

WELCOME 🖐️



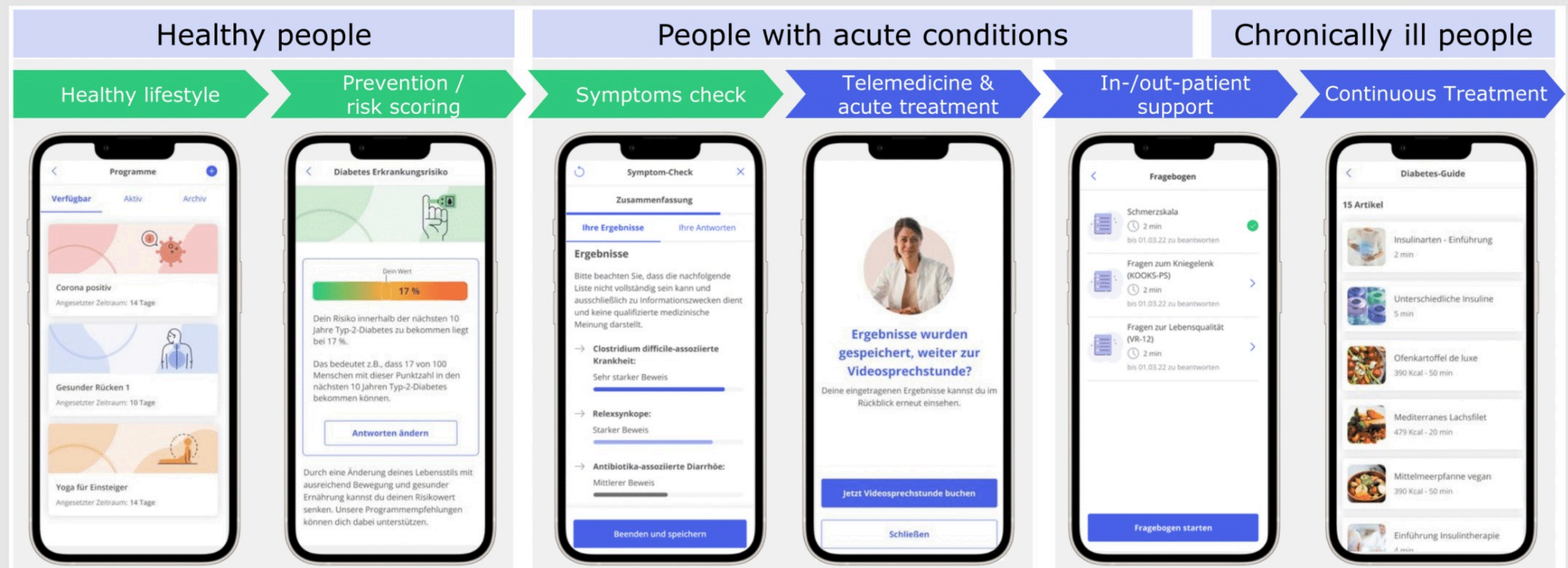
Martin Stahl
Chief Product Officer @  **curalie**

- **Product since 15yrs+ and counting**
- **Trained Business Coach (ICF accredited)**
- **Organizational Consulting**

martinstahl.info | **[LinkedIn](#)**



The doctor in your pocket: Step by step to better health with doctors, therapists and experts.





