Developing products to solve customer needs

Jeffrey Peden, Founder & CEO, CraveLabs, Inc.

Background

- 14 year veteran of technology startups
- Founder & CEO, CraveLabs (2010-Present)
 - Mobile advertising technology company
- O Founder & CTO, Newbury Networks (2001-2010)
 - Location tracking systems for mobile/WiFi devices
- Member of specification committees and expert groups
 - O IEEE 802.11, Trusted Computing Group, Java Community Process
- Multiple patents, US & worldwide

The startup's journey to product

Find a technology that can be disruptive



Choose a market to apply that technology in



Find customers in that market



TEST



FAIL



LEARN

4 Hour Work Week 40 Hour Work Week 168 Hour Work Week

BUILD



SCALE

Comparing my two startups

Tech R&D

Market Research Customer Validation



Trapeze acquires



The Leader in Real-Time Location Services

Learn Hore

Fail

Learn



Successful Product

Market Expansion

Customer Traction