

Unveiling Viability Risk

The Crucial Missing Piece in building
Products

Cei Sanderson, VP of Product, Speaker, Coach

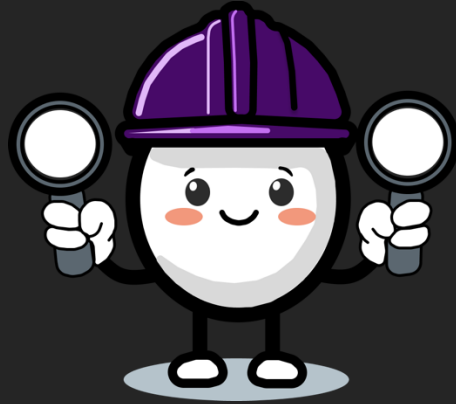
<https://www.linkedin.com/in/ceisanderson/>

<https://sandersonetc.substack.com/>

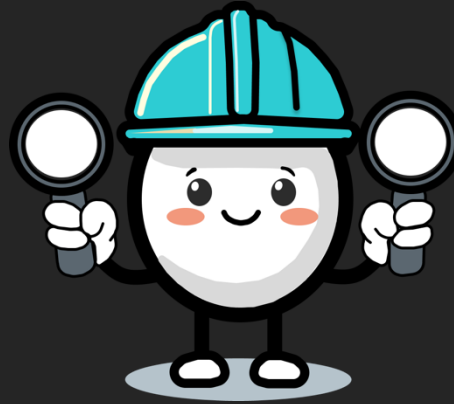
Product risks



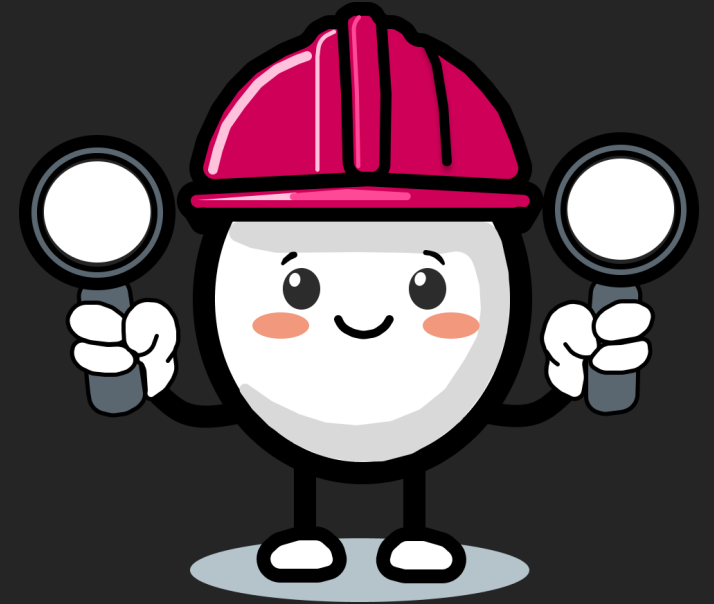
VALUE



USABLE



FEASIBLE



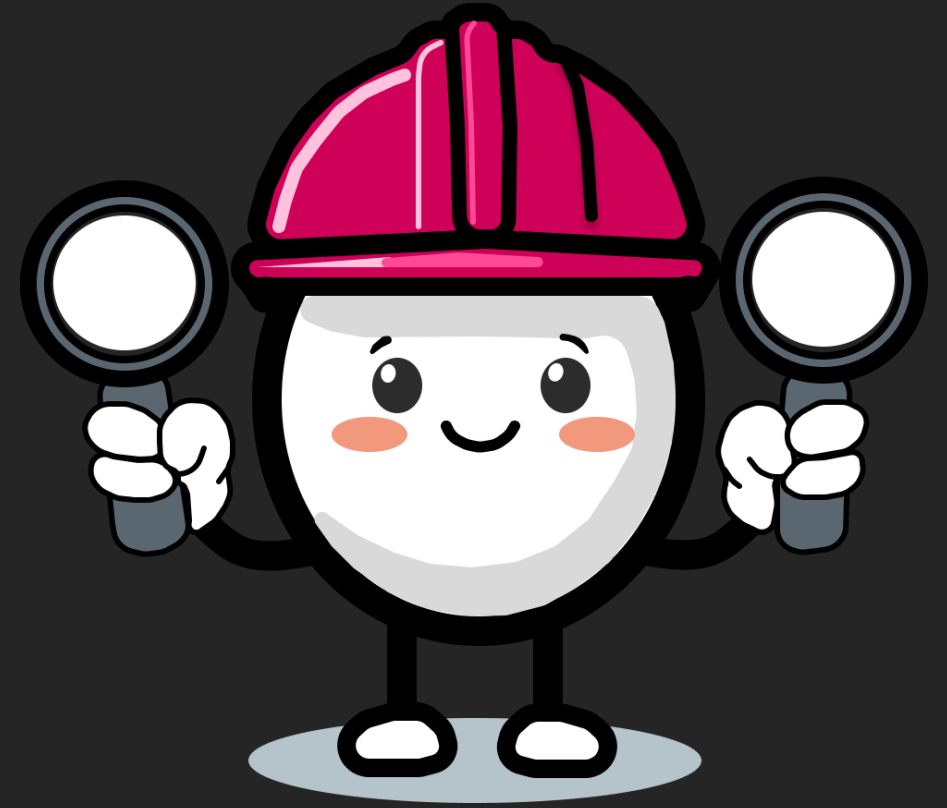
VIABLE



Actively Manage

Engage

Collaborate



Cei Sanderson

A Product Journey

<https://sandersonetc.substack.com>



Cei Sanderson

Product Leader & Coach | VP of Products @Bango | B2B
Enterprise SaaS in FinTech & Energy | Transforming Scale-
ups & Startups

