

Building a Disruptive Product

Or: How to get invited to conferences
after you've pissed everyone off.

Who?

@glezos

It's all about
Value

Winds of Change

“If you really want feedback,
be controversial and provocative.”

— Richard Hughes

Change
Everything

“If I had asked people what they wanted
they would have said faster horses.”

— Henry Ford

Eat your
own dogfood

Choose your business model

Open Source

Web 2.0

Software as a service

Build it

The drawing board

Build a **great**
team

OMG, is fulla starz.



Be agile

Focus

Just friggin' **build** it

“We only do three things. First, we build great software.
Second, we take great care of our customers.
And third, we tell the world about it.
That’s it. Three things. Anything else is a distraction.”

—CAMERON PURDY, Oracle

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Presentation available at <http://bit.ly/adw09glz>

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