



BITS Pilani

Software product management

Introduction

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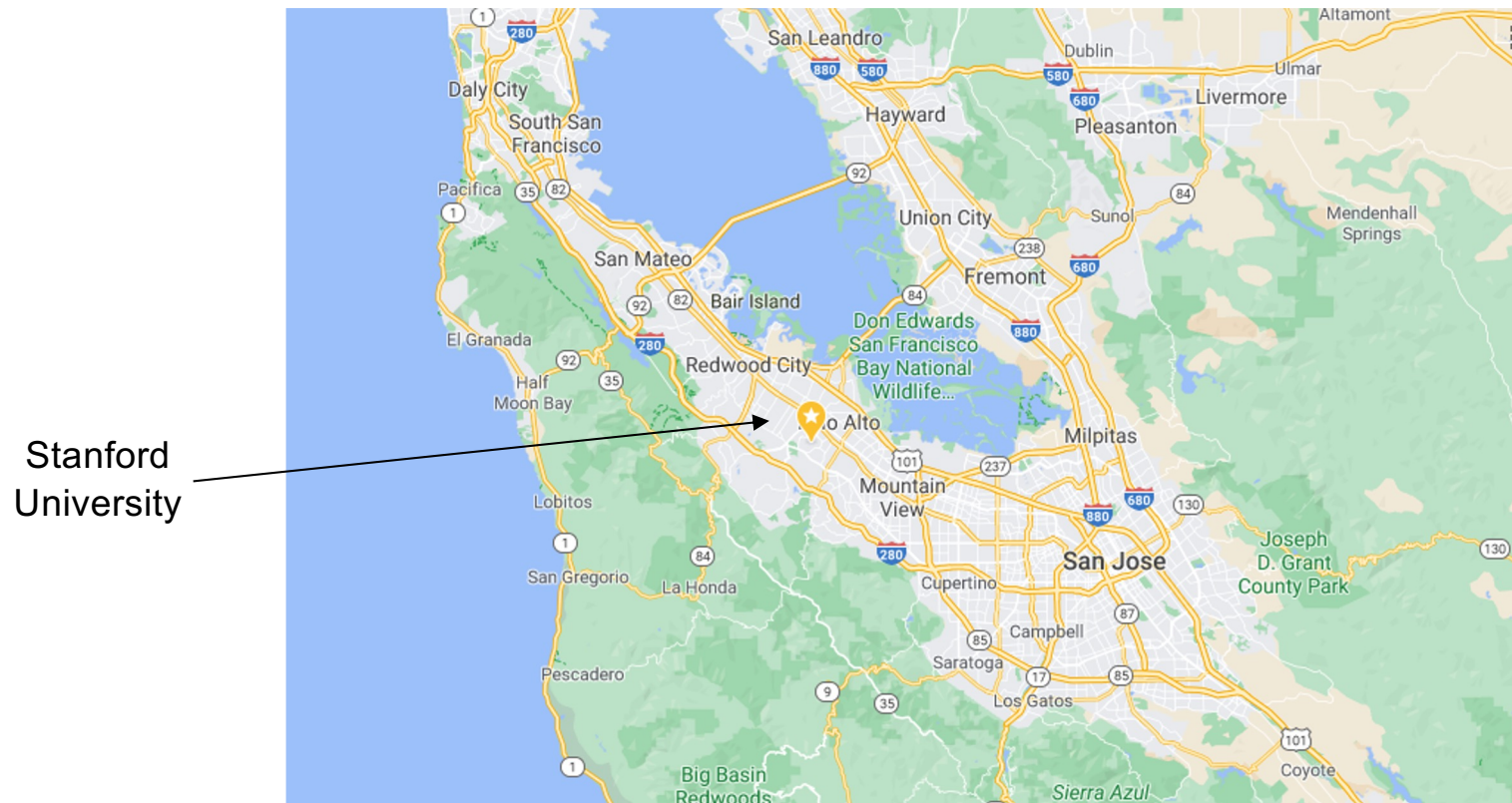
- Software products scenario
- What is spurring product industry?
- Different product categories
- Project business vs Product business
- What is Product management?
- About this course



Software products scenario



Software product revolution started in Silicon valley



Silicon valley

Early companies in Silicon valley: HP, Xerox, Apple, Oracle,.....

How Silicon Valley became successful?



