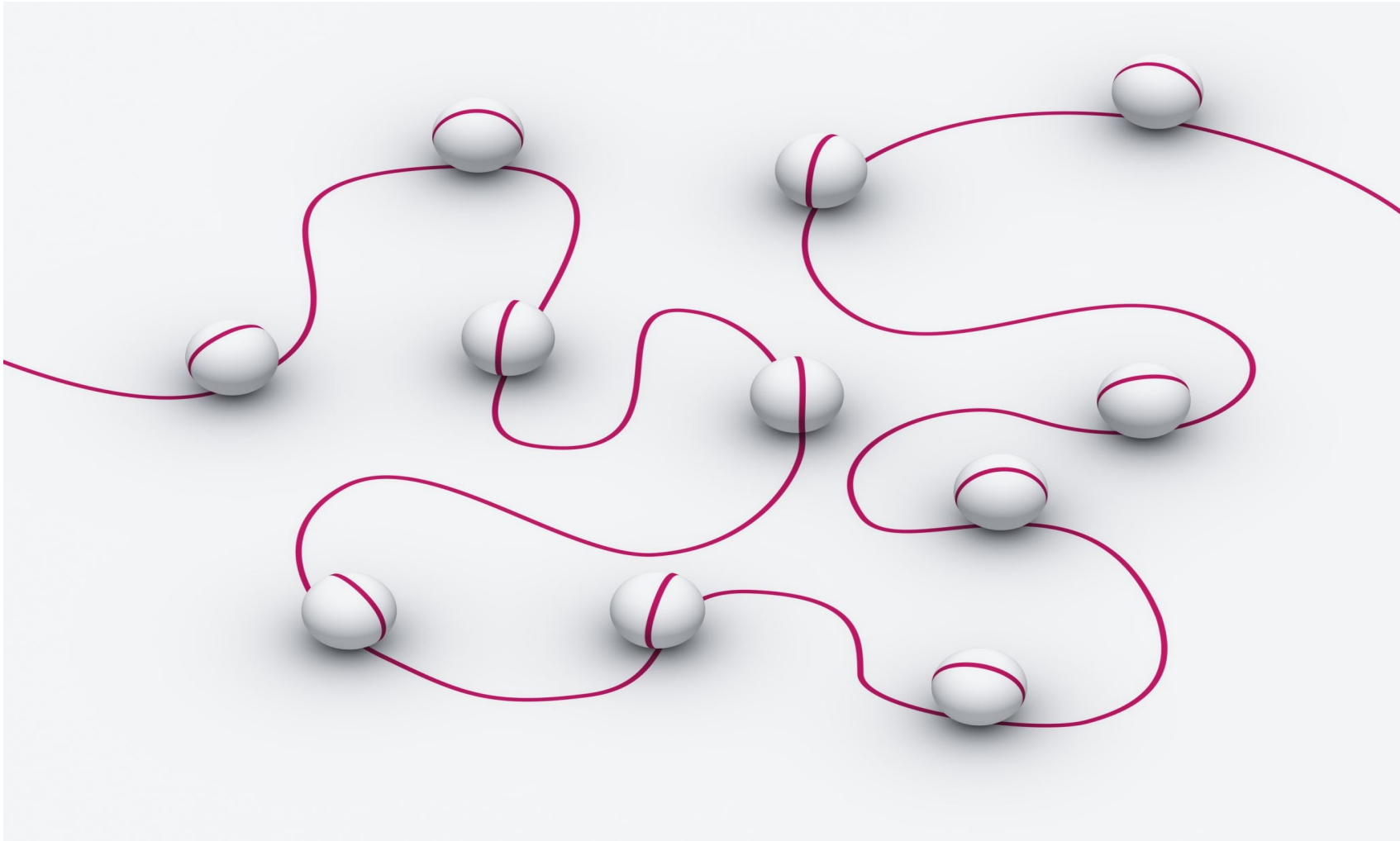


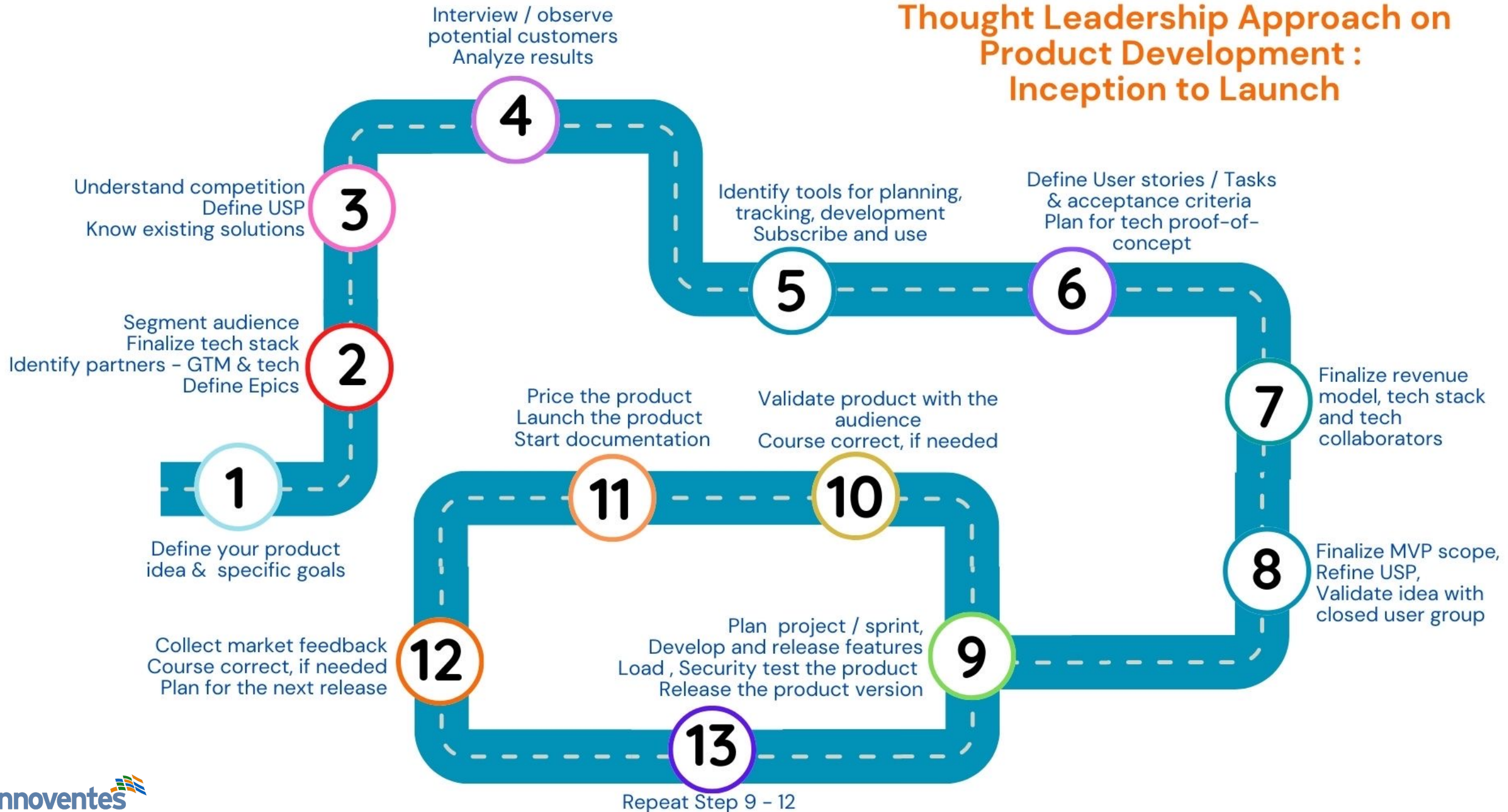
THOUGHT LEADERSHIP APPROACH ON PRODUCT DEVELOPMENT : INCEPTION TO LAUNCH





Product Development Flow

Thought Leadership Approach on Product Development : Inception to Launch





Developing a Product Vision

Stage 1

Product Idea as a 30-sec pitch

Preconditions



An idea



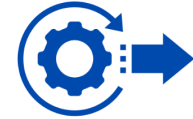
1. State the idea in a 30-sec elevator pitch!

Example: People carry limited cash during travel. When they use credit cards, the forex mark up is very high. Our product will help travellers, especially students, use our pre-paid card and save money when they travel. Unlike credit cards, our card has no mark up on forex so that travellers have more cash on hand, enjoy lounge benefits at airports and discounts at well known stores.



Does the founder(s) have the market reach / domain expertise / passion for the idea?

Outcomes



Clear articulation of the idea

PAGES OMITTED TO PROTECT PROPRIETARY INFORMATION