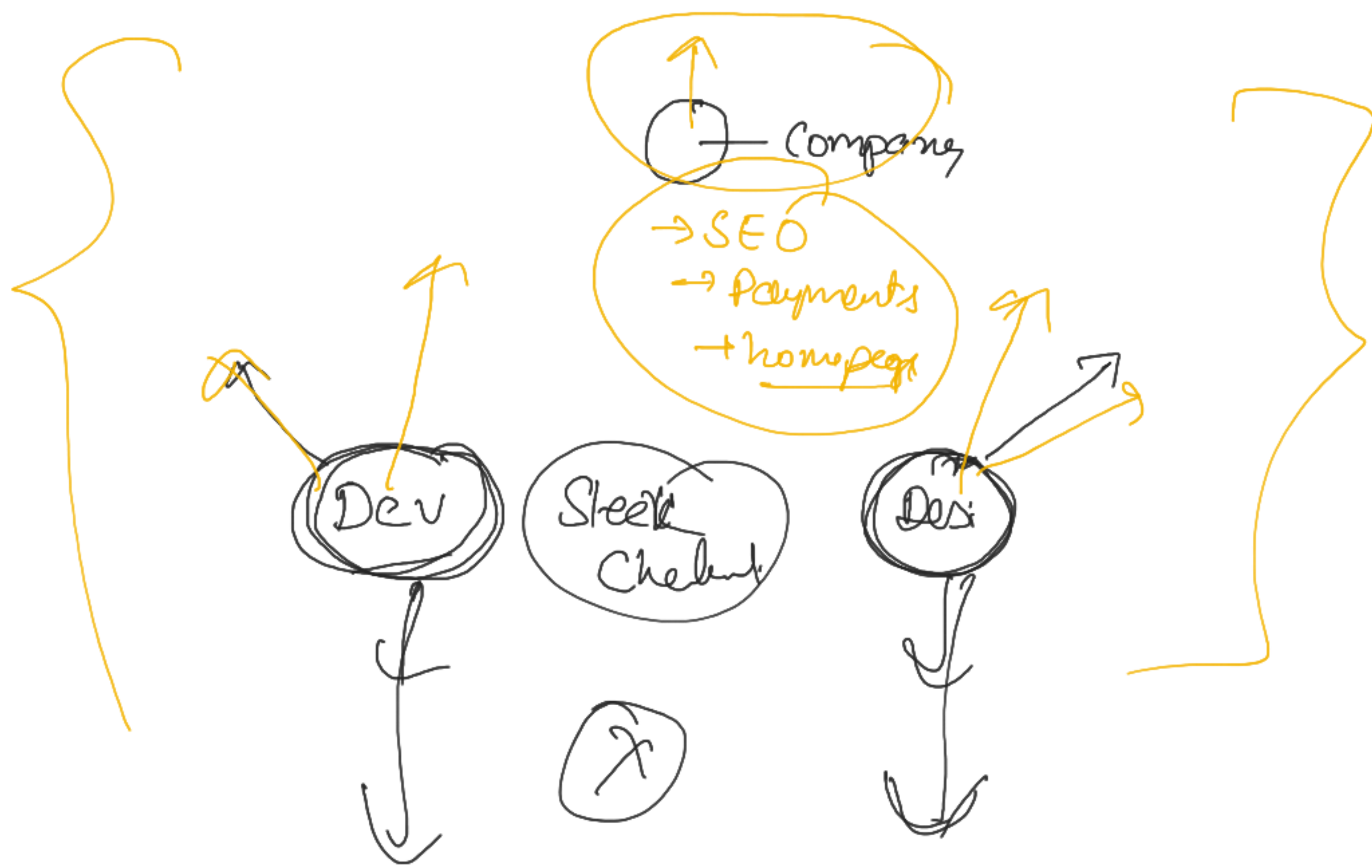
