The 2023 Product Guide

Product trends based on 4,000 nominations and spotlight on the 100 winners of the 2023 Product Awards

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PRODUCTS THAT COUNT



Foreword by

Lisa Mitnick

Capgemini Americas Portfolio Lead

Today's forward-thinking product leaders are focused on delivering great products that delight customers and disrupt markets. Given the rapid pace of market change, moving with speed, agility, and scale has never been more important. Oftentimes the difference between leaders and laggards comes down to the effectiveness of execution across **people, processes, data, and technology**.

Capgemini is proud to sponsor the Products That Count Product Awards for the second consecutive year, supporting efforts across industries that combine creativity and practicality to make product development more efficient and effective. I am inspired by the solutions being shared within the

This year's recipients embraced market trends driven by **AI, "as-a-service," data analysis, and sustainability, tracking healthcare data, enabling improvements to our daily lives, and building platforms that improve business processes**.

I am excited by the number of applicants embracing the new Sustainability category. Product managers are critical to leading the pivot to sustainable products, creating achievable strategies, championing environmentally friendly decision-making, and building literal and figurative paths to expanded customer bases and new revenue streams.

Capgemini is committed to environmental stewardship. We know that **the more closely sustainability is integrated into the design process, the bigger the impact**. We embrace a sustainable design process that closes the loop between environmental impact analysis and the product development process, ensuring innovative opportunities are explored, data driven decisions are made, and best practices are implemented to convert good intentions into positive environmental results.

I encourage you to spend some time getting acquainted with the products and services recognized by this year's Product Awards. This Guidebook also reinforces Products That Count's leadership in providing the tools, techniques, and research to help product managers challenge business norms and rock the market. We are proud to be a partner in that effort.

Congratulations to the winners, and to the leaders and teams that designed and built these amazing products.



Highlights

SC Moatti

Products That Count Founder & Board Chair

I am thrilled to present to you the winners of the 6th annual Product Awards, produced by Products That Count. The **2023 Product Awards** was an amazing journey, filled with pleasant surprises and validation of the trends we have been calling out for the past several years.

The first thing to note is the massive growth in the product stack, which Products That Count predicted last year. Last year, there were 3,000 nominations. This year: more than 4,000. And we believe there will be 10,000 products in the product stack by 2027.

Here are the key trends that stand out in 2023.

- **Specialization is the watchword.** With so many tools in the product stack, products are increasingly designed for specific industry verticals, from platforms for FinTech compliance to IoT security tools.
- **AI is now a commodity** because it offers competitive advantages in terms of efficiency, accuracy, and innovation. Nearly 20% of our winners include an explicit AI function in their product.
- **Silicon Valley is no longer the center**, with thriving regional technology hubs in global markets like Quebec.
- **Sustainability is a business imperative.** Reflecting the work we have been doing with our partners at Capgemini for more than a year, sustainability tools can now be found throughout the product stack.

In the end, our incredible independent Awards Advisory Board grouped nominations into five categories: FinTech, B2B Tech, Life Sciences, IoT/PropTech, and Sustainability. An additional category in Product Innovation was chosen by Mighty Capital, and a new regional Award focused on great products in Quebec, Canada. Across these 7 subdivisions, there were 100 winning products.

Read about these winners in the Product Guide below, presented thanks to our amazing partners Mighty Capital and Capgemini.

And now, on to the winners of the **2023 Product Awards**!

Warmly,



Overview of the Categories

> **The trend in B2B Tech is going to be that the proliferation of AI-first companies will challenge the incumbents and legacy players.**
>
> **Ganesh Rajan** Konfer Product Leader

The largest of all our categories, with 33 winners, is **B2B Tech**. A significant subset of these winners fall in the platform-as-a-service (PaaS) category of products. These include end-to-end platforms and those geared for product portfolio and compliance management, product adoption, smarter fieldwork, low-code monitoring, app development, and employee engagement. There are also several outstanding software-as-a-service (SaaS) tools for automation and security.

With the **rise of artificial intelligence (AI) this year**, it's no surprise to see B2B winners in scaleable AI and visual-AI platforms, AI risk management, and AI career navigation. Several B2B tools focus on security, from secure browsing, to data protection & privacy. Still others provide enterprises with solutions for data management and data-driven decisions and accounting.

