

The Product Bus and Everest Engineering announce strategic collaboration to empower early-stage founders



Melbourne, 2 April 2025 – The Product Bus, a leading consultancy helping early-stage founders transform ideas into actionable product strategies, and Everest Engineering, a renowned software consultancy specialising in building minimum viable digital products for startups, are proud to announce a strategic collaboration. This partnership will provide founders with an end-to-end service offering to ensure they build validated ideas with the best possible chance of success.

Startups often struggle with efficiently turning customer insights into validated product strategies while also ensuring their development resources are spent wisely. The collaboration between The Product Bus and Everest Engineering addresses this challenge by combining strategic product expertise with world-class engineering execution. Together, they will offer a seamless pathway from idea validation to scalable product development.

“We’ve seen too many founders invest in building products without truly understanding what their customers need. Our collaboration with Everest Engineering allows us to bridge the gap between validation and execution, empowering founders with product thinking to help them create products their customers will actually use and pay for,” said Scotty Allen, CEO at The Product Bus.

“At Everest, we believe in building products that deliver real business and user value, but not every startup that we connect with is ready to move into build mode yet. By pointing certain founders in The Product Bus’ direction, we can help startups avoid costly missteps pre-MVP build and accelerate their journey from concept to a successful, scalable product,” said Tom Webster, Client Engagement Director at Everest Engineering.

Through this partnership, founders will benefit from a structured approach that includes:

- Customer conversation analysis and insight-driven product validation
- Efficient product strategy and prioritisation
- Rapid prototyping and user testing before development
- High-quality, scalable engineering execution
- Agile development processes that align with business goals

The joint offering is available immediately for early-stage founders looking to de-risk their product development journey and build solutions that drive real customer engagement and business growth.

For more information about The Product Bus please visit <https://theproductbus.com/service-pathway-to-mvp/> or contact hello@theproductbus.com.

For more information about Everest Engineering please visit <https://www.everest.engineering/> or contact Tom Webster at tom.webster@everest.engineering.