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2K followers · 500+ connections



Bango



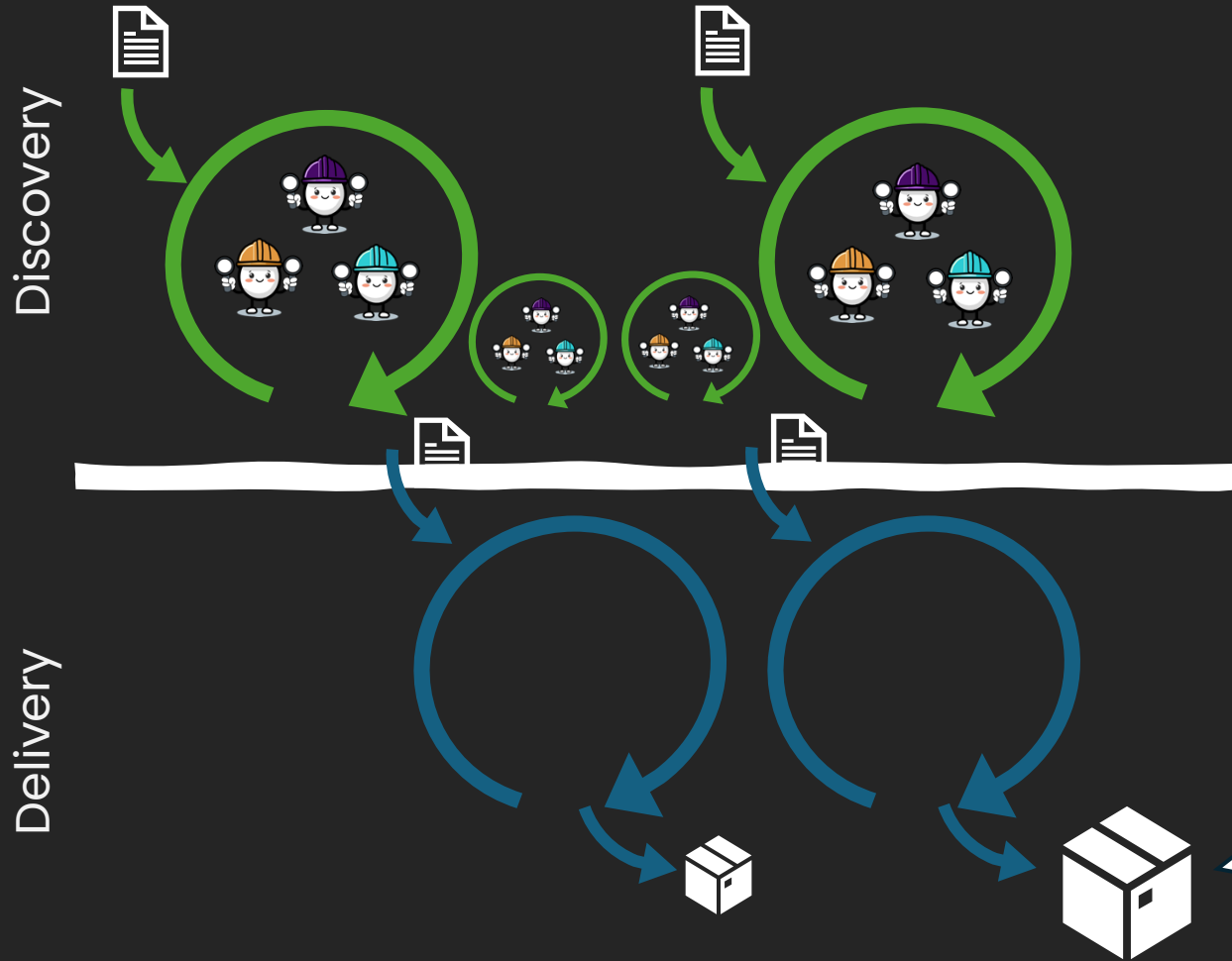
University of Leeds



Blog



Unveiling the 4th risk

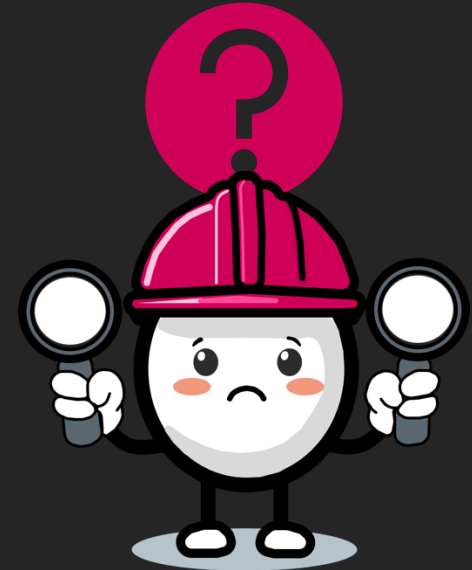
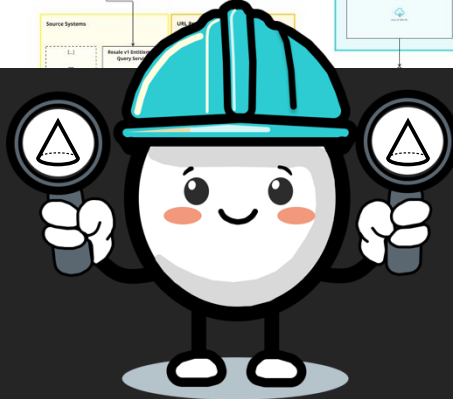
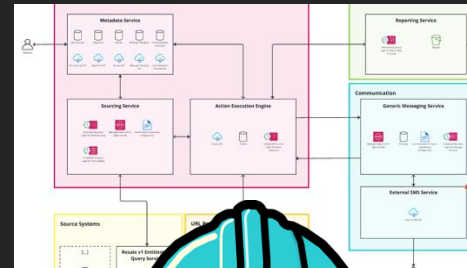
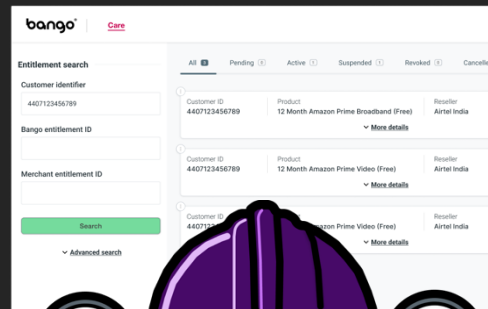
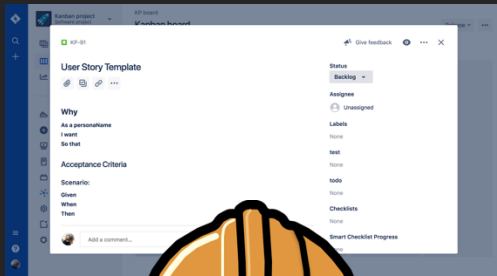


