



PRODUCT LIFE CYCLE

Keela Robison | @keelarobison

 #GHC18

ABOUT ME

VP Technology & Product, Expedia Group

Consumer tech 15+ years

Former CEO of Urbanspoon

Faculty, UC Berkeley Haas Business School

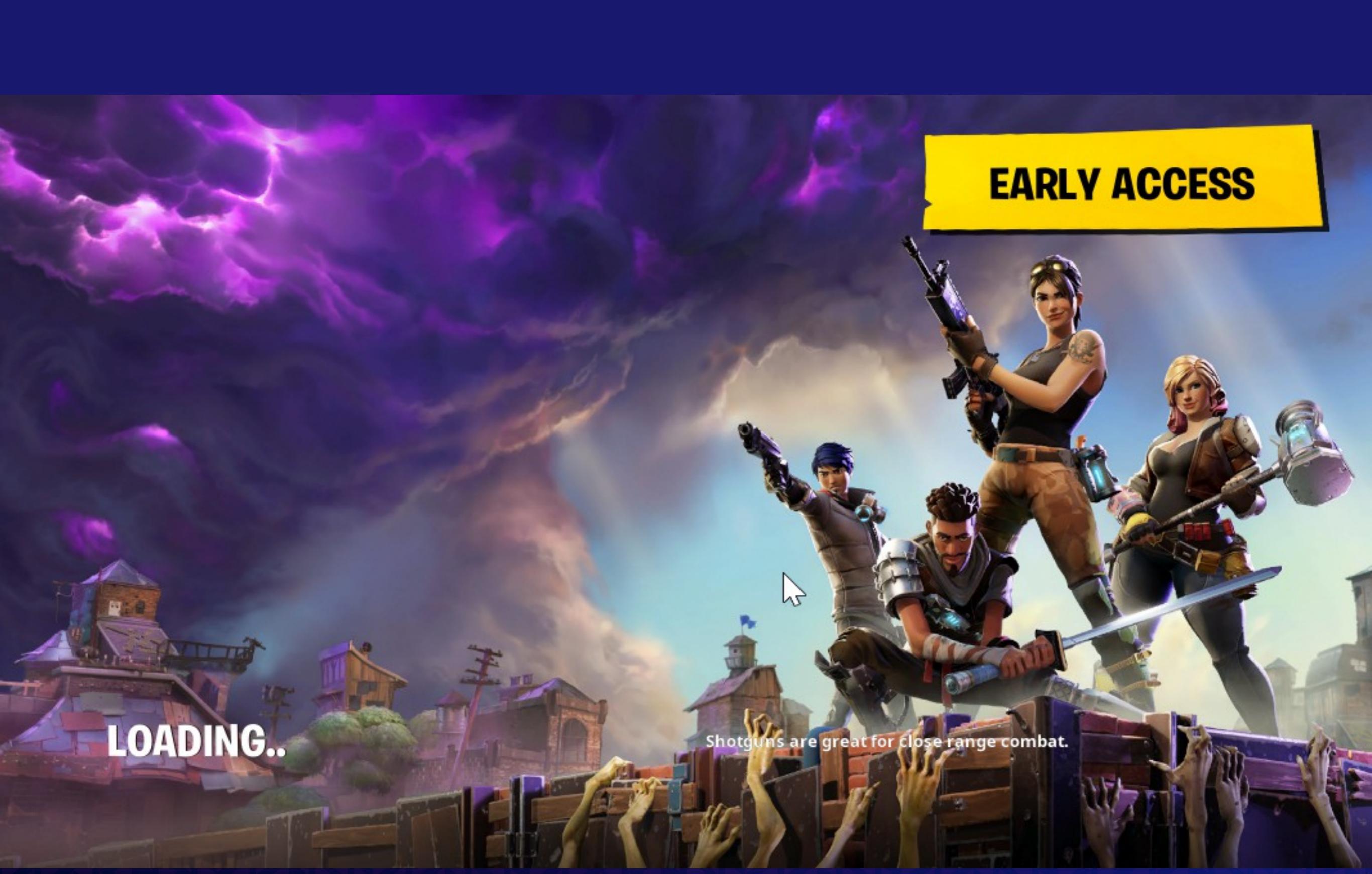
BA, MA Stanford

@keelarobison



IBM MANAGEMENT TRAINING, 1969





EARLY ACCESS

LOADING..

Shotguns are great for close range combat.