- Convergence of Academia (Stanford, UC Berkley), the Private Sector, and Government
 - High Density of Wealthy Investors and Funding Institutions
 - Inspiration From Past Success Stories
 - Cultural diversity: Half the startups belong to Indians and Chinese
 - Level-headed Approach to Failure
-

Today there are 1200+ unicorns across the world



Country	# of Unicorns	+/-	%
United States	703+	37	48
China	340+	24	24
India	67+	-1	4-5
United Kingdom	53+	4	4
EU Countries	109		8-9

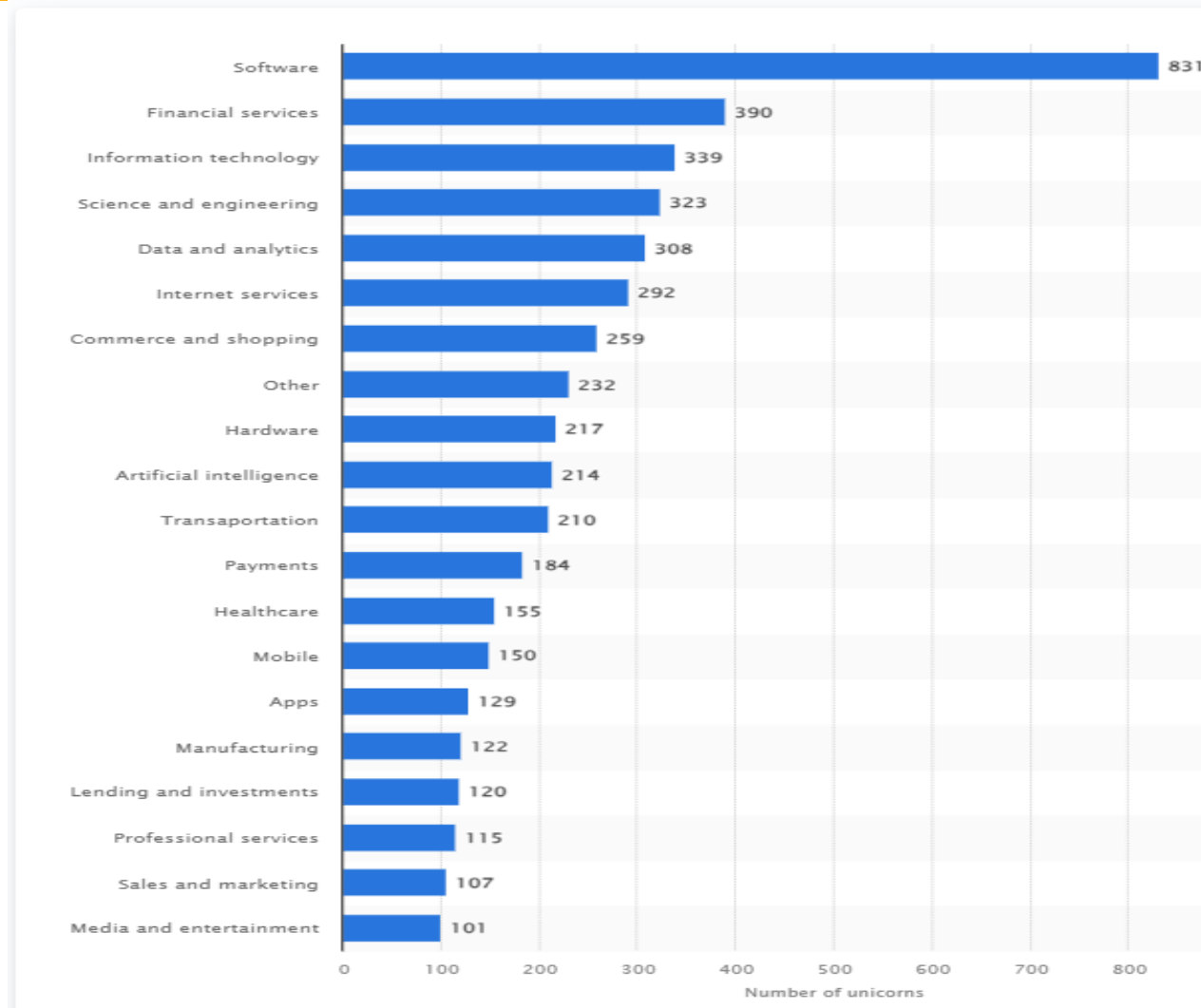
<https://www.hurun.net/en-US/Info/Detail?num=9K1G2SK5X7CX#:~:text=USA%20LED%20WITH%20703%20UNICORNS,WITH%2053%20UNICORNS%2C%20UP%204>.

