

# Let's talk about iterations Product Lifecycle







# History\* behind PLC

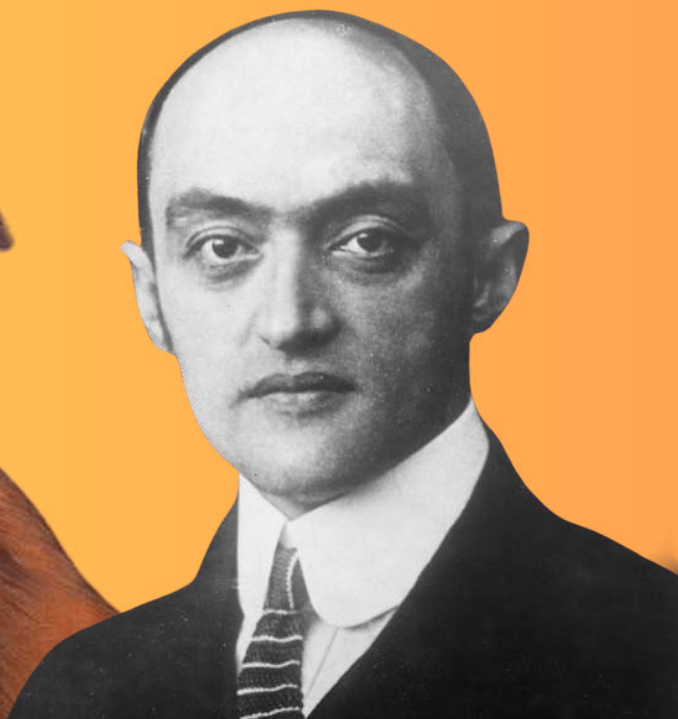
Buddha  
(6-5 BCE)



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 (Jugar,  
Kitchen, Kuznets,  
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...



\* These are carefully selected examples and not the full story. We present them on purpose to support the dramatic and ironic matter of this presentation and NOT to try to actually show who influenced what. Because, all of these are just iterations.



# What Creates New Products?

- ☐ 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?**







home aromatics  
**BLUEBERRY  
PIE**  
*Scented Candle*

SUPER BARNES  
JESSICA

MAYOR  
JESSICA