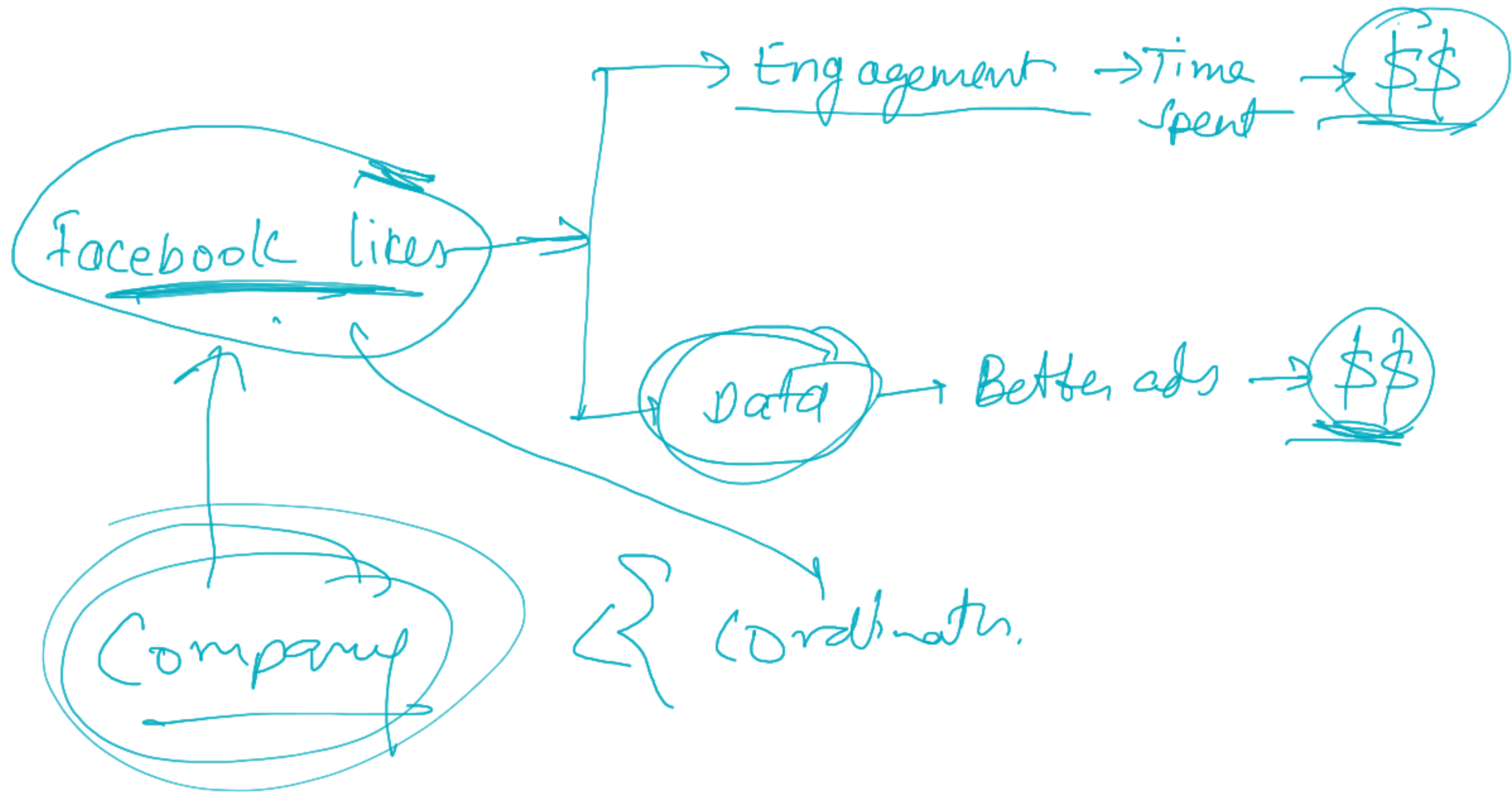


