

# Product Management

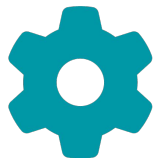
20–30% of my time



## Concept

Gather feedback from clients

Design cutting-edge R&D POCs  
(AI – Gaia, design systems etc.)



## Tech Spec

Abstract requirements into  
reusable solutions.

Estimate timelines (always  
factoring in maintenance)



## Road Map

Prioritize high-impact work  
(customer value, cost reduction,  
etc.)

Maintain and evolve roadmap  
with the team

# Product Development

70–80% of my time



## UI/UX Design

Lead design for all features  
(from quick iterations to full  
mockups)



## Engineering

Full-stack dev (except  
firmware): dashboards, APIs,  
databases, infrastructure.



## Brand Design

Logo, colours, fonts, marketing  
material templates.

# Product Approach & Vision



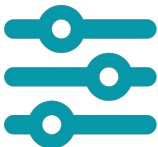
## Common Product Traps

### Feature Overload

Most platforms grow through bolt-on features → bloated tools, low user adoption, hard to maintain.

### Conflicting Needs

Energy customers vary massively. One rigid product can't suit all — it ends up satisfying no one well.



## Our Lean Approach

### Modular Architecture

Every feature is optional, configurable, or hidden unless relevant.

Reduces noise and lets us reuse the same core for radically different use cases.



## Next-Gen Experience

### AI-Powered Personalisation

Pair modularity with AI so clients get dashboards and tools tailored automatically.

The product adapts to them — not the other way around.