

Create a great digital product in

100 days



Creating compelling digital products and experiences is how you get close and stay close to customers. It's why digital product companies are twice as likely to outperform their competitors and achieve 48% higher revenues.

Our proven pioneering 4 step approach helps blue chips transform into digital product companies almost overnight.

Red Badger can help support you to break boundaries, move faster and get it right, first time, in only 100 Days.



Set up for success

(Day zero)



Help your organisation set-up, orientate for success and start thinking about the initiative as a digital product, not a one-off project.



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Forge collective leadership enabled by flexible resources that work collaboratively, self-organised & underpinned by a servant leader model.

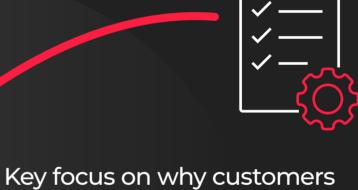




Discovery (1 - 32 days)

functional team including design, engineering and product experts working in efficient pairings and squads to support a persistent internal team.

Deploy a dedicated cross-



want to engage and identify experiences and outcomes that really matter to them.



Iterative design and build (33 - 64 days)



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times, adaptive work in progress and time to fix.



continuous delivery in small batches.

Deliver value in manageable

chunks to enable a flow of

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frequent synchronisation to build, learn and measure at pace while validating assumptions with customers.



A constantly evolving digital







experience that delivers enduring value to the business by addressing ongoing customer needs beyond 100 days.



iterative and incremental improvement.

An evergreen investment

which evolves through







Are you ready to create great?

Read the Red Badger 100 Day Blueprint to discover how you can build a digital product in only in only 100 Days.

Download Blueprint

#CreateGreat