\Rightarrow ~~Authority~~
influence

pm \neq CEO

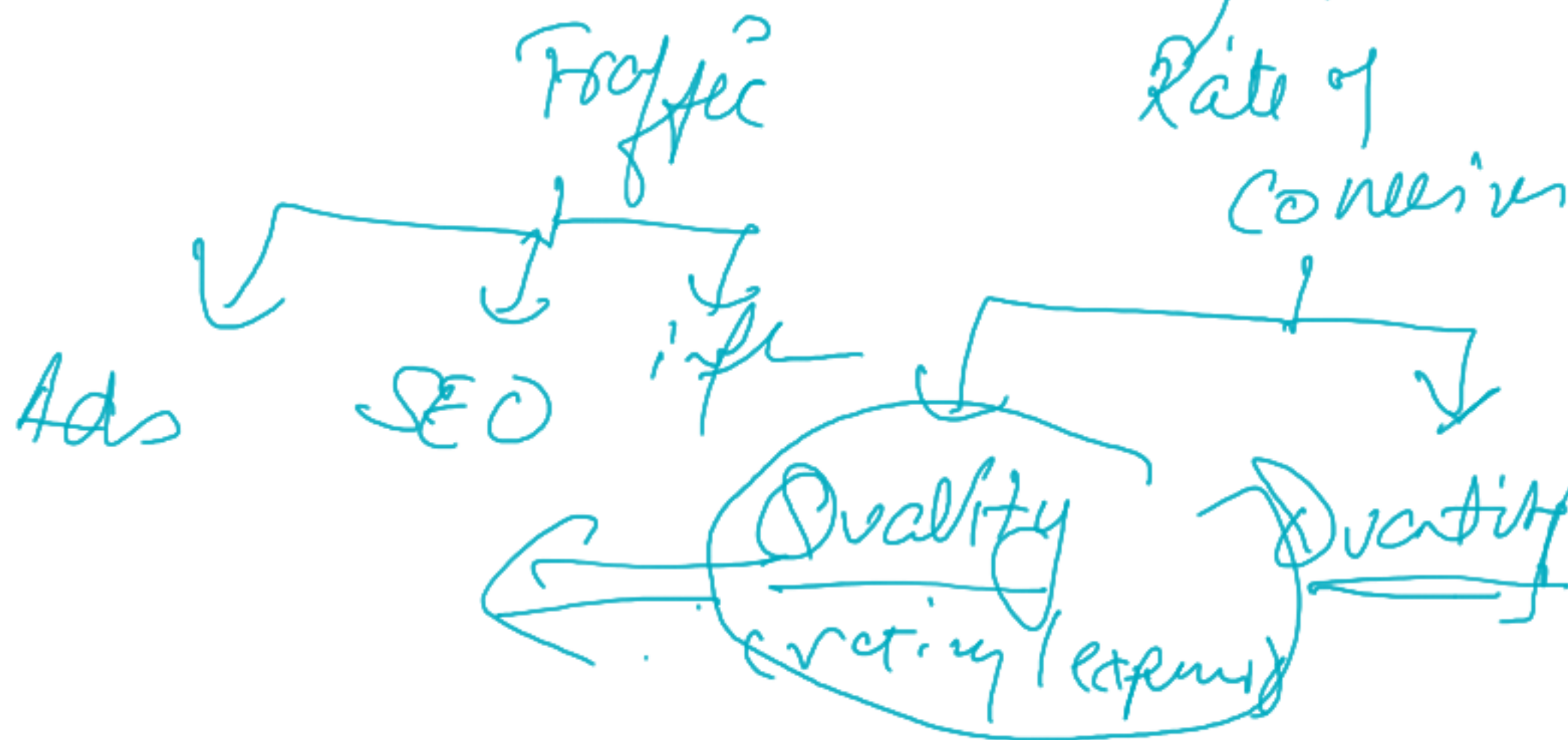




