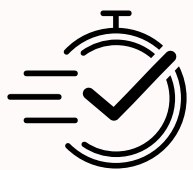


# LEAN PRODUCT DEVELOPMENT

## Definition

Methodology focused on effectively innovating a company's products, processes, and services. The goal is to develop a product or service swiftly, efficiently, and in a manner that ensures a favorable long-term margin for the company.

## Goals



Accelerate  
Time to Market



Enhancing  
Product  
Performance

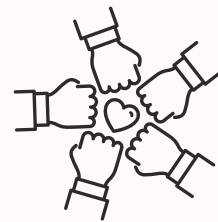


Decrease Unit  
Cost



Reduce  
Development  
Costs

## 5 Essential Success Factors (SF)

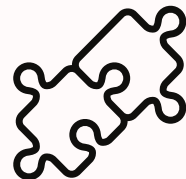


Encouragement & Trust

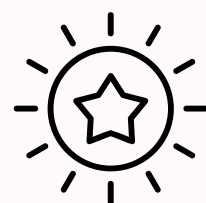
Product development is a  
collaborative endeavor



Understanding your clientele



Integrating Learning and  
Knowledge Reuse



Design a product or service that  
minimizes the occurrence of  
bottlenecks in subsequent stages



Clément BONIOL



iObeya