GTM checklist:

- Support
- Legal
- Finance
- Compliance
- Marketing



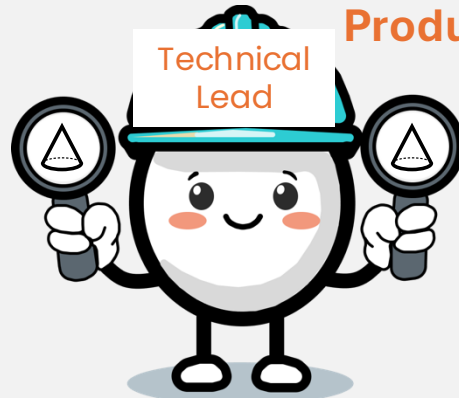
Working through Product risks



Working through Product risks



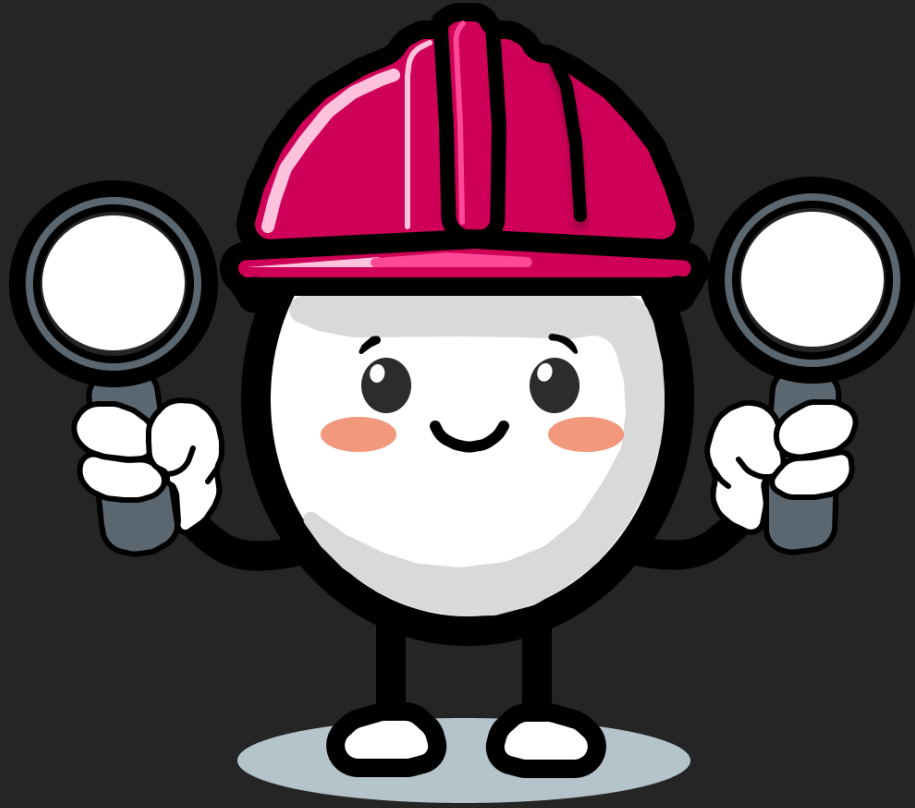
Product Team Accountable



Who's embedded a BI tool into their product?
Who's done it successfully?



What is viability risk?

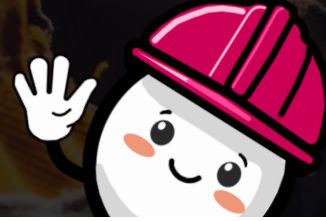


1. Reputational or ethical risk
2. Market and competitor risk
3. Regulatory and compliance risk
4. Revenue (or budget) and costs risk
5. Go to market risk
6. Existing customer risk
7. Strategy risk

“Do this solution work for the various aspects of our business?” – Marty Cagan, INSPIRED, 2017



Viability – pricing



Gregory Koberger ✓
@gkoberger · [Follow](#)



