# Naught

CAPABILITY STATEMENT

## 01 — WHO WE ARE

**K-Naught is an end-to-end product management practice. We take products from zero to launch to growth.**

Digital and physical, B2C and B2B — measured in retention, revenue and speed to market.

| 8% | +10% | 35% |
|---|---|---|
| ACTIVE-USER RETENTION LIFT | DAILY ACTIVE USERS | FASTER TIME-TO-MARKET |

## 02 — CAPABILITIES

**01 Discovery & validation**
Pressure-testing ideas against real users, constraints and competitors — an idea with an edge, not a thicker deck.

**02 Product strategy**
The load-bearing choices: what the product stands for, whose problem it solves first, what it refuses to be.

**03 Delivery planning**
MVP scope, milestone roadmaps and backlogs an engineering team can run with on Monday.

**04 Product marketing & GTM**
Positioning decided at the start, not the final week — the story that makes the first users care.

**05 Growth, engagement & retention**
Incentive loops, segmentation and retention mechanics built to compound, not spike and fade.

**06 Launches & live ops**
Concept through launch into steady live operation — release cadence and operational rhythm owned end to end.

**07 Vendor & partner integrations**
Third-party integrations selected, contracted and delivered without vendor timelines dictating the roadmap.

**08 Compliance-ready delivery**
Accessibility, regulated-market requirements and abuse controls as design inputs from day one.

## 03 — WAYS TO ENGAGE

### Product Consulting

| | |
|---|---|
| The Naught Hour | 60 MIN · ONE SESSION |
| Discovery Sprint | 2–4 WEEKS · FIXED SCOPE |
| Fractional Product Lead | RETAINER · EMBEDDED |

Every engagement starts with a no-pitch 30-minute call.

### Contract & Interim PM

| | |
|---|---|
| Day-rate | FLEXIBLE DAYS |
| Fixed-term | LAUNCH · TURNAROUND · BLOCK |
| Interim cover | HEAD OF PRODUCT · SENIOR PM |

Productive inside the first fortnight. Onsite or fully remote.

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REMOTE · WORLDWIDE
/KAY · NAWT/