

Fake Crow Announces the Public Beta Launch of Xtensio, An Interactive Toolbox Offering Big Creative Agency Solutions for Small Startups

Developed in line with the Lean business methodology, Xtensio provides easy-to-use tools to help entrepreneurs plan, strategize, and develop their businesses.

Los Angeles, June 1 2015, Fake Crow announced the public beta launch of Xtensio, an all-in-one interactive toolbox to guide startups through the initial stages of their businesses. Xtensio allows startups with limited budgets to utilize the knowledge, exercises, and tools that large creative agencies provide when on-boarding clients, allowing the startups to make informed decisions early and advance successfully.

"Many startups either cannot afford or choose to bypass important strategic exercises that help define design direction or marketing and business development roadmaps. Xtensio provides businesses of all shapes and sizes the basic tools needed to get started on the right foot," said Asli Sonceley, Co-Founder and CEO of Fake Crow.

Xtensio offers brainstorming and research tools, such as the User Persona Creator, the Lean Canvas Creator, and the SWOT analysis tool, all of which serve to help startups in their internal planning stages.

Xtensio also includes webpage builders and design tools such as the Startup One Pager, the Fundraising Summary template, and the Blank Slate page creator. These tools allow startups to impress potential investors and clients with elegant website design and cohesive pitches.

For the free Xtensio beta, users can register on the official webpage.

"We want users to be able to think about their startups in an organized manner, while working on clean, visually appealing, and dynamic documents. By following this method, startups can reduce market risks by avoiding the need for large amounts of initial project funding and expensive product launches and failures," said Alper Cakir, Co-Founder and Creative Director of Fake Crow.

Fake Crow follows the Lean startup methodology of Eric Ries, who urges companies to focus on internal planning and presenting products/services to potential clients or investors in their early stages, to reduce long-term costs and risks. In his book, Ries urges startups "to create order, not chaos, by providing tools to test a vision continuously."

As one of the most widely used approaches to developing a new business, Lean methodology is often associated with startups. While Xtensio is geared towards small and growing enterprises, its tools have been adopted by large corporations as well. Xtensio's tools help established companies maintain their agility and startup mentality to drive innovation and performance.

About Fake Crow

Fake Crow is a product design studio based in Los Angeles that specializes in crafting digital solutions for forward thinking companies, entrepreneurs, and agencies. Its services extend past designing and building visual experiences for early-stage startups to guiding entrepreneurs through their business planning process.

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