How to start an AI startup

1. Hire a bunch of minimum wage humans to pretend to be AI pretending to be human
2. Wait for AI to be invented

7:08 PM · Mar 1, 2016 from California, USA



1K



Reply



Copy link

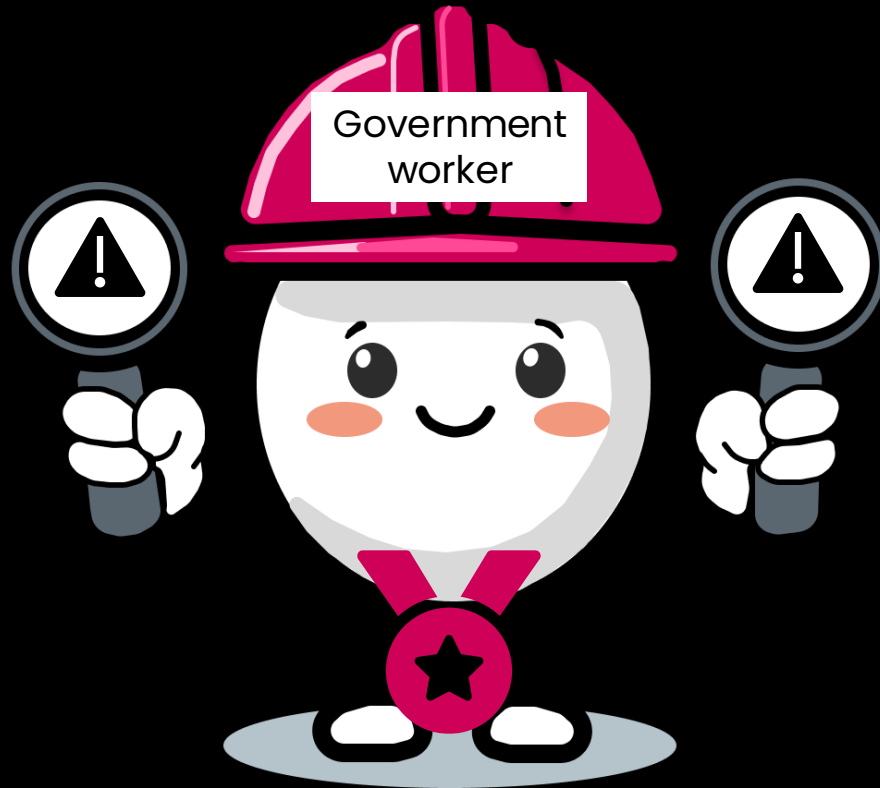
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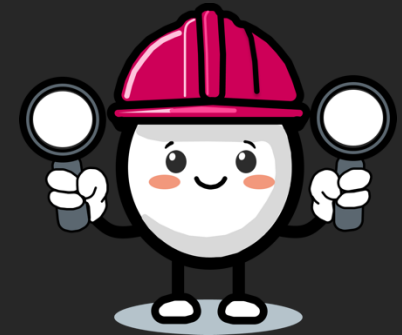
Viability – pricing



Viability risk heroes



Actively Manage





and a brilliant juggler.





How can we make it better?



VALUE



USABLE

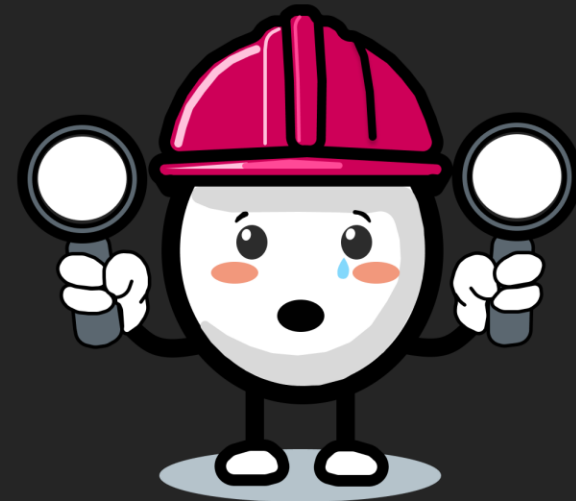
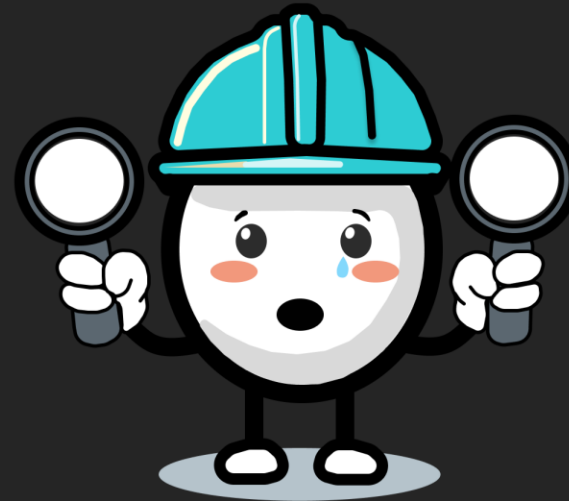
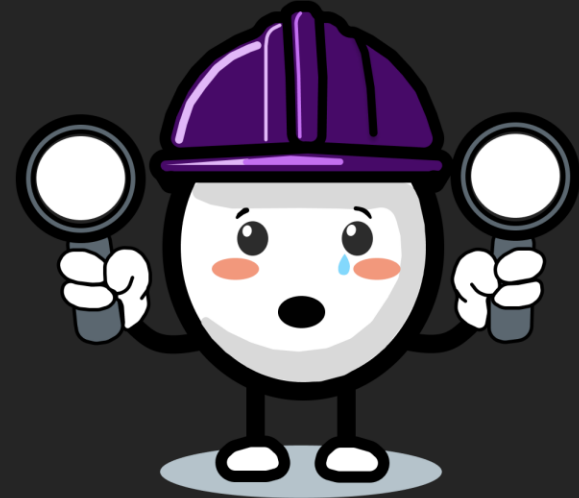
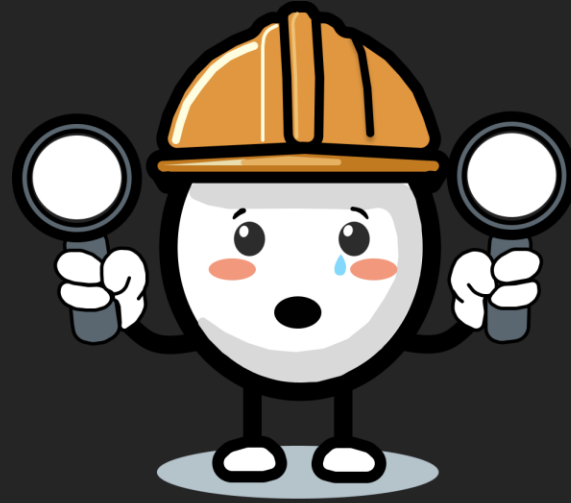