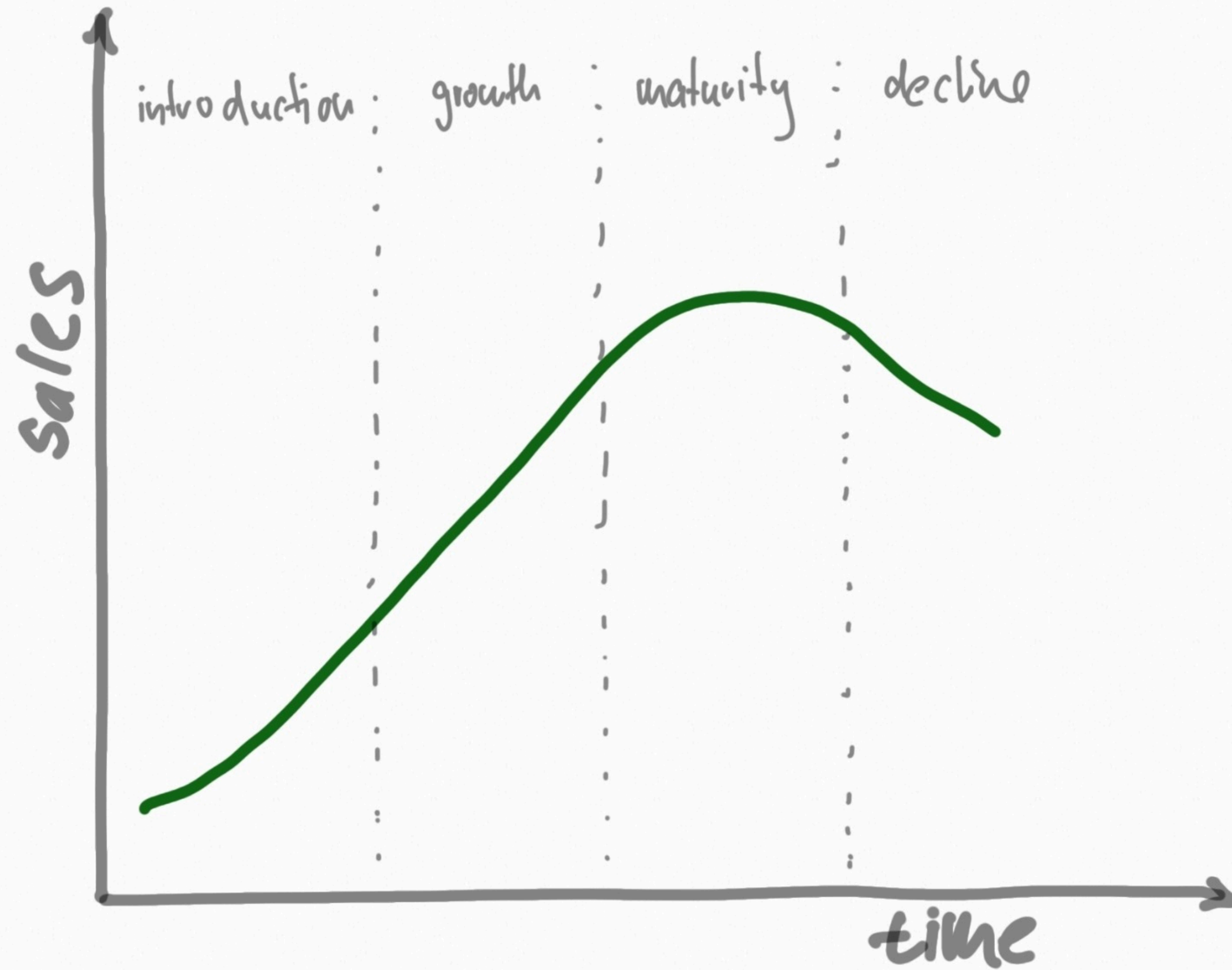
Product Management means different things in different contexts.





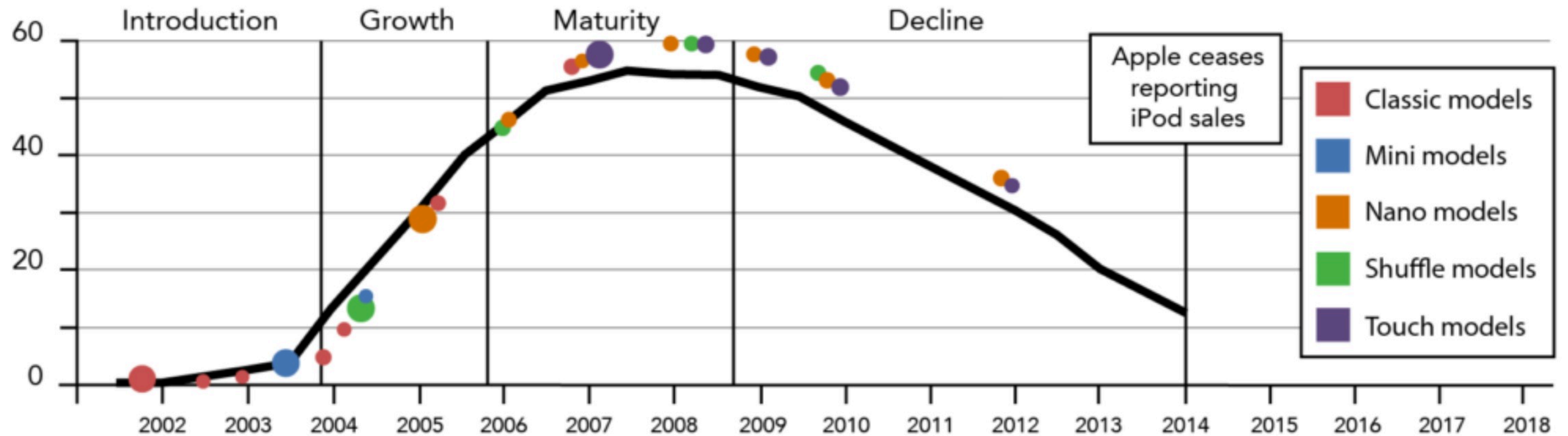
I offer a simple map based on a product lifecycle.

