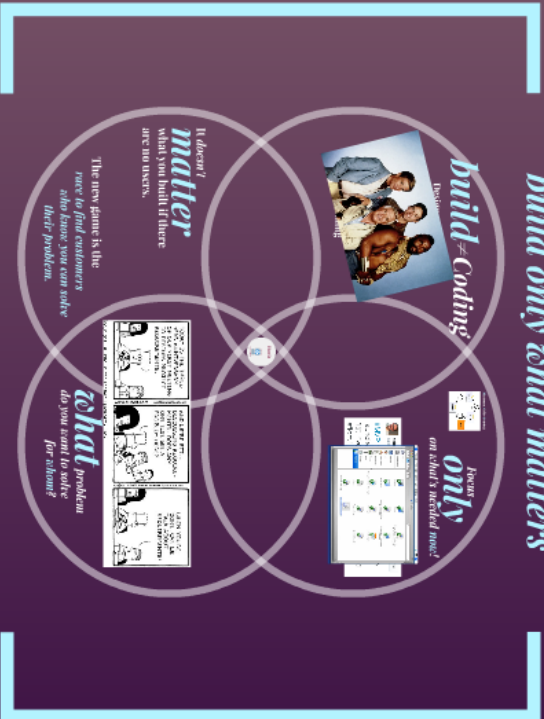




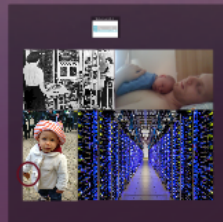
## Software Development vs Product Development

*build only what matters*



## Product Focused Engineering

- Goals of a profession
- kick ball into goal
  - Improve health of patients
  - Prepare children for participation in society
  - The game is still changing



