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# Building Products 0 to 1

Asia-Pacific Women Innovators and Entrepreneurs Program

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# Idea to product

Ideation:

How to capture / Organize | Set of 5-10 ideas

How to validate/ test the market | filtered out top 3 ideas | POC

Business Plan?

**Feasibility / viability**

IP Diagnostics Tool:

IP - What every entrepreneur should know

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## Do you have the answers for -?

1. Who's your customer?
  2. Who's your consumer?
  3. Who'll pay you the dollars or time?
  4. Who's going to miss you if you're gone tomorrow?
  5. Distributes your solution?
  6. How easy or difficult is it for anyone to distribute the solution?
  7. How will you generate money?
  8. How will you pay your employees?
  9. How many people are needed to make this business successful?
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STAGE



**IDENTIFY**



**IDEATE**



**INCUBATE**



**ITERATE**

CORE CAPABILITIES

- Innovation Strategy
- Innovation Governance
- User Research
- Portfolio Prioritization

- Design Thinking
- Workshop Facilitation
- Rapid Prototyping
- User Testing

- Product Management
- Project Leadership
- Development
- UX Design
- Marketing Strategy

- Metrics Analysis
- User Testing
- Experiment Facilitation
- Growth Strategy

MARKET OFFERINGS

Capabilities Assessment

User Research Sprint

Cultural Intelligence

Labs Setup

Design Sprint

Future Report

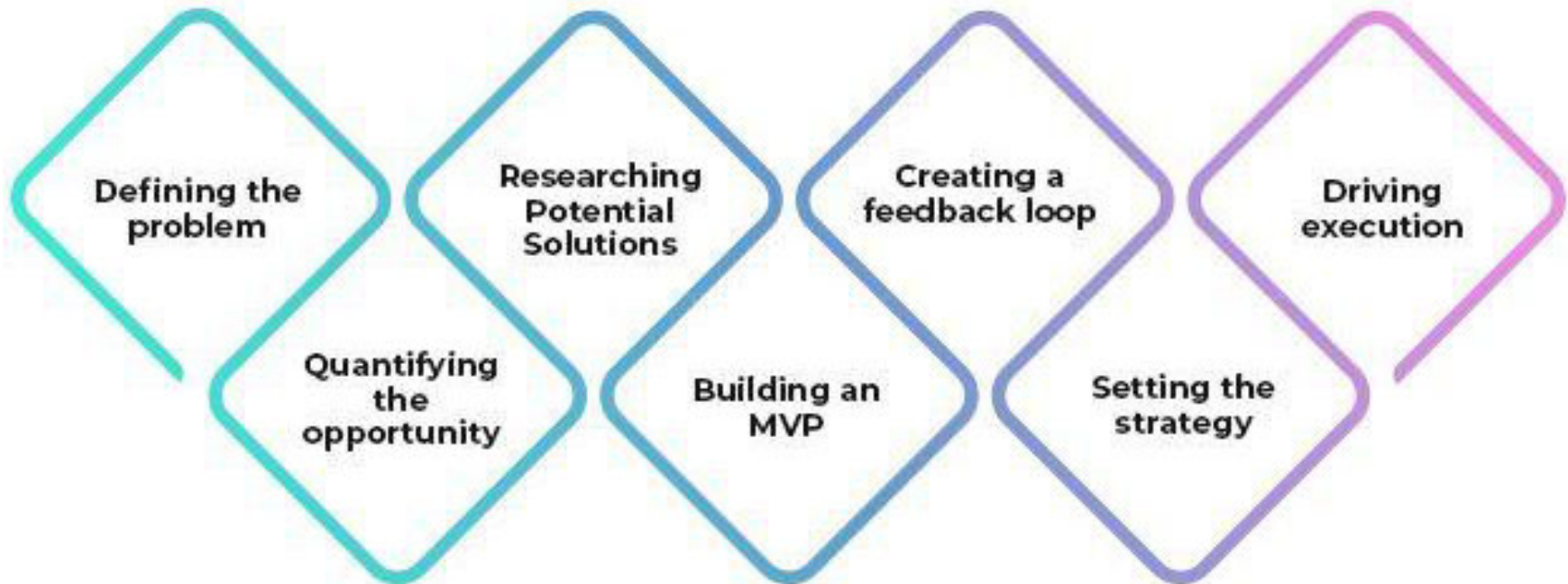
MVP Development

POC Development

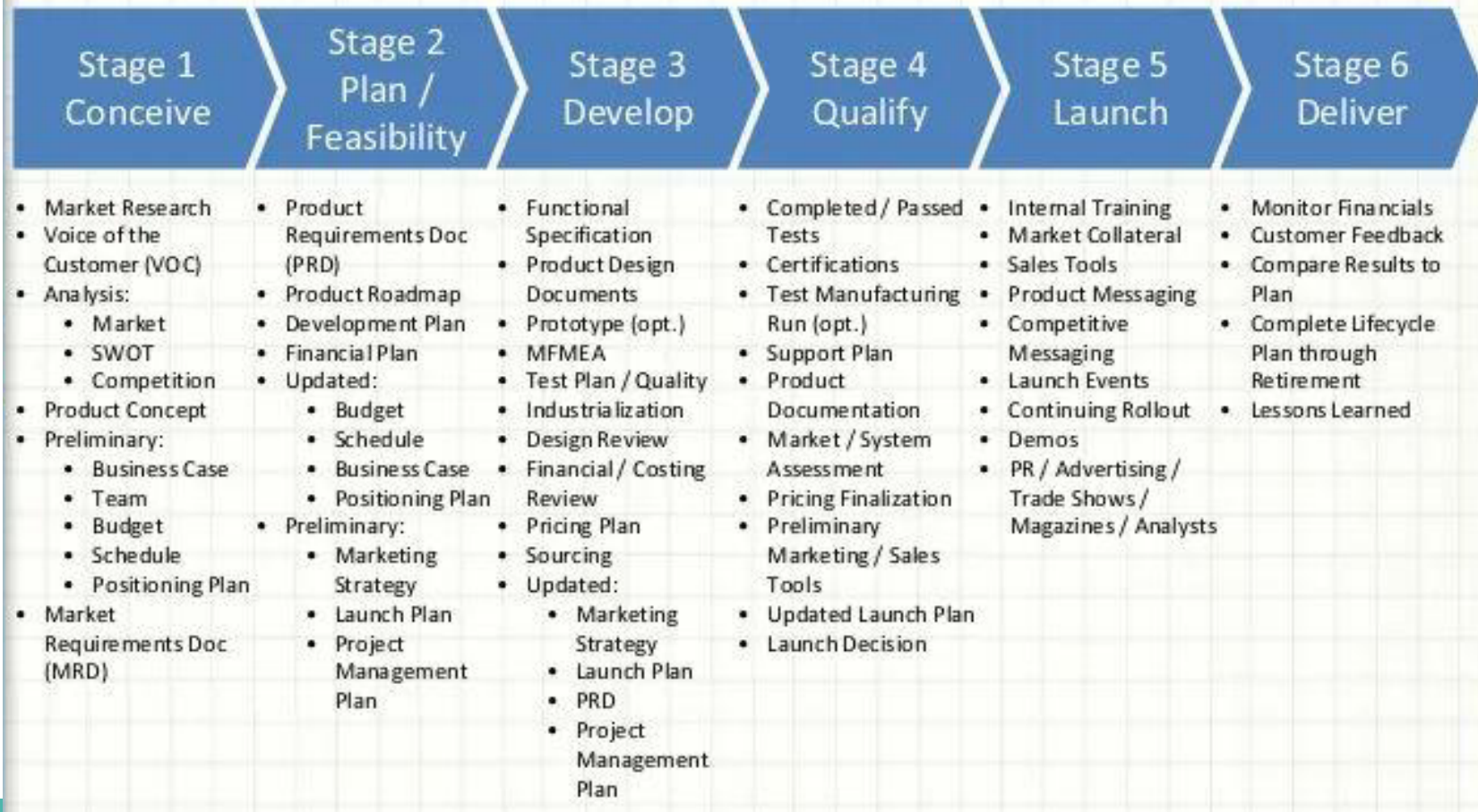
Optimization Sprint

Expert Advisory Panel

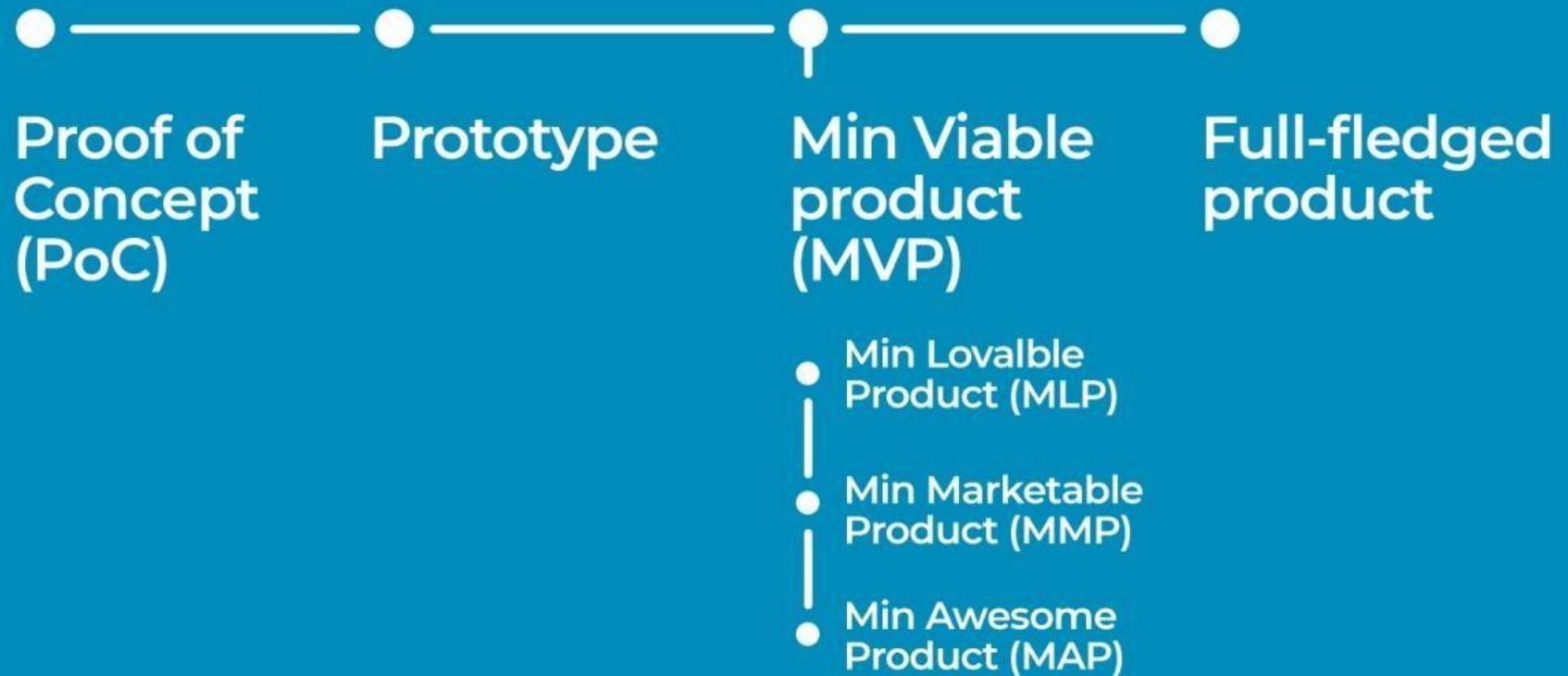
# Product Management Process



# Example Product Management Stage-Gate Process



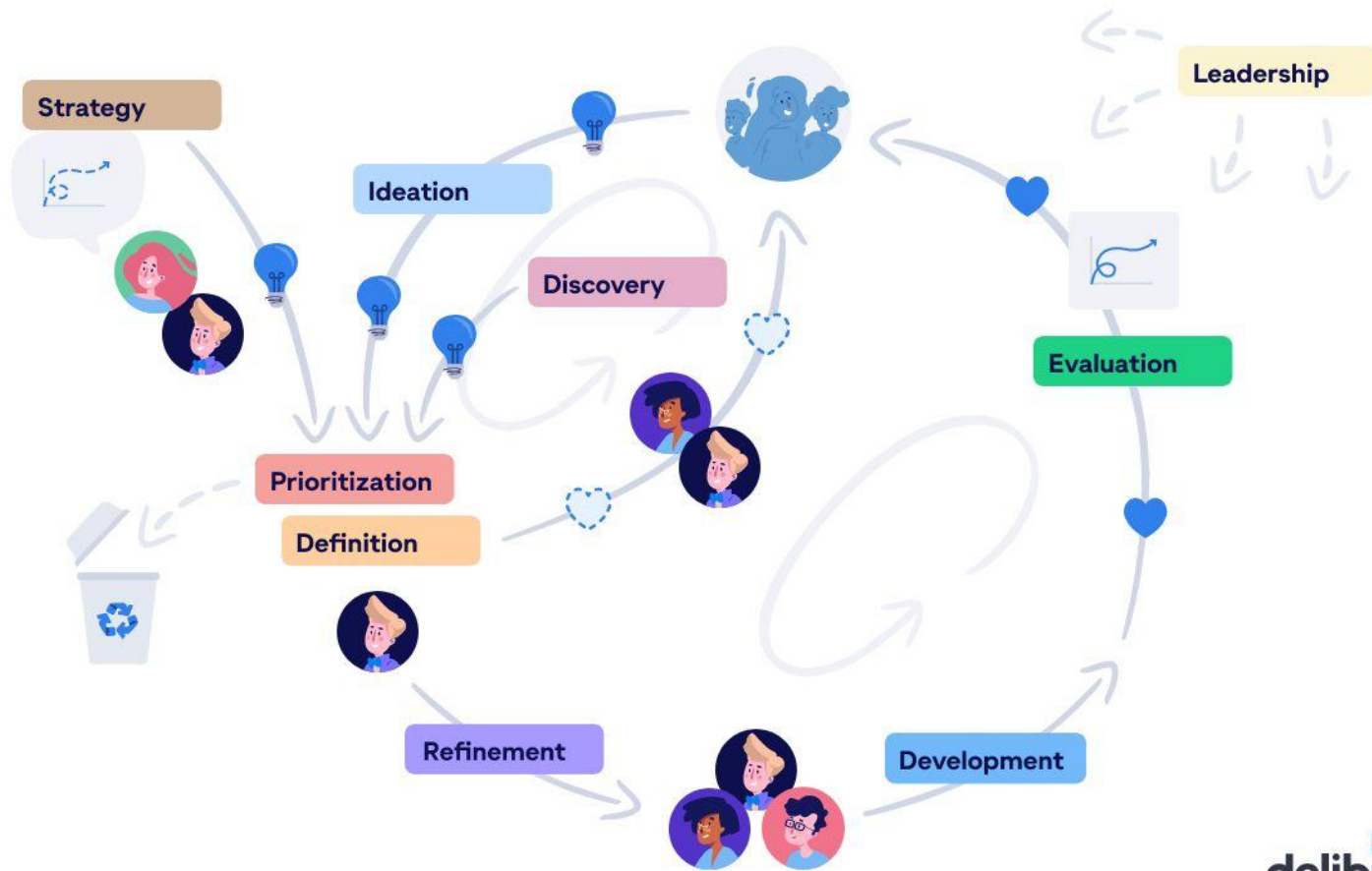
# Life-cycle of a product



	<b>Proof of Concept</b>	<b>Prototype</b>	<b>MVP</b>
<b>Goal</b>	Reduce technology risks for a specific task	Support development decisions and decrease the number of mistakes	Learning by collecting user feedback
<b>How?</b>	Investigates the product's one aspect	Investigates the product's several aspects	Released as a public version of the product
<b>Who uses it?</b>	Product team	Product team	Early adopters
<b>When to use?</b>	When you're not sure if your idea can be developed	When you're not sure if your idea will work	When testing product-market fit