Product Lifecycle



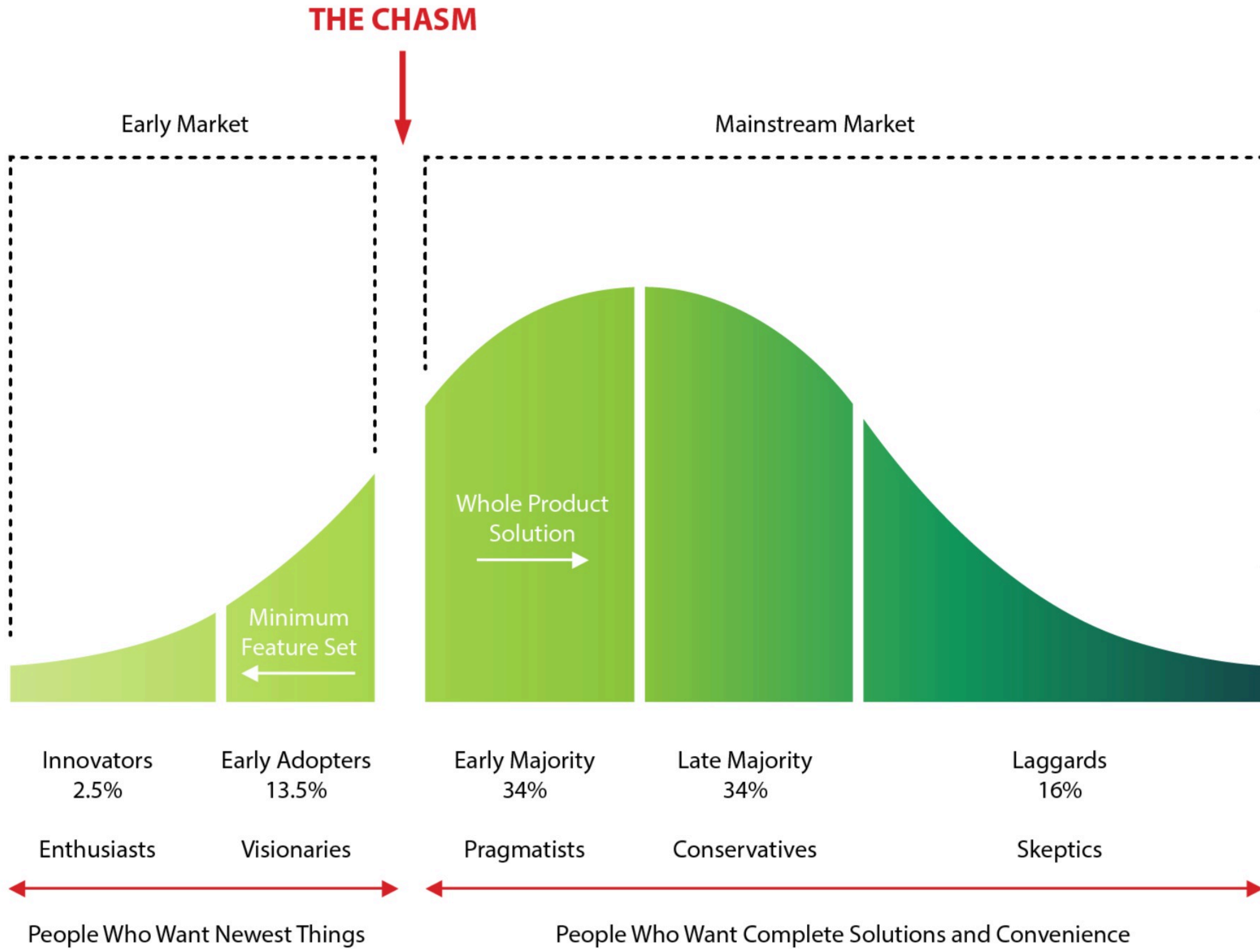