FEASIBLE



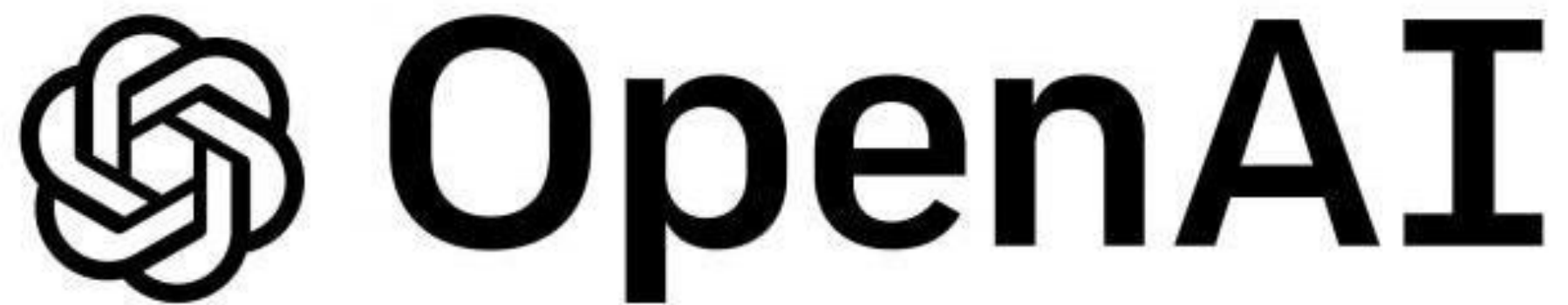
VIABLE

Can we just ignore
the risks?

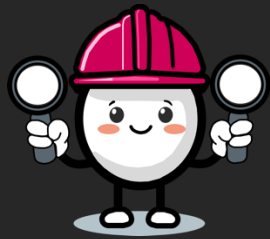


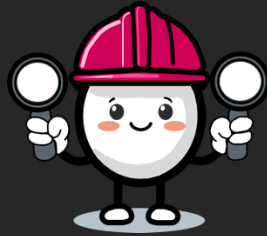
Keep going until
there are no risks?









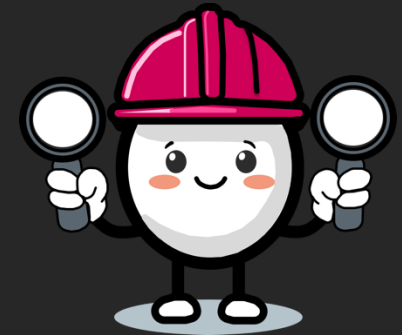


Engage up front
and early!



Actively Manage

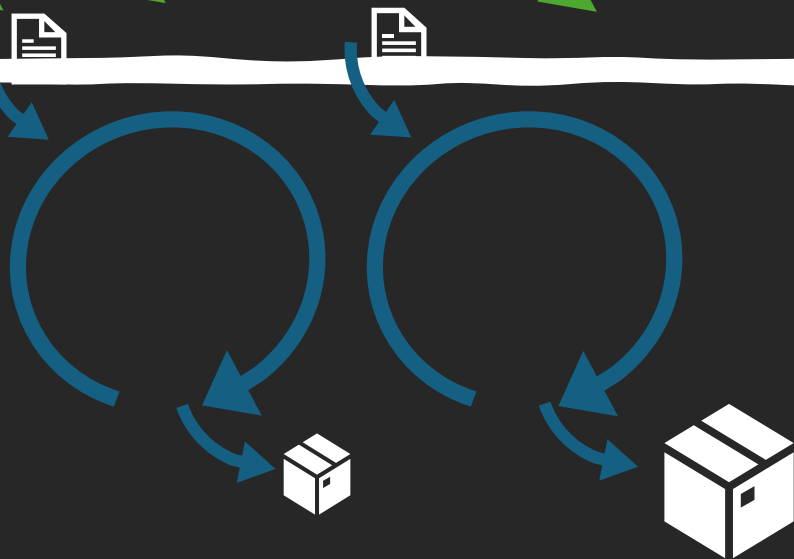
Engage



Discovery



Delivery



A perfect match?