# Software Development vs Product Development

*build only what matters*

# Goals of a profession



kick ball into goal

first olympics: 776 BC



Improve health of patients

earliest known surgery: 2750 BC



Prepare children for participation in society

Confucius born: 551 BC



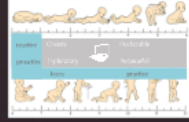
*The game is still changing*

ENIAC completed: 1946



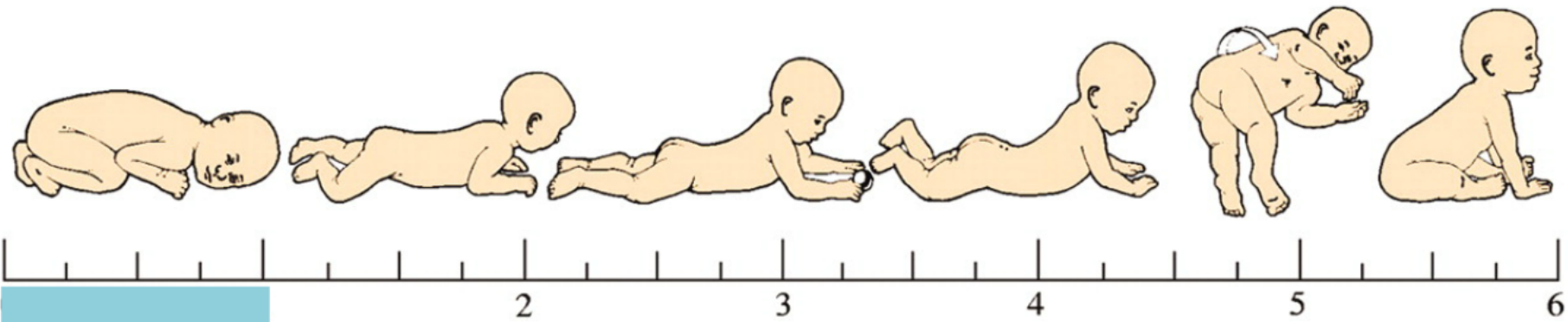


Newborn to 1 year old





# Newborn to 1 year old



reactive

Chaotic

Predictable

proactive

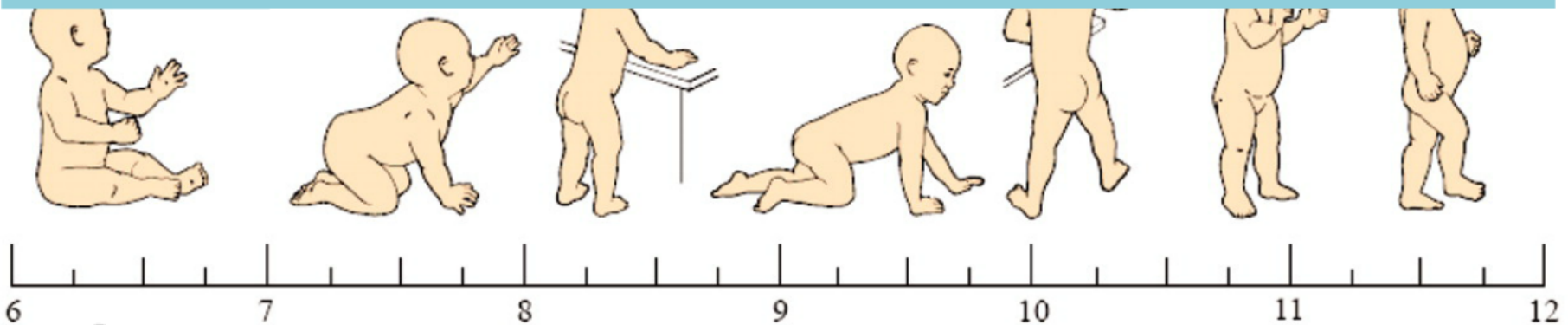
Exploratory

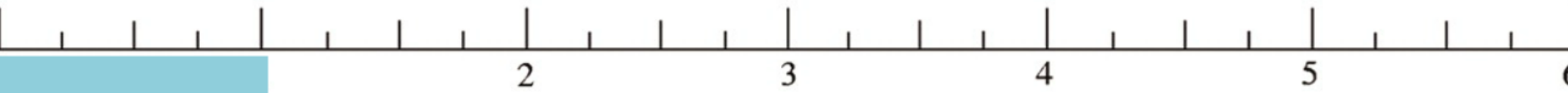
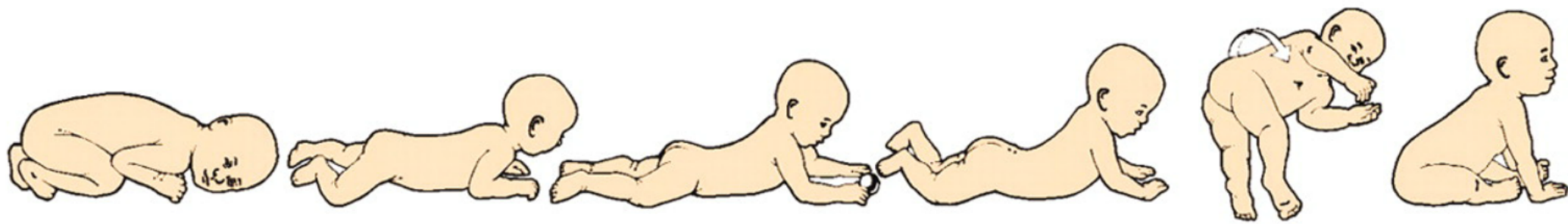
Purposeful



learn

practice





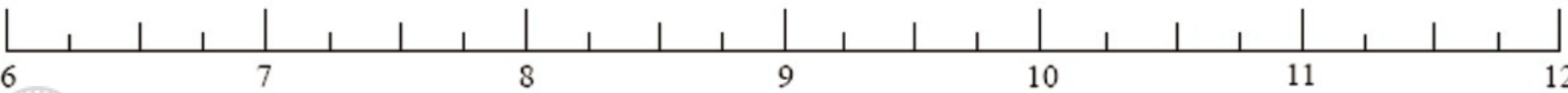
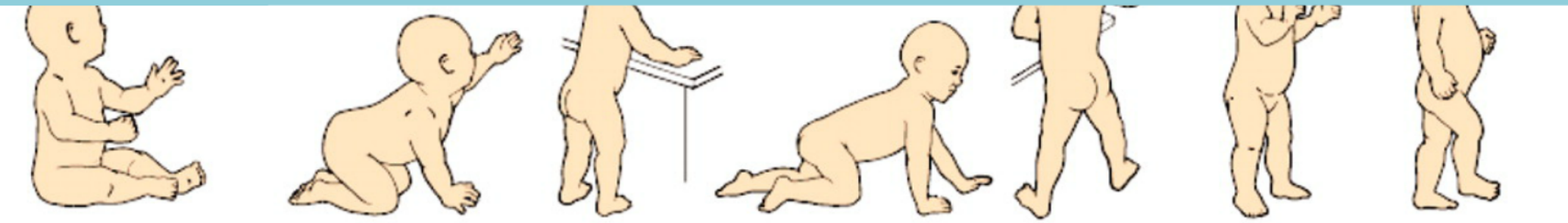

