

Building a Subscription Business.

Masterclass 6

How to build awesome digital products



DOW JONES



Ramin
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Rob
Chandhok

DMGT

Manifesto
Growth
Architects



PUGPIG

piano

Knowing what to deliver

Architecture

Minimum viable product (MVP)

Agile

Alpha, beta, GA (general availability)

Ensuring quality

You deliver

They ask for

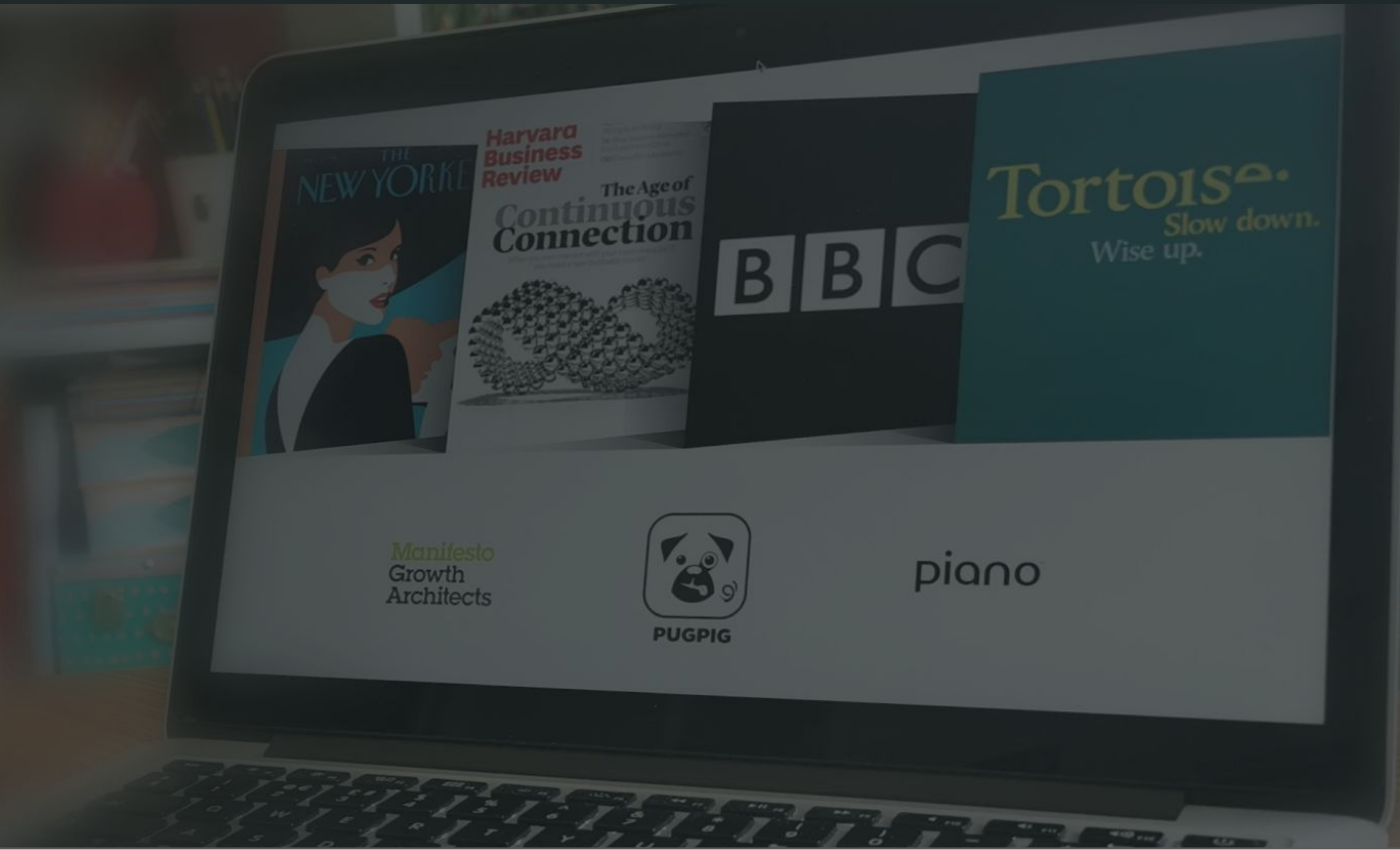


They need

What do we mean by minimum viable product (MVP)?



Thank you



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