1

Make sure the product is essential for the company

Nice to have products and services can easily be cut. If there is a chance that your product or service will save costs or increase revenue in the long run, that's what makes it essential!

2

Define how you measure success aka good KPIs

Make sure that you define a clear set of KPIs that measure success. In the beginning this is probably not revenue, but an indicative KPI. Make sure that everybody signs off on this.

3

Ship your first iteration within 2 weeks

Shipping a small first product shows challenges in the delivery process early.

These can include: GDPR, Legal, IT Infrastructure, Marketing, Operations, BOM...

Shipping after 2 weeks is easier, than after 6 month and the first shipment is the hardest...

4

Place small bets and increase stake bet by bet!

First pilots can be fairly cheap and might even be a budget that you can sign off yourself.

A first success can then help you to increase budget for more expensive next versions.

The more certain you get, that the ROI is positiv, the more you can spent!

5

Build separate from existing products, keeping existing products in mind!

Let your internal teams consult, which tech or designs you use, but build separately in the beginning.

Find easy integrations in the beginning, so the full integration becomes easier later on.

Also: Once all teams are on board, nobody needs to fight a new product, since it is already theirs to beginn with

6

Get a dedicated team to do the work!

Once you decide to try something, try it hard and get a dedicated team to do the work.

Otherwise daily money earning business will always be more important. ALWAYS!

7

Create clear active & passive roles within the product

New products are exciting and everybody wants to participate. They should, but not always in active roles.

Define your core team and loop in other stakeholders in passive roles.

i.e. Bi-Weekly product demo or weekly updates

8

Communicate Expectations to Team & Stakeholders!

When you start building, not everything will be perfect. That's good! Embrace it and make sure everybody understands it!

Make sure it looks snappy for the customer and do everything else manually!

Be a hero (or find one in your organisation)

Following these learnings, makes launching new products in corporate environments easier, but not easy.

Your corporate structure is still made for maintaining great products, not for creating completely new once.

We ❤️ people, that push new things and if you want to have a chat at any point, just get coffee or lunch with us: http://www.productsquads.com/kontakt

Questions? Get in touch

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