**reactive**  
**proactive**

Chaotic      Predictable

Exploratory      Purposeful

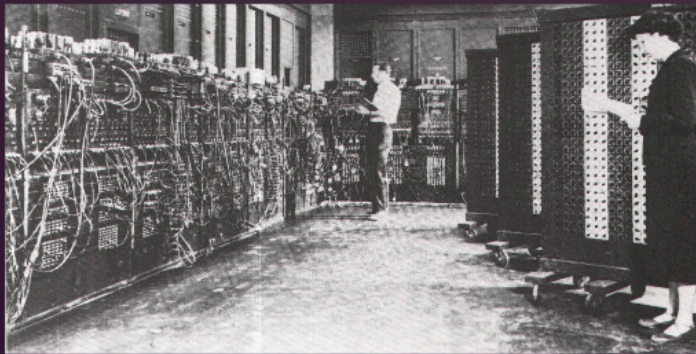
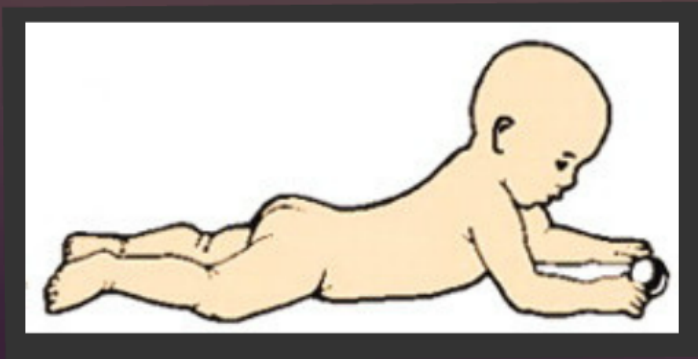


**learn**      **practice**

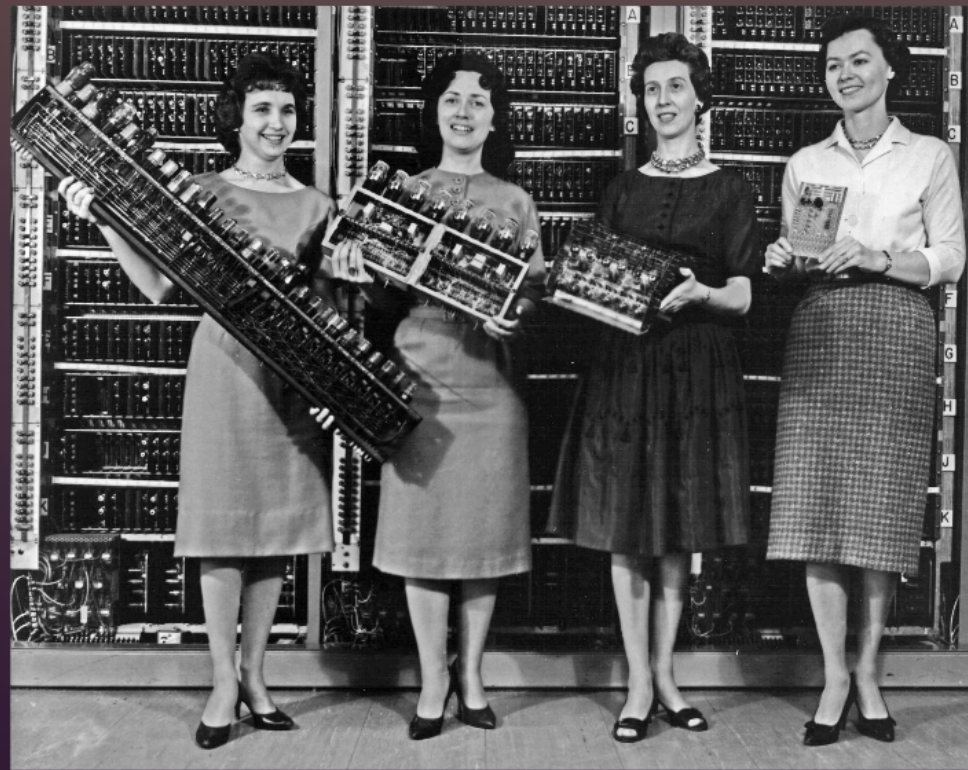


*Chaotic* reactive learn

*The goal is to build a reliable model of how things work.*



max uptime: 5 days





# Predictable reactive practice

Goal: Using our model of the world to react to the environment in ways which improve our situation.



I:GOT P01 L01 C01 Insert f

A Game of Thrones - Chapter 1

Bran

The morning had dawned clear and cold, end of summer. They set forth at daybreak all, and Bran rode among them, nervous with time he had been deemed old enough to go with his brothers to see the king's justice done. It was the ninth and the seventh of Bran's life.