FORTNITE / EPIC GAMES



 #GHC18

Launched 1 year ago; 125MM active players in June 2018 ¹

Free to play on consoles, iOS, and Android

Over \$1.2B in revenue,¹ \$8.5B valuation ²

Tencent has pre-registered 10 million players in China (owns 40%) ³

Hasbro is making 'Fortnite' versions of Monopoly and Nerf Blasters ⁴

Unreal Engine

1. Source: [The Conversation](#), Sept 2018

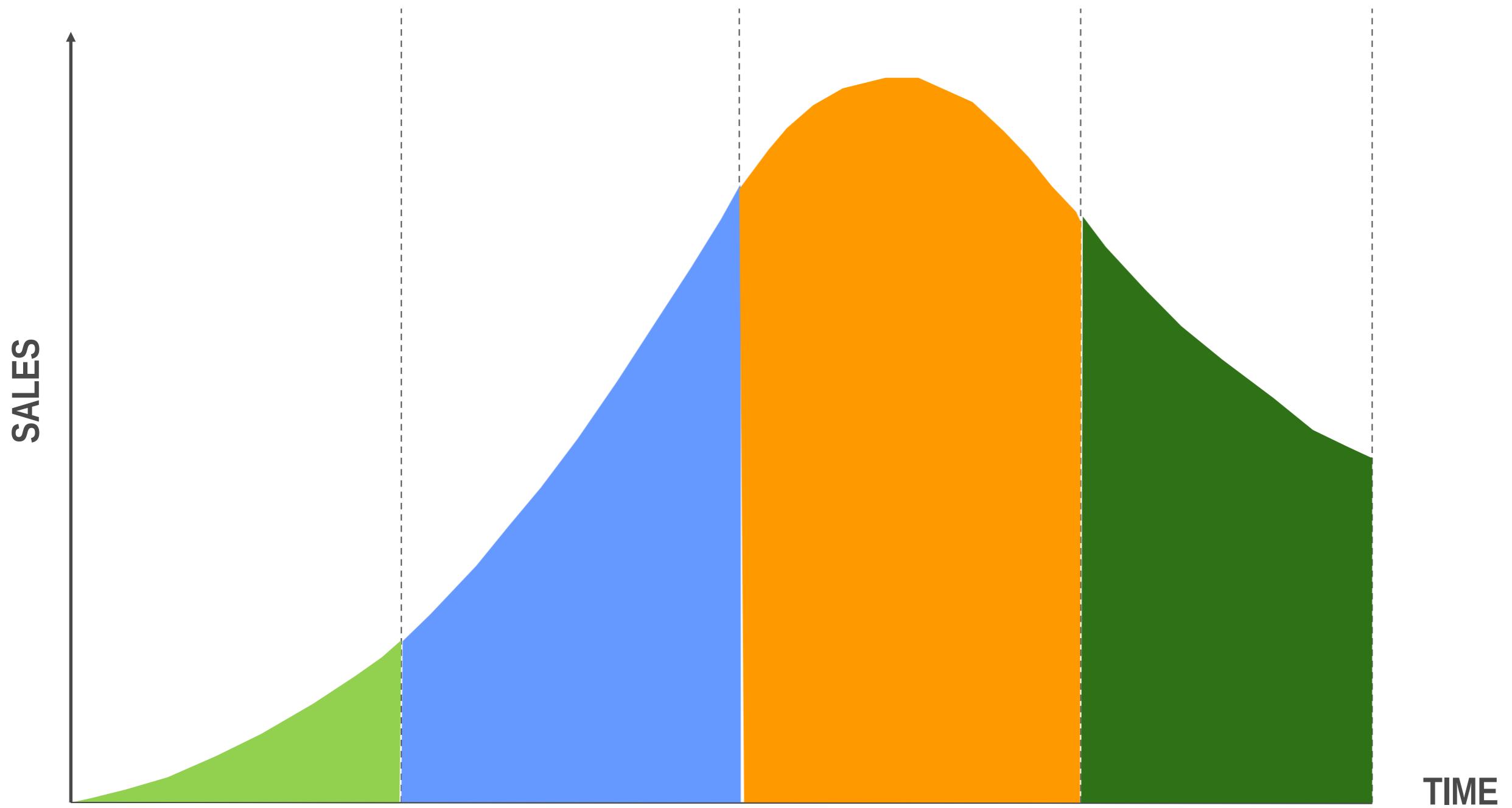
2. Source: [Bloomberg](#), July 2018

3. Source [AFP](#), Sept 2018

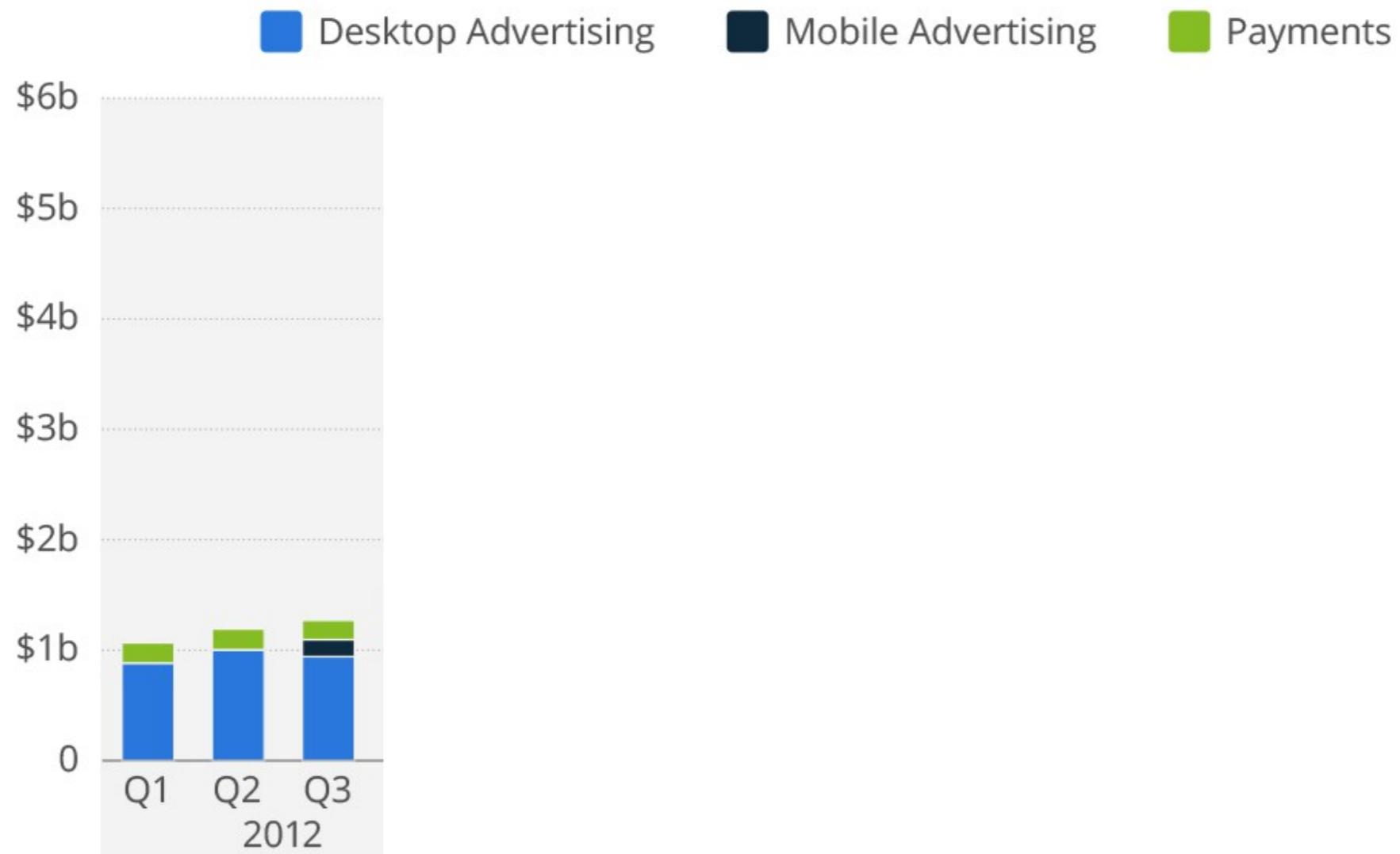
4. Source: [CNBC](#), Sept 2018

DO YOU TAKE THE JOB?





