

# The Product Samurai

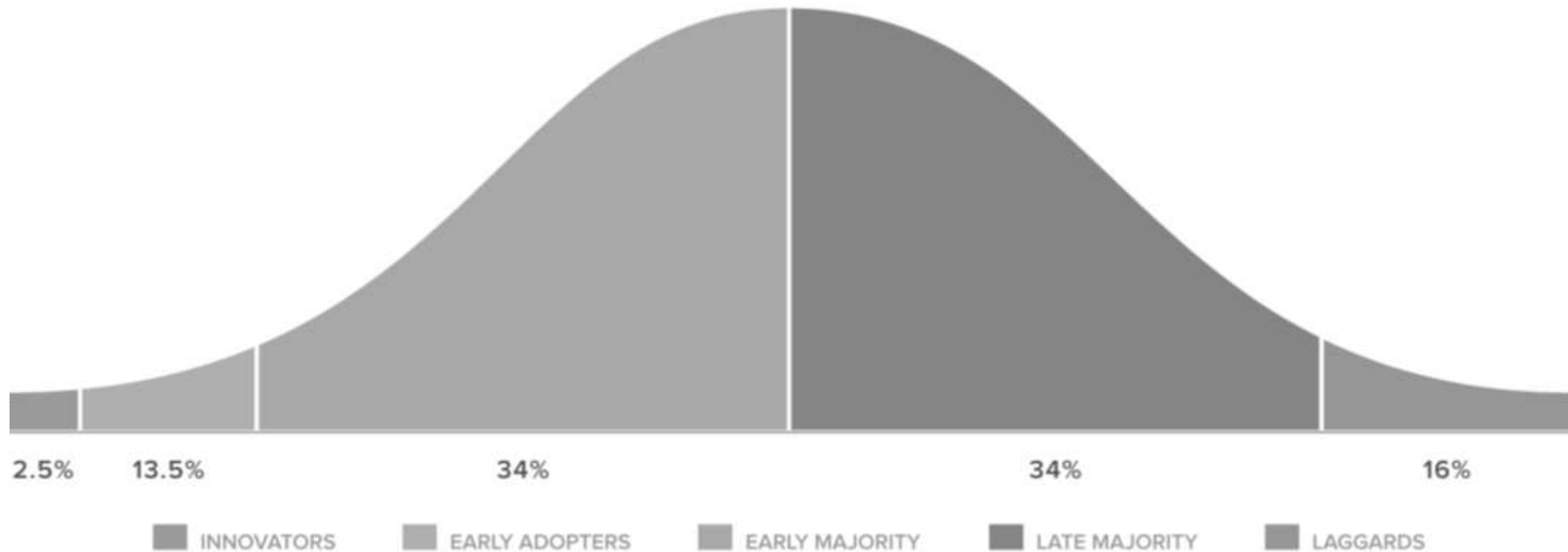
Chris Lukassen



# Audience Check



# Where are you?



# Judo Strategy

## Part 1: Small vs Big



3

# Judo Strategy

- Movement
- Balance
- Leverage



# Movement

- Avoid attack
- Define the competitive space
- Follow through fast



# Balance

- Grip your opponent
- Avoid test of strength
- Pull when pushed





# Leverage

- Sunk cost
- Partners
- Competitors



# Summary

- Define the competitive space
- Pull when pushed
- Go for sunk cost



# Judo Strategy

## Part 2: Focus





**McDonalds**  
**Lulius Mall**

**600 m**   
**3 km** 



**Cinema City**

Starwars 9 - 20:10 / Rocky XIV - 21:00 / Back to the Future - 19:30

**5 km**



**Mammoth Games 2017: The Product Samurai**

**7 km**

**Carwash**

**600 m**

**Current Weather**



**17°C (63°F)**

# Cluj-Napoca

**Baciu**

**10 km**

**Florești**

**8 km**

**Mănăştur**

**4 km**



**Universitatea**  
**800 m**



**Lukoil**

**6 km**



**Hotel Viru \*\*\*\***

**12 km**

**B&B Pensiunea Colibri \*\***

**9 km**



**Spitalul Clinic Județean de Urgență +40 264 592 771**

**1.5 km** 



**Muzeul Etnografic al Transilvaniei**

**5 km**



**Cluj-Napoca Old Town**

**10 km**



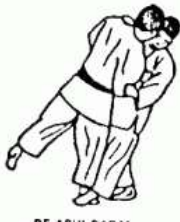


# What the FUC\*

- \* First Use Case



SEOI NAGE



DE-ASHI BARAI



HIZA GURUMA



SASAE-TSURI-KOMI-ASHI



O-GOSHI



O-SOTO-GARI



UKI GOSHI



O-UCHI-GARI



SEOI NAGE



UCHI-MATA



KO-SOTO-GARI



KO-UCHI-GARI



KOSHI-GURUMA



TSURI-KOMI-GOSHI



DKURI-ASHI BARAI



TAI-OTOSHI



HARAI GOSHI



UCHI-MATA



KO-SOTO-GARI



KO-UCHI-GARI



KATA-GURUMA



KO-SOTO-GAKE



TSURI-GOSHI



YOKO-OTOSHI



ASHI-GURUMA



HANE-GOSHI



HARAI-TSURI-KOMI-ASHI



TOMOE NAGE



KATA-GURUMA



KO-SOTO-GAKE



TSURI-GOSHI



UKI-OTOSHI



SUMI-GAESHI



TANI-OTOSHI



HANE-MAKI-KOMI



SUKUI NAGE



UTSURI-GOSHI



O GURUMA



SOTO-MAKI-KOMI



UKI-OTOSHI



SUMI-GAESHI



TANI-OTOSHI



YOKO-GAKE



O-SOTO GURUMA



UKI-WAZA



YOKO-WAKARE



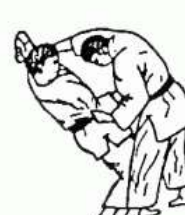
YOKO-GURUMA



USHIRO GOSHI



URA NAGE