> **There are now a lot of third party companies that offer software and solutions that make it much easier for fintechs to meet financial regulations.**
>
> **Michael Krafft**
> TrueML VP of Product

The 12 winners in the **FinTech** category are **leading technological innovations for individual users and businesses alike in the financial sector**. Several of these featured products are designed to evolve banking processes by placing an emphasis on business banking and banking for creators, including the launch of a customizable credit card. A number of the winning products were created at the intersection of FinTech and healthcare, with tools implemented to upgrade cyber and health insurance practices and foster smarter healthcare spending. Additionally, several of our winning products spearhead technological advancements in the FinTech industry by harnessing the power of behavioral data science and data-driven finance tools to empower customers and lead to greater successes.

> **Companies with a plan for the long haul are leaders in data democratization, workforce productivity, and immersive computing in smart buildings.**
>
> **Kristopher Drey** The Byrd Digital President

The 12 winning products in **Internet of Things** are divided into IoT and PropTech (property technology). On the PropTech side you'll find products for smarter buildings, simplified home inspections, a construction insurance platform, and AR-powered urban design. Similarly, the products in IoT proper are very future-forward, from smart mailboxes to smart grills. Other tools are focused on the important area of IoT security, while energy-focused products are increasing energy flexibility and turning electric cars into mobile power plants.

> **It is amazing to see not just novel applications of technologies, not just emerging services, but the integration of those tools and services into one experience.**
>
> **Zachary Fleming**
> **TimelyMD SVP of Product**

Our **Life Sciences** category showcases 19 of the most **innovative and revolutionary products that are changing the way we approach and interact with life sciences today**. Many of these products place advanced healthcare resources in the palm of your hand, while others make in-person healthcare affordable through progressive insurance options and by negotiating with hospitals. The winning products include a range of accessible applications centered around mental health. Several of these products are designed to promote healthy interactions between families and couples, while also promoting personal growth and allowing users to improve their relationships with themselves.

Several of these health tech tools target physical health, such as helping users remotely treat, manage, and diagnose conditions such as scoliosis and migraines. Other products allow users to test brain health with augmented reality simulations, engage in physical therapy, or receive remote therapeutic monitoring to ensure medication is taken and has positive effects. Several products implement AI to assist with IVF, tracking heart rate variability, or even detecting cancer early.

> **Sustainability is not just a business option. It's actually a business imperative.**
>
> **Martine Stillman**
> **Synapse Product Development VP of Engineering**

Sustainability surprised us this year as an emerging category. It was not in the initial call for nominations, but so many products fit that mold that we decided to pivot accordingly. There are 11 winners in this category, including several tools designed for Life Cycle Assessment. Other products here are focused on green materials, from bioplastics to carbon-negative building materials. From the use of AI in data, to smart automation in farm equipment, to vertical farming, to carbon footprint tracking, these winning tools are at the forefront of innovation in Sustainable product management.

> **These awards recognize that the best companies are built around great products**
>
> **Jennifer Vancini**
> **Mighty Capital General Partner**

In a separate special category, Mighty Capital selected 5 **Product Innovation Award winners**. These rising tech stars include two digital health solutions for employee health insurance as well as medical data buying. Data is a focus of two more winners, including data lifecycle security and real-time data observability enabling developers to more quickly solve customer issues. The fifth winner here is improving the telecommunications space with voice, messaging, and video APIs powered by elastic cloud infrastructure.

> **It's time to recognize the products and fast-growing product community in Quebec.**
>
> **Laura Di Costanzo**
> **Unito Director of Product**

Finally, this year marked the beginning of regionalization in the Product Awards. There were 6 winners in the **Quebec Awards**. These included standouts in the service industry including Food & Beverage Tech and Travel Tech, as well as a leader in the very hot PropTech space. Two winners improve workflow, from creativity to apps and automation. And one more winner is revolutionizing the HR Tech space through better event planning.

We salute these 100 winning companies. Learn about each of them in the next section.