<https://www.cbinsights.com/research-unicorn-companies>



Unicorns by industry

Number of unicorns worldwide as of March 2024,



[ps://www.statista.com/statistics/1093261/number-of-global-unicorns-by-industry/#:~:text=Most%20of%20the%20world's%20unicorns,were%20ac](https://www.statista.com/statistics/1093261/number-of-global-unicorns-by-industry/#:~:text=Most%20of%20the%20world's%20unicorns,were%20ac)

<https://www.ventureintelligence.com/Indian-Unicorn-Tracker.php>

Growth of start-ups in India



Ministry of Commerce & Industry

DPIIT recognises 1, 17,254 startups as on 31st Dec 2023

Startups create over 12.42 lakh direct jobs

At least one recognised startup in every State and UT; spread across over 80% of districts

Posted On: 02 FEB 2024 10:00PM by PIB Delhi

India Home To 1.4 Lakh Startups As Of June: Govt

<https://inc42.com/buzz/india-home-to-1-4-lakh-startups-as-of-june-govt/>

Unicorns in India



Inc42

KRUTRIM

2024

zepto InCred

2023

uniphore XPRESSBEES OPEN
LIVSPACE oxyzo GAMES
HASURA fractal DealShare
elasticrun LEAD amagi one
CredAvenue darwinbox Sire
PHYSICS WALLAH Shiprocket TATA

2022

QCKO apna BharatPe BLACKBUCK BrowserStack ZETWERK zeta Vedantu
CarDekho Chargebee CoinDCX COINSWITCH CRED Urban Company upGrad Spinny
cure.fit digit dream EaseMyTrip RELIANCE GlobalBees slice ShareChat
grofers Groww gupshup INFRA.MARKET REBEL Pristyn Care
innovaccer Licious mamaearth HipayIndia meesho of(business) NOBROKER
MENSA MindTickle PobiKwik MPL moglix

2021

BillDesk BYJU'S
oyo mall freshworks
policybazaar RIVIGO
udaan PhonePe
SWIGGY

2018

bigbasket DELHIVERY
DREAM SPORTS druva
icertis lenskart
OLA ELECTRIC

2019

CARS dailyhunt firstcity
glance NYKAA Pine Labs
ZERODHA Razorpay
zenoti POSTMAN unacademy