Facebook's Revenue Growth by Source



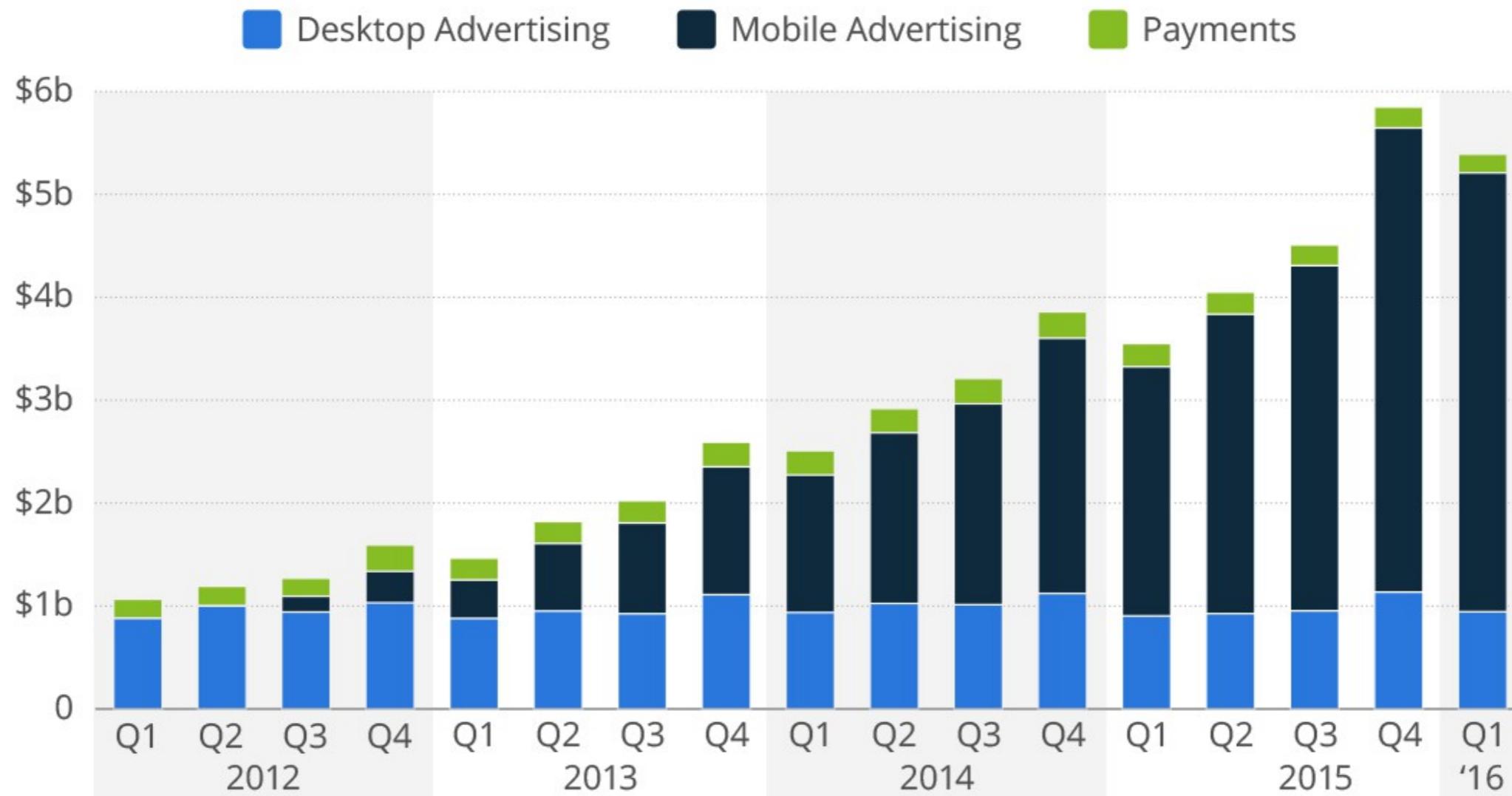
BUSINESS INSIDER

Source: Facebook



statista

Facebook's Revenue Growth by Source



BUSINESS INSIDER

Source: Facebook

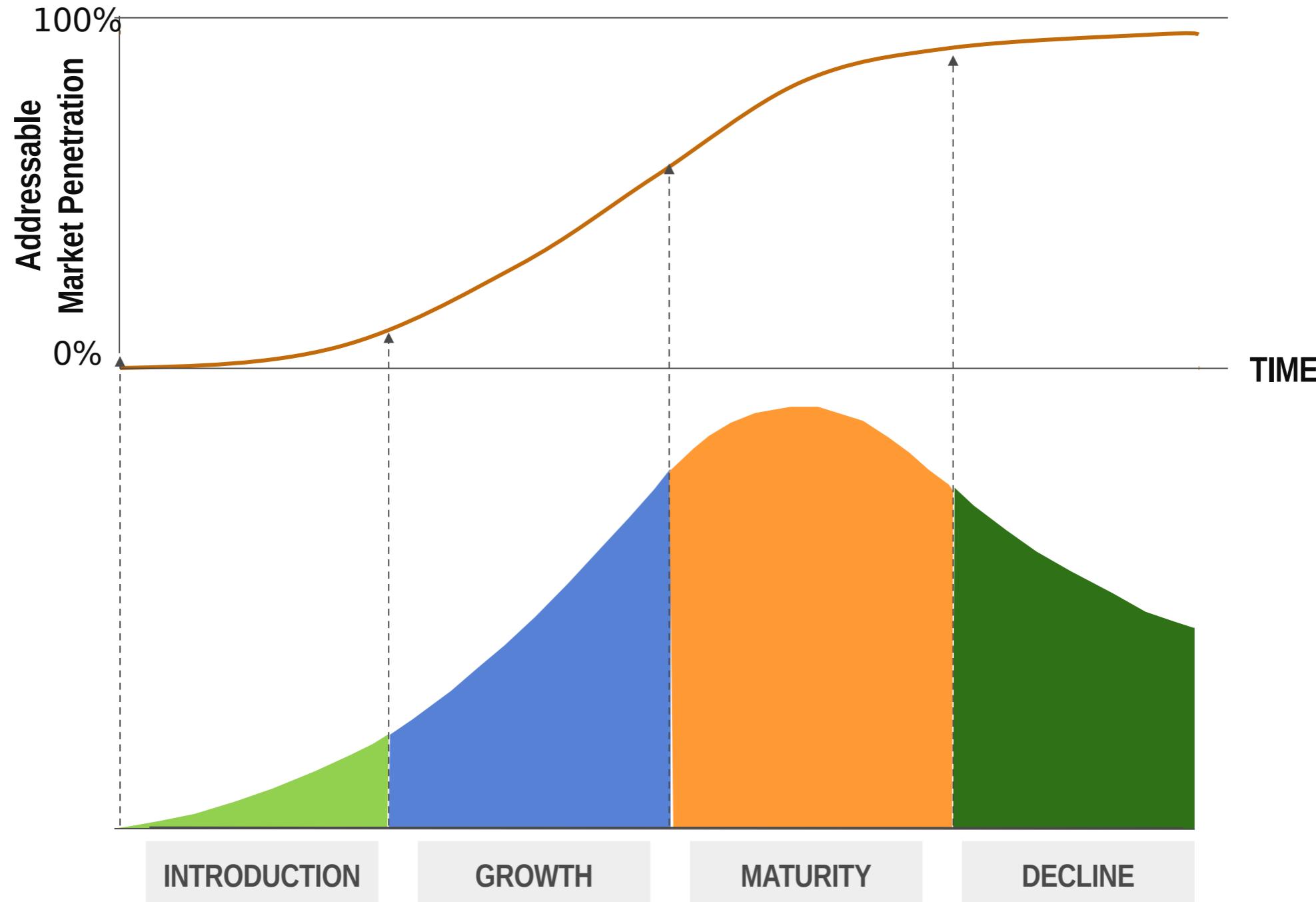


statista



Portfolio planning Acquisition strategy Forecasting Strategy

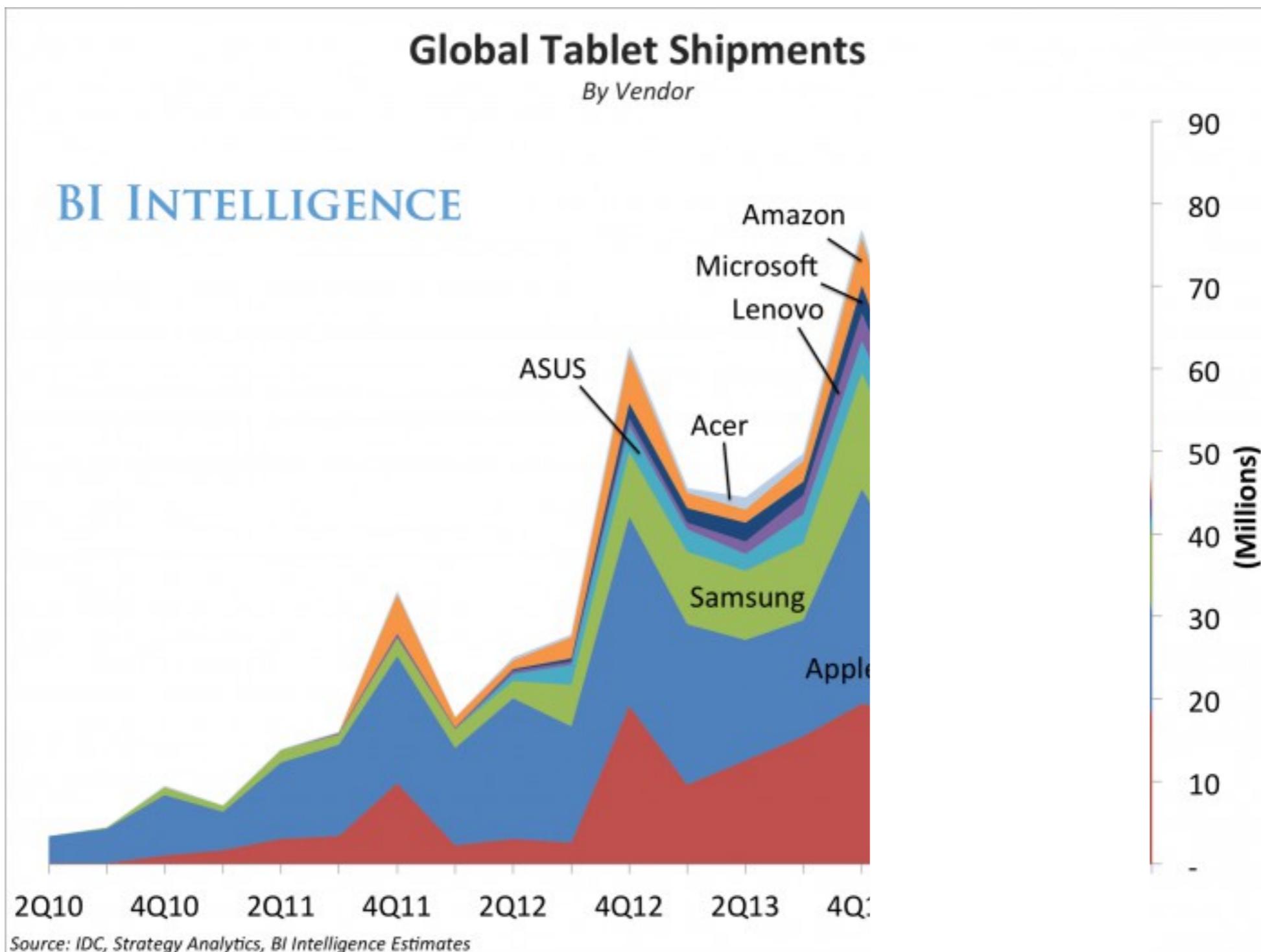
CATEGORY OR INDUSTRY “S” CURVE



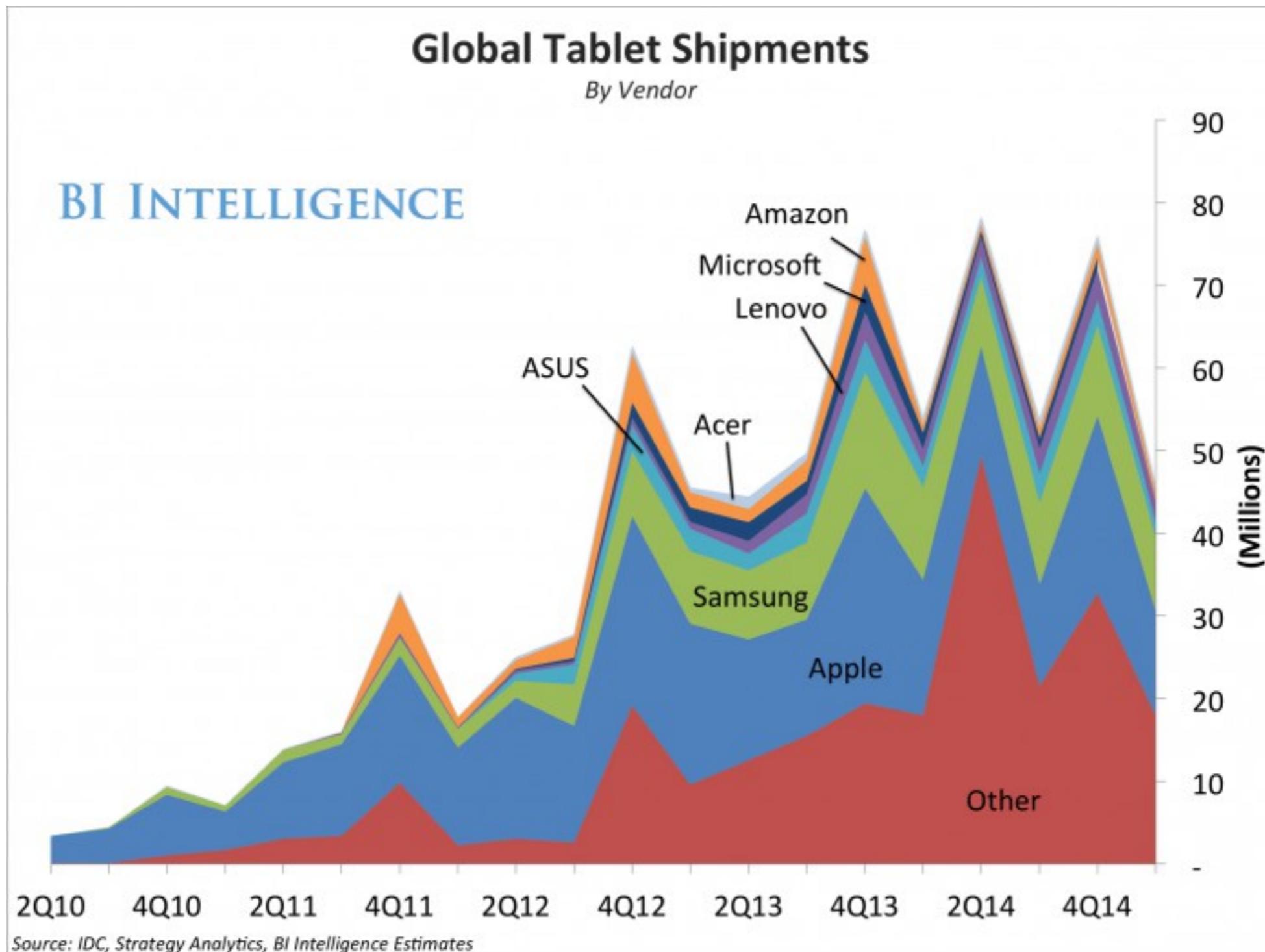
Source: Winer, page 91

Source: Everett M. Rogers (1995), Diffusion of Innovations, 4th ed. (New York: Free Press)

