**MODULE 4: PRODUCT DEVELOPMENT**

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| **ASSIGNEE** | **TOPIC** | **TASK** |
| Teodorico Salve | Picking the Right Idea | Own Presentation, summary |
| Patrick Gomez | Execute the Business Idea (a-c) | Own Presentation, summary |
| Nancy Malgapo | Execute the Business Idea (d-f) | Own Presentation, summary |
| Marc Rendell Ching | Validate the Business Idea | Own Presentation, summary |

**TOPICS:**

1. Picking the right idea
2. Execute the Business Idea
   1. Set yourself tough deadlines
   2. Focus, Focus, Focus
   3. Don’t build things when you don’t need to
   4. Get out and go where the problem is
   5. Sell first
   6. Make money with the problem solution, not with extra service
3. Validate the Business Idea