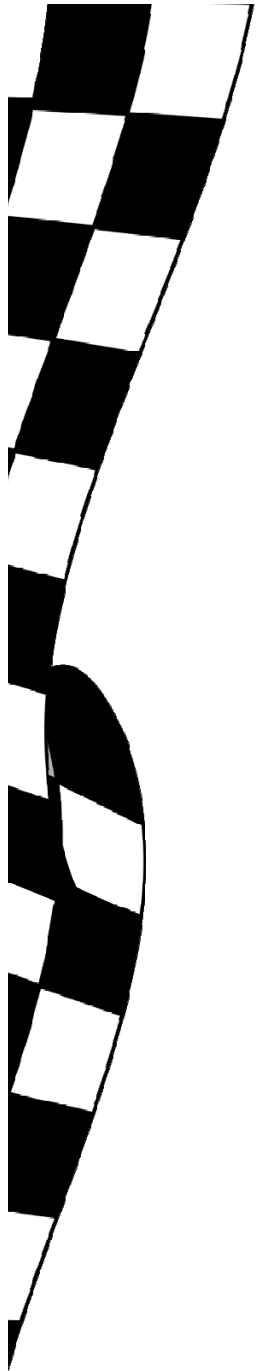


Finish Line Product Development Services

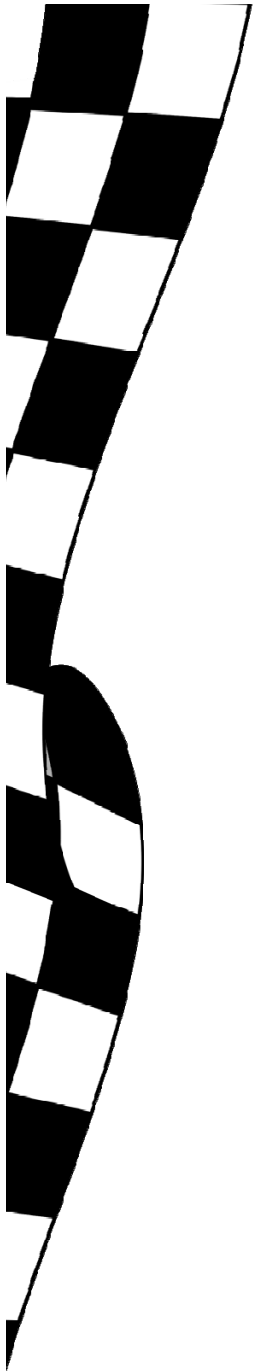
A Better Way for Small Companies to Develop Products

FINISH LINE
A Better Way for Small Companies to Develop Products



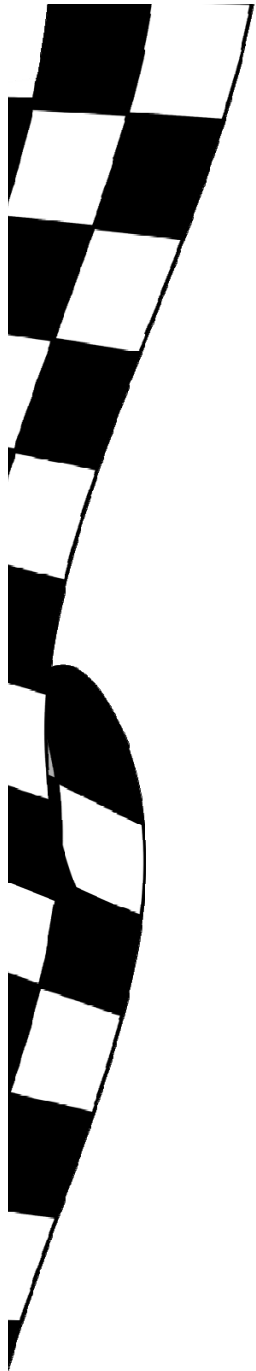
Lean Startup:

Instead of the “entrepreneur that knows what the market wants”, we move to the “entrepreneur that knows how to discover what the market wants”.