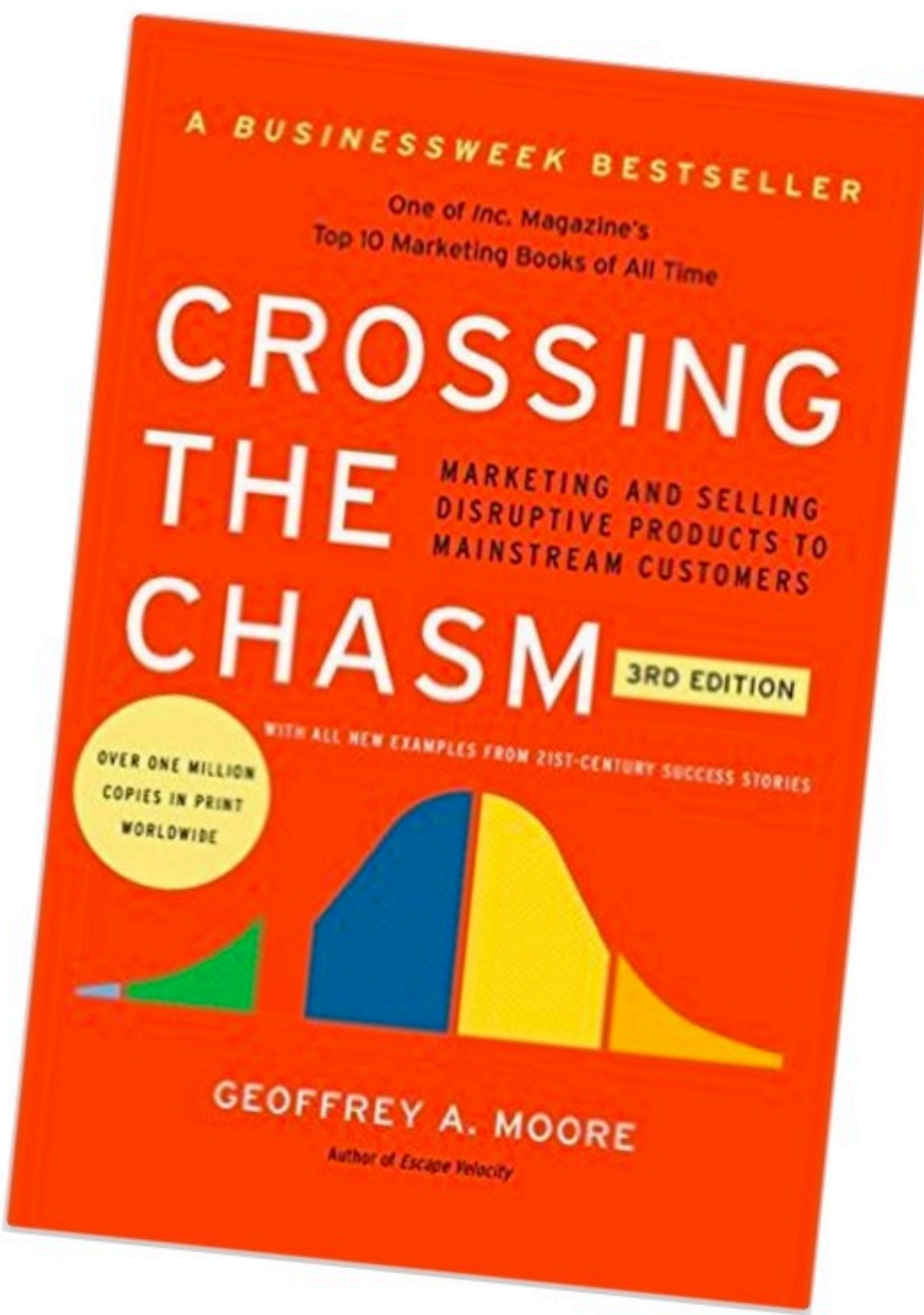
iPod Product Releases

