

# Developing products to solve customer needs

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# Background

- 14 year veteran of technology startups
- Founder & CEO, CraveLabs (2010-Present)
  - Mobile advertising technology company
- Founder & CTO, Newbury Networks (2001-2010)
  - Location tracking systems for mobile/WiFi devices
- Member of specification committees and expert groups
  - IEEE 802.11, Trusted Computing Group, Java Community Process
- Multiple patents, US & worldwide

The startup's journey to product

Find a  
technology that  
can be disruptive



Choose a market  
to apply that  
technology in





Find customers  
in that market



# TEST



FAIL





LEARN



~~4 Hour Work Week~~

~~40 Hour Work Week~~

168 Hour Work Week

# BUILD

SCALE



# Comparing my two startups