2020

ReNew
POWER

2017

hike SHOPCLUES make my trip

2016

zomato Quikr paytm OLA
infoedge snapdeal inMOBI
Flipkart

2015 & Before

Indian GenAI Startup Tracker: 60+ Startups Putting India On The Global AI Map

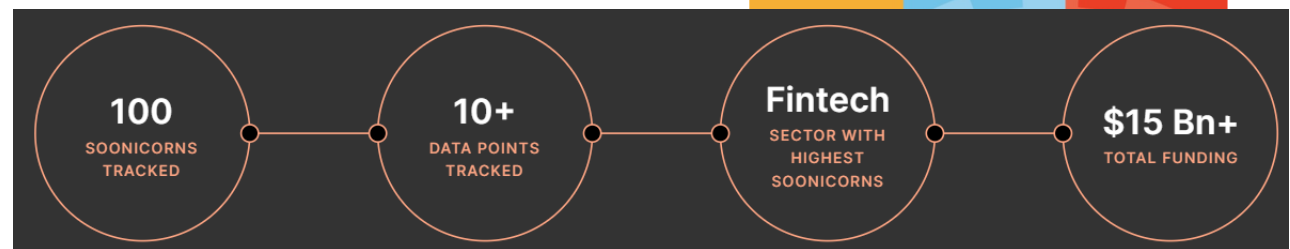
26 Jul'24 | By Team Inc42

eve lead



<https://inc42.com/startups/indian-genai-startup-tracker/>

Soonicorns



Soonicorns ▲	Website ▲	Founding Year ▲	Sector ▲	Subsector ▲	Headquarters ▲	Total Funding (\$ Mn)
adda247	adda247.com	2,010	Edtech	Test Preparation	Gurugram	61
Ather	atherenergy.com	2,013	TransportTech	EV	Bengaluru	193
Atlan	atlan.com	2,018	Enterprisetech	SaaS	Singapore	69
Bankbazaar	bankbazaar.com	2,008	Fintech	Lending tech	Chennai	115
BetterPlace	betterplace.co.in	2,015	Enterprisetech	HR Tech	Bengaluru	91
Bira91	bira91.com	2,015	Alcohol Beverage	Beverages	Delhi NCR	293
Bizongo	bizongo.in	2,015	Ecommerce	B2B	Mumbai	240
Bluestone	bluestone.com	2,011	Ecommerce	D2C	Bengaluru	100
Boat	boat-lifestyle.com	2,016	Ecommerce	D2C	Delhi NCR	177
BookMyShow	bookmyshow.com	1,999	Consumer Services	Ticket Booking	Mumbai	225

https://tracxn.com/d/soonicorn-club/soonicorns-in-india/_ujYf3QI9FSnpS3x-zJCSwnay2nENQhm1kAN-U8-6Kfg

<https://inc42.com/the-indian-soonicorn-tracker/#tracker>

Tech start-ups – Advanced technology (India)



Advanced technology startups

- 15 per cent advanced technology startups (such as analytics, artificial intelligence, Internet of Things (IoT), etc)
- 18 per cent software as a services (SaaS) startups in the overall startup base



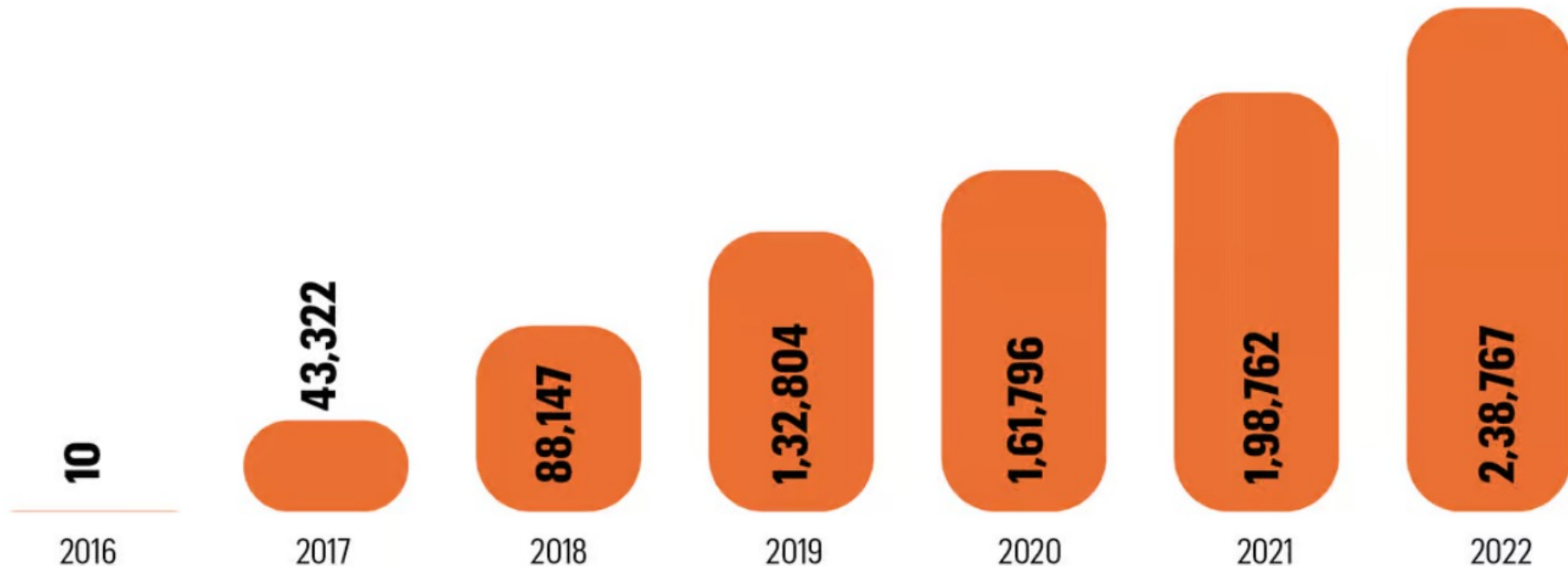
KPMG report: <https://home.kpmg/in/en/home/insights/2019/01/startup-landscape-ecosystem-growing-mature.html>

Tech start-ups – job creation (India)



JOBS CREATED BY START-UPS GROW 79.7% IN 4 YEARS

They have gone up from 1,32,804 in 2019 to 2,38,767 in 2022.