Uncomfortable with uncertainty



comfortable with certainty



comfortable with uncertainty



amazon.com





"Sometimes you have to nestle your new product right next to a picture of a baby in mortal peril"

Build (Tony Fadell 2022)



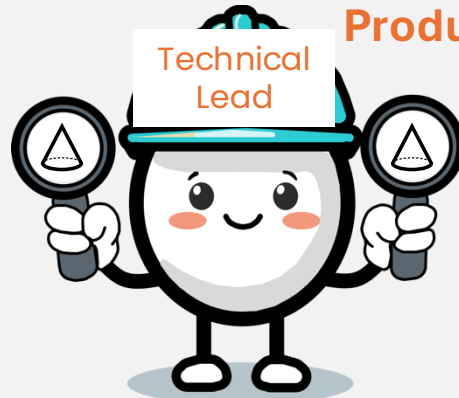
comfortable with uncertainty
Sounds great, but how?



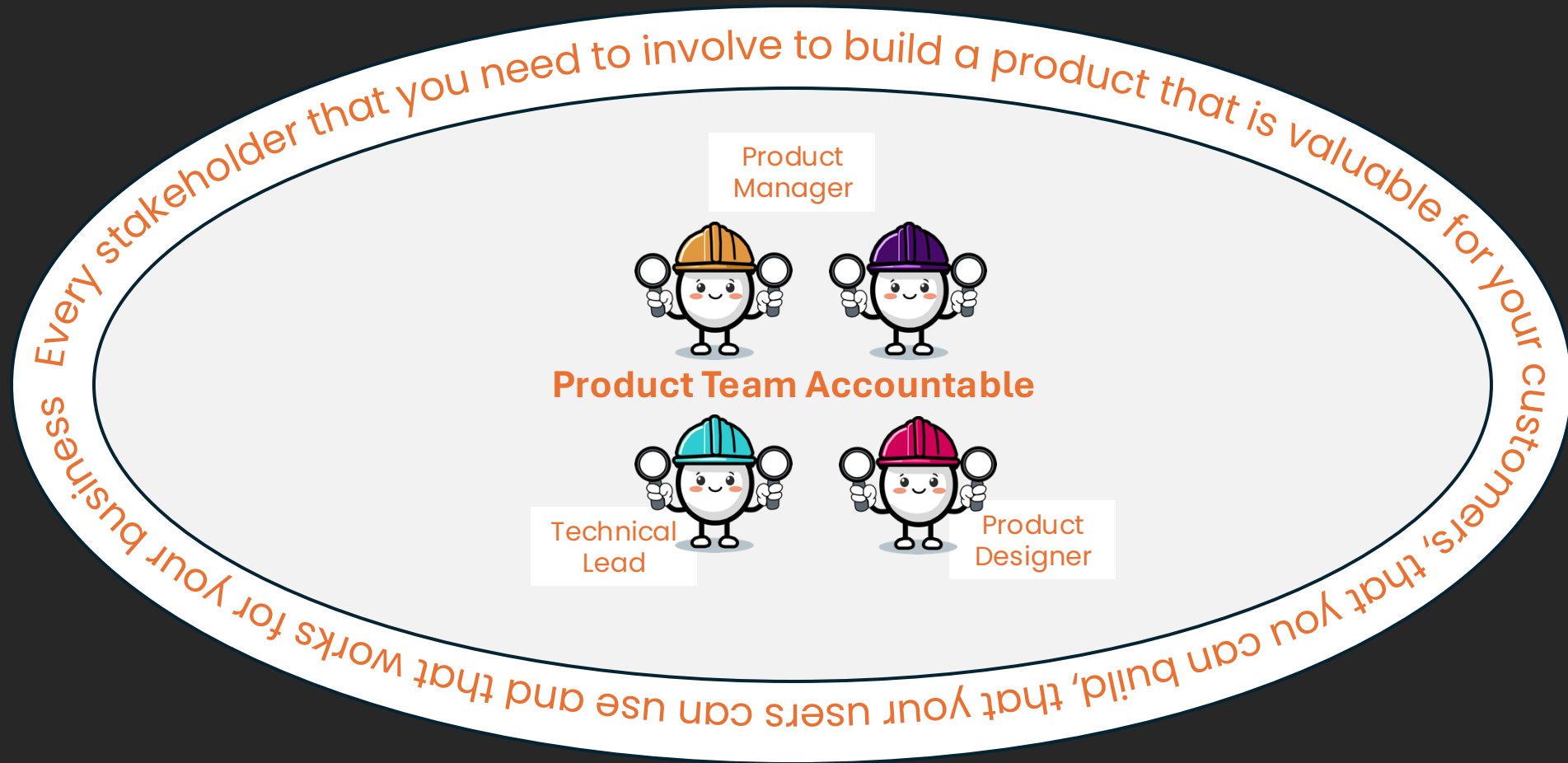
Working through Product risks



Product Team Accountable

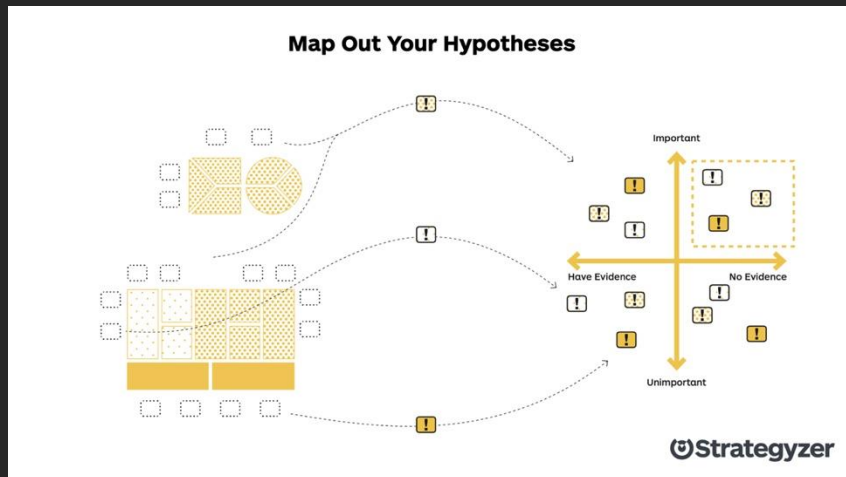