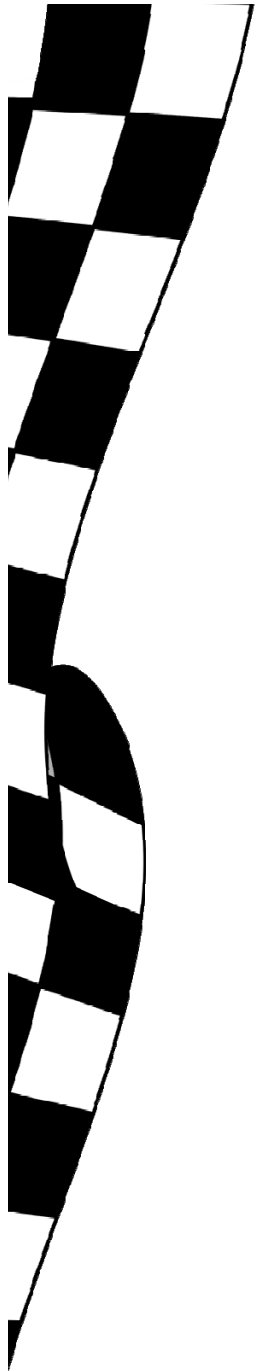
A Lean Startup Must:

- Maintain the ability to quickly pivot
- Fail Quickly
- Maintain a long runway



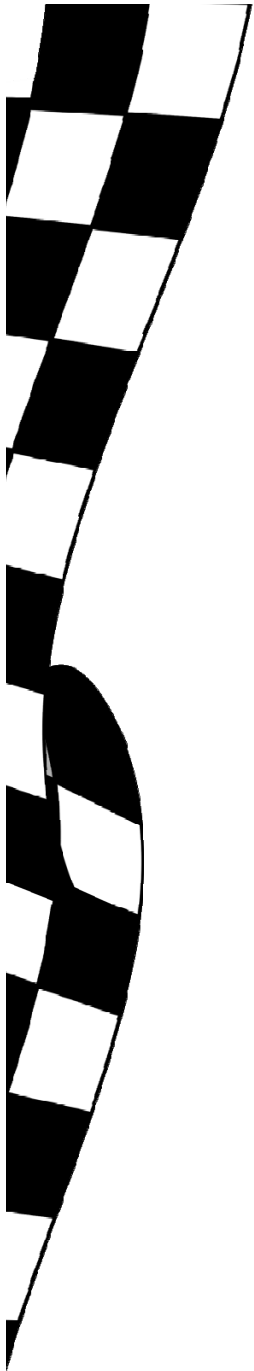
Product Development in an Established Business:

- Status quo knowledge is valued and rewarded
- They have a successful business model
- Internally focused on cheaper and better



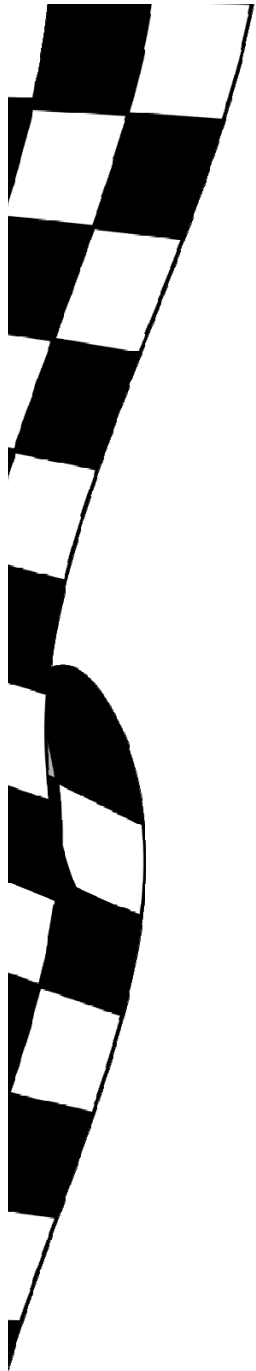
Product Development in a Lean Startup:

- Status quo knowledge prevents pivoting
- No proven business model
- Externally focused on different



Compare and Contrast:

- Plan for Success/Plan for Failure
- Cost Reduction/Extend Runway
- Perfect Product/Minimally Viable Product
- Slow and Steady/Fail Quickly
- Not Invented Here/Culture of Change



Product Development Tips in a Lean Startup

- Outsource
- Trust only yourself
- Focus externally
- Sell product early
- Be the product manager, not the product engineer



Thank you!



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