



From Ambition to Prototype in Just 5 Days

A structured approach for validating product ideas and solving high-value problems. Fast!



Let's Get to the Good Bit - Fast.

Innovation is messy
Ideas stall
Priorities shift

But what if you could go
from alignment to action
in just five days?

The Dootrix Design & Innovation Framework
is a rapid, immersive 5-day sprint designed to
take you from problem to prototype **without
the weeks of ambiguity** in between.

It's where product **ambition meets
operational clarity.**

Where bold ideas are shaped, tested,
and brought to life at pace.

Whether you're an **enterprise product team**
or an **R&D unit** trying to unlock value,
this is the **momentum you need.**



Problem Statement v Product Ambition

Two Entry Points
One Outcome
Progress

Every engagement starts in one of two ways:

Path A



Problem Statement

“We know the outcome we want — but not how to get there.”

Perfect for teams aiming to unblock internal innovation, improve processes, or tackle hard-to-solve challenges.



Think

- AI to improve customer retention
- Optimising internal workflows
- Reducing operational complexity

Path B



Product Ambition

“We have a vision — now we need to bring it to life.”

Ideal for product owners, founders, and innovators who know what they want to build but need to validate and execute it.

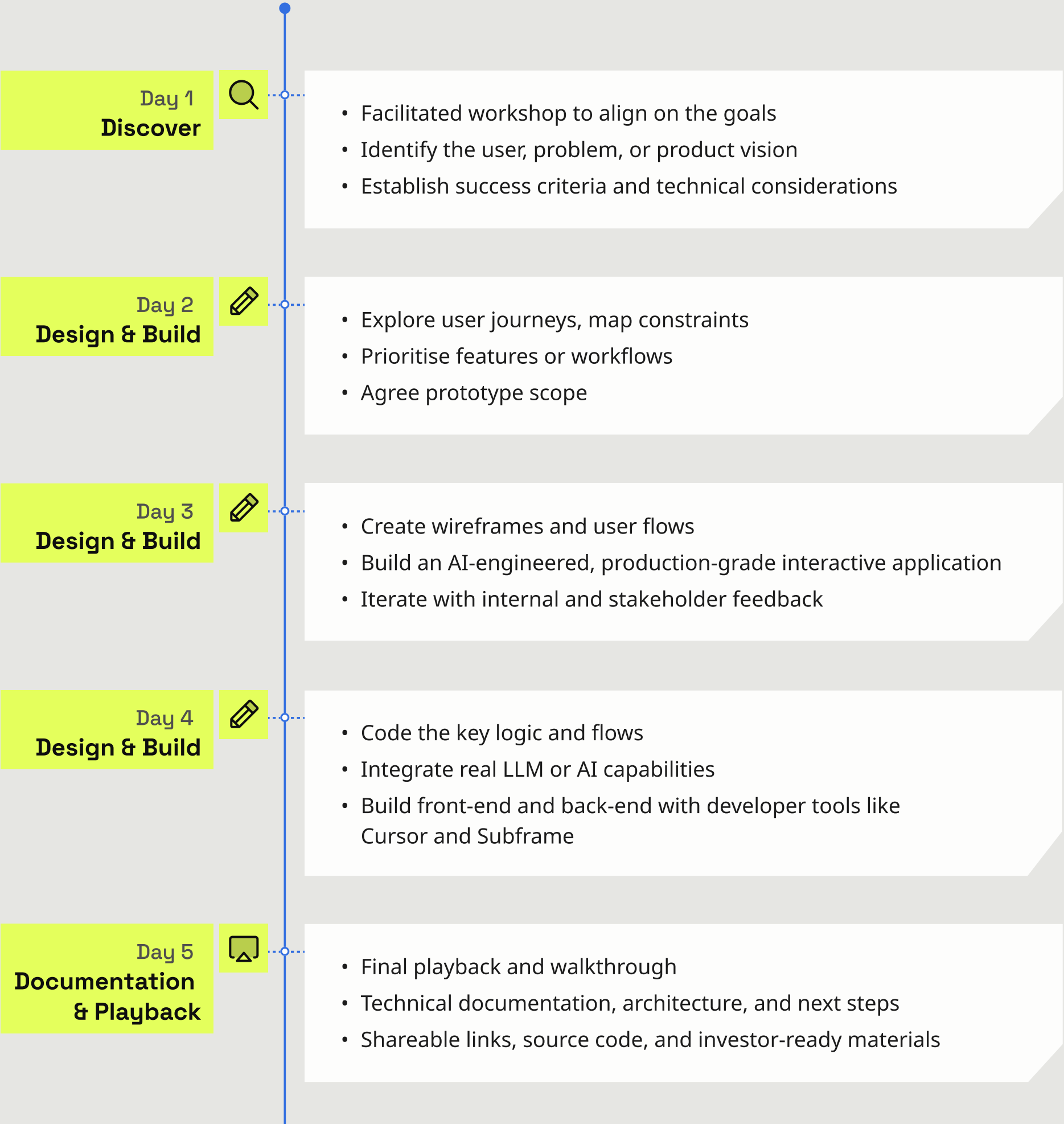


Think

- New features
- Entire product ideas
- Investor-ready prototypes

Same framework. Same velocity. Different starting points.

The 5-Day Framework



One Week. Zero Waste. Tangible Outcomes.

What You Get

Outputs That Drive Action

By the end of the 5-day sprint,
you'll walk away with:



Production-grade interactive app

Clickable, branded, customer-ready AND REAL.



Real, Working Code

Ready to scale or extend



Sprint Documentation Pack

Including goals, risks, architecture, and technical notes



Sponsor-Facing PDF

Visually communicates your vision & delivery approach



Next-Step Recommendations

What to build, how to scale, and where to go from here

This is the kind of progress that gets buy-in,
unlocks budgets, and builds momentum.

Proven with Startups. Ready for Enterprise.

We've run this framework with early-stage disruptors and household names alike. The sprint works because it removes the blockers, and builds belief.

Whether you're pitching to the board or building for launch, this is your next step.

Ready to go from idea to impact?

 dootrix.com/ai-design-sprint

 sales@dootrix.com

 [/dootrix-ltd](https://www.linkedin.com/company/dootrix-ltd)

DOOTRIX

Copyright Dootrix 2011-2025