![fortium partners logo]

Case Study

Revitalizing Innovation: Transforming Challenges into Success at a Virtual Healthcare Startup

The Challenge

A significant platform project, initially planned for a three-month duration, was delayed by three months with only 5% completion at the time of Fortium Partners project kickoff. The outsourced development team, characterized by inefficiency and excessive costs, lacked transparent development processes and effective project management. Additionally, there were concerns about intellectual property risks associated with the software and solutions, all of which posed a potential threat of substantial client cancellations due to project delivery issues.

Key challenges:

Ineffective Project Management:
- There were no clear project management tools or a defined backlog, leading to imprecise user stories.
- Client-requested features were not linked to stakeholder requirements, which resulted in misaligned development efforts.

Underperforming Development Team:
- This was the third development team attempting to deploy the platform, yet they faced leadership gaps across key technology functions.
- There was no overall solution architecture or ownership and a lack of expertise in advanced AI and data engineering.

Technology Gaps:
- While initial technology choices were in the mainstream, the setup was flawed, and there were significant gaps in the software code.
- Incomplete software code resulted in inefficiencies and hindered the project's progression.

Intellectual Property Concerns:
- IP issues emerged with the code written by the outsourced development team and added risks to the project.
- The IP issues further challenged the timely delivery of a robust and secure solution.

Budgets:
- The development team was overpaid relative to their accomplishments, leading to financial inefficiencies that exceeded the original budget.
- The missed budgets threatened the viability of the entire investment relative to the targeted revenue and ROI.
- This misalignment between compensation and performance further amplified the project's delays and challenges.

The Solutions:

- **Rapid Assessment**: Immediate situation evaluation and strategy implementation
- **New Development Team**: Onboarded within three weeks, started coding in the first week
- **Client Relations**: Restored trust with major clients; set and met new milestones
- **Development Structure**: Reorganized into functional pods for better accountability
- **Project Management Overhaul:** Introduced senior project manager, standardized protocols, integrated Jira
- **Budget Optimization**: Renegotiated rates, realigned spending to match the budget
- **Legal and IP Resolution**: Addressed litigation and IP concerns

The Results:

Fortium Partners achieved rapid success in transforming a struggling virtual healthcare project into a streamlined technology solution. The process began with an immediate weekend ramp-up by a fractional CTO. Within six weeks, significant progress was evident: the first client milestone was completed, which resulted in a major turnaround in project management and execution.

This success led to the delivery of additional monthly milestones and regained the confidence of a major client who was close to canceling their project. The team's productivity markedly improved with the monthly feature delivery rate increasing from single digits to over forty/month. This boost in efficiency also allowed the executive team to resume strategic planning and focus on long-term goals. The firm made critical advancements in the AI sector and maintained the client's competitive edge.

Overall, Fortium Partners' strategies revitalized the client's technology operations, enhanced their market position, and expanded their prospects for future growth.