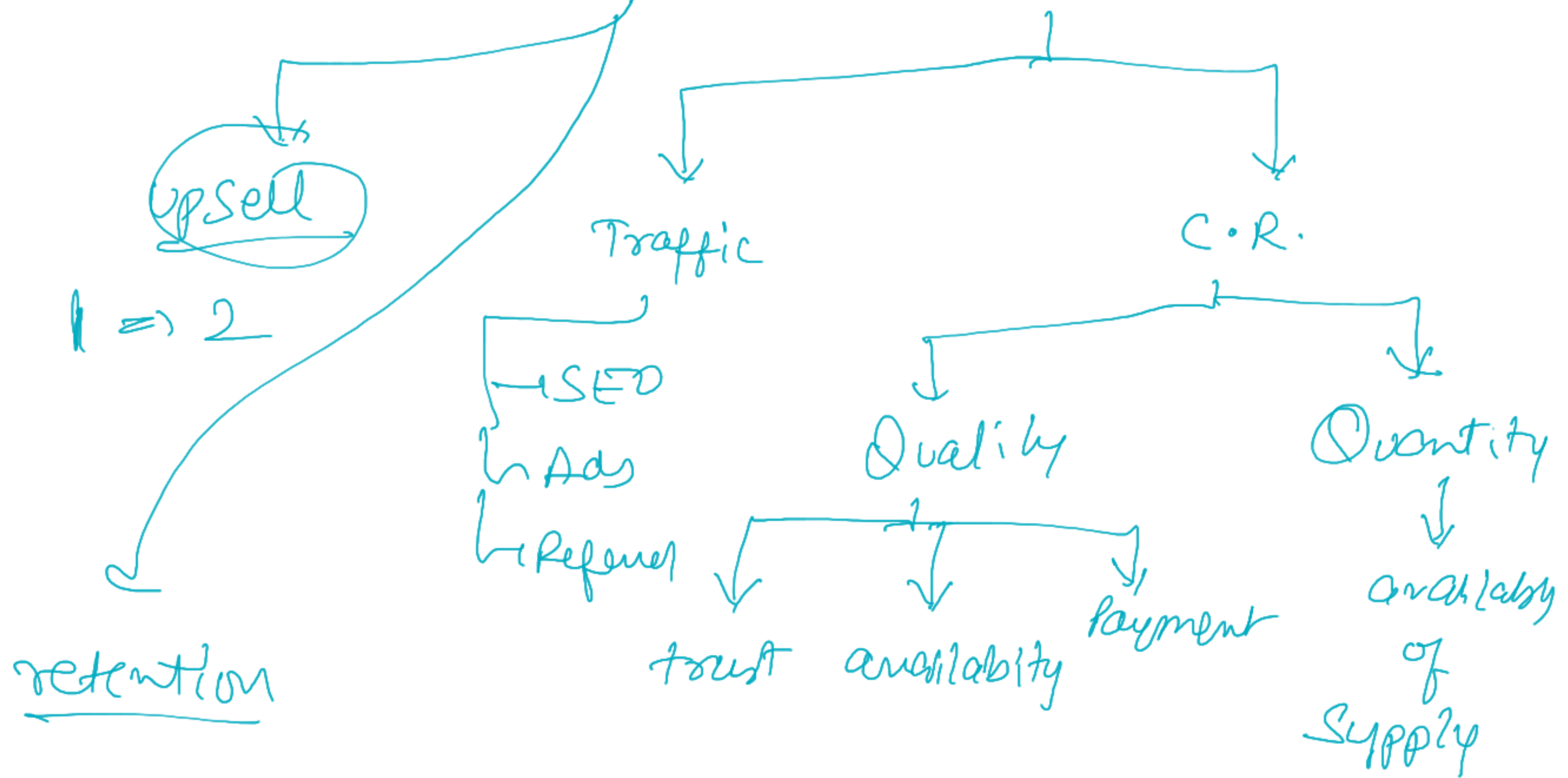
Airbnb

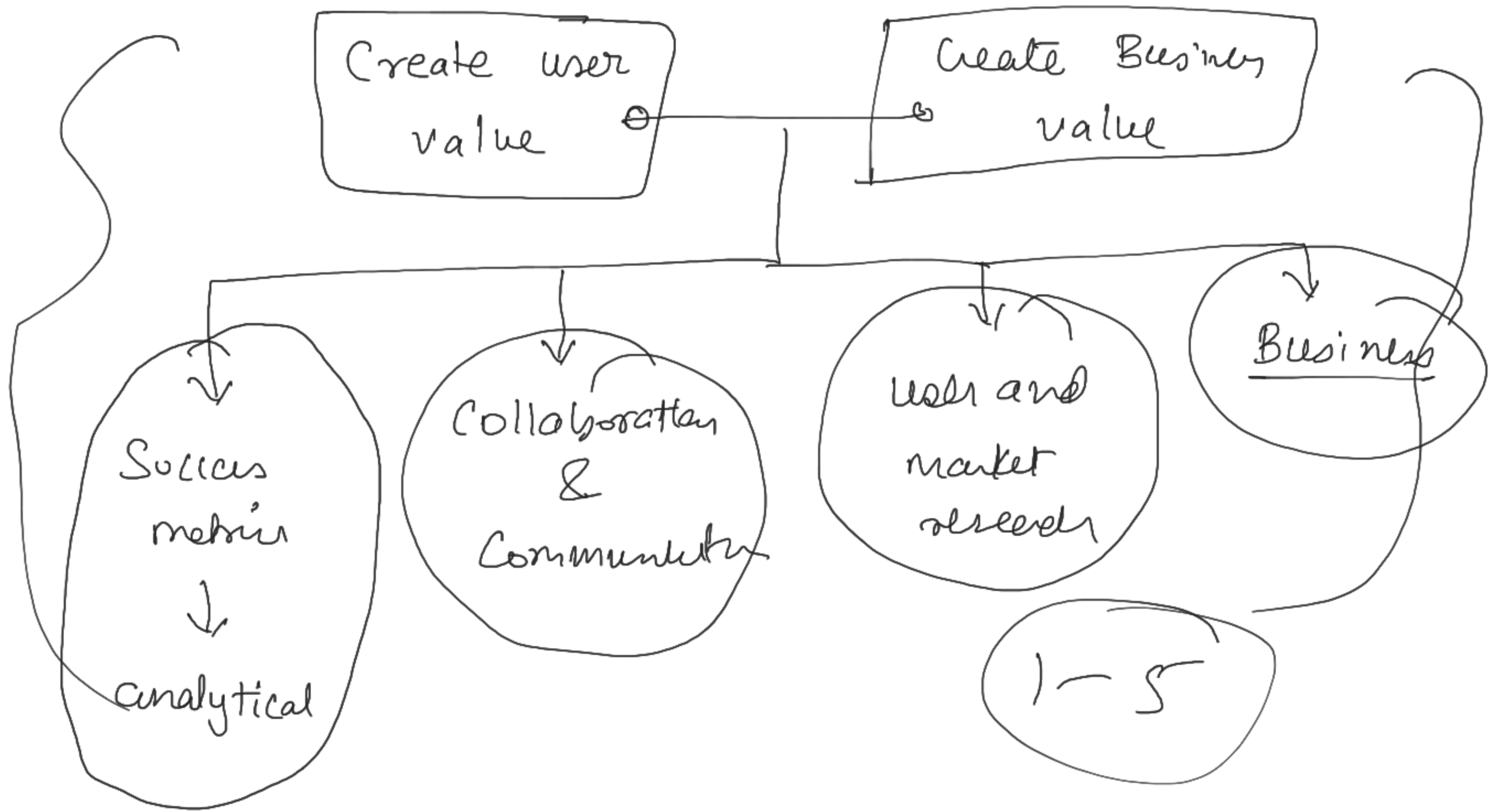
$$\text{Revenue} = \text{Average money} \times \text{no. of Customers}$$

