Ten principles for a successful product

1. Know well your market
2. The solution comes after the problem
3. Validation starts from the start
4. Know your competitive advantage
5. Don't commit to a long-term roadmap
6. Focus on **Outcome and not Output**
7. An MVP should delight the customer
8. Embed sufficient quality
9. Focus on one objective at a time
10. Have it all: Viability, Usability and Feasibility