

# > Informulate - Lean Software & Innovation Consulting

## ELEVATOR PITCH

Can a boutique consulting company deliver better results for clients than large consulting firms? Is it possible for technical consultants to develop high-trust, long-term partnerships with clients? Can a consultancy enable innovation across multiple levels of an enterprise? Informulate is a company that answers— YES!



## OUR STORY

Founded in 2006, Informulate’s mission is to deliver technical solutions while demystifying innovation for its clients. To do this, they rely on modern innovation methodologies such as Design Thinking, Lean Innovation, and Agile Methodology. With clients such as Stanford University and Massey Services, Informulate’s specialty is in delivering custom software solutions that require a mix of business and technical consulting. This team of experienced developers and certified consultants evangelizes the use of modern innovation methodology while building high-end web, mobile, and data analytics solutions.



As Informulate founder Rajiv Menon puts it: “Technical consulting must bring more to the table today than just code. You must understand the business objectives and competitive advantages that your clients are pursuing. Then you need to co-create approaches and solutions that are tailor-made to achieve the best results in the shortest time. Combining experimentation with execution is the way to do that. That is why we have gone beyond software development, beyond general methodologies, to create our own frameworks for solving business problems. This works best when you have earned deep client trust and have demonstrated a commitment to their long-term success. That is the kind of relationship our clients want, and that is the kind of client we can make the biggest impact for.”

With decades of management and software consulting experience at large enterprises such as Fiserv, Capital One, US Bank, etc., Rajiv spearheads the strategy and client experience at Informulate. And as a community leader, he shares his experience and leadership on the board of organizations like Central Florida Tech Alliance, Valencia College’s IT Advisory, and some startups. Informulate brings Silicon Valley approaches to solve client problems by questioning constraints, crafting experiments, and implementing data-driven decision-making. Experiment-Execute-Transform (EET), Standardize-Automate-Monitor-Iterate (SAMI), and Innovation Governance (IG) are three custom frameworks developed by this multifaceted team.

Embodying the notion of “Do well by doing good,” Informulate aims to deliver impact not just for its clients and employees—but for the Orlando tech community as a whole. They organize and sponsor several local events and initiatives such as Tech Stars Startup Weekend Orlando, Digital Orlando, Synapse Innovation Conference, and more. With Orlando teams winning the Global Startup Battle across 50+ countries in 2017 and 2018, this Orlando company is helping make waves locally and globally.

## Informulate

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