

A few more things

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Amazon PR/FAQ

- PR (Press Release) FAQ (Frequently Asked Questions)
- Working backwards
- Future perspective describing a hypothetical product launch
- Press release
- External FAQ
- Internal FAQ

PR/FAQ as the starting point

- Upper management: resource allocation and responsibilities
- Engineering: project scope
- Sales: playbook for selling the product
- Marketing: official press releases and other campaigns

PR/FAQ links

- <https://medium.com/agileinsider/press-releases-for-product-managers-everything-you-need-to-know-942485961e31>
- <https://coda.io/@colin-bryar/working-backwards-how-write-an-amazon-pr-faq>

Your project -> your company

- 0 to 1 -> the most difficult part
- Build the team
- Build your POC
- Build the tech
- Elevator pitch
- Talking to VCs

Books and links

- <https://fs.blog/peter-thiel-zero-to-one/>