The man had been taken outside a small holdfast in the hills. Robb thought he was a wildling, his sword sworn to Mance Rayder, the King-beyond-the-Wall. It made Bran's skin prickle to think of it. He remembered the hearth tales Old Man told them. The wildlings were cruel men, she said, slavers and slayers and thieves. They consorted with giants and ghouls, stole girl children in the dead of night, and drank blood from polished horns. And their women lay with the Others in the Long Night to sire terrible half-human children.

But the man they found bound hand and foot to the holdfast wall awaiting the king's justice was old and scrawny, not much taller than Robb. He had lost

1 ä 2 é 3 í 4 ó 5 ú 6 çäö 7 çöes 8 ç 9 ê 0 à

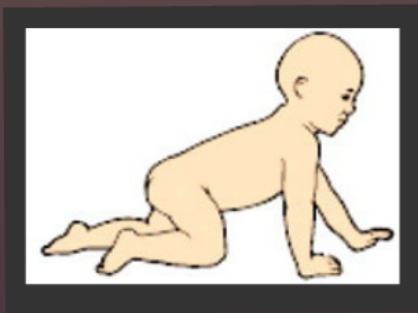
1	A	B	C	D
2				
3				
4	JANUARY	SALES		
5	FEBRUARY			
6	MARCH			
7	APRIL			
8	MAY			
9	JUNE			
21	JUNE	758	455	303
22	JULY	834	500	334
23	AUGUST	917	550	367
24	SEPTEMBER	1009	605	404
25	OCTOBER	1110	666	444
26	NOVEMBER	1221	733	484
27	DECEMBER	1343	806	536
NOW YOU CAN CHANGE THE 15TH MONTH'S SALES AND SEE THE EFFECT IN THE 24TH MONTH...				



# Exploratory

proactive learn

*The goal is to test the limits of known capabilities, expanding ambitions.*



# *Purposeful*

proactive practice

*The goal: plan and complete projects at or beyond the level of what is thought possible with limited resources.*



**Prezi**



*Instagram*



**Dropbox**



**Purposeful**  
The goal, often not completely predictable or decided the first time, is to reach a specific state with limited resources.

### Product focus

3  
With teams which can deliver, how can we build businesses around new opportunities faster, cheaper, with less risk?

**Exploratory**  
The goal is to test the limits of business capabilities, identifying new ideas.

**Predictable** reactive practice  
Goal: Using our model of the world to react to the environment in ways which improve our situation.

### New markets

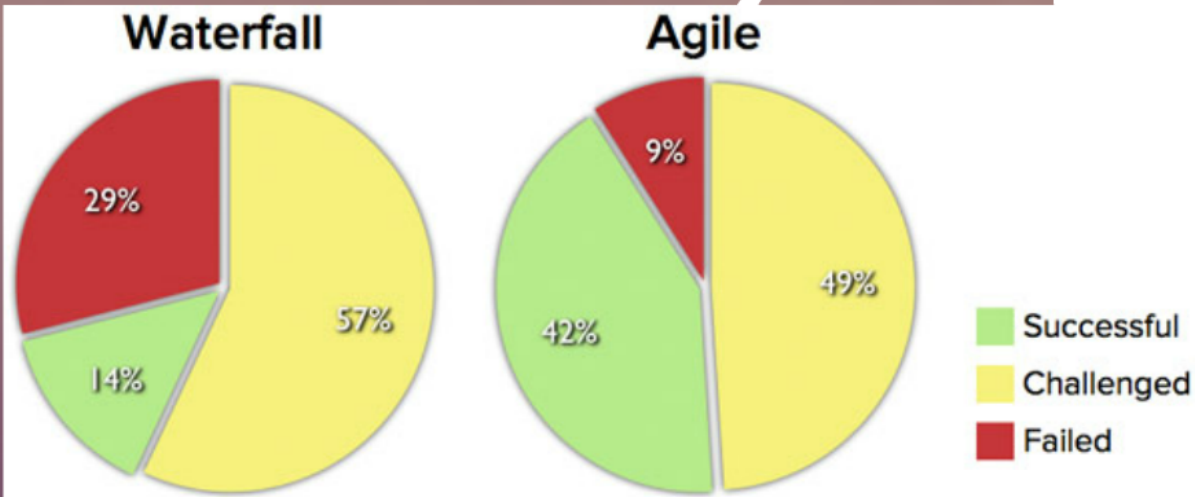
**New business models**



### Agile process

**Chaotic**  
The goal is to...

max uptime



Source: The CHAOS Manifesto, The Standish Group, 2012.

