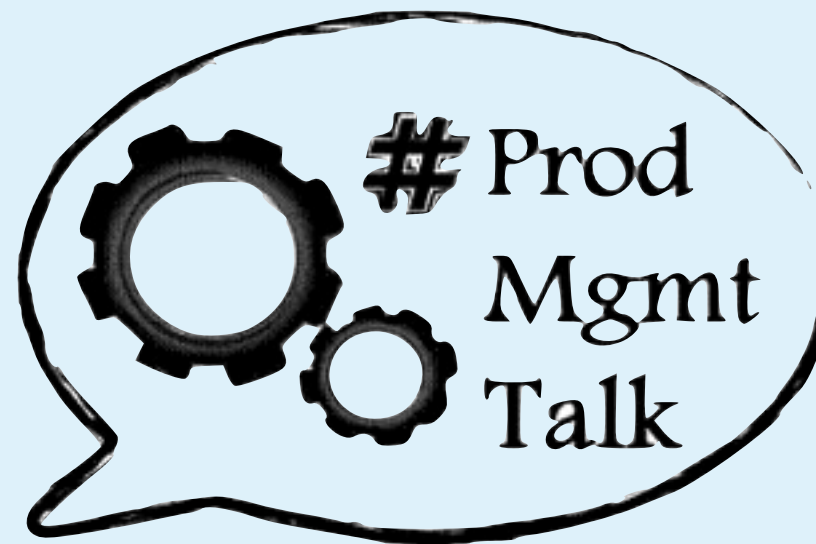# San Francisco Product Talks

sfproducttalks.com

Thanks - SF Product Talks

Global Product Management Talk

@ProdMgmtTalk

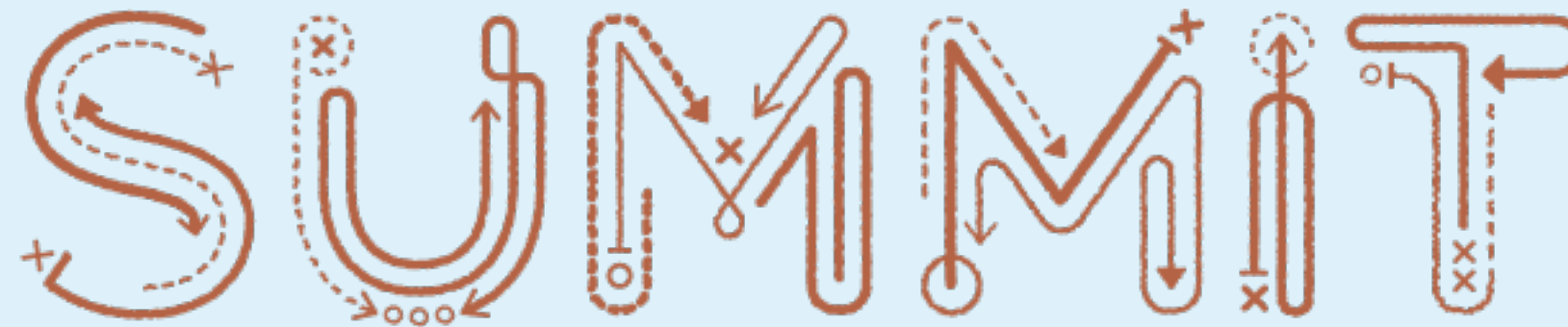prodmgmttalk.com

Thanks - Pizza

Association of International Product Marketing & Management

aipmm.com

SUMMIT

SAN FRANCISCO • MAY 30 – JUNE 1, 2012

summit.atlassian.com

10% off: atlsum12meetup

Michael Lopp Rands in Repose

Eric Ries The Lean Startup

Dave Thomas Agile Manifesto Signatory

SF Product Talks - May 2012

Agile Analytics?

DevOps?

[Insert Your Idea Here]

Wednesday May 16

SF Product Talks - April 2012

SVProductCamp Wrap

The Startup Owners Manual

The Product Manager Contribution

Silicon Valley Product Camp 2012

650 attendees on March 24 at eBay

41 sessions / talks / panels

Next?
ProductCamp San Francisco
October 20 at Mindjet

Customer Development Manifesto

A Startup Is a Temporary Organization Designed to Search for A Repeatable and Scalable Business Model

There Are No Facts Inside Your Building, So Get Outside

Pair Customer Development with Agile Development

Failure is an Integral Part of the Search for the Business Model

If You're Afraid to Fail You're Destined to Do So

Iterations and Pivots are Driven by Insight

Validate Your Hypotheses with Experiments

Success Begins with Buy-In from Investors and Co-Founders

No Business Plan Survives First Contact with Customers

Not All Startups Are Alike

Startup Metrics are Different from Existing Companies

Agree on Market Type – It Changes Everything

Fast, Fearless Decision-Making, Cycle Time, Speed and Tempo

If it's not About Passion, You're Dead the Day You Opened your Doors

Startup Titles and Functions Are Very Different from a Company's

Preserve Cash While Searching. After It's Found, Spend

Communicate and Share Learning

Startups Demand Comfort with Chaos and Uncertainty

Steve Blank and Bob Dorf
From The Startup Owner's Manual
http://sblank.com/HpwmuN

The Product Manager Contribution

When the product manager is skilled and doing the job the team needs and deserves:

1. Deep Knowledge of the Customer
2. Deep Knowledge of the Business
3. Deep Knowledge of the Industry
4. Reference Customers
5. Motivation

Marty Cagan

http://www.svproduct.com/the-product-manager-contribution/

Did Shoddy Product Management cost Facebook $1 Billion?

Photo sharing is a core part of Facebook

1.7 billion pictures by May, 2007
now 3 billion photos uploaded/month

Facebook has >400 million mobile users

Instagram found and attacked Facebook's achilles heel — mobile photo sharing. http://bit.ly/IAcQ13

"what would have happened to Instagram if Facebook took its engineering resources used in creating the timeline and applied it to creating the best mobile social media experience?"
Facebook Acquires Itself http://bit.ly/Hzj3rl

Global Product Management Talk

Rich Mironov

Monday April 16 at 4:00 PM

Galvanizing The Product Management Career Path

http://www.blogtalkradio.com/prodmgmttalk

San Francisco Product Talks

Entry

Please wear a smile.