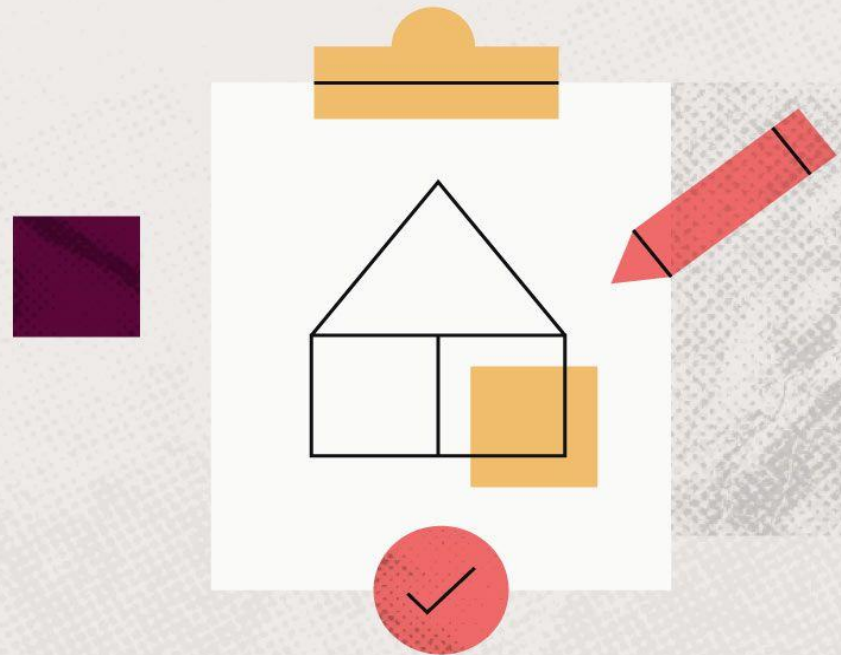


# Visual guide to the Product Management Process

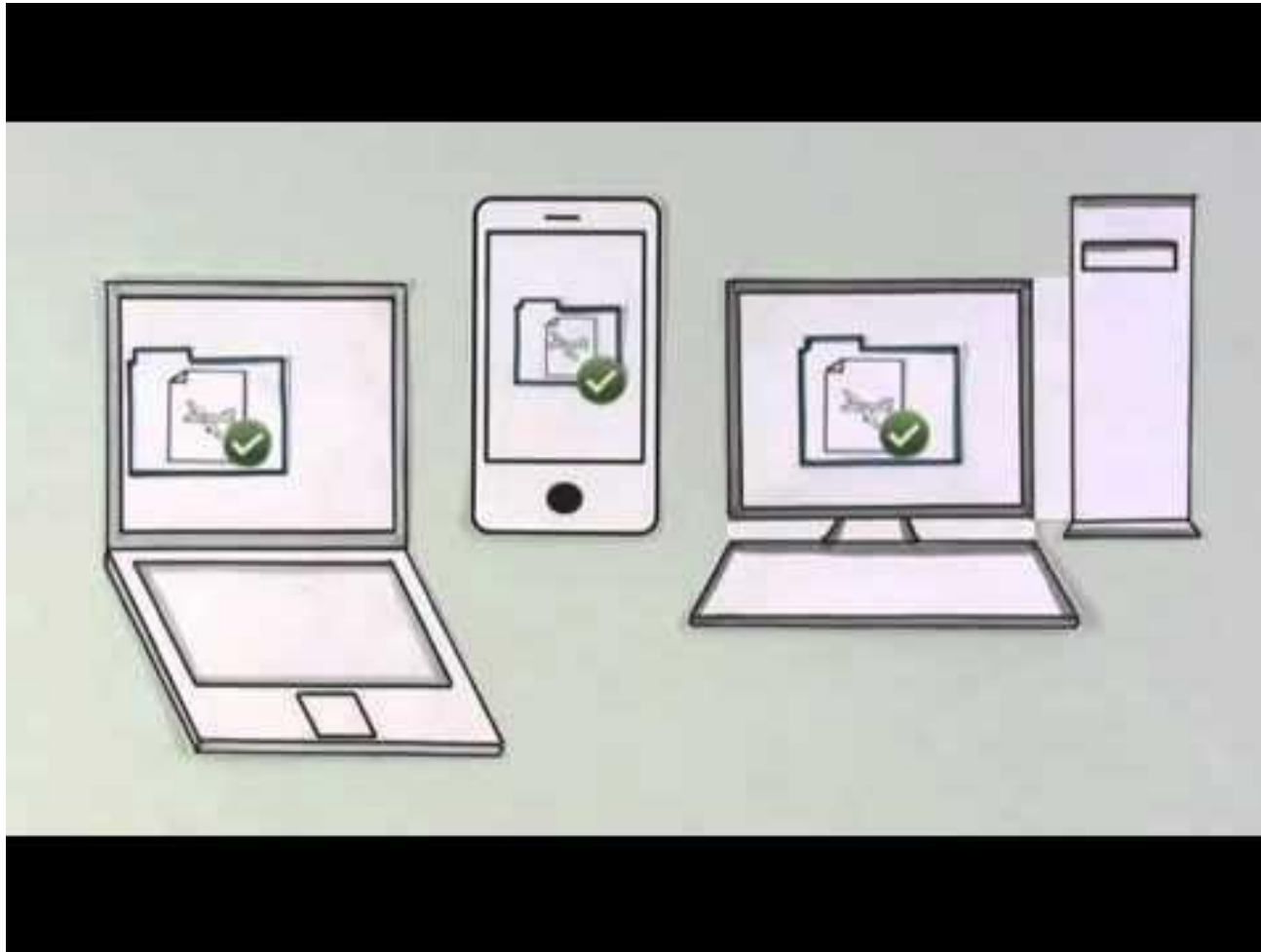


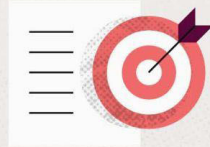
# What is a proof of concept (POC)?

**Proof of concept (POC)** is a presentation that demonstrates the feasibility of a proposed product, method, or idea.



# Proof of Concept





1

### Define your business idea

Identify the idea or product you want to test.



2

### Set your performance goals

Choose success metrics to use as benchmarks.



3

### Run your POC project

Test your idea and assess overall feasibility.



4

### Track your metrics

Use metrics to see if your idea meets performance goals.



5

### Present your results

Explain POC to stakeholders and ask for their support.

# What is a Minimum Viable Product?

A minimum viable product, or MVP, is a product with enough features to attract early-adopter customers and validate a product idea early in the product development cycle. In industries such as software, the MVP can help the product team receive user feedback as quickly as possible to iterate and improve the product.

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## Airbnb

With no money to build a business, the founders of Airbnb used their own apartment to validate their idea to create a market offering short-term, peer-to-peer rental housing online. They created a minimalist website, published photos and other details about their property, and found several paying guests almost immediately.