## The Agile Manifesto

Individuals and interactions	over	Processes and Tools
Working Product	over	Comprehensive Documentation
Customer Collaboration	over	Contract Negotiation
Responding to change	over	Following a plan

*That is, while there is value in the items on the right, we value the items on the left more.*

www.agilemanifesto.org

“Software applications developed through the agile process have **three times** the success rate of the traditional waterfall method and a much lower percentage of time and cost overruns.”

- The CHAOS Manifesto

Agile processes lead to **teams** which are *less formal, less hierarchical* and more *autonomous*.



**Purposeful**  
The goal: Allow our customer to prosper or succeed the best way that is through financial and limited resources.

### Product focus

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**New business models**

### New markets



**Agile process**

### Agile process

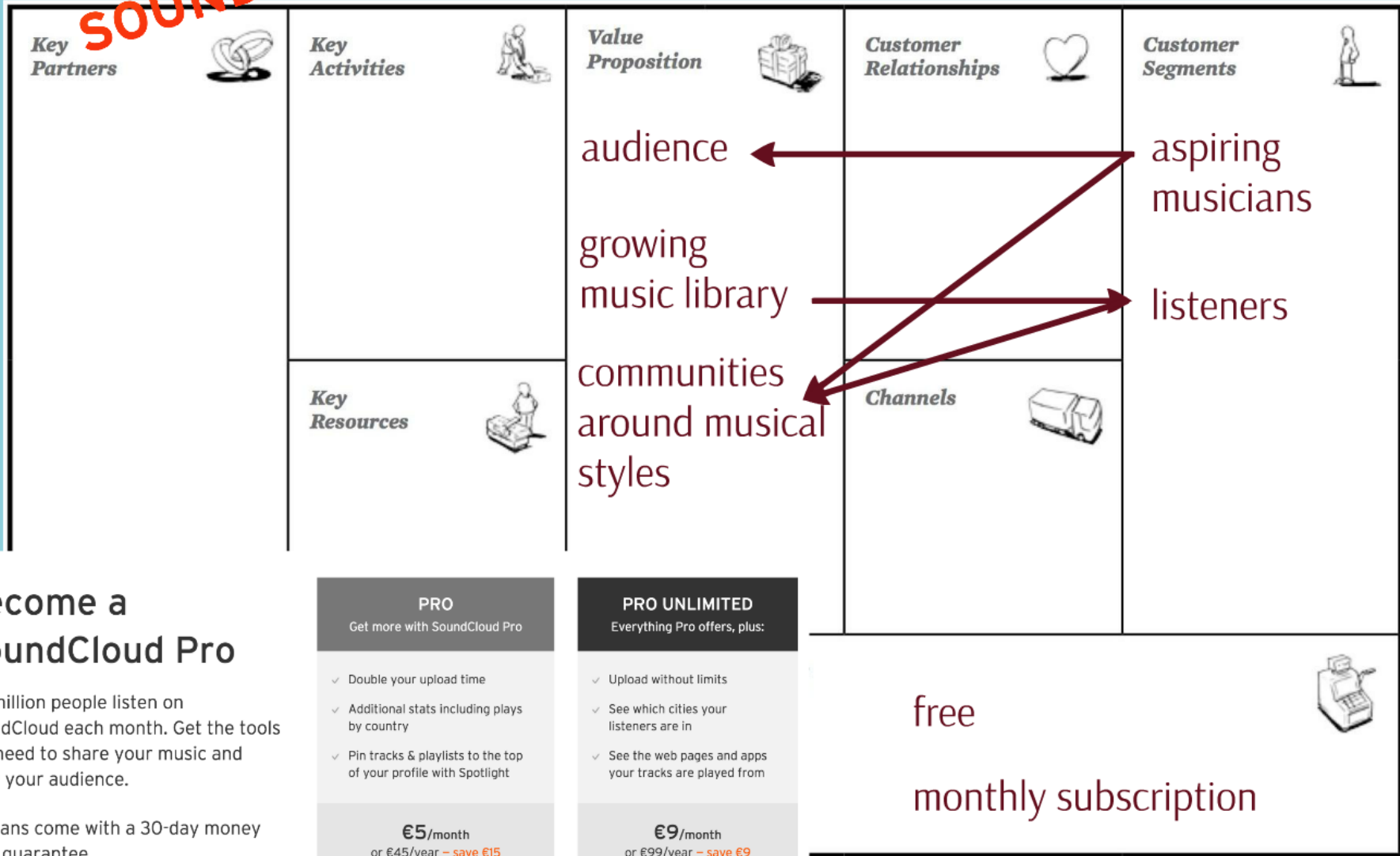
**Chaotic**  
The goal is to...

max uptime





# New business models



**PRO**  
Get more with SoundCloud Pro

- ✓ Double your upload time
- ✓ Additional stats including plays by country
- ✓ Pin tracks & playlists to the top of your profile with Spotlight

**€5/month**  
or €45/year – save €15

[Go Pro](#)

**PRO UNLIMITED**  
Everything Pro offers, plus:

- ✓ Upload without limits
- ✓ See which cities your listeners are in
- ✓ See the web pages and apps your tracks are played from

**€9/month**  
or €99/year – save €9

[Go Pro Unlimited](#)

[Learn more about Pro plans](#)





# Become a SoundCloud Pro

175 million people listen on SoundCloud each month. Get the tools you need to share your music and grow your audience.

