

GLU.Ware for Start-up Incubators

Context

Start-up Incubators provide a range of enabling services and support aimed at giving their selected Start-ups the best possible chance of success. In the 'tech' space, regardless of vertical (FinTech, MediTech, AgriTech etc.), most Start-ups are solving end-user (individual consumers or enterprises) problems by building software systems or platforms. However every one of these Start-up software systems needs to be "plugged" into other systems in order to deliver their designed value proposition – in essence creating their own bespoke technical 'ecosystems'.

Plugging these systems together is the world of systems integration and efficiency in integrating systems (time to market, affordability, agility) is key to unlocking a Start-up's value proposition and their expansion strategies.

The Problem

Most Start-ups are not experts in the integration domain and they don't have access to the latest toolsets available on the market to simplify the integration effort. As a result Start-ups have no choice but to allocate some of their best (and most expensive) technical resources (i.e. developers) to the work of integration – a non-core activity. In our experience, systems integration absorbs an equal amount of effort as building the platform. This means that:

- Key resources are distracted by the integration of the Platform instead of only focusing on building the Platform;
- Not being experts in integration and without access to the latest purpose built integration tools, Start-ups spend more time than necessary on integration work impacting timelines and budgets.
- Start-ups develop code to integrate their Platform to the other ecosystem components; this bespoke code is problematic as it creates another category of code (beyond the core Platform) that needs to be supported and maintained and it traps the Start-up and their resources into this maintenance burden.
- Bespoke built integration code is 'brittle' in nature; it is slow and expensive to change creating unnecessary barriers to the agility that is so critical in a Start-up's lifecycle.

The Solution

Start-up Incubators should expand their support offering to their Start-ups to include access to a toolset (and skilled resources) that can solve these integration problems. GLU.Ware is the perfect such toolset:

- It is specifically designed for self-sufficiency as it is 100% NO CODE. It enables a Systems Analyst rather than a Developer to integrate systems quickly shortening time to market. This resource could be an Incubator sponsored resource or it could be a Start-up's resource, but the key is that they are not dependant on specialist Developer resources.
- It is industry agnostic (provided GLU.Ware supports the communication protocols used by the various systems being connected) so GLU.Ware can solve almost any integration challenge.
- It is bank-grade and so can handle the performance and security demands of any industry.
- Being a NO CODE solution enables integrations to be configured rather than developed (by writing code) eliminating the 'technical debt' problem associated with writing code to connect systems while also bringing flexibility to the integration (thus addressing the 'brittleness' of bespoke integration code problem).

GLU's Value Proposition for Start-up Incubators

Using GLU.Ware, Start-up Incubators can enable their Start-ups to halve the time and cost of integrating their solutions into their client ecosystems, enabling them to be more flexible, to experiment faster and more affordably, to futureproof their solution architecture, while empowering them to take ownership of their integration domain and the associated integration IP.

With GLU.Ware in their support portfolio, Start-up Incubators can differentiate themselves by helping more Start-ups to succeed faster and more cost-effectively.

Please go to www.glu.global or contact GLU on info@glu.global for further information.