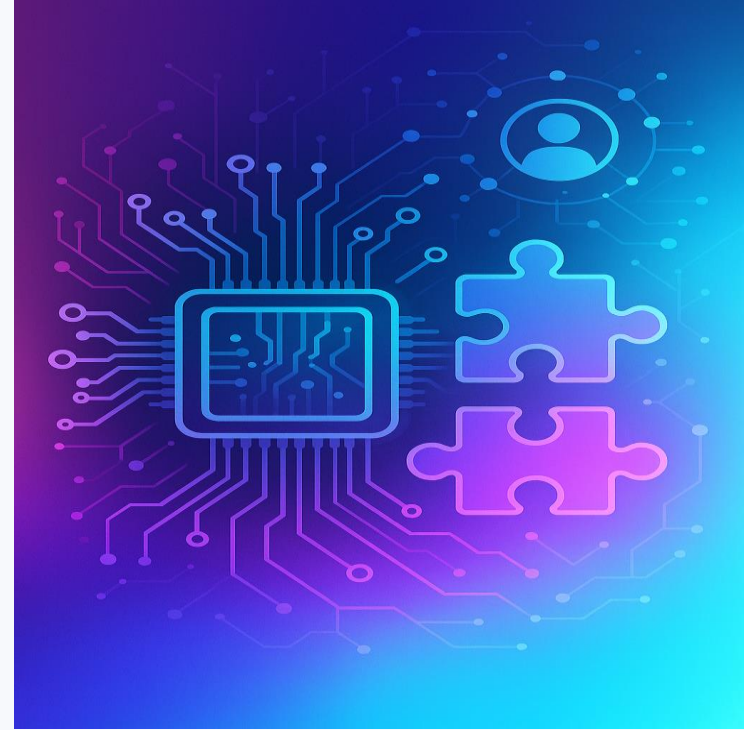


Product Development and Commercialization

Build and monetize AI-powered products

Jul 31, 2025



Lean Startup Methodology



Scientific approach focused on validated learning

Iterate through Build–Measure–Learn cycles quickly

Use minimum viable products to test hypotheses

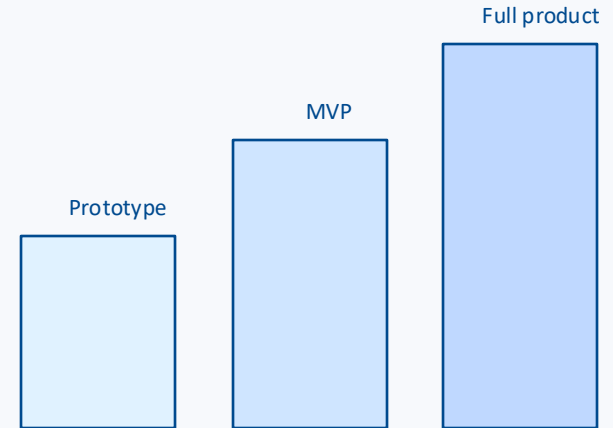
[\[1\]](#)[\[2\]](#)[\[3\]](#)

Minimum Viable Product (MVP)

A minimal implementation that solves a core problem

Collects maximum validated learning with minimal effort

Avoid overbuilding features; focus on feedback



Go-to-Market Strategy



Define Target Market

Identify the customer segments who will benefit most from your product.



Value & Pricing

Clarify your value proposition and establish a pricing strategy.



Channels & Distribution

Decide where and how your product will be delivered to customers.



Promotion & Marketing

Plan campaigns and messaging to reach and engage your audience.

Pricing Models

Model	Description	Example
Subscription	Ongoing access for a recurring fee	Spotify
Freemium	Basic tier free; pay for premium features	LinkedIn
Bundling	Package multiple products at a discounted price	AT&T
Pay-as-you-go	Charge based on usage rather than a flat rate	Utility companies

Customer Acquisition



Paid Media

Control over content & audience

Scalable reach and precise targeting

Often expensive and less credible



Owned Media

Full control; build brand equity

Cost-effective compared to paid

Requires ongoing content creation



Earned Media

Most credible and free

Driven by satisfied customers and press

Hard to control; difficult to measure

Market Analysis



Identify Competitors

List companies by product line or service and segment.



Assess Landscape

Evaluate market share, strengths, weaknesses and barriers.



Find Opportunities

Spot windows to enter the market and secondary competitors.



Gather Data

Use free statistics (Census, BLS) for informed decisions.

Let's Build!

Develop an MVP for an AI-powered content curation app



Understand User Needs

Conduct research to define your target user and their pain points.



Map the Business Model

Use the Business Model & Value Proposition Canvas to capture ideas.



Build Your MVP

Create a lean prototype with core features using rapid iteration.



Test & Go to Market

Collect feedback, refine the product, then craft a GTM plan.