(in millions)

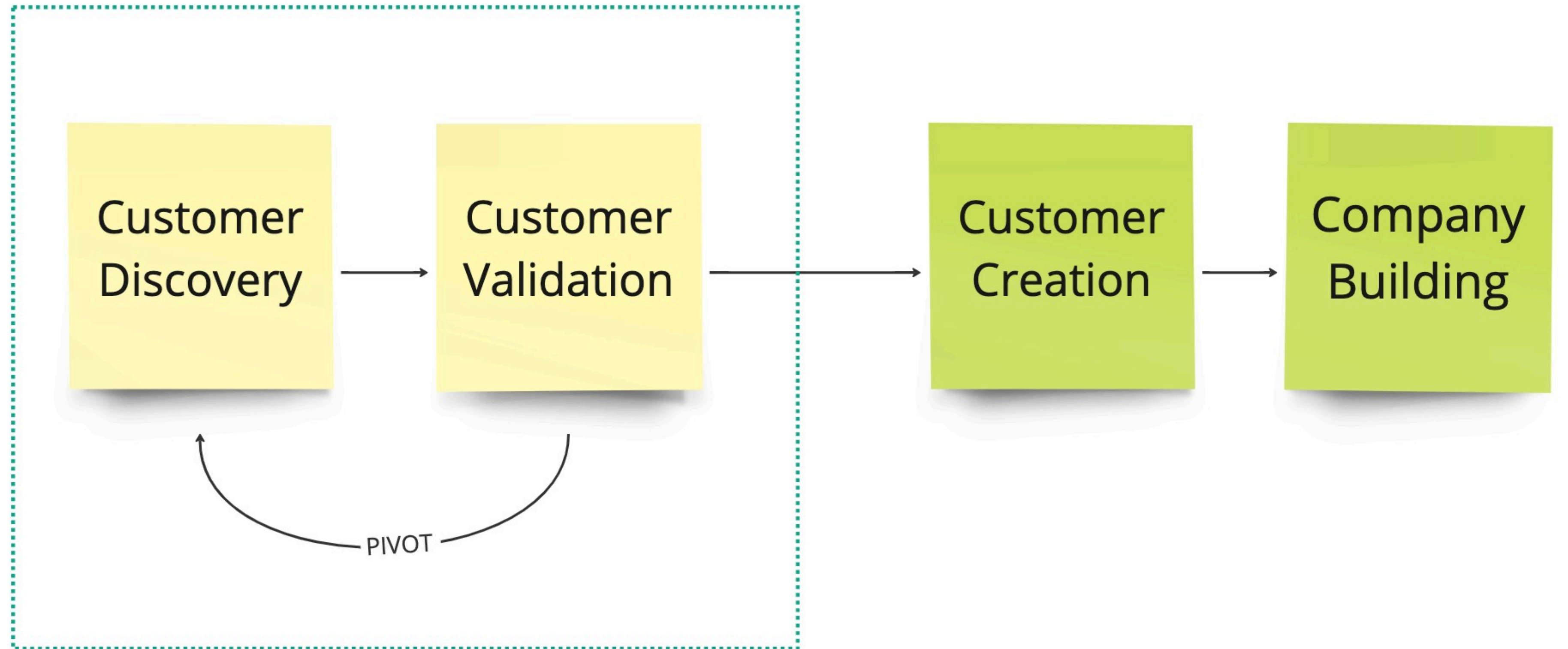


Source: Apple Inc.

