



Let's talk about
iterations

Product Lifecycle





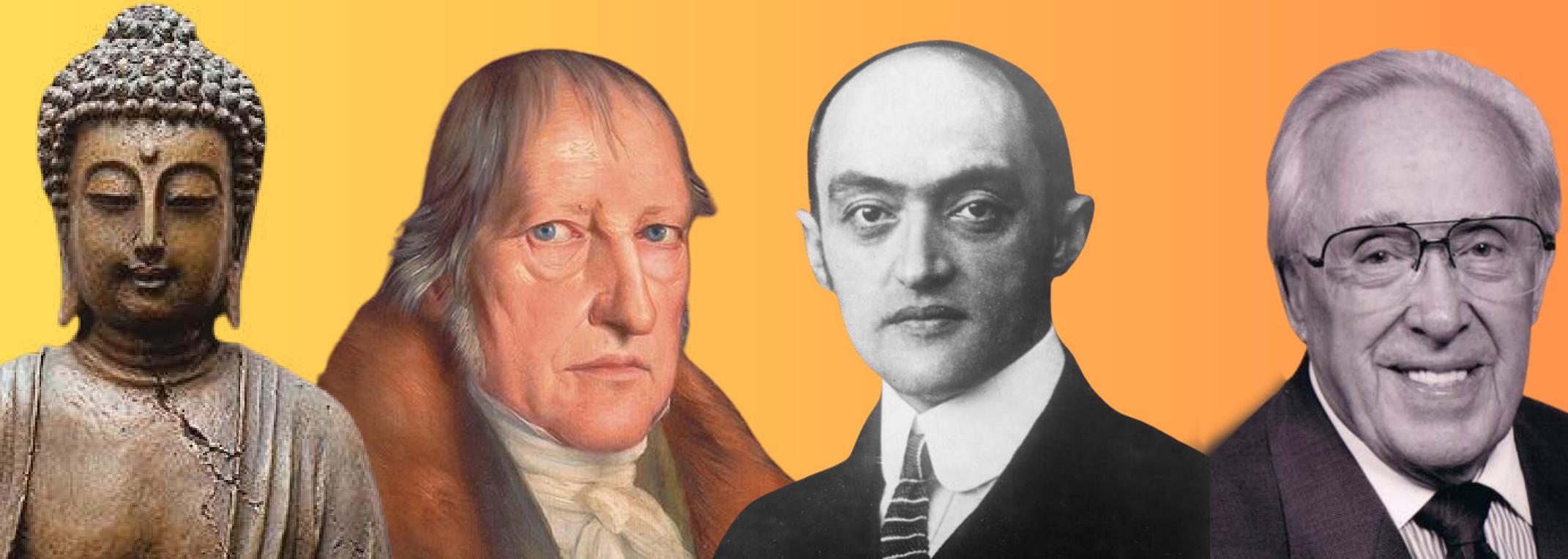
History* behind PLC

Buddha
(6-5 BCE)

Georg Hegel
(1770-1831)

Joseph Schumpeter
(1883-1950)

Raymond Vernon
(1913-1999)



You are the universe, which is constantly transforming because of countless factors and, theoretically, this all will one day end

You are the Everything in the universe, which is constantly transforming because of countless a bunch of factors. One can take a particular object or subject in time and capture its state (**Thesis**), apply factors (**Antithesis**) and it's gonna be new state or complete iteration (**Synthesis**) and, theoretically, this all will one day end

Let's take philosophers and some statistical analysis from other people like (Juglar, Kitchin, Kondratiev) and pack it all into some tangible methodology, which will try to predict the future. I'll call it Creative Destruction.

Let's make it even more simple. "Product" is something people see and think about everyday. Remember, we need specialised product managers and product marketers and not philosophers...



What Creates New Products?

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- Product Manager & the Team
 - Individual(s) who invest their money
 - The Company or Brand
 - The customer sends its signals to Cosmos and somehow receives what it wants?
 - There are no new products, it's just an iteration of the same idea



**Is your Product a
subject or an
object controlled
by various
subjects?
..or objects?**