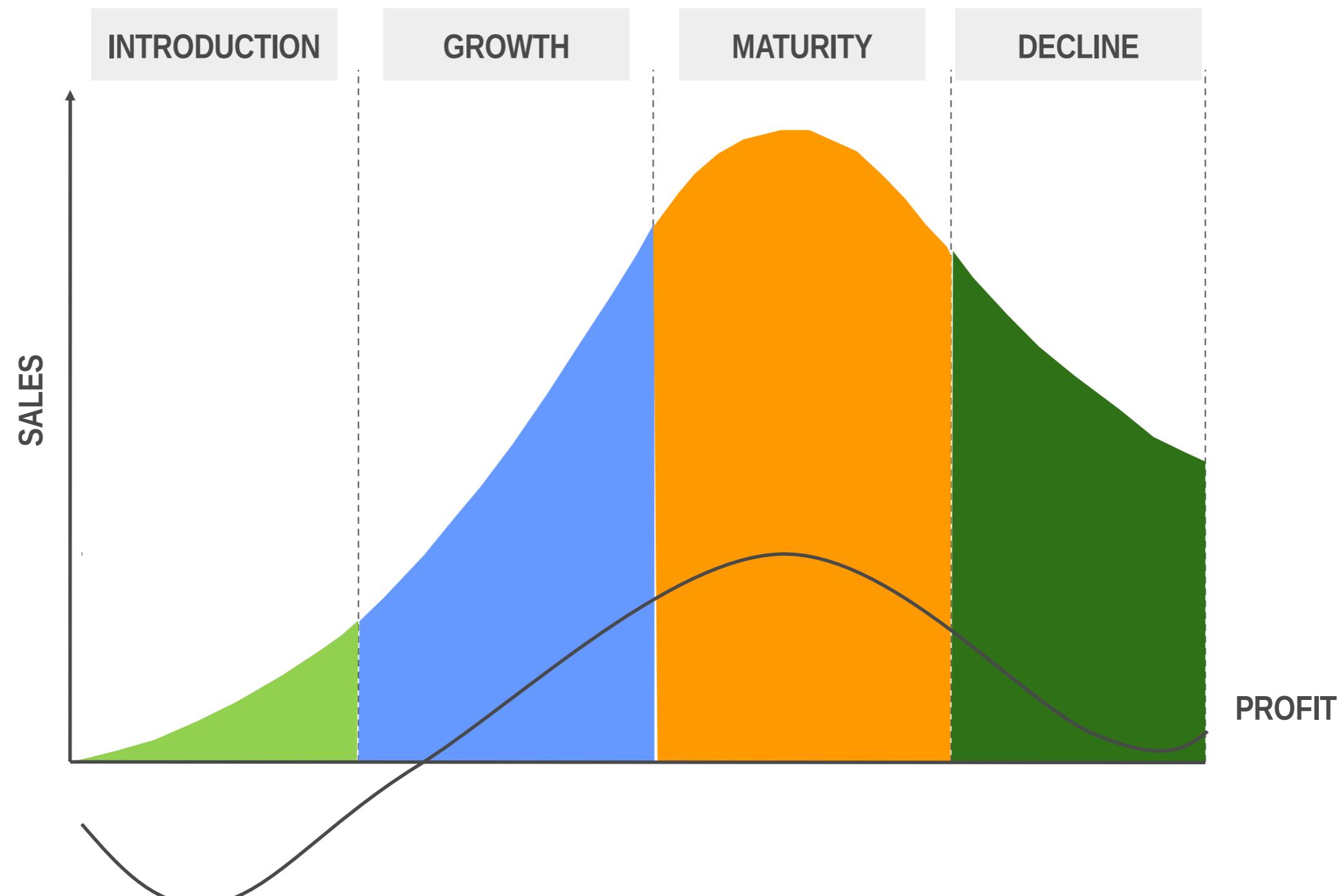
WHAT IS ADDRESSABLE?



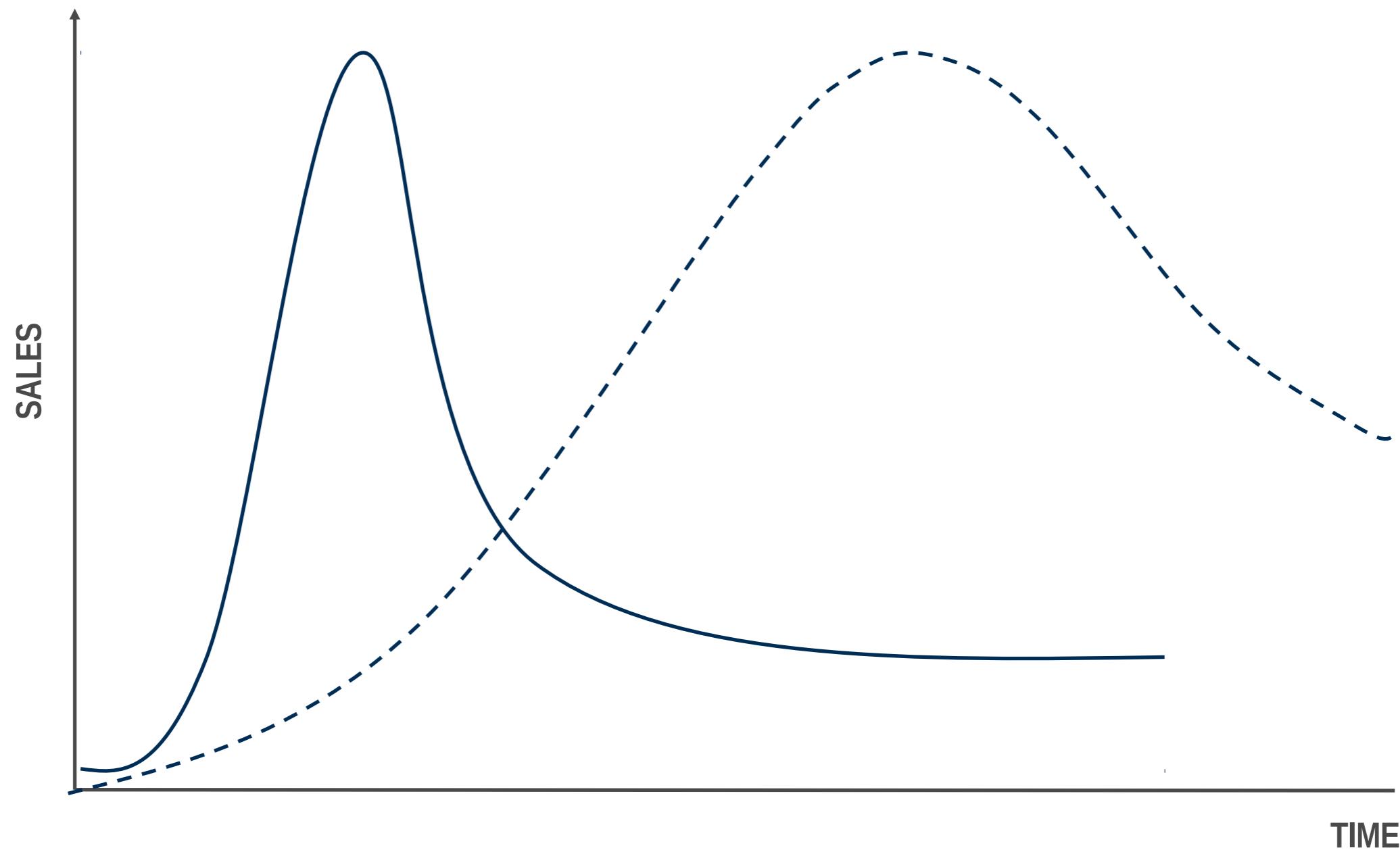
WHAT IS ADDRESSABLE?