2023 Product Awards:

The Winners

We asked the winners to tell us about their approach to product management, and how it contributed to their success. Below, you will read what they had to say. You will also find links to learn more about each of these winning products.



Winning Products in

B2B Tech



craft.io

The end-to-end product management platform with best practices built-in

“Craft.io’s approach to product management is the key to the success of our platform. As a product built by product managers for product managers, every aspect of the platform is designed to support the everyday work and processes of product managers. Our team is dedicated to providing product managers with a comprehensive tool that includes the best practices of product management. This focus on real-world needs and processes enables product managers to work more efficiently and effectively, ultimately leading to more successful products.

redaccess

A new way to browse securely

“We prioritize features effectively by understanding which ones resonate with customers’ needs and base our product decisions on customer feedback, rather than on assumptions. We leverage user behavior data and feedback to inform further feature prioritization and development.”

Answerable: Crowdsource content, community, and conversions

“To be honest, building this product has been extremely hard because we had to overcome building a solid enterprise API driven technical foundation while also building clean use flows. We had some good mentors help us build out clean flows in Figma and a parallel set of product and user flows in Notion.”

novisto

Own your ESG journey by harnessing the power of data

“It comes down to understanding the domain. In our case, it’s data management & ESG. To reach product-market fit, we ideated the ask, had rounds of refinement and scope definition, got feedback from stakeholders, and then worked closely with engineering to execute. We followed it up with more insights from users and started the cycle again. We believe in incremental and iterative progression to allow for more to be done, delivering increased value over time.”

OneComply
360° Compliance Management

One platform for 360° compliance management

“Founded by industry veterans, OneComply has simplified the end-to-end jurisdictional licensing, compliance, investigation, and reporting/monitoring process through intuitive data collection, document automation, workflow management and visual dashboards. With its integrations to other important compliance systems – such as fingerprinting, HR, payroll and whistleblower solutions – OneComply provides a truly innovative platform to manage all gaming compliance and licensing.”

nudge

SaaS security for a modern, distributed workplace

“The core product management approach for an early stage product is interaction and iteration. Our product development efforts started with a goal of 200 prospect interviews which allowed us to gather a rich profile of our potential end users and their core problems. Understanding the perspectives of this many prospects helped us to identify the core development partners and focus our efforts on solving real-world problems with engaged partners.”

radd

Data driven eCommerce story reviews

“Our unique value proposition relies on an AI video-based technology that is data driven - a first of its kind reviewing solution for the eCommerce space that
1. Verifies each and every review with a patent-pending technology that only allows real stories by real people.
2. Personalizes reviews so that each and every customer meets a completely different set of story-like video reviews.
3. Provides online brands a smart analytics dashboard displaying the performance of each and every video review, as well as automated insights that allow a better understanding of customer behavior. We have a very positive approach.”

Vette

A one click, human-to-hiring experience

“We first tested the theory of Vette manually by hand, then built out a “bubblegum and tape” version of the product, tested it with a live beta customer and live Vetters, and took that feedback and data, and built out the scalable version of the product. We use various product management tools like Jira, ProductBoard, and Miro to build user stories and future roadmap ideas. We stick to 2 weeks sprints, and stay focused on the high impact features needed to hit our OKRs and revenue targets. Being that this is my first product company, I had to adapt to a newer, more organized approach and these tools made it easier to do so.”

staircase

Make data-driven decisions without drowning in data

“Staircase AI Co-Founder and CEO, Ori Entis, is both a former product leader and CS leader. Ori has felt the pain of leading 150+ post-sales professionals. Learning from real experience and customer feedback, we’ve developed a platform that presents an entirely new approach to managing post-sales teams. Beyond that, we have top-notch AI and ML team that does everything to help flip the equation when it comes to CS platforms - our users use the platform and are not busy maintaining or feeding it.”

chameleon

The deepest product adoption platform

“In the current uncertain climate and SaaS recession we’re in, where companies are cutting any budgets they deem unnecessary, tools are fast getting cut. So product adoption platforms are more important than ever to support companies to help their users quickly find and appreciate value in their product, to reduce churn and increase revenue. We’ve raised $14.9M in total, including a $13M Series A round last year, led by Matrix Partners with follow-on from existing investors True Ventures.”

