



## PRODUCT LAUNCH

# 33. Seeding Pre-mortems

I'm running a product called **EvenSpades** that's a **direct competitor to Splitwise**. I'm about to roll out a product in **United Kingdom** targeting **students**. To promote the product, **every user gets 2 transactions where EvenSpades also acts as a participant and pays an even portion of the bill**.

Create a pre-mortem analysis based on Shreyas Doshi's content on this subject on what could potentially go wrong.