

Why Maigha?

Turning an idea into a real product takes four things: the right technology, a team that can build for real customers, a professional presence customers can trust, and reliable checks before launch. **Maigha brings all four together in one studio.**

1. Platform

The technology foundation needed to run the product securely and reliably.

2. Product team

Planning, design, engineering, and testing that turn business needs into a working product.

3. Public presence

A website, user experience, and customer-facing materials that present the product clearly.

4. Release checks

Testing, security, and quality reviews that confirm the product is ready for real users.

These work as one system, so what we deliver matches what we promise.

We challenge assumptions, identify risks early, and explain trade-offs. Before development, we agree on responsibilities, costs, timelines, and ownership of the code, cloud, data, and customer relationships. If a project is not a good fit, we are willing to pause or decline it.



THE PRINCIPLE behind CoBuild

The partner brings business knowledge, the customer connection, and business decisions. Maigha brings product-building expertise and technical execution. Both share responsibility for making the partnership work.

The partner is not expected to manage the engineering team, and Maigha does not make business decisions on the partner's behalf. **Maigha does not simply take orders and write code.** We build responsibly and bring products to market with clear ownership and expectations.

Is CoBuild right for you?

CoBuild is a good fit if you:

- ✓ know a real problem and the customers who have it
- ✓ can make business decisions and stay involved
- ✓ need a product team, not just developers
- ✓ want clear ownership of the code, data, and customers

Common questions

Do I need a technical background?

No. You bring the business knowledge and the customers. Maigha leads the technical work and explains trade-offs in plain language.

Who owns the product?

Ownership of the code, cloud, data, and customer relationships is agreed in writing before development begins.

What if it is not working?

Every step ends with a review. Either partner can ask to pause, and we would rather pause or decline than build the wrong thing.

Have an idea worth building? Let's talk.

✉ contact@maigha.com 🌐 maigha.com



**MAIGHA
COBUILD**



**MAIGHA
COBUILD**

Turn an idea into a product customers trust.

How Maigha and a partner build together, with one playbook, clear ownership, and evidence at every step.



What CoBuild means

Maigha is a studio that helps founders turn ideas into real products. CoBuild is how we work together. The partner brings the problem to solve, the customers they want to serve, and the business decisions. Maigha brings product ideas, design, technology, engineering, and the skills to build, launch, and improve the product.

One main playbook guides every project. Each project gets its own checklist to track progress, proof, and decisions, and extra templates are used only when needed. We move forward only when each stage meets its goals or an exception is agreed in writing. If the evidence is weak, we pause and review.

When a project needs legal, tax, or security advice, we involve the right experts. The playbook guides the work but does not replace their advice.

The problem CoBuild solves



Many good ideas never become successful products. The problem is often not the idea, but the lack of a clear plan to turn it into a product customers can trust.

An expert may know the problem and the customers. A real product also means deciding how users sign in, how data is protected, what the product can safely do on its own, how it launches, and how customers are supported.

A development company may build what you ask for. An incubator may help you plan. Someone still has to make sure the product is worth building, can be sold honestly, and has clear ownership of code, data, and customer relationships.

That is where CoBuild comes in. Maigha helps partners make these decisions before and during development. We make the important choices clear, record who is responsible, and check that the product is ready before moving forward. Building a product is not enough. It must also be useful, trustworthy, and ready for real customers.

How CoBuild works

CoBuild brings Maigha's product-building expertise and the partner's business knowledge together. The partner stays involved throughout. Maigha leads design, build, testing, and launch. Both decide together where business and product meet.

1 Understand the opportunity

The partner explains the problem, the industry, the customers, and the goals. Maigha separates facts from assumptions and open questions.

Partner: business problem, industry knowledge, customers, goals.

Maigha: evaluates the opportunity, identifies risks, recommends what to validate.

Together: decide whether it is worth pursuing.

Outcome: accept, defer, decline, or gather more information.

2 Agree on what to build

The partner defines customers, features, priorities, budget, and success. Maigha turns them into a plan, design, stages, and realistic estimates.

Partner: priorities, customer needs, budget, trade-offs.

Maigha: planning, architecture, design, estimates.

Together: first release, success measures, and ownership.

Development begins only after boundaries are agreed.

3 Design and build

Maigha leads design, engineering, integrations, testing, and deployment preparation, using AI coding tools with human review and approval.

Partner: clarifies requirements, reviews demos, gives timely feedback.

Maigha: builds, manages quality, tracks risks, reports blockers.

Together: review significant changes to scope, cost, or delivery.

No daily engineering management, but timely decisions.

4 Test and prepare for launch

The partner confirms the product solves the problem and that customer-facing information is accurate. Maigha tests, reviews security, fixes defects, and prepares the release.

Partner: confirms business readiness and workflows.

Maigha: test results and technical readiness.

Together: review open risks. Named approvers sign off.

A deadline alone never justifies a release.

5 Launch and support customers

The partner leads customer relationships, pricing, and sales. Maigha supports the technical launch, deployment, monitoring, and improvements.

Partner: customers, business operations, priorities.

Maigha: agreed technical duties and improvement ideas.

Together: review results and decide to expand, maintain, or change.

Support levels and costs are agreed, never assumed.

6 Improve and grow

Real customers show what works. Usage, feedback, and costs guide what comes next, and Maigha assesses the impact of each change.

Partner: customer feedback, business priorities, and further investment.

Maigha: technical options, risks, and trade-offs.

Together: agree on the next improvements, and whether Maigha keeps running the product or hands it to the partner's own team.

Every significant change gets a fresh review before work begins.