ecobot

The platform for smarter fieldwork

“Co-founded by a wetland scientist, Ecobot has been designed around the workflow environmental professionals are already accustomed to. The platform’s continuous improvement and expansion is driven by customer feedback, by way of customer advisory boards, collaboration with super-users, and more. Ecobot has an eye to the future of the industry, using information about where things are headed to inform how we use data collected in the platform to further empower our customers in other lines of their business”

moesif

Grow and monetize API products

“We focused on PLG motion and that is also our key selling point. We help with developer-first/ PLG style businesses.”

Cyrus: Modern identity theft protection

“Our data-driven approach and analysis of user behavior allowed us to improve acquisition funnels and improve the value provided to the users one step at a time. We target a funnel/KPI that we want to iteratively improve.”

zelt

The people platform for growth

“By automating a portion of manual computer admin, companies can be not just more efficient but enable their employees to spend more time on meaningful work, reduce stress, increase engagement, reduce attrition - all of which increases shareholder value. Having built the product around modules, we can provide clients with a service that is fully tailored to their needs.”

pando

Structured, clear, & fair progression

“While we take a human-centered design approach and iterate regularly through customer feedback (we do continuous deployment), we are also an opinionated platform, which means we have built-in principles which help companies adopt best practices (like Atlassian for Agile, or Greenhouse for Recruiting). We are seeing that having an opinion in our space is extremely differentiated and valued by customers who struggle with knowing what to do.”

SDV
The Synthetic Data Vault

Protect and enhance your data

“Open source libraries have traditionally been centered around software development, as collaborating on code is vital for maintaining complex software. Code contributors are an essential part of an open source project. But in our experience, making code contributors the sole focus of the project ends up disenfranchising another large segment of important people: a library’s users.

We define a user as anyone who has come to our library to solve a problem and we have taken great efforts to adopt a more user-centric focus. For example, we have expanded to platforms such as Slack, where users are more comfortable asking questions. We have developed a problem-solving framework to empathize with user pain points and unblock their issues. And we make an effort to translate technical knowledge to a broader audience.

A user-centric focus allows us to engage in the community to build a trusted and usable machine learning system.”

celona

The only turnkey private wireless solution uniquely engineered for the enterprise

“The success of our products is tied to our commitment to innovation and the highest levels of performance possible. We have taken a ‘build from the ground up’ approach that enables full integration of highly optimized and differentiated services not possible by other DYI approaches.”

TurboSBIR

Grow your startup with federal funding

“We managed the dev sprints around timelines that fit the funding opportunity solicitation releases. The workflow was optimized to rapidly make updates to the platform to reflect updates in the solicitation requirements so that our product remains current and responsive to the government’s requirements at all times.”

zenity

Monitor and secure your low-code/no-code platforms

“Low-Code/No-Code development is not going anywhere, and is sweeping the world by the storm, expecting to lead to over 70% of enterprise applications developed with such technologies and citizen developers by 2025. Zenity is the first and only security governance platform for No-Code/Low-Code development. Our product management approach involved lean product development–short cycles based on feedback and measurement.”

MPERATIV

Connect marketing to revenue

“Our product was designed by CMOs and our product vision has continuously evolved based on real-time feedback from CMOs as to the challenges they are facing day-to-day.”

inOrbit CONNECT

Stay focused on what you do best. Let InOrbit Connect do the rest.

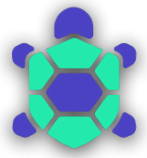
“We know how difficult it can be to find a single solution that provides the necessary data to drive business decisions with accurate and informative KPIs. Connect gives businesses a way to find multiple solutions that users are assured will work in harmony. The product is directly informed by our understanding of the challenges our customers face.

Our team is anchored by developers, so we also understand the common pain points they face, and have engineered the tools that will have the greatest impact on their productivity and solutions. InOrbit Connect is designed to enable developers to easily gather data from robots in the field, driving continuous improvement and the optimization of systems. Our product approach is driven by our connection with the robotics industry we support.”