## Foursquare

The location-based social network Foursquare started as just a one-feature MVP, offering only check-ins and gamification rewards. The Foursquare development team began adding recommendations, city guides, and other features until they had validated the idea with an eager and growing user base.

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# Session 2

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# Building a working prototypes

- NoCode
  - Notion (Eg: <https://www.notion.so/PM-Interview-Prep-Read-up-71e129d1d4cc46fd81eba6e259b5c4e6>)
  - Glideapps - <https://www.glideapps.com/>
  - Bubble - <https://bubble.io/>
  - Webflow - <https://webflow.com/>
  - NocoLoco - <https://nocolo.co/>
  - Adalo - <https://www.adalo.com/>
  - Airtables: <https://www.airtable.com/>
  - Chat bot Builder:  
<https://www.hubspot.com/products/crm/chatbot-builder#:~:text=Build%20chatbots%20at%20scale%20to,the%20chatbot%20builder%20for%20free>
- Google sites - Website Builder
- Medium (SEO, Email Collections, Content Marketing)
- Youtube Video | Case study of Drop Box

# #Measurements

- Social Listening
  - Google Keywords
  - Google analytics
  - Feedback
  - Google Play store
  - Facebook
  - Linkedin groups
  - instagram
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# Creating the Buzz

- Whatsapp / Telegram / Signal Groups
  - LinkedIn
  - Medium.com
  - Instagram Community
  - Quora
  - Facebook Page / Groups
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A silhouette of a hand with fingers spread, wearing a watch on the wrist, set against a blurred background of purple and blue light. The hand is positioned on the right side of the frame.