PROFITABILITY AND PRODUCT LIFE CYCLE

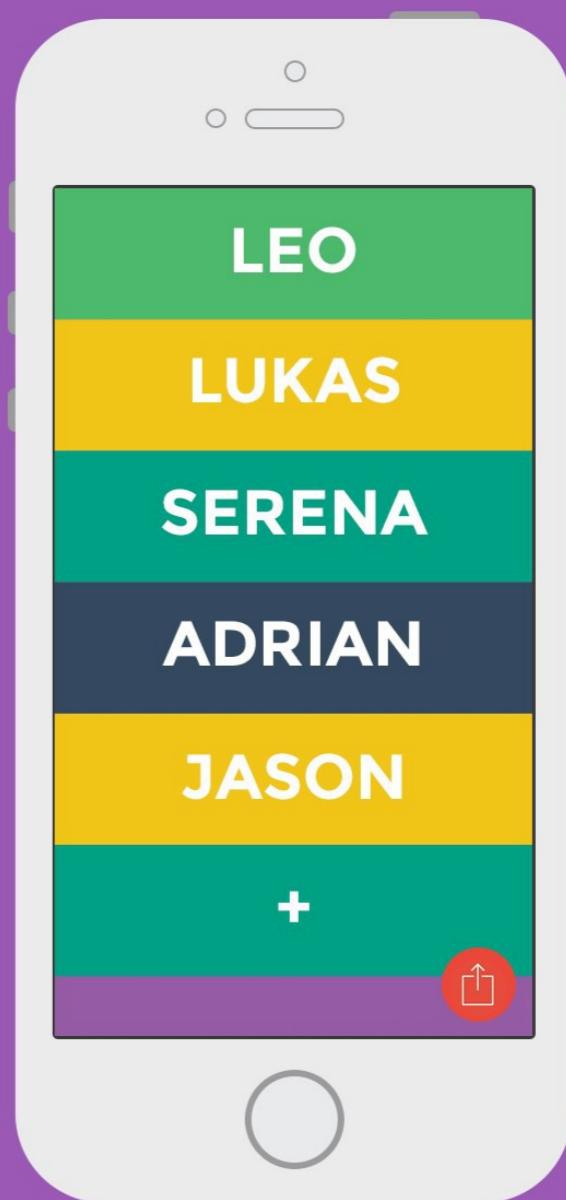


NAME THE CURVE

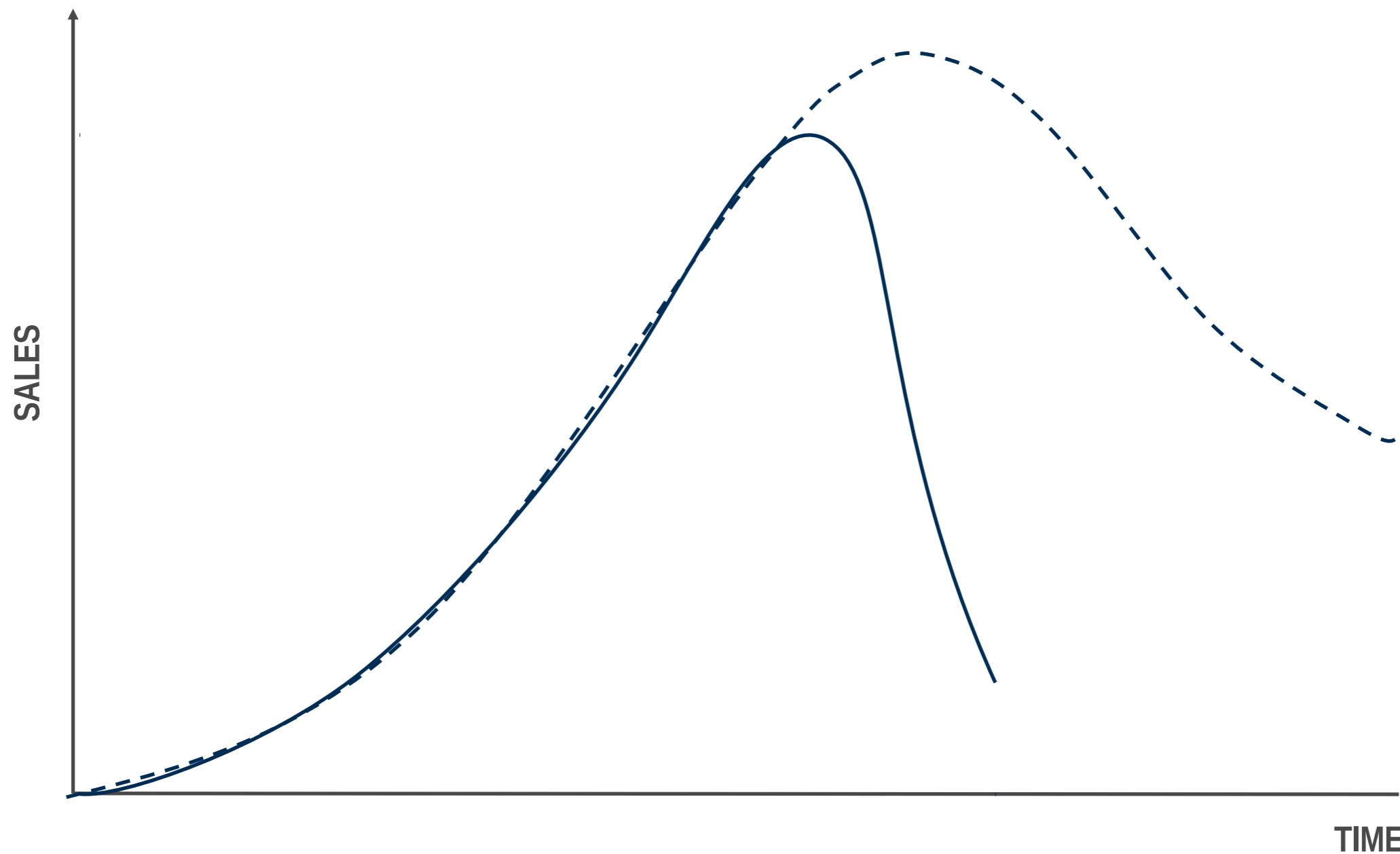


YO

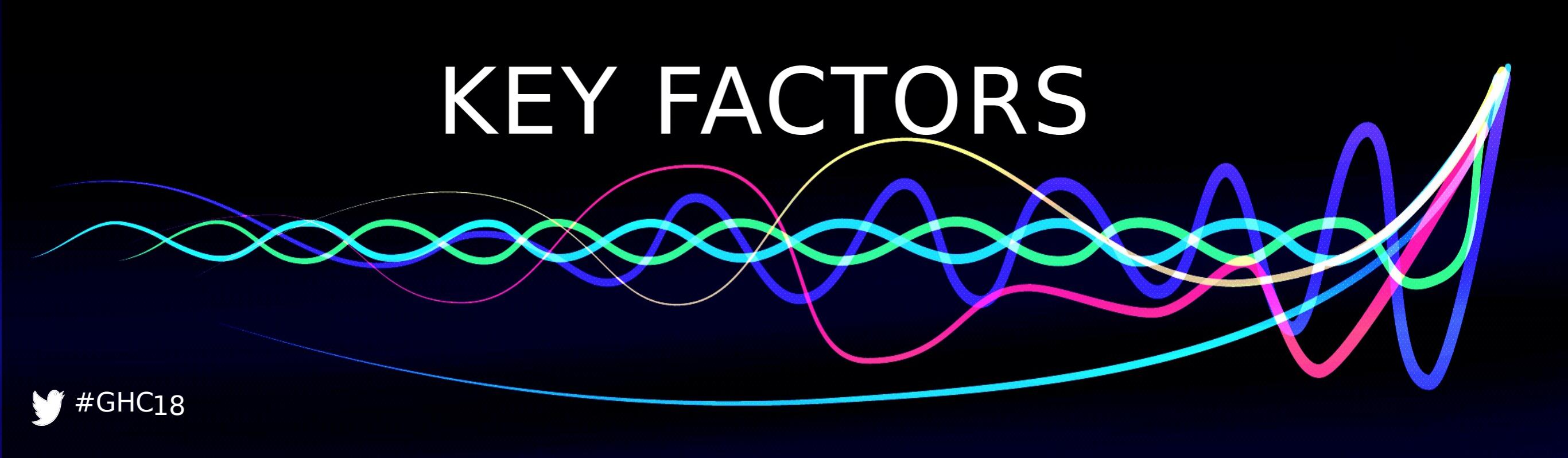
It's that simple.



NAME THE CURVE



KEY FACTORS



 #GHC18

Platform and technology transitions

Virality

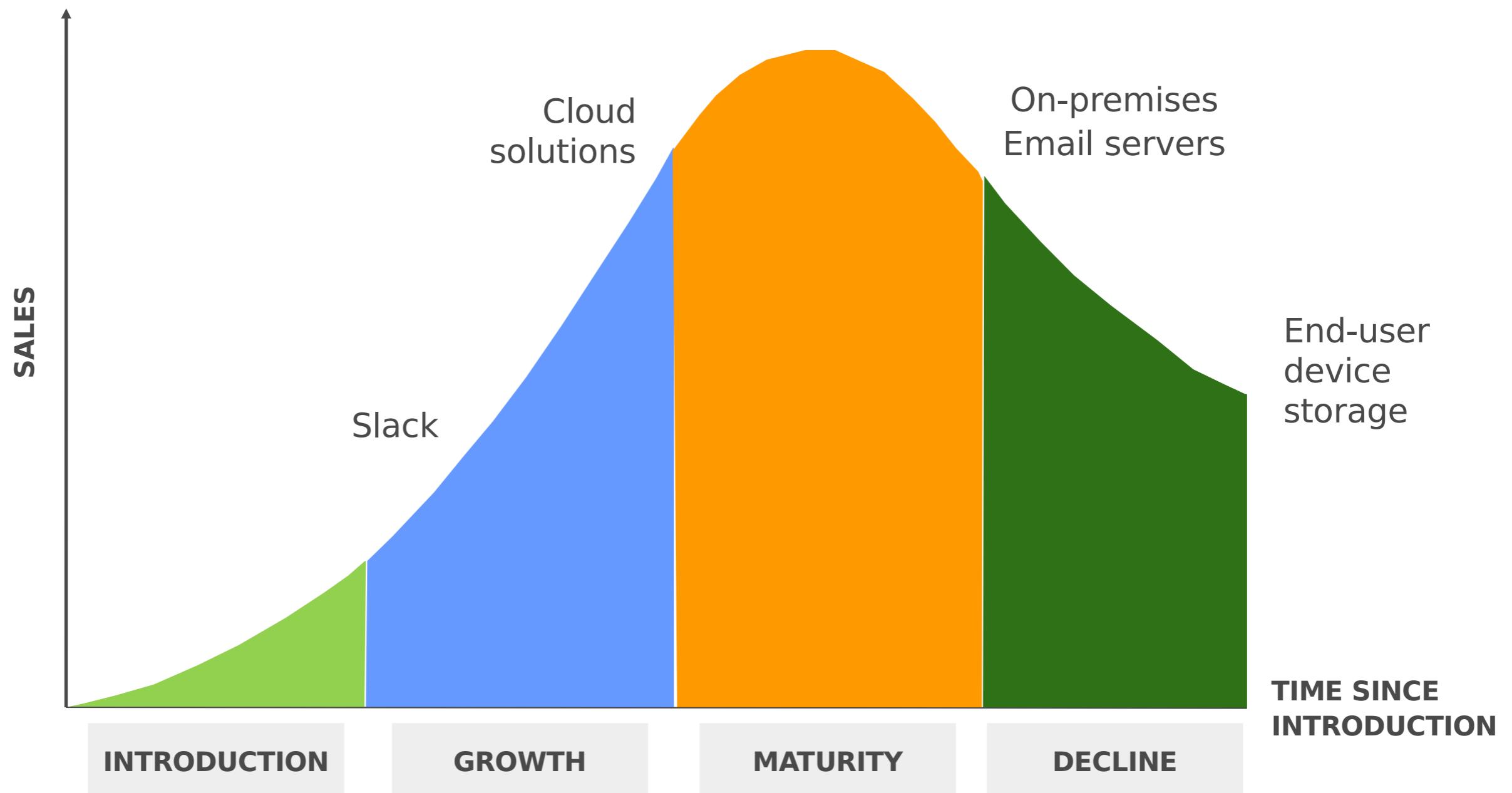
Business model shifts (e.g. freemium)

