



# From Ideation to Launch

---

October 2021

---

**Innovation Minds**  
*Your Digital Home for Hybrid Work*



**Innovation Minds®**  
YOUR DIGITAL HOME FOR HYBRID WORK

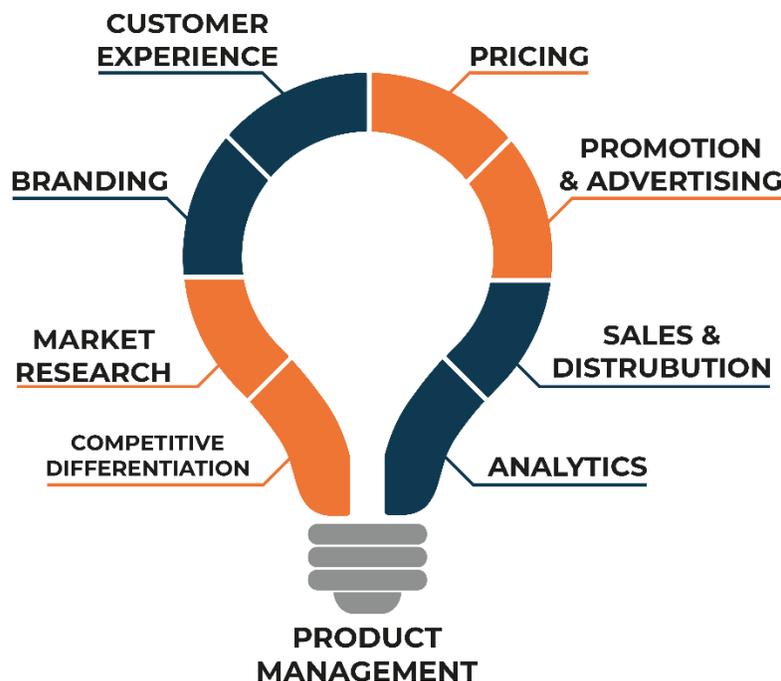
“At the heart of every product person, there’s a desire to make someone’s life easier or simpler. If we listen to the customer and give them what they need, they’ll reciprocate with love and loyalty to your brand.”

- Francis Brown, Product Development Manager at Alaska Airlines

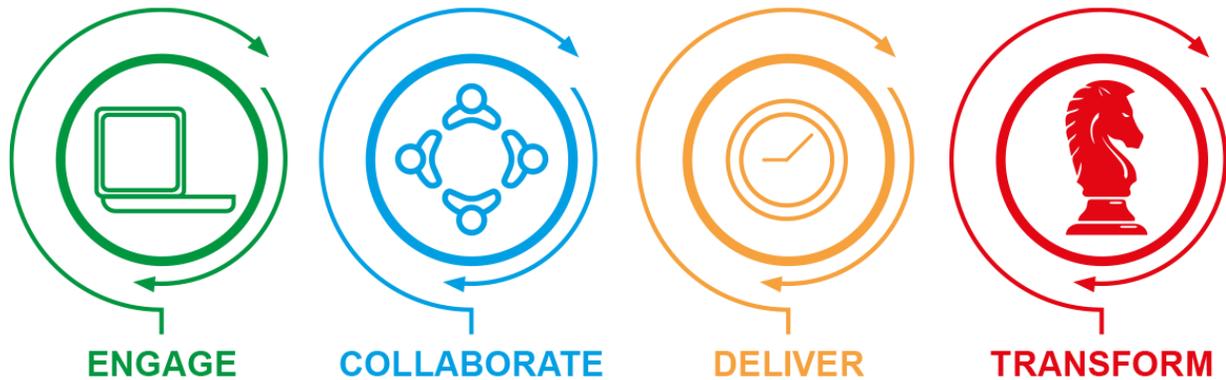
## From Ideation to Launch

Product management is the process of strategically driving the development of a product from the germ of an idea, to launch into the market, as well as the continual support and improvement of the organization’s products.

The focus needs to be on the features and development of the product; the business value and justification; the cycle of planning, evaluating and improving; all stages of the product life cycle; and customer satisfaction.



## Reap the benefits of improved profitability through the implementation of Innovation Management



We believe in practicing collaborative Management by promoting team-centric involvement and participation throughout the process.

The iterative cycle of engage; collaborate; deliver; and transform; builds innovation and pride of accomplishment, which in turn is a win-win situation for each individual and also for the organization.

