

“When you’re ready to scale, it is all about execution. This has major implications for how you organize your company and how you manage your team.”

**SCALING PRODUCT DEVELOPMENT:**

If you’ve reached product-market fit, it means you’ve got the innovation piece nailed. You’ve figured out how to take an idea and package it into a product and deliver it to market. Now comes the challenging part, taking early traction and expanding it into broad market penetration.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you’ve learned from this module?

## Questions for you, the entrepreneur

1. What product/service enhancements can I add to improve the customer experience?
2. What adjacent products/services can I add to our company to improve the customer experience?
3. What experiments can I run with our products or services in order to test scaling options?
4. What feedback loops do we have in the company? Are they working properly and appropriately?
5. Will adding certain complexity to our product/service inhibit people from using it or require more training for it?
6. What KPIs will I monitor to measure whether this product development is going smoothly?
7. What security measures will I need to protect my product/service and its expansion?

## Questions for the team

1. What product/service enhancements can we add to improve customer experience?
2. What adjacent products/services can we add to our company to improve customer experience?
3. What KPIs will measure whether this product development is successful?
4. What feedback loops do we have in the company? Are they working properly and appropriately?

## Additional Resources from [www.KauffmanFoundersSchool.org](http://www.KauffmanFoundersSchool.org)

<p style="text-align: center;"><b>Readings</b></p> <p>Notes:</p>	<p style="text-align: center;"><b>Founder Genius</b></p> <p>Notes:</p>
<p style="text-align: center;"><b>Other Related</b></p> <p>Notes:</p>	<p style="text-align: center;"><b>Tools</b></p> <p>Notes:</p>