

URL: <https://stvp.stanford.edu/blog/videos/creating-commercial-value-for-your-product>

Keller-Bottom demonstrates how the trajectory of a new company appears. She says that a product has to iterate several times from the product development stage until it enters the market.



## Transcript

And this is a very traditional trajectory of a new company.. All companies invest money at the beginning of their product development cycles.. So their financial risk is very high.. As the product gets to market, they begin to get some return and this risk reduces.. But any of you that have taken product development courses understand that the original product that you produced is never the product that goes out to the market.. It iterates.. And so, the more risks that you can reduce here, the faster your revenue, and the less your iteration in product cycle costs are.. This is where we fit in...