



WHAT NEXT?

Book a call session with our program advisor.
Get program details if it's a fit, confirm
enrollment and payment.

YOUR EMPIRE STARTS HERE

l a u n c h b o x

NOVA II

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what is NOVA II?

Organizations attempting internal product development and launching typically spends months, involving multiple people and still risk failure. NOVA II delivers this and more with efficiency and insight you can't generate internally.

"Launches fail not because the idea was bad, but because the process was wrong."

Program Structure

- Discovery & market validation
- Prototyping & user testing
- Development & launch prep
- Intelligent market positioning
- Production-ready deliverables
- Complete methodology transfer for future projects

Why work with us?

- Practical frameworks that remain useful beyond the program
- Independent structure and outside perspective
- Reduced alignment and failure risk during complex phases
- Supports focus, alignment, and momentum

We compress what typically takes organizations 6-12 months of internal iteration into 9-18 weeks of focused, methodical development.

PROGRAM PACKAGES

LITE : 12-WEEK PACKAGE

Solo founders, Executives with direct authority, small teams (2-4) who can move fast.

WHAT TO EXPECT:

- Validated product concept
- Working prototype or MVP
- Go-to-market strategy
- Launch plan

ENTERPRISE : 20+ WEEKS

Multi-departmental projects, strategic organizational launches, complex stakeholder initiatives.

WHAT TO EXPECT:

- Deep discovery with player mapping across departments
- Intelligent design, testing and iteration
- Ongoing facilitation and reporting
- Cross-functional alignment

BUILT FOR

- **Solo founders** who need proven methodology to move from concept to market-ready products
- **Executives** launching intrapreneurial projects within larger organizations
- **Established companies** introducing new products, services, or strategic initiatives
- **Teams** that have failed at internal innovation and need external facilitation
- **Entrepreneur** who refuses to waste 6-12 months on avoidable mistakes

CUSTOM QUOTE AVAILABLE

THE

3DI MODEL

DISCOVER | DESIGN | DEVELOP

DISCOVER

Most failures happen where teams skip validation and build the wrong thing beautifully. We don't. Rigorous ideation. Market validation. Stakeholder mapping. Understand what you're building and why before investing heavily

DESIGN

Build tangible prototypes of your concept and test them with real users. Collect data and make decisions and refinement based on actual feedback. You'll have a product that's been validated by the market, not just approved by your team.

Iterative DEVELOPMENT

Now you build for real. Iterative Development with clear milestones. Resource allocation. Stakeholder management. Business development strategy. This point you are not hoping your product works. You know it does.