

Action Guide

369: Steps this product manager took launching a product to save lives
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Application Questions

1. What is your organization's mission? Why is your product important?
2. Who are some strategic partners you could consider working with and why?
3. What assumptions are you working with? How can you do customer discovery to test those assumptions?



Actions to Take

What to Do Now

- If you're a startup, consider entering innovation or entrepreneurship competitions.
- Look for strategic licensing agreements that can help you apply existing technology in a new way.

What to Do Soon

- Identify partners in your industry that can help you with current or future products.
- Do customer discovery by joining a community related to your mission, attending conferences, and visiting people who could use your product.