Crossing the Chasm

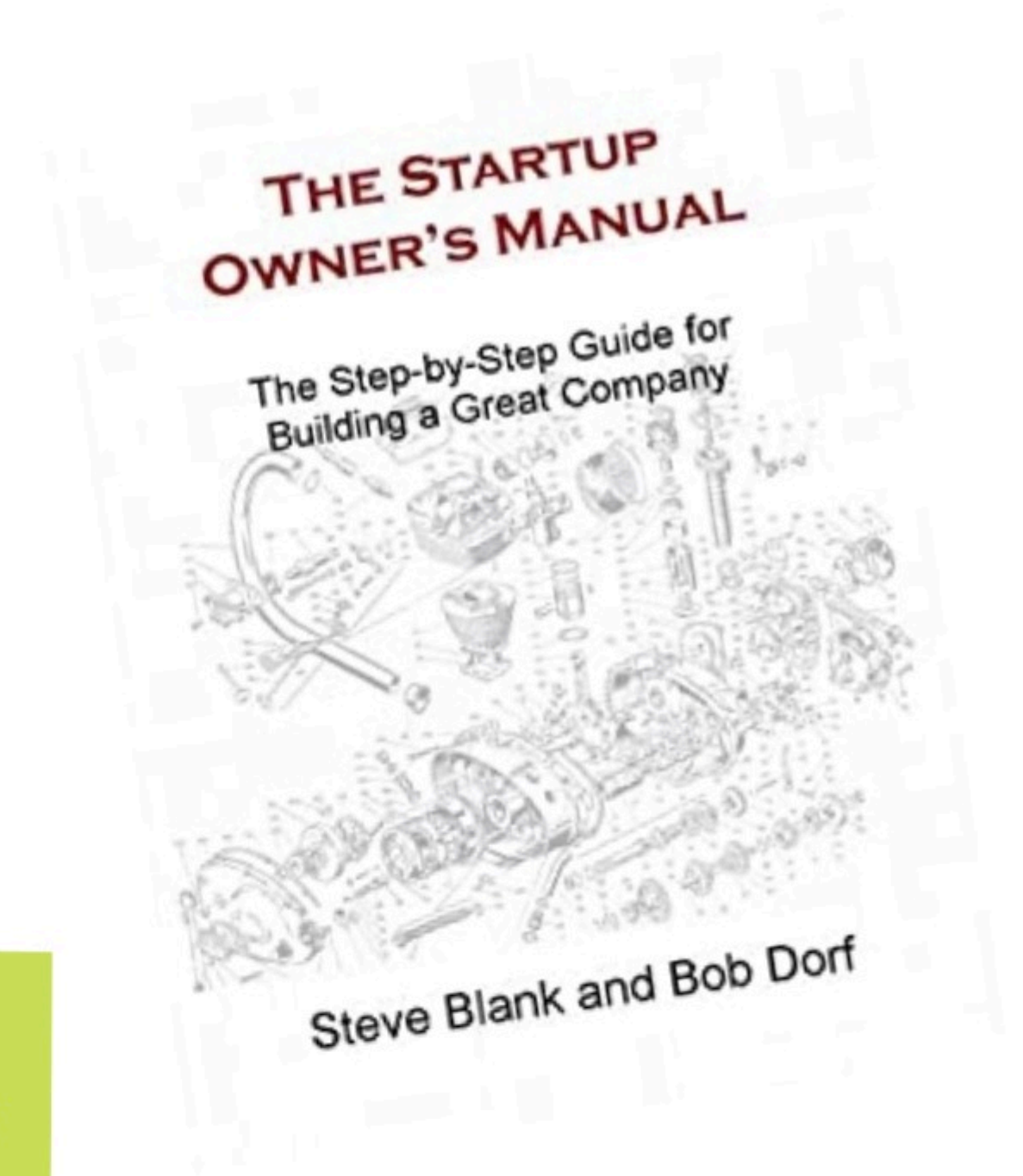


Startup Owner's Manual

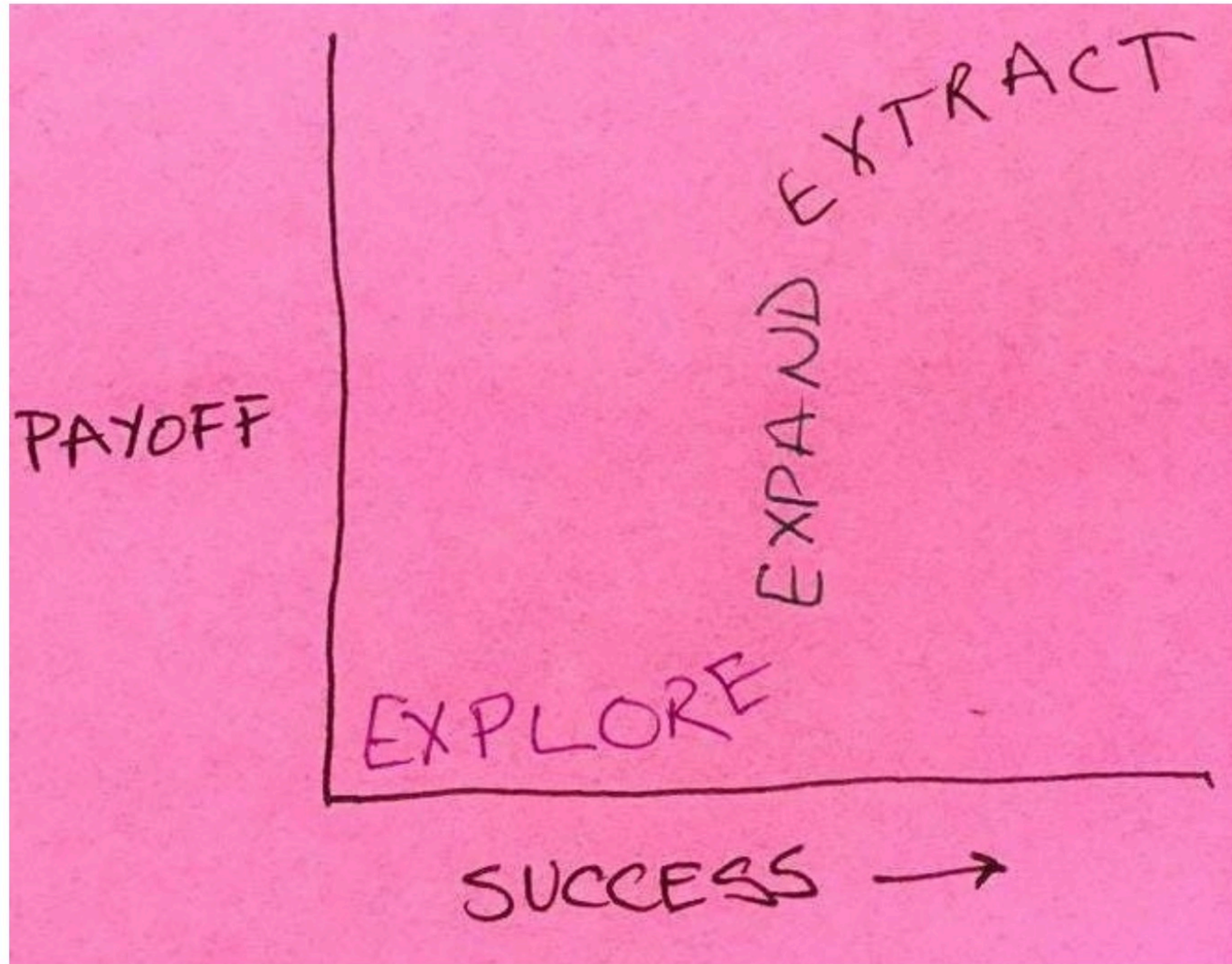


Search

Execution



Kent Beck's 3X



Unfix Business Lifecycle

Lifecycle Stage

Initiation



1


unfix.work/lifecycle-stages

Someone has an idea for a new value stream.

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Lifecycle Stage

Expedition



2

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First experimentation with an idea, seeking problem/solution fit.

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Lifecycle Stage

Formation



3


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Full commitment of a team to create the new value stream.

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Lifecycle Stage

Validation



4

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Further experimentation with the idea, seeking product/market fit.

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Lifecycle Stage

Stabilization



5


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Seeking business/market fit, preparing to scale up the value stream.

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Lifecycle Stage

Acceleration



6

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Scaling up the value stream to serve a large market.

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Lifecycle Stage

Crystallization



7

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The value stream is well established; switching to optimization.

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Lifecycle Stage

Expansion



8

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Expansion to other variants and spin-offs of the value stream.

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Lifecycle Stage

Conservation



9


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All goals achieved; the value stream is in decline.

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Lifecycle Stage

Termination



10

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Closure of the value stream, focus on other opportunities.