Changing distribution channels (Amazon, App Stores, Uber)

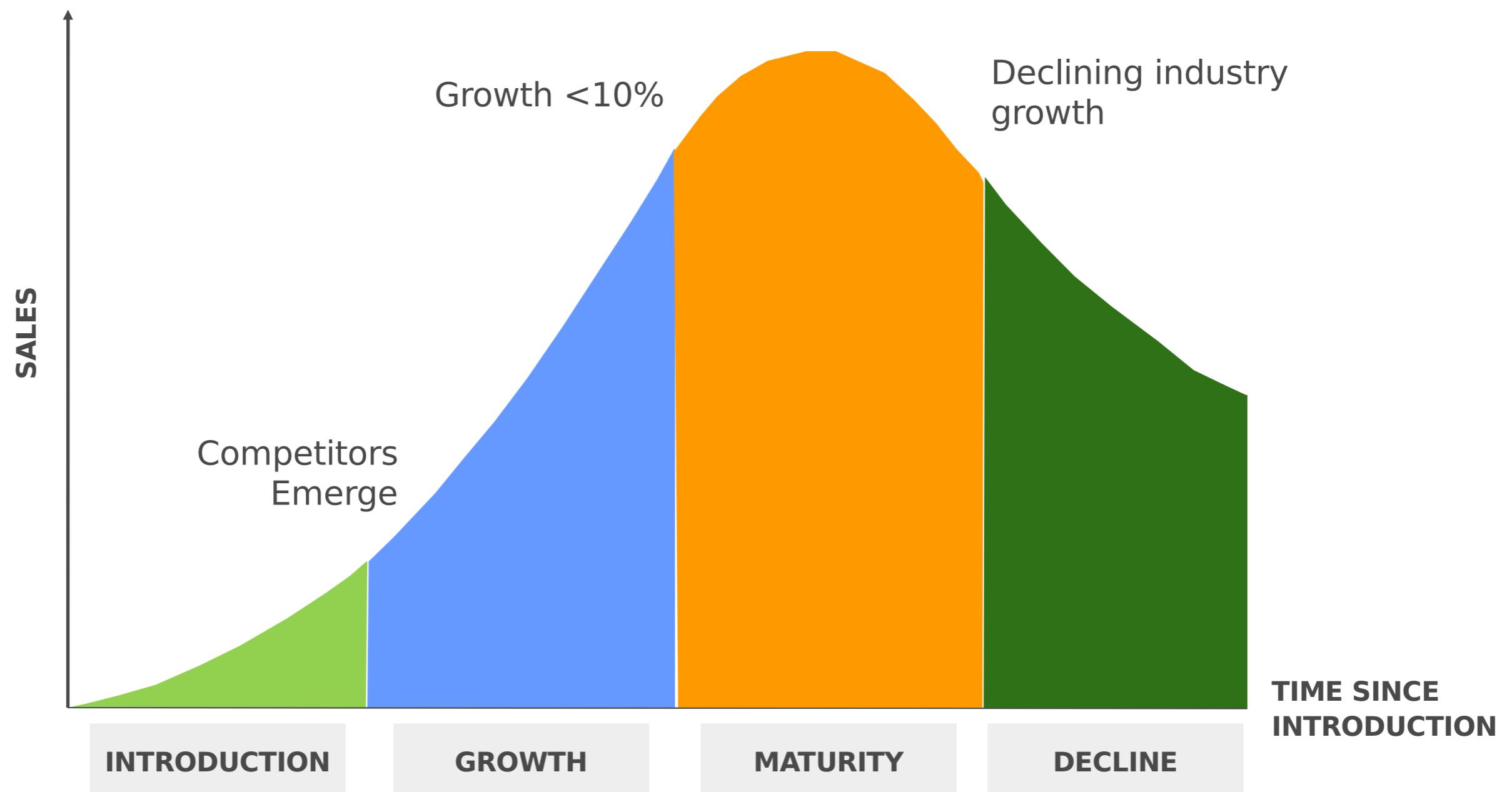
Regulation

Economy, capital markets

EXAMPLE: CORPORATE EMAIL



WHAT PHASE ARE YOU IN?