Collaborate with stakeholders



Techniques familiar to you

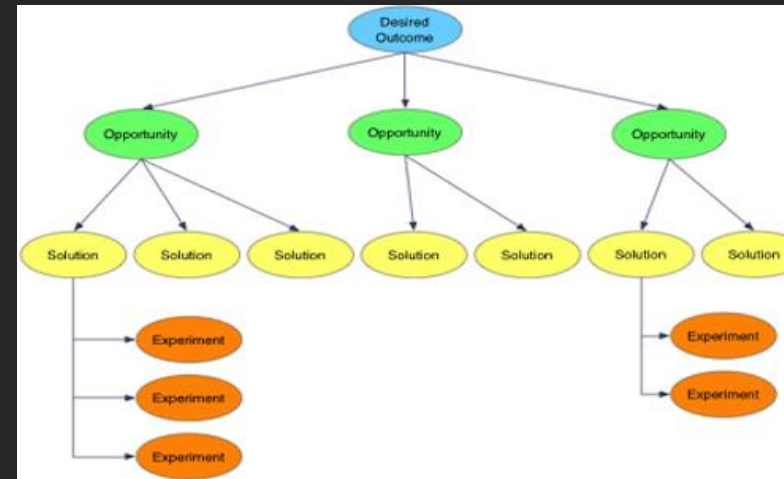
Brand new to many stakeholders



Assumption Mapping (David J. Bland)



Customer Journey Mapping



Opportunity Solution Tree (Teresa Torres)



Techniques familiar to you

Brand new to many stakeholders

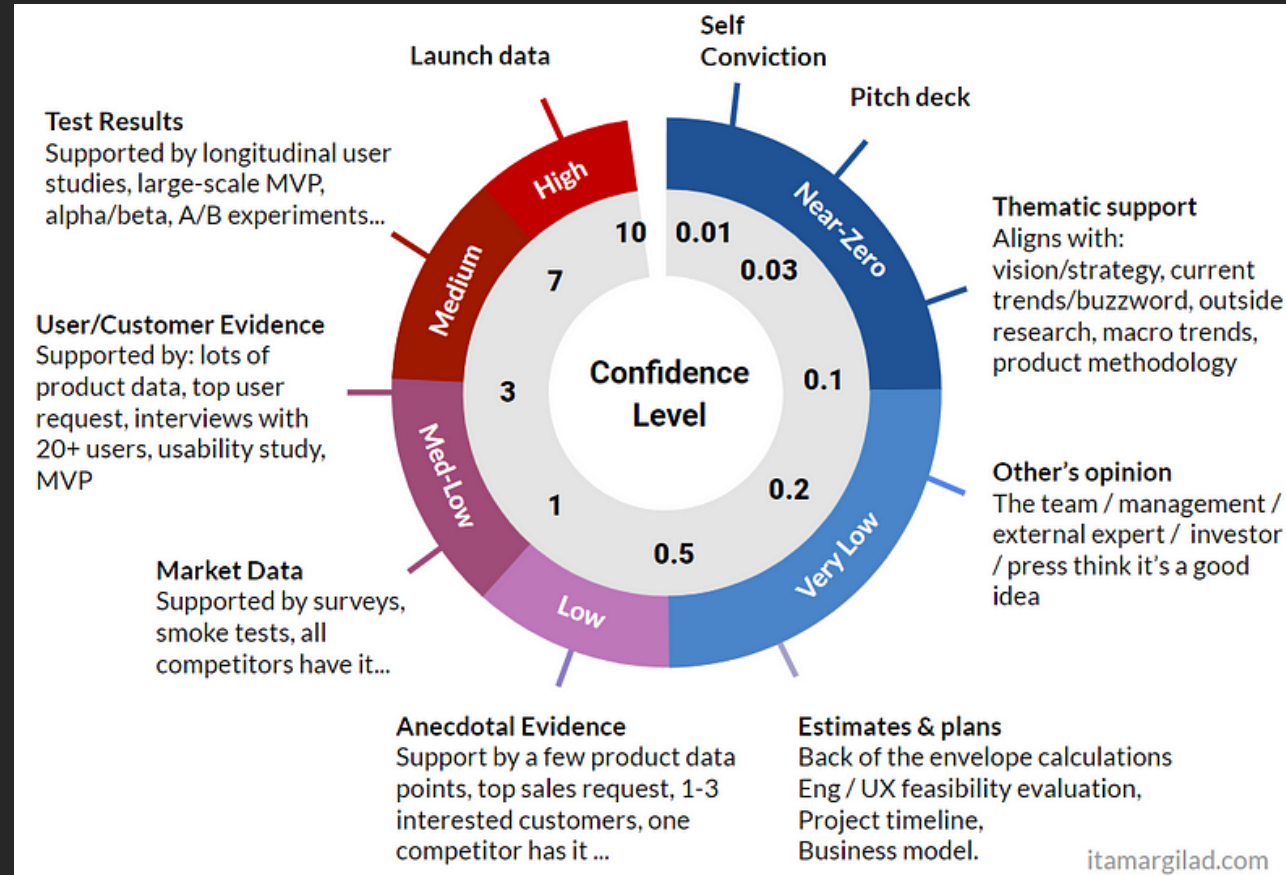


Pre mortem



Techniques familiar to you

Brand new to many stakeholders



Confidence meter
(Itamar Gilad)