All plans come with a 30-day money back guarantee.

[Learn more about Pro plans](#)

## PRO

Get more with SoundCloud Pro

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Go Pro

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**New business models**

**New markets**



**Agile process**

**Chaotic**  
The goal is to...

max uptime

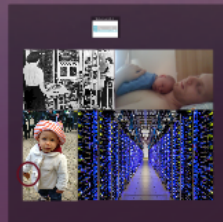




3

*With  
teams which can deliver,  
how can we build businesses  
around new opportunities  
faster, cheaper, with less risk?*

- Goals of a profession
- kick ball into goal
  - Improve health of patients
  - Prepare children for participation in society
  - The game is still changing



# Software Development vs Product Development

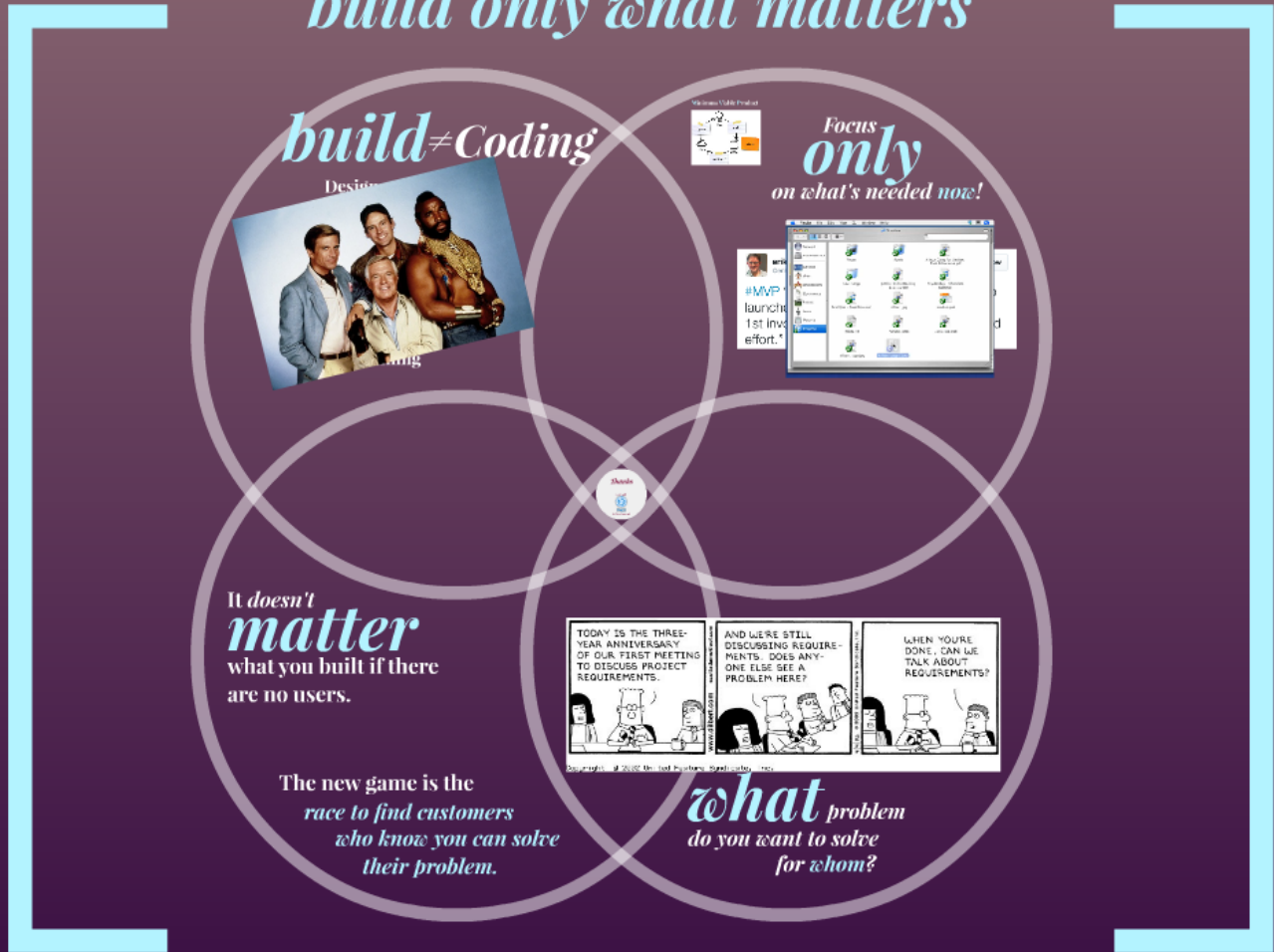
*build only what matters*

*build only what matters*

# Product Focused Engineering



*build only what matters*





# Build only what matters

*build* ≠ Coding

Design

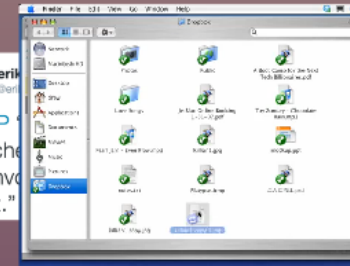


Minimum Viable Product



Focus *only* on what's needed now!

#MVP launched 1st investment effort."



Thanks

It doesn't *matter* what you built if there are no users.

The new game is the race to find customers who know you can solve their problem.



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*what* problem do you want to solve for whom?



It *doesn't*  
***matter***  
what you built if there  
are no users.

The new game is the  
*race to find customers*  
*who know you can solve*  
*their problem.*



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***what***  
*do you want to*  
*for*

Thanks



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s the  
customers  
you can solve  
problem.

*what* problem  
do you want to solve  
for whom?