PRODUCT STRATEGY

INTRODUCTION



STRATEGY BY LIFE CYCLE PHASE

INTRODUCTION

GROWTH

MATURITY

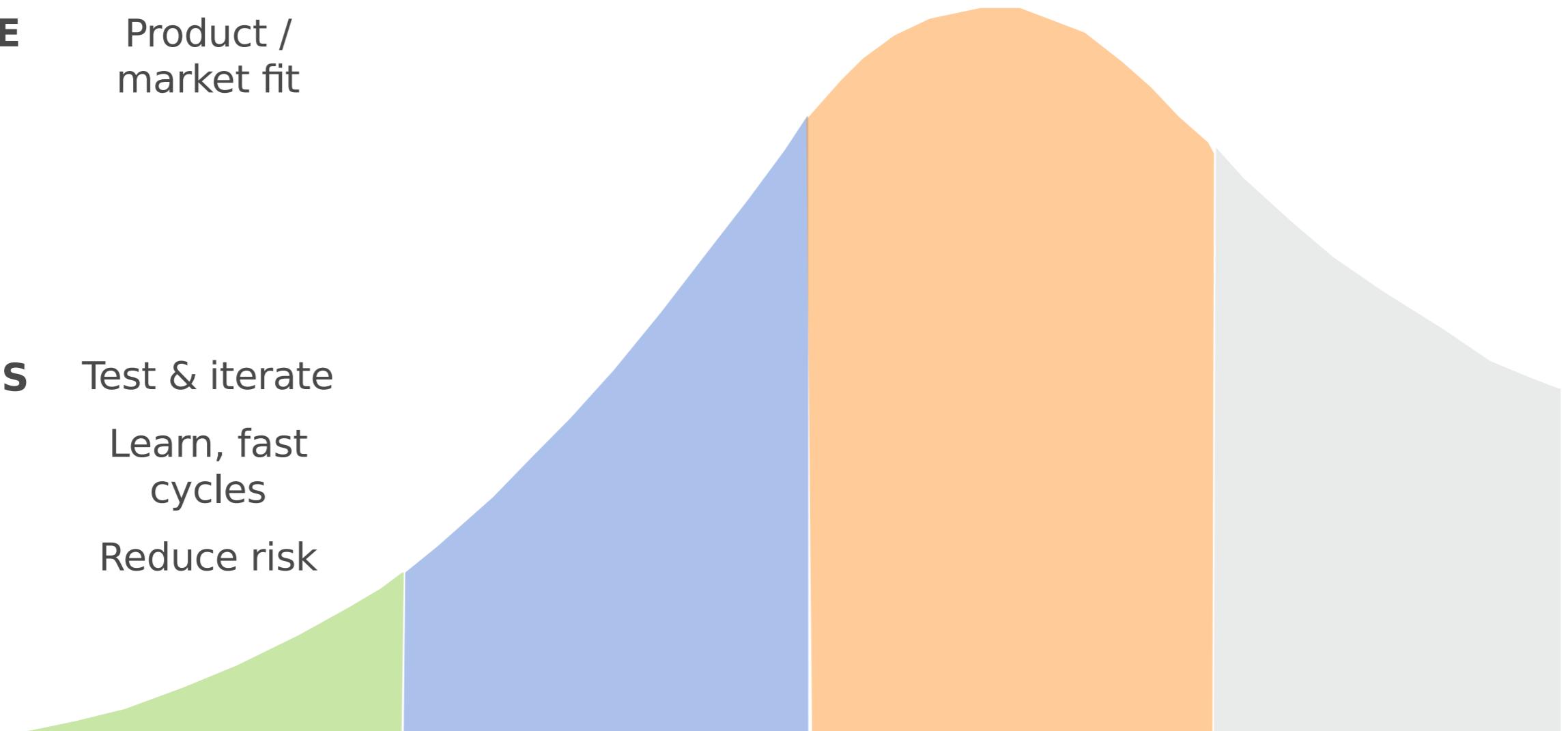
DECLINE

OBJECTIVE

Product /
market fit

PRIORITIES

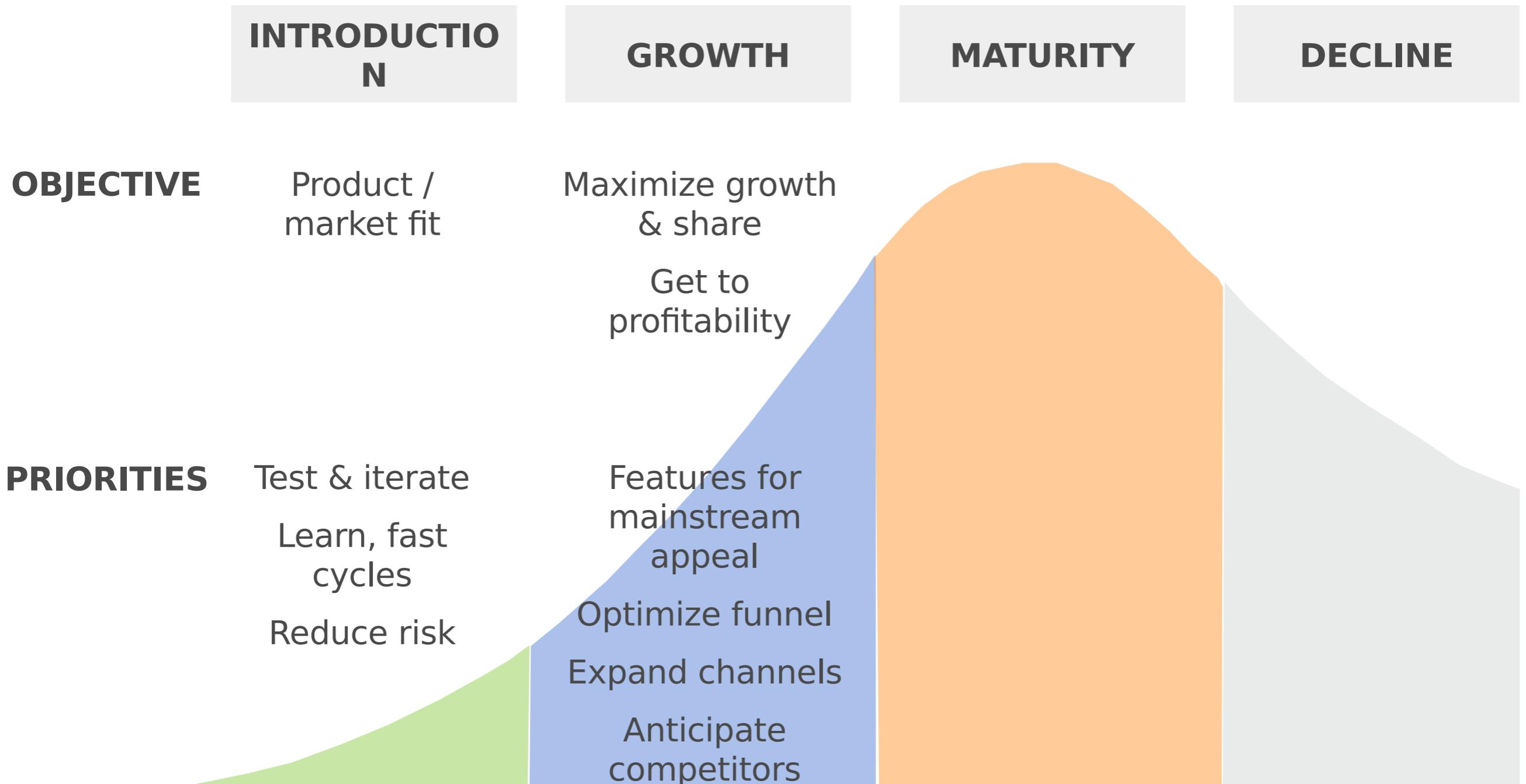
Test & iterate
Learn, fast
cycles
Reduce risk