Quolum

Your SaaS buying concierge

“We created the industry’s first B2B Expense Card for buying SaaS. A card in the front and spend reducer in the back. SaaS is now a game played by 250K vendors transacting $275B in global purchases. While vendors have thousands of tools to sell more, buyers have nothing but emails and spreadsheets. We have added features to become full-stack SaaS Spend Management, helping the office of the CFO take data-driven renewal and purchase decisions of SaaS products.”



Turtleshield by Ardent: Build strong data privacy and security foundation

“Founder Sameer Ahirrao has been a practitioner in data security and privacy field for two decades and has brought vision and practical lessons which enhances data security posture.”

dragonboat

Drive better business outcomes

“Dragonboat was born out of a first-hand need that the founder of the company, Becky Flint, experienced during her career working at major tech companies. Dragonboat was created to solve a problem that no other tool in the market could solve. It’s a product created by product leaders and for product leaders. Our product team is continuously working to keep improving the product based on the feedback that we systematically gather from our clients.”



Aptos: Developing products on the Aptos blockchain that redefine the web3 user experience

“Cofounders Mo Shaikh and Avery Ching coled the charge to design and test the Move language and Aptos blockchain over several years in order to build a safe, reliable, and long-lasting infrastructure. Their thorough approach and people-first mindset has laid the groundwork for Aptos’s growing usage and fruitful partnerships. Web3 brands like Livepeer, Npixel, KYD Labs, and MoonPay partner see Aptos as a partner for the long haul. Meanwhile, legacy Web2 providers like Google turn to Aptos for the standards they’re accustomed to in terms of user experience, safety, and scalability.”

Cybord

Improve confidence in your product’s reliability

“The Cybord inline visual-AI platform provides a better and more comprehensive view of the production lines. It ensures the assembled electronic components’ authenticity and quality, and provides the highest level of traceability. The inline visual-AI platform aggregates and analyzes images and data from 100% of the components at various production stages, while combining existing unutilized visual data and production metadata, ensuring authenticity, product quality, and traceability. Cybord technology is based on visual Deep-AI algorithms and big data, adding a new dimension of components visual analytics to the SMT machine metadata created in the production line.”

VOXEL

Use the power of AI to transform operations, risks, & safety

“Voxel was built by working closely with safety leaders and site managers to understand the intricacies of how high-risk environments are managed. Our product is built with the chief priority being keeping people safe and sending your team home healthy at the end of the day. Keeping the human impact of safety at the forefront, and structuring the product around encouraging a positive, communicative, and proactive safety culture, has been the key to Voxel’s success.”

govly

The #1 market network for government contractors

“Govly provides unrivaled transparency to the entire federal supply chain, resulting in increased customer revenue and better solutions for the federal agencies they support. Customer lead product growth has defined our strategy for creating a product that people want.”

AI DYNAMICS

Affordable, scaleable, and accurate AI solution for business of any size

“Our unique approach to the NeoPulse platform has enabled success because its ease of use makes the solution accessible and definitively helpful for business across all industries. Additionally, our focus on AI governance promotes democratization of AI while establishing a level of trust with our partners and customers around the world.”

Sagetap

Vendor meetings redefined

“We give software vendors the best possible access to their target buyers in this industry. We provide high-signal, audio-based objections and recommendations to help them fuel their GTM. We allow Sages (tech buyers) to quickly discover relevant tech, help vendors build better products, and keep their inbox clean from unwanted spam. We conduct 5 interviews per week (minimum) with our Sages and Builders to understand what they’re frustrated by, what’s working well, and to review new features being launched next week. We record every conversation, document key takeaways, and reference the audio in each product feature we hand over to dev. In other words, we use Sagetap at Sagetap.”



SliceX AI

Next generation AI at your fingertips

“Wearing our former Googler hats helps us stay focused on innovation and produce a platform that delivers highly scaleable, foundational AI capabilities. And being former Amazonians helped us stay customer-obsessed.”

BLUE ONION

Accounting powered by data unification

“Before starting Blue Onion, we had continuously seen and personally experienced how disorganized information in a business leads to operational challenges across the organization. Our vision is to use data to help companies operate smarter, starting with the finance and accounting teams. With that as