



Klaro
Consult



The Discovery Stand Case Study & Testimonial

A bespoke web app developed for a unique start up business, guiding the business to operational profitability

Exec Summary

The Problem

- New venture “The Discovery Stand” needed to connect emerging F&B brands with independent retailers.
- Low cash reserves ruled out a full-scale app developer.
- Limited time available to design and build a custom solution.

The Solution

- Engaged closely with the team and produced a PRD covering core workflows and design.
- Designed, tested and launched a working web app in 20 working days.
- Connected to their domain, ran hypercare, and delivered ongoing upgrades.

The Result

- Founder valued the delivered app at upwards of £250k in business impact.
- Enabled the business to scale materially faster than planned.
- Saved approximately £20k in labour costs vs. alternative paths.

£250k+ value delivered to the business

~£20k saved in labour costs

Testimonial

“James has been invaluable to our business and team. Becoming an extension of what we do he has integrated his service, ability and understanding of the business into everything he’s built that by default he’s essentially part of our team. He’s spent time learning who we are, why we exist and what our audience and customers need to perfect the platform, whilst also thinking about functionality, education of the portal and UX at every step. James has built not only an MVP but a platform that can take us to operational profitability and growth a lot earlier and more efficiently than any other method out there.”



Brand Catalogue

Browse the active brands for the current cycle

Filters

Q Search brands...

All Categories

All Ratings



Catalyse Life Drinks **£21.00**
Discovery Brand Wholesale

Welcome to Catalyse Life Drinks | Luxury Sparkling Infusions A Better Choice - For Mind...

Brand Contains:	
Mizu - The Beauty Blend	x3
Mayi - The Energy Blend	x3
Coral - The Immunity Blend	x3



Ferment Fizz **£17.40**
Discovery Brand Wholesale

Ferment Fizz is a prebiotic fermented lemonade made through real lacto-fermentation using...

Brand Contains:	
Ferment Fizz Orange & Mango Lemonade	x4
Ferment Fizz Lemon & Raspberry Lemonade	x4
Ferment Fizz Lemon Lemonade	x4



Ka Na Home
Discovery Brand Wholesale

Ka Na means to... authentic curry b...

Brand Contains:	
Ka Na Masala Curry	
Ka Na Masala Curry	
Ka Na Garam Masala	

Discovery Stand App Features

Customer-Facing



Profile creation



Catalogue viewing



Logistics tracking



Invoicing

Admin-Facing



Operations dashboard



Delivery note creation



Fleet-wide logistics



Customer feedback



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