GROWTH



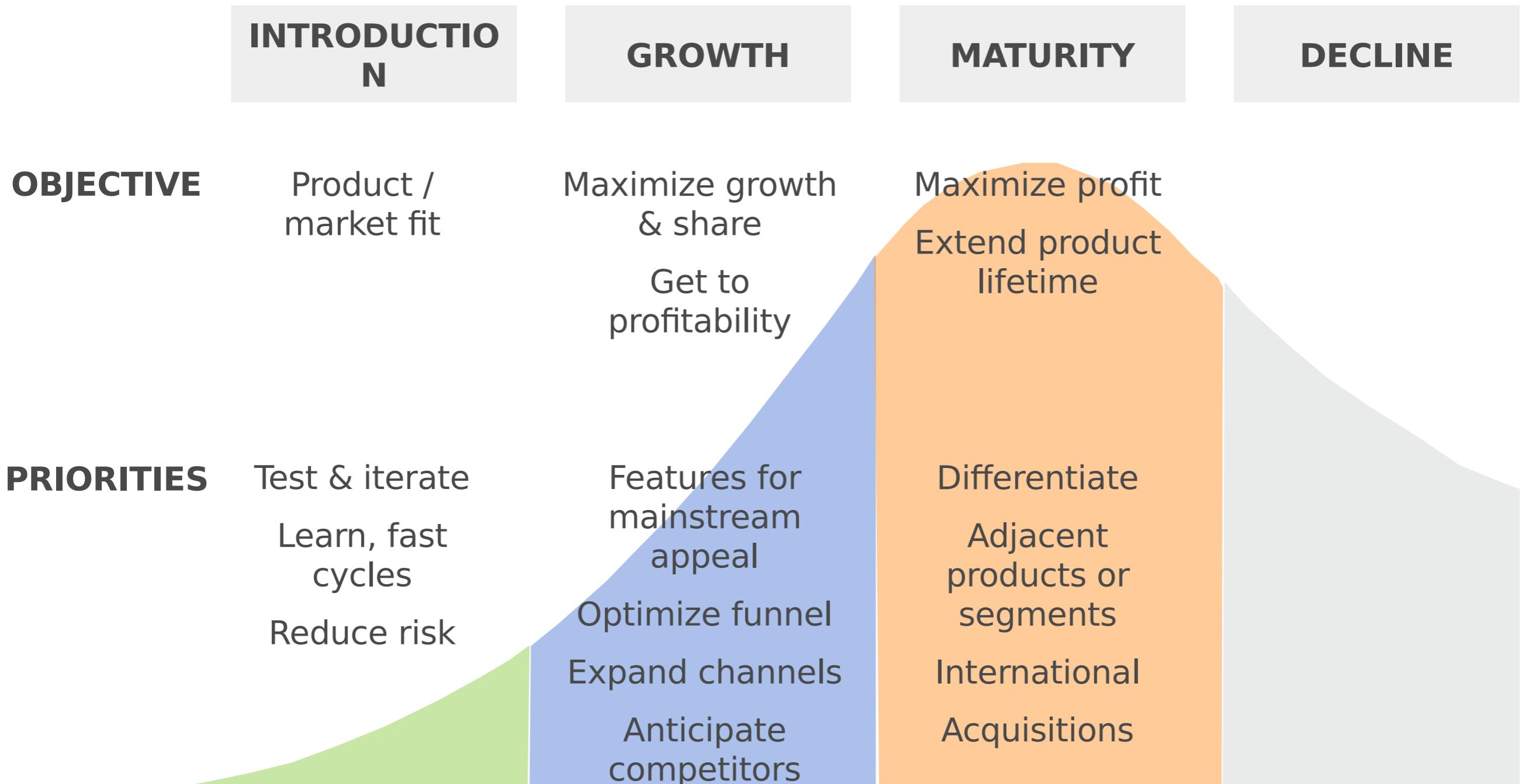
STRATEGY BY LIFE CYCLE PHASE



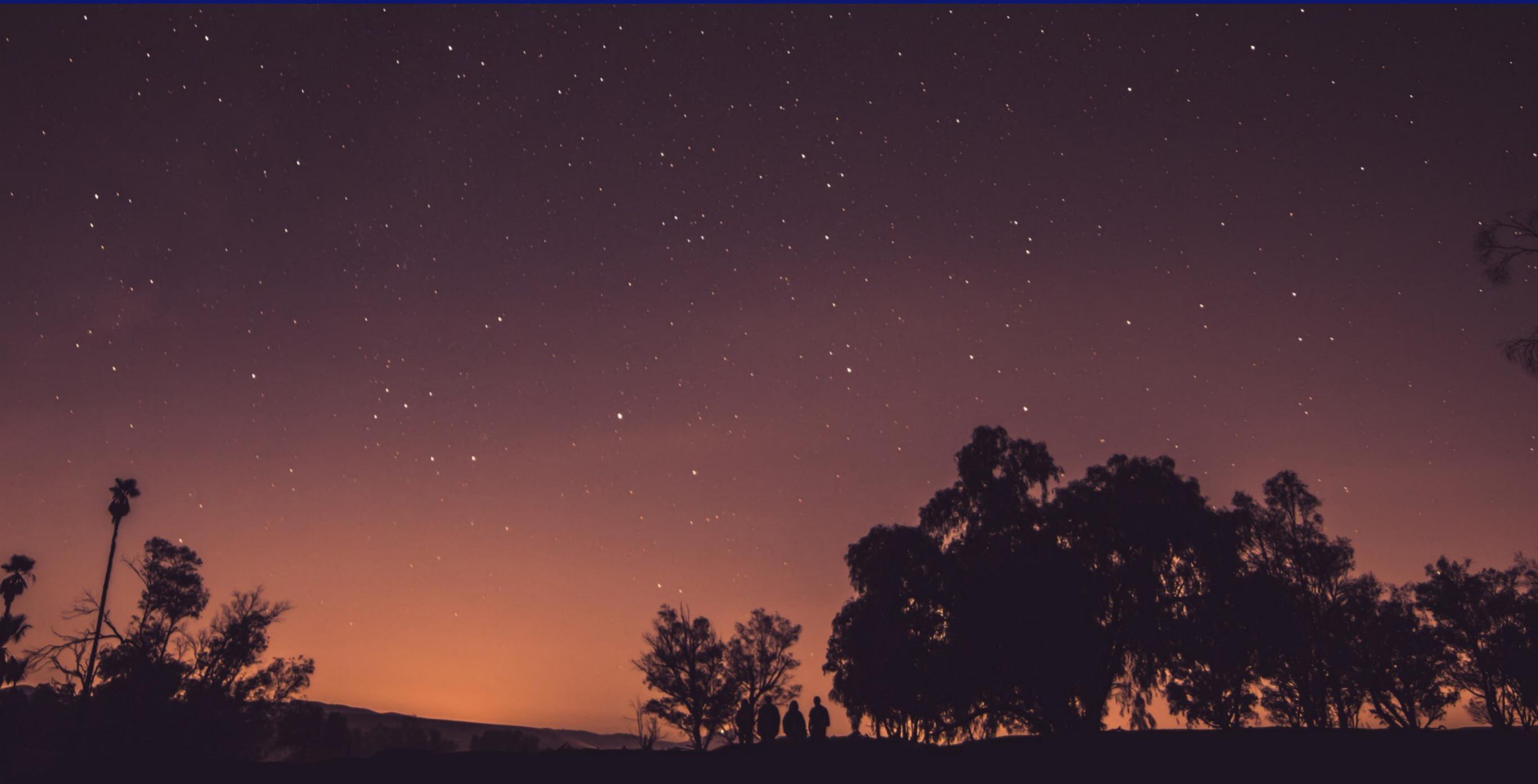
MATURITY



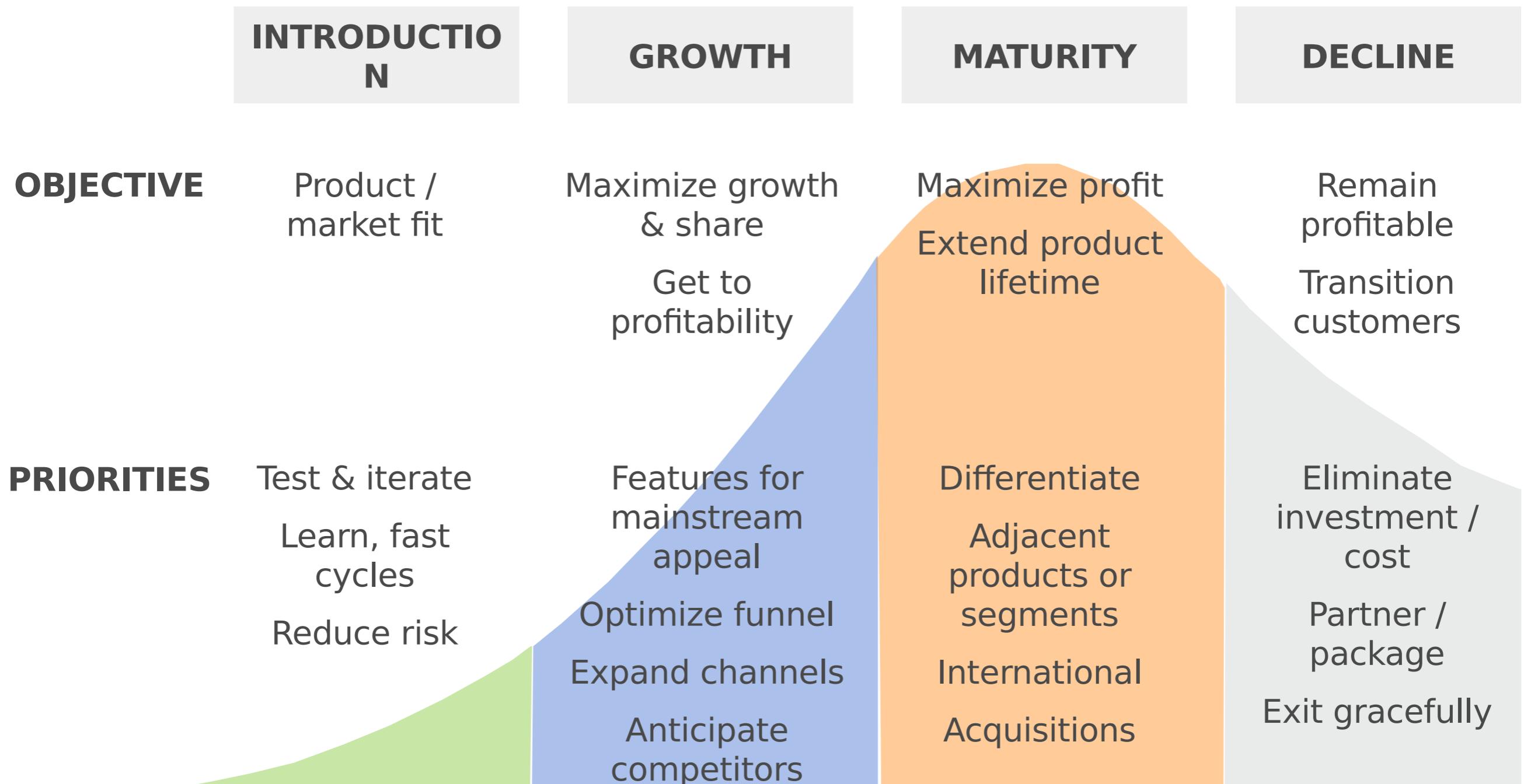
STRATEGY BY LIFE CYCLE PHASE



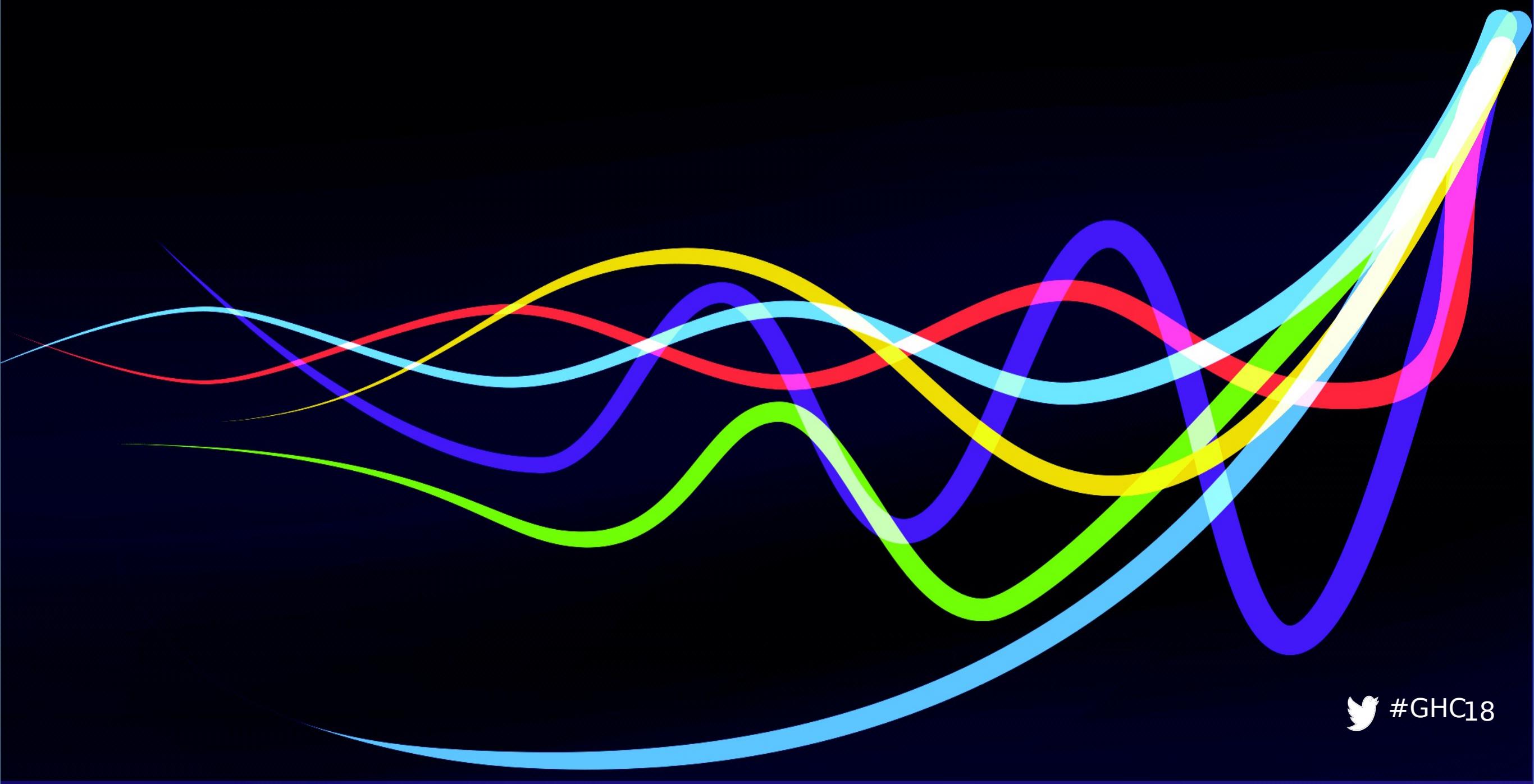
DECLINE



STRATEGY BY LIFE CYCLE PHASE



QUESTIONS?



Thank you!

@keelarobison
@pm_loop

