

“Begin with the end in mind”

- ✦ Find a problem that needs solving
- ✦ Find the tools, data and methods that will help you figure it out
- ✦ Create a diverse team (in skills, talent and background)
- ✦ Work as a team to develop a product that solves it
- ✦ Use evidence-based best practices to convince the market that your've solved it



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