How to Build a Software Product that Actually Works

We sometimes forget that startup companies are not all about business and marketing. There is another important part: the Product. In my lecture I will explain my philosophy of product development. Although I will dive into technology during the lecture here and there, the talk is not technical. Instead, my goal is to illustrate the complexity and decision making underlying the process of building a software-based product. I will use my company brand new Alpha software to show what I mean when I say “a product that actually works”.

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הכפר موقفוים