comfortable with uncertainty

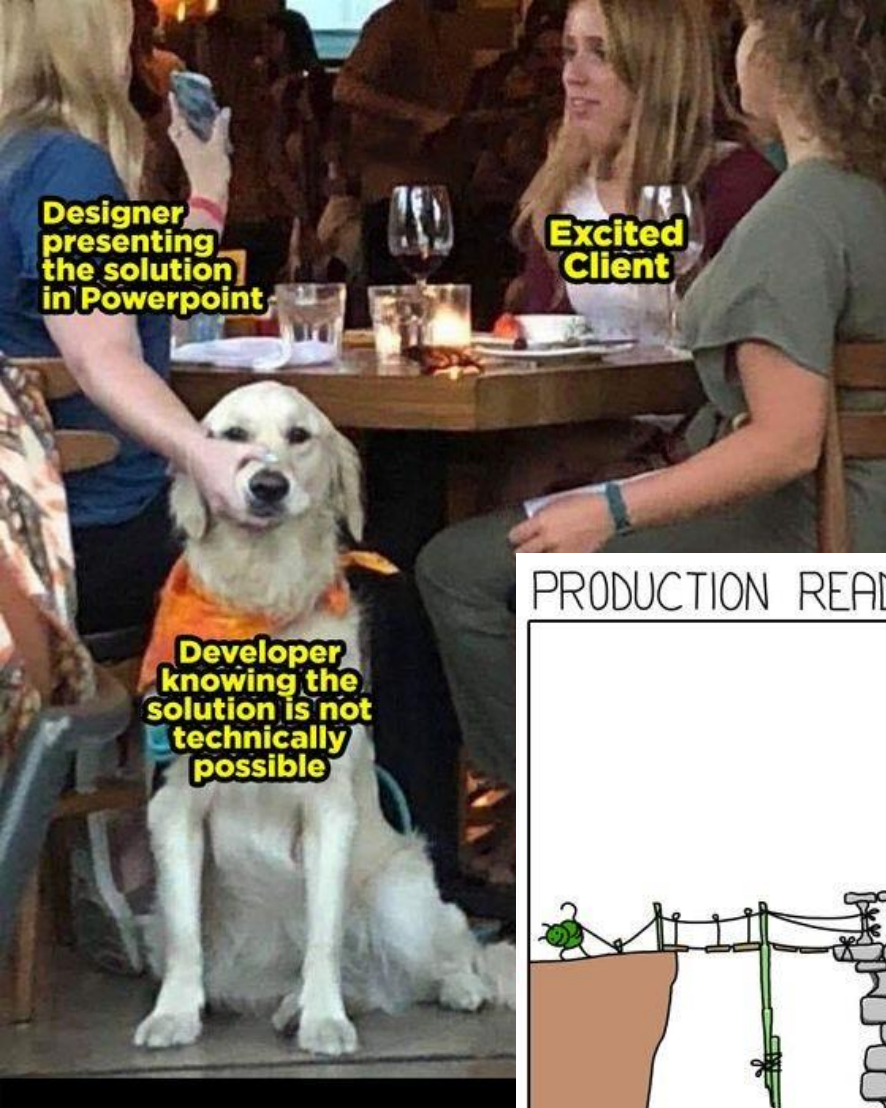


Actively Manage

Engage

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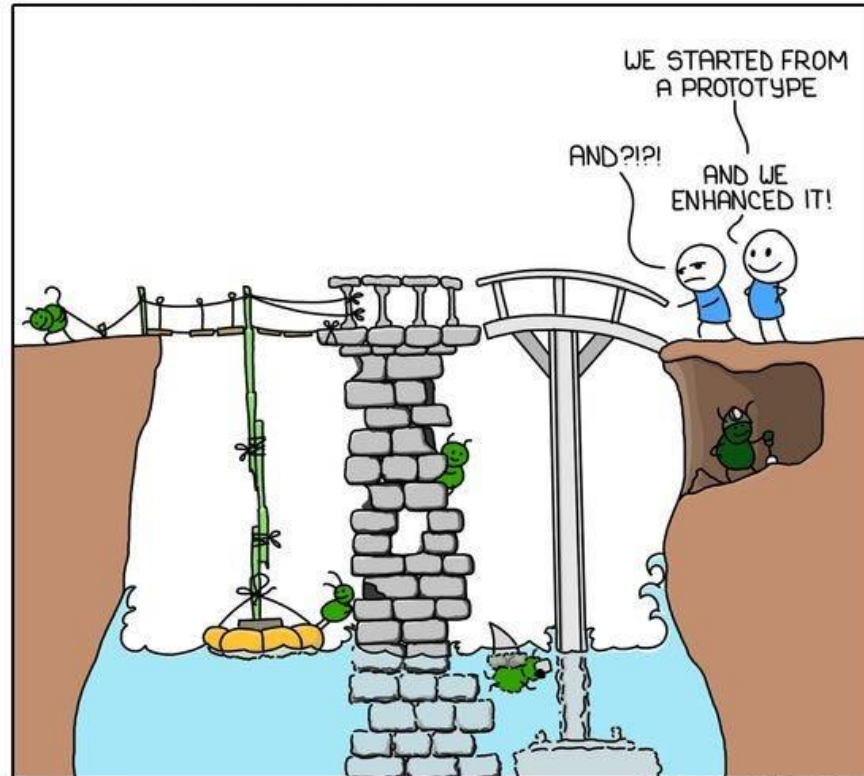


Me: Why does no one understand my interface?

My interface



PRODUCTION READY



MONKEYUSER.COM



Thank you

Viability Risk – The Crucial Missing Piece in
building Products

Cei Sanderson, VP of Product, Speaker, Coach

<https://www.linkedin.com/in/ceisanderson/>

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