The motto, “work smarter, not harder” is evident in the capability of being able to choose the framework you love, to manage your product management lifecycle, and incorporate it into our framework. This results in a smaller learning curve, as you are already familiar with your framework and toolset, and therefore capitalize on the benefits from our platform much quicker. Furthermore, improving transparency, and control with Workflow Automation embedded into your processes, will ultimately increase trust among your stakeholders and team members.

The philosophy behind this approach is that, the more engaged your team is, the more collaborative they are. The more collaboration, the better they will deliver, and the more the company is transformed. This is an iterative cycle and creates continuous improvement across the board.

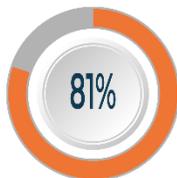
## Improved decision making by unleashing the power of Data

Knowledge is power. And data gives us that power. The power of non-bias and objective insights into your customers, who are your customers, and how they are using your product and how they actually “feel” about not only your product, but also the products of your competitors.

Data can be very useful to set out and plan your product roadmaps; and imperative for making any adjustments thereto as the market and the external factors evolve or change.

## Increase your chances of success, reducing the risk of product failure

Effective Product Management starts with preparing a business case prior to product development. Whilst it does not prevent failure, it surely reduces the risk thereof.



81% of respondents said they measure the success of their products



54% of products people are responsible for a mix of different type of products



A fully optimized product manager could increase company profits by 34.2%

Stats by Product Management Festival

Creating the business case assists in collating a set of assumptions, extracting business intelligence and scanning the market, to mitigate the risk.

The business case focusses on various aspects including but not limited to internally manages capabilities, resources, and business constraints and external factors, such as market conditions and market proportion, trends, and the broader competitive landscape). It assists in making informed business decisions.

Failing to plan, results in planning to fail. Planning will navigate the team towards success, and keep everyone focused on the end goal.

## **Set OKR's and align the market needs thereto**

Effective Product Management is one of the key factors that can assist with aligning business objectives of the company to the need for products or ideas that can solve a market need.

Although there should be focus on the customer, Product Management balances the market albeit the customer, and business value, thus meeting internal and external requirements.

It is vital that the development of the product satisfies or meets the business objectives, else the effort is pointless.

***“Good companies manage Engineering. Great companies manage Product.”***  
***– Thomas Schranz, Founder and CEO of Blossom***

At Innovation Minds, we believe that engagement isn't simply a metric to track. Engagement should be an organizational goal, and the relationships at the heart of perpetual engagement are the foundation of your company culture.

We've created a flexible, scalable and comprehensive technology platform which allows organizations to better understand their workforce, identify and strengthen relationships, and engage with purpose towards the products they deliver. It will:

- Implement and practice collaborative product management by promoting team-centric involvement and participation throughout the process.
- Choose the framework you love to manage your product lifecycle, our system will guide you through it.
- Work smarter, not harder, increase trust, transparency, and control with Workflow Automation embedded into your processes.
- Harness the power of AI and Program Analytics, for enhanced resource matching.
- Reap the benefits of improved creativity and profitability through implementing your products as if you approach an innovation challenge.

These capabilities directly address some of the most important factors in providing an industry-leading product development experience. Clear communication on expectations and goals. Organizational transparency. Learning and career growth opportunities beyond daily work. Rewards and recognition for contributions that drive a culture of engagement and innovation.

Whether you are growing communities of interest, performing strategic planning, managing projects or products, or driving innovation, our solution provides the capabilities and insights needed to engage effectively and purposefully.

## Enabling Technologies from Innovation Minds



### Collaborative Goal Setting

Make goals clear up front. Encourage employees to brainstorm and align before starting to execute your roadmap.



### Crowdsourcing Product Ideas

Empower employees to share project ideas easily and support the growth of each other's proposals. Take your approved concepts powerfully to the finish line.



### Collaborative Product Management

Use team-centric and problem-solving project-delivery methodologies. Evolve to the cutting edge of modern product management.



### AI & Program Analytics

Use PM and PMO dashboards to manage your individual product or portfolio of products. Integrate with our easy drag-and-drop calendar views and Collaborative Whiteboards.



### Choice Of Your Methodology

Select the right framework most appropriate to your project. Pick from Design Thinking, Design Sprints, 6-THON, Creative Problem Solving, and others.

## From Ideation to Launch

LET US HELP YOU CREATE A HOME FOR HYBRID WORK

THAT EMPOWERS EVERYONE, EVERYWHERE, ALL THE TIME

**CONTACT US AND WE'LL SHOW YOU HOW**

**[solutions@innovationminds.com](mailto:solutions@innovationminds.com)**