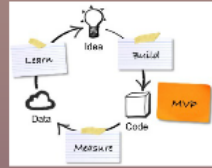




# #Coding

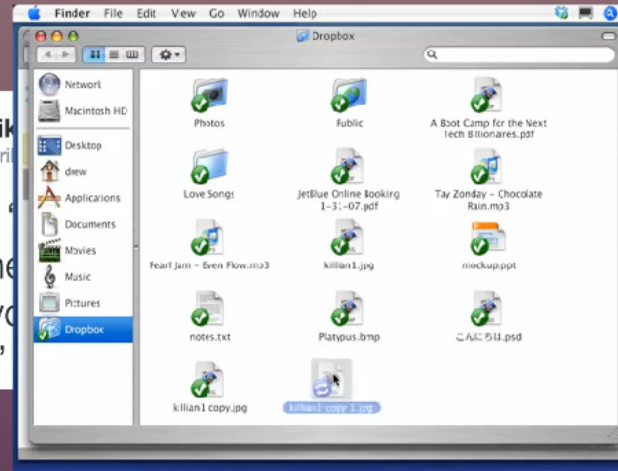


Minimum Viable Product

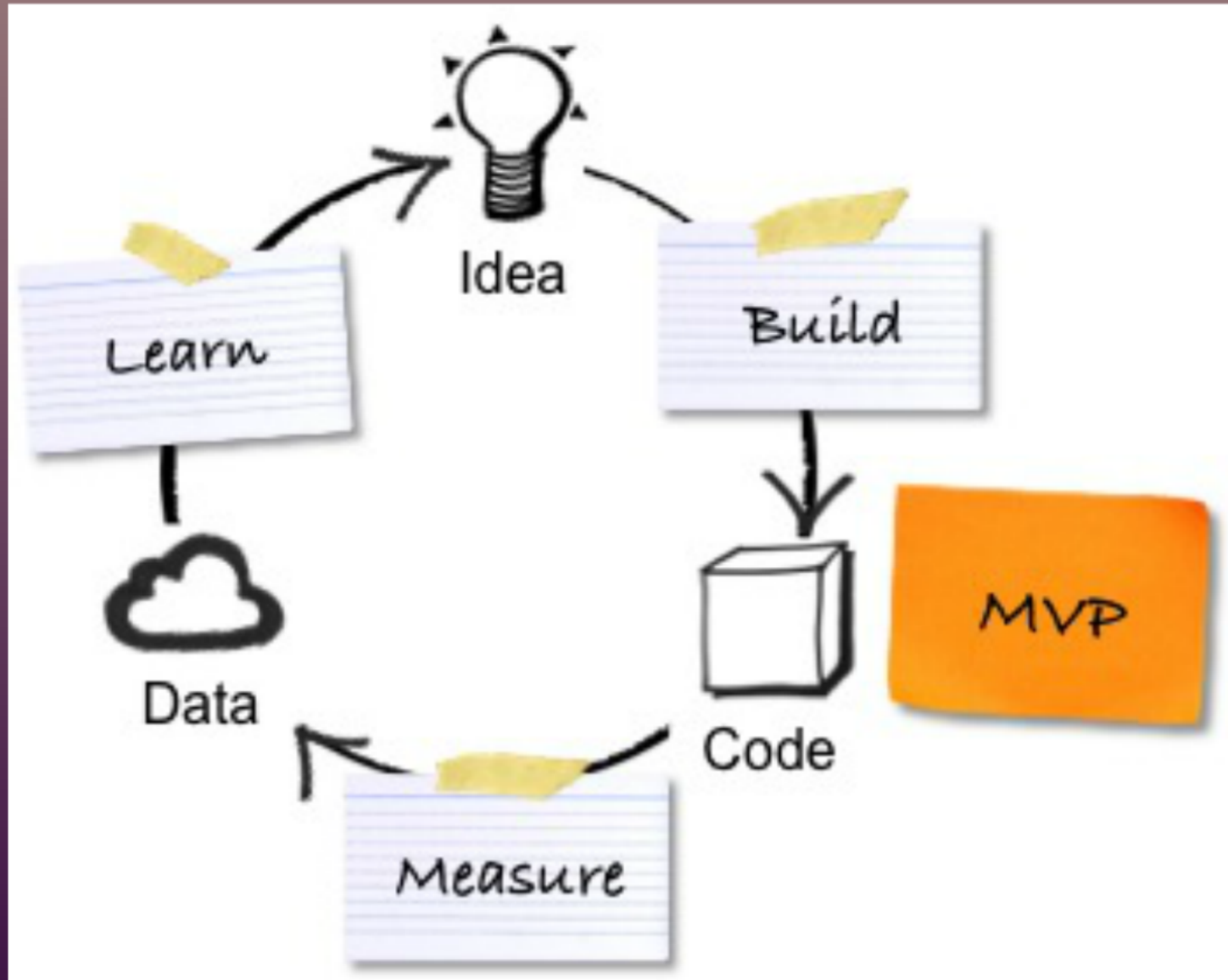


Focus  
*only*  
on what's needed now!

erik  
@erik  
#MVP  
launched  
1st invest  
effort."