* DPIIT RECOGNISED; SELF-REPORTED

<https://www.fortuneindia.com/infographics/the-start-up-boom/112577>

What is spurring product industry?



- Global market reach
- Cloud resources – Amazon AWS, Microsoft Azure, IBM, Google
- Funding - 100 angel investors in 2020
- Talent pool

<https://www.inc.com/peter-cohan/5-keys-to-inventing-new-products-that-spur-growth.html>



Product categories

Product categories



- By industry – Finance, Health, Retail, Travel
- By technology – AI/ML, Analytics, Robotics, IoT
- B2B vs B2C
- SaaS vs On-premise
- Mobile vs Web
- Regular vs API products (Payment gateway, Google Maps, SMS gateway, Banking API)
- Product vs Product-cum-service (Ola, Uber, Flipkart)
- Product (Paytm), Product platform (Ola), Product family (Office on Windows, Office on Mac, Office on Android), Product Line (Rockwell Collins avionics)
- Any other?



Industry segments

- E-Commerce – Amazon, Flipkart
 - HealthTech – Practo, Tata Health, CogniAble
 - FinTech – Paytm, Wealthy
 - EdTech - Byju
 - TravelTech – MakeMyTrip, Tripadvisor
 - Logistics – Ecom express, Dunzo, Delhivery
 - Consumer services – Swiggy,
 - Enterprise Tech – Zoho, Kissflow, Wooqer
 - Deep tech - Niflr, Logically, AskSarkar
 - Software dev – Postman, WorkDuck
-

Product platform



Product platform: Amazon AWS, Android, Uber, PayPal, Facebook

- The technical foundation / eco system on which several software products are based.