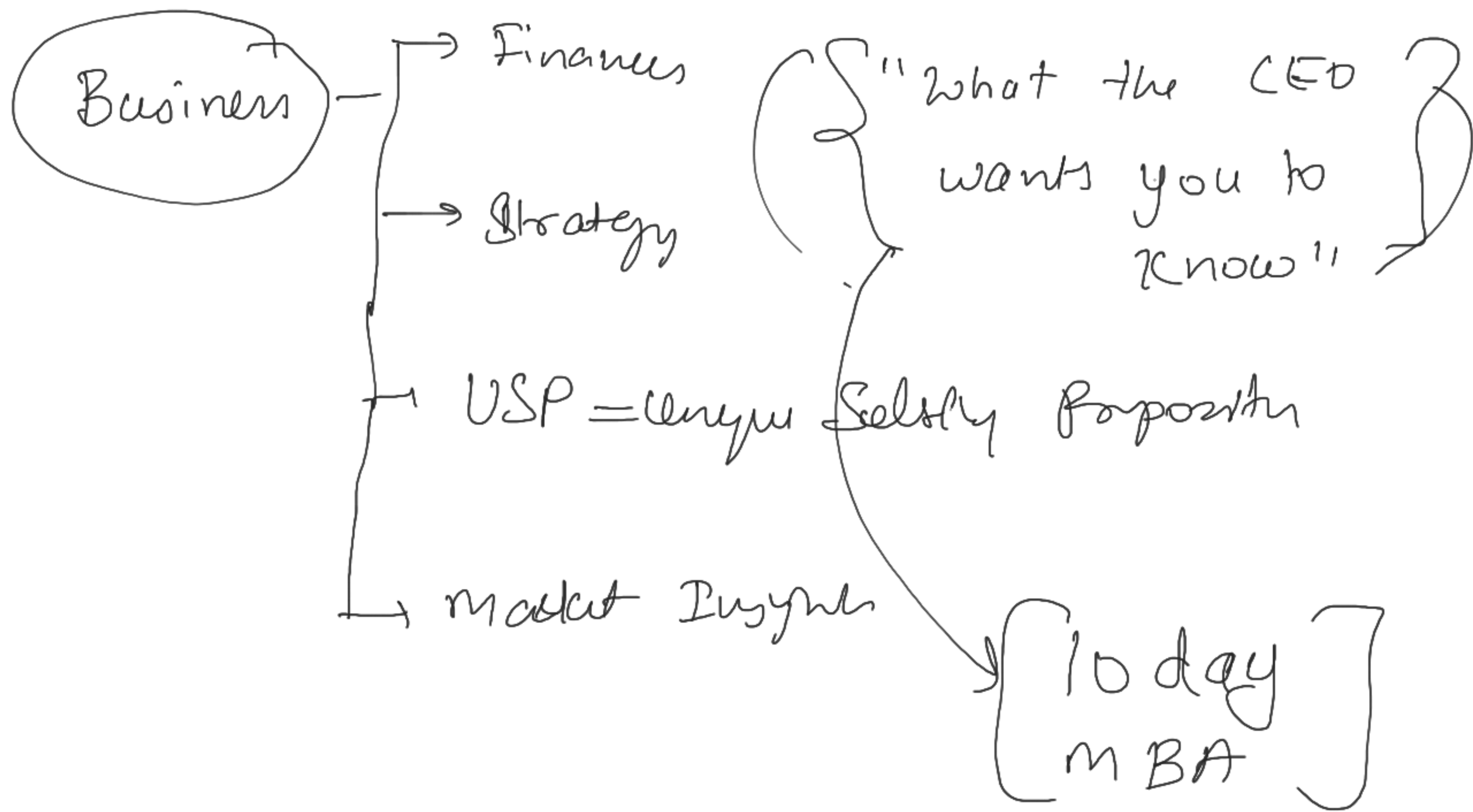
~~Spend per user~~
customers



$$\text{Revenue} = \text{ARPU} \times \text{active customers}$$







Discover

1

→ Business alignment

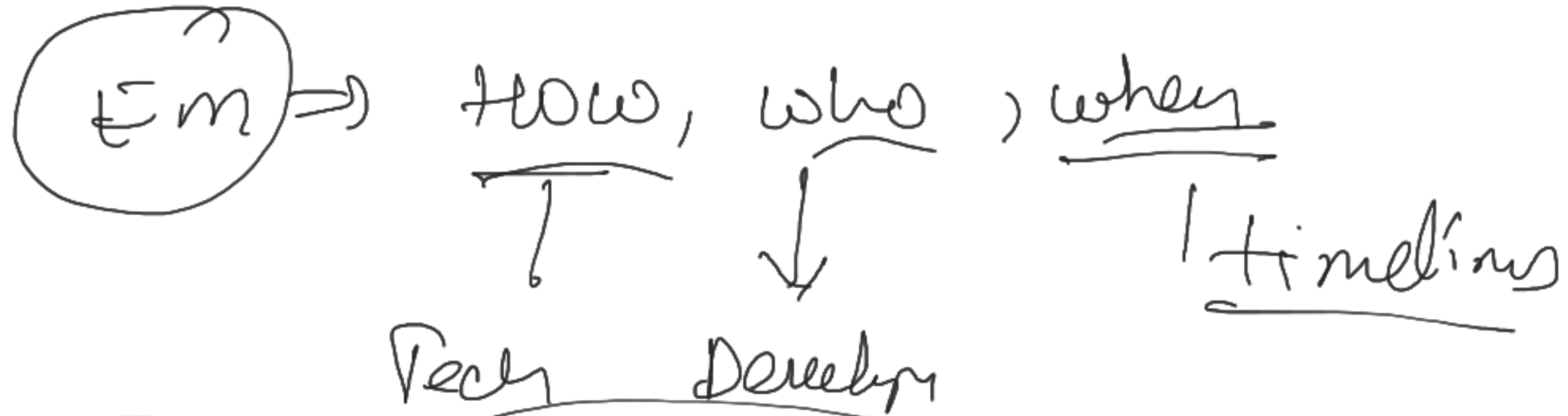
→ user research

→ market research

→ Stakeholder

→ Analytics //

~~Creator~~ ⇒ Curator



Discover

Define

Design

Develop

Deliver

Pels



⑩



Product manager

Strategy + Requirements
+ Execution
+ gtm

Product owner

Execution
⇓
Backlog
grooming

Project manager
(Coordinator)
estimation

Program Manager
operations

Technical PM — EM

$$4! \Rightarrow 5!$$