SUMI-OTOSHI



YOKO-GAKE



O-SOTO GURUMA



UKI-WAZA

1998: Yahoo refuses to buy Google for US \$ 1 million

2002: Yahoo realizes its mistake and offers to buy Google for US \$ 3 billion. Google wants US \$ 5 billion. Yahoo refuses.

2008: Microsoft offers to buy Yahoo for US \$ 40 billion. Yahoo says no.

2016: Yahoo sold to Verizon for US \$ 4.6 billion.



YAHOO!



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3241



## Trump's debate sniffles stir social media

Hillary Clinton's health has been an issue in the campaign, but on Monday night it was Donald Trump showing signs of a cold. 'Sniffing is the new sighing' »



Rating Clinton and Trump's performances



Clinton calls Trump out for insulting women



New details emerge in fatal Fernandez crash



Size 14 beauty queen silences haters



U.S.

## Accused of assaulting employee for working too slowly, her trip to prison is fast

BELLEVUE, Ohio - A woman accused of assaulting a McDonald's employee for working too slowly has been sent to prison for violating...

USA Today



Sponsored

## Verdien €10 Per Enquête

Mensen geboren tussen 1941 en 1981 in aanmerking komen voor High betaalde enquêtes

Survey Compare

## Trending Now

- |                      |                         |
|----------------------|-------------------------|
| 1. Emily Blunt       | 6. Auto Insurance Qu... |
| 2. Karolina Pliskova | 7. Courteney Cox        |
| 3. Arnold Palmer     | 8. iPhone 7 Plus        |
| 4. Kylie Jenner      | 9. Mobile Homes         |
| 5. Auburn Football   | 10. Ben Hanisch         |



## Apeldoorn, GLD

Today



69° 48°

Wed



71° 58°

Thu



69° 58°

Fri



64° 53°

YAHOO!



# Judo Strategy

## Part 3: Becoming a Product Samurai



# Passion







AZE		1	
BLR		3	0:04
		3:35	

Compassion

Clarky

@sven\_borst



Focus



平成の侍・町井勲  
時速160kmのボールを斬る

ORICON STYLE

# Decisiveness

一球目、二球目で、球筋を見切る。

What does  
your dojo  
look like?





“Go forth and become a  
Product Samurai”



# Chris Lukassen



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<http://blog.xebia.com/tag/product-samurai/>