to replicate Menlo's standards while efficiently managing costs. The goal was to provide a custom-fit development team capable of adapting to Menlo's development philosophy without compromising the project's momentum. Furthermore, EC Group strived to extend the client's development runway to position the product for potential acquisition by a larger firm.

To address these challenges, EC Group formed a tailored development team capable of adopting Menlo's methodology. This approach ensured the client could continue product development while maintaining quality and consistency but at a reduced cost. EC Group demonstrated flexibility and adaptability by integrating their working methods with those of Menlo, which alleviated initial concerns.

This successful solution led to the extension of the product's development runway, facilitating its acquisition by a larger company. The successful collaboration among Menlo, EC Group, and the client resulted in the hand-off of an additional team from Menlo to EC Group, growing their development team to 18 members.

### Results:

- **Successful Adaptation to Menlo's Development Philosophy:** EC Group successfully adapted to Menlo's unique development style and philosophy, demonstrating flexibility and adaptability to alleviate Menlo's initial concerns.
- **Cost-Effective Quality Assurance:** EC Group was able to maintain the quality and consistency of the product development that the client had previously experienced with Menlo
- **Customized Team Setup:** By setting up a customized development team in alignment with the client's needs, EC Group ensured a smooth transition and continued product development without compromising momentum or quality.
- **Extended Development Runway:** EC Group's effective management and development strategies helped extend the client's development runway. This allowed the product to reach a stage where it became attractive for acquisition by a larger company.
- **Team Growth and Additional Hand-off:** EC Group managed an additional team hand-off from Menlo, resulting in the growth of their development team to 18 members.