**4 steps to  
Getting Hooked!**

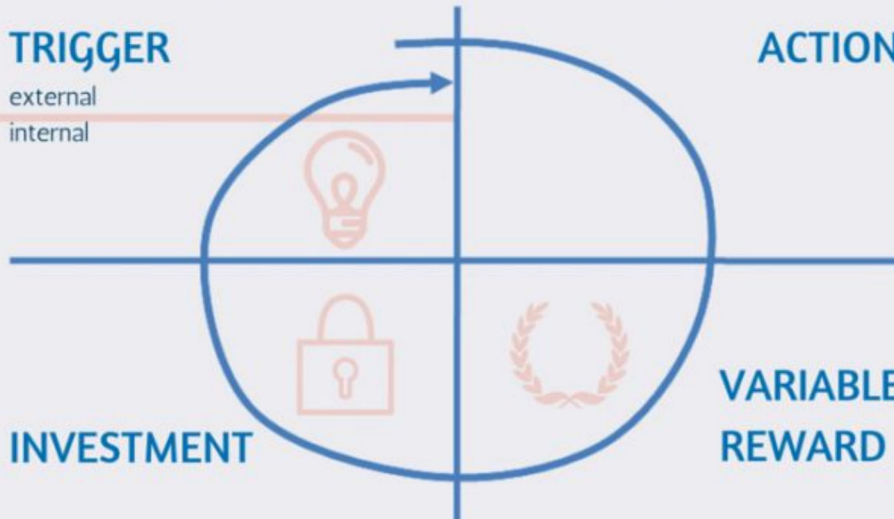


## THE HOOK MODEL

**TRIGGER**

external  
internal

**ACTION**



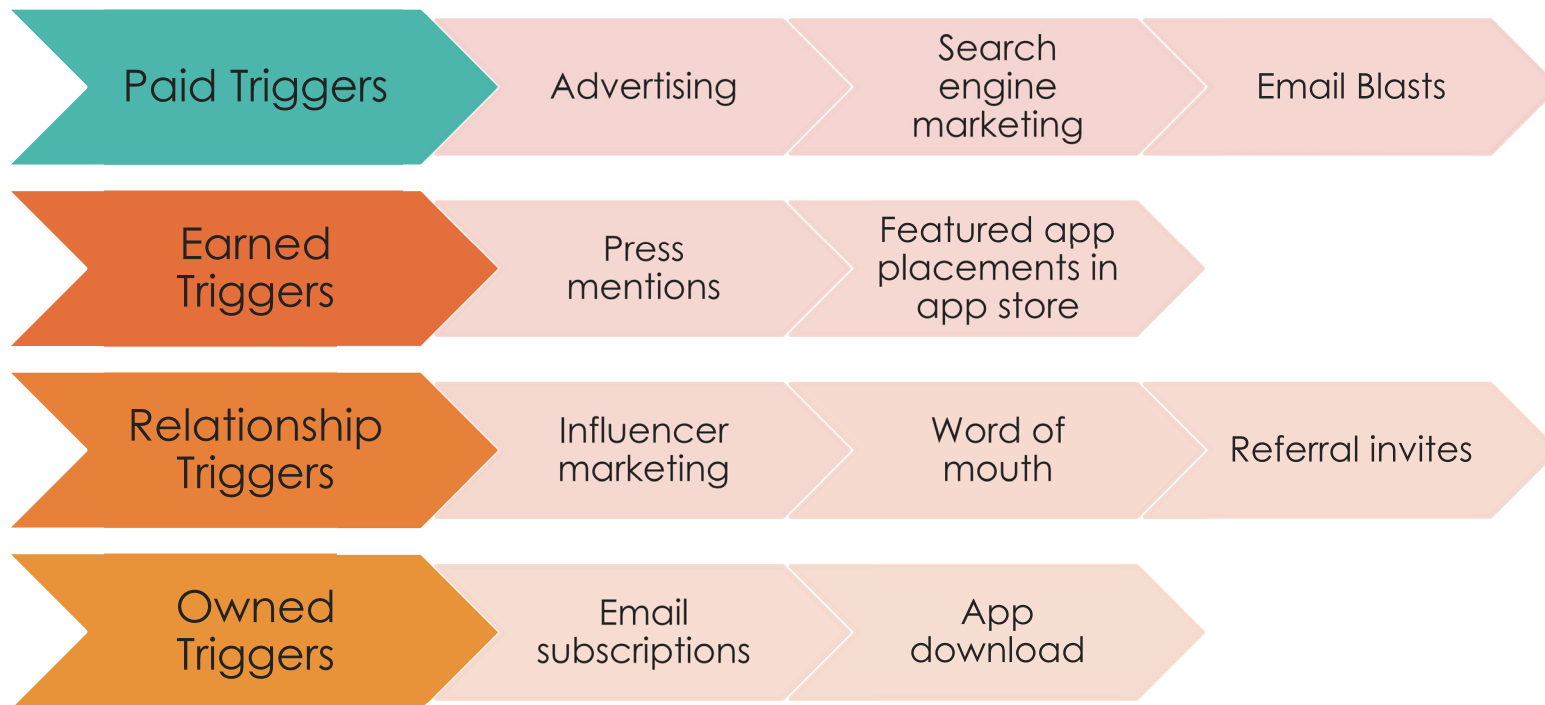
**INVESTMENT**

**VARIABLE  
REWARD**

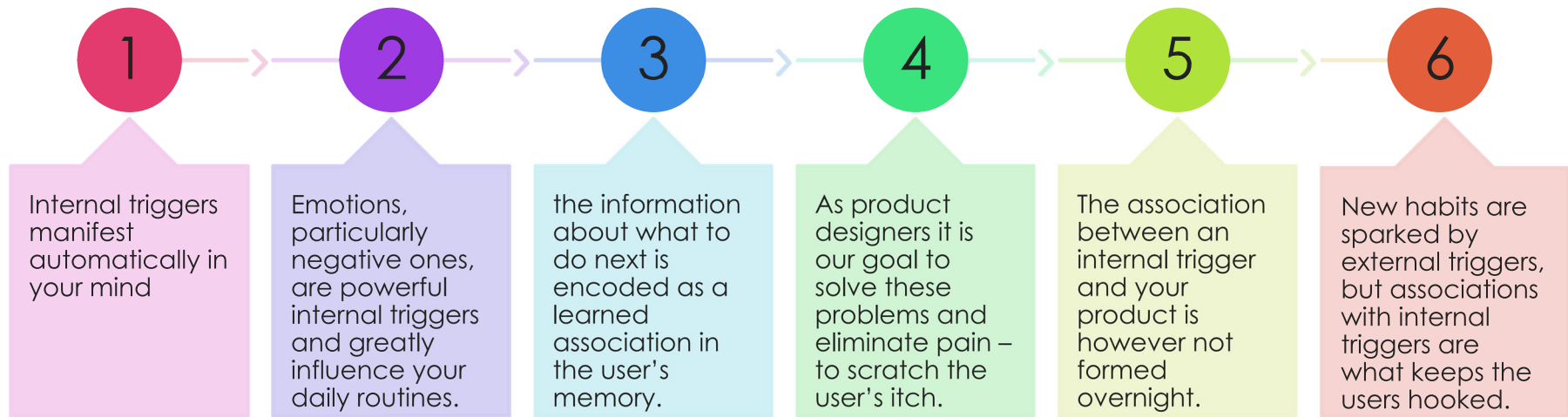
# The Hook!!

# External Triggers

External Triggers are embedded with information, which tells the user what to do next.



While paid, earned, and relationship triggers drive new user acquisition, owned triggers prompt repeat engagement until a habit is formed.



# Internal Triggers

# Actually Do v/s Wish they did





5x WHY ?





**Action!!**

# The Action

01

Action is the simplest behaviour in anticipation of rewards

02

For any action to happen, there must be a trigger.

03

To increase the desired behaviour, ensure a clear trigger is present, next increase ability by making the action easier and finally align the right motivator.

04

Every behaviour is driven by three core drivers

- Seeking pleasure and avoiding pain
- Seeking hope and avoiding fear
- Seeking social acceptance while avoiding social rejection

05

Ability is influenced by 6 factors!

- Times
- Money
- Physical effort
- Brain cycles
- Social Deviance
- Non-Routineness

# Rewards



## Rewards must be variable!

Rewards must satisfy a user's need while leaving wanting to re-engage with the product