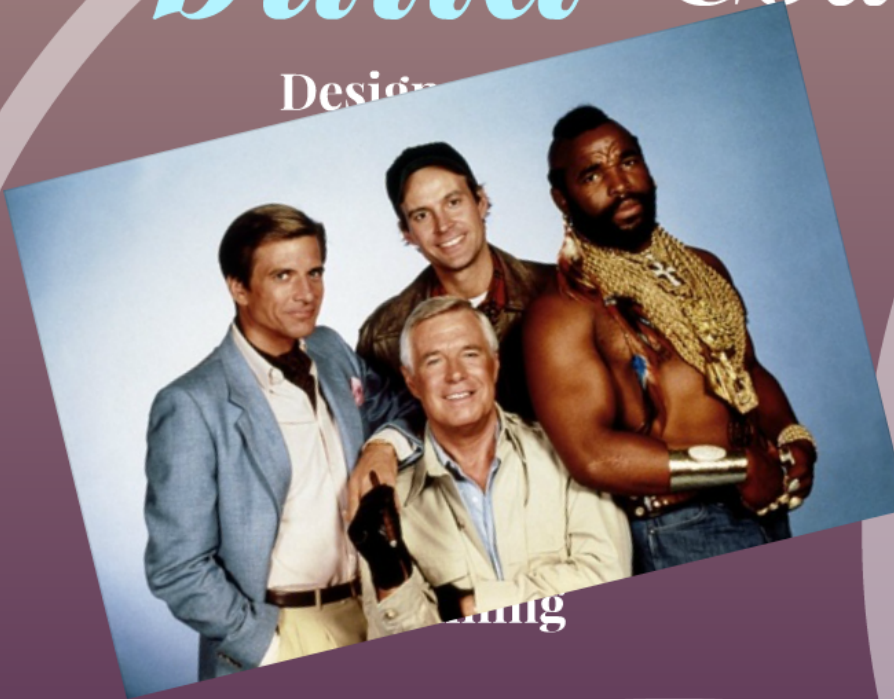


# Minimum Viable Product



# *build* ≠ Coding

Design

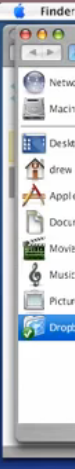
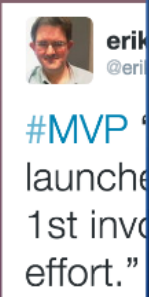


ing

Minimum Viable Product



on to



Thanks





*Thanks*

*made with*



**Prezi**

*by Peter Neumark*