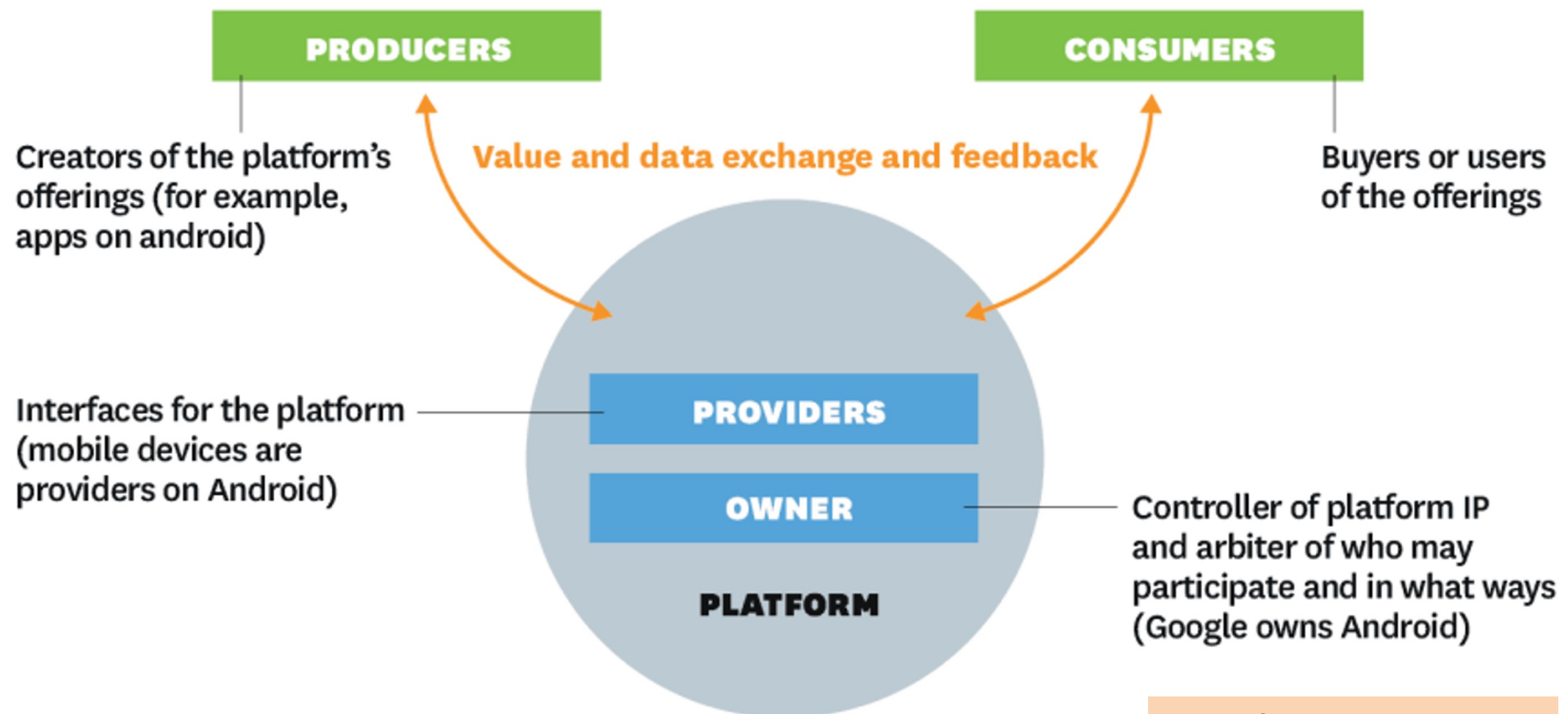


Product platform



The Players in a Platform Ecosystem

A platform provides the infrastructure and rules for a marketplace that brings together producers and consumers. The players in the ecosystem fill four main roles but may shift rapidly from one role to another. Understanding the relationships both within and outside the ecosystem is central to platform strategy.



SOURCE MARSHALL W. VAN ALSTYNE, GEOFFREY G. PARKER, AND SANGEET PAUL CHOUDARY
FROM "PIPELINES, PLATFORMS, AND THE NEW RULES OF STRATEGY," APRIL 2016

Image Source:
<https://hbr.org/2016/04/pipelines-platforms-and-the-new-rules-of-strategy>

Product family



Product family: Microsoft Office (Word, Excel, PowerPoint, OneNote, Outlook)

- A group of software products that are marketed as belonging together under a common family name



Product line



Product line: Rockwell Collins Avionics systems for different helicopters

- a collection of similar software systems from a shared set of software assets using a common means of production.



Product business and Project business

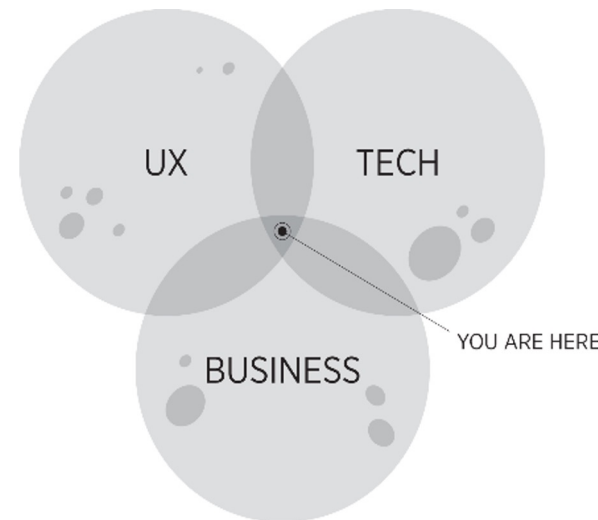


Dimension	Product	Project
Risk	High	Low
Returns	High	Low
Duration	Ongoing	Pre-determined
Customers	Many	One
Objective	Discovered	Given
Funding	Internal & external	Internal
Marketing effort	High	Low
Management	Strategic	Tactical / operational

What is Product Management?



- “The job of a product manager is to discover a product that is valuable, usable and feasible.” – Marty Cagan, Author of ‘Inspired’
- “Product management is an intersection between business, user experience, and technology” – Martin Eriksson, Author of Product Leadership



- “Product management is the glue that holds together all the various functions” - Ken Norton, Product Partner at Google Ventures

Product Management role



- You need to be really good at strategy, be inspirational, and understand the long-term picture.
- At the same time, you have to be really good at the operational side and making things happen
 - Setting a vision
 - Creating a roadmap
 - Build the product
 - Talk to customers
- You need the soft skills of persuasion, negotiation, storytelling, vision setting and communication

Product Management role



Ref: Product Plan.com

About the course



Hope you have handout.

Sharing thoughts



Name one product company you admire.

What is the reason you admire this company?



Appendix

