

INDEPENDENCY DEVELOPMENT

PundG



DEVELOP FOR THE PEOPLE

WHY THIS TALK ?

PundG



**'OPEN' IS A SHOWSTOPPER,
and HOW TO AVOID IT.**

ON DIFFERENTIATION

PundG



MAKE A DIFFERENCE
for the customer.

ON DIFFERENTIATION

PundG



,Open' **GIVES NO CLUE**
about the **PRODUCT**.

ON DIFFERENTIATION

PundG



**,Open‘ is NO VALUE PROPOSITION
or quality statement.**

ON BENEFITS

PundG



DO YOU KNOW YOUR TARGET GROUP ?

PundG



To understand what makes a difference for my target,
I need to **SHIFT MY PERSPECTIVE**.

CHALLENGES

PundG

Meet his objectives



Save



Make it all happen!



Evaluate, propose, plan, get it running and train 'em all, in no time, with little resources.

Make 'em use the new tech properly to make it profitable.



STAFF

I will never learn this!!!

BENEFIT ?

PundG

Hey,
it's open,
you can access it's
source code and
customize it!



? (*call IT if we
need to buy
locks*)

And how does this help
me? Cases? Specs?
Experience? I have no
time and skill for coding!
Proprietary gear? Cost?

This does not
look like
Windows, I don't
like that.

MAKE A DIFFERENCE AS A SOLUTION,

don't introduce differentiators
that do not matter to customers.

**CHARGE YOUR PRODUCT WITH TANGIBLE
BENEFITS FOR THE PEOPLE,**

don't be didactic about your product.

THANK YOU AND GOOD BYE

PundG

Independency Development

PundG · Hobrechtstr. 20 · GER-12047 Berlin

www.pundg.com · office@pundg.com

Klaus Gropper // @gropbot