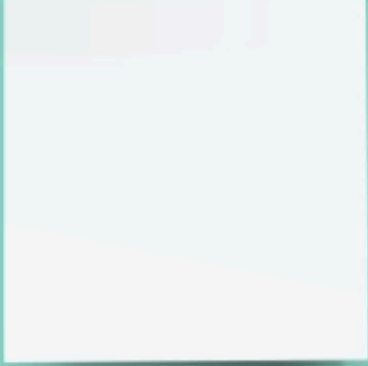
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Produkt-Kiez Model

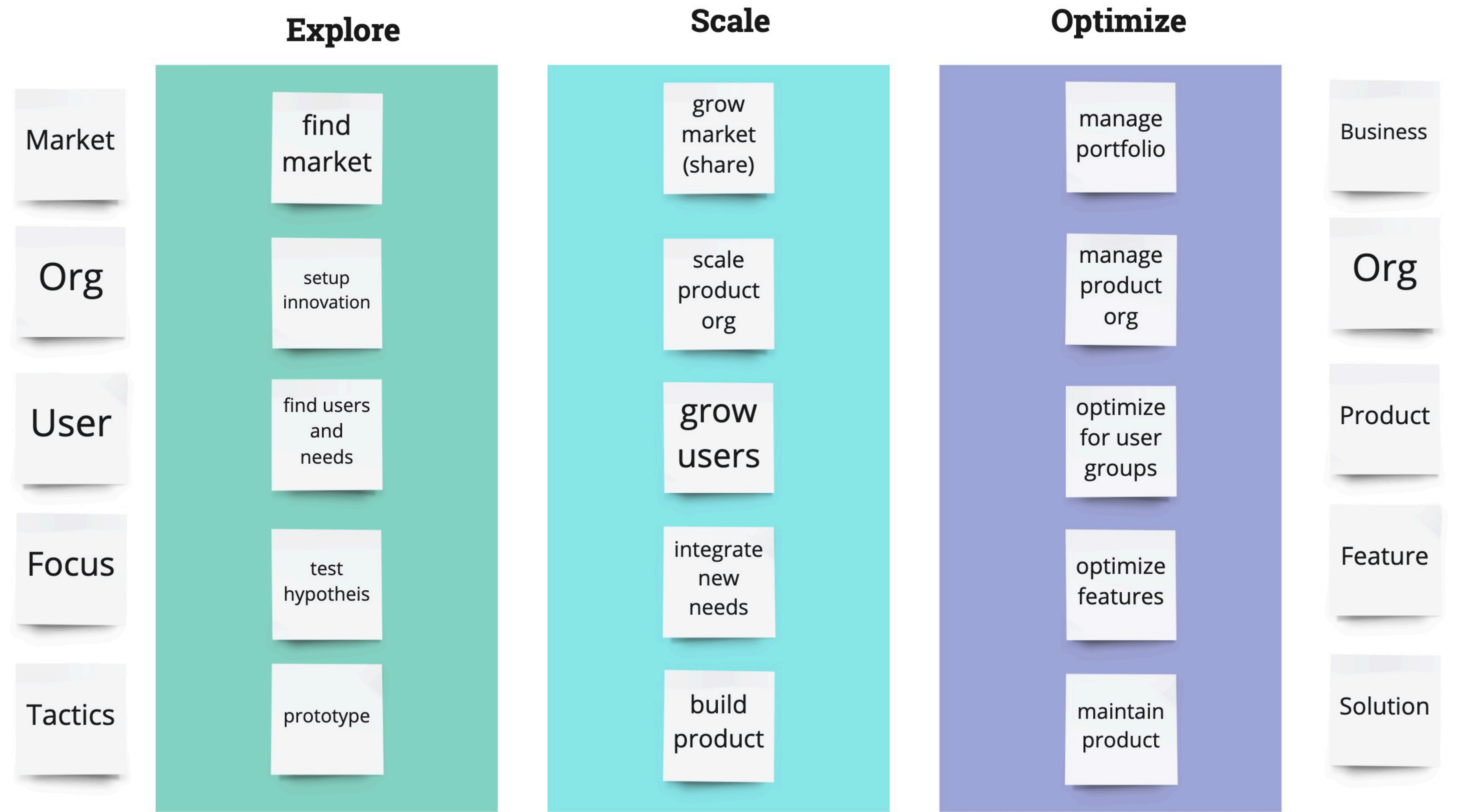
Explore

Scale

Optimize



Produkt-Kiez Model



Metrics and KPIs

Explore

pioneers

of customers
interview

of
signups

Scale

settlers



Revenue

Burn rate

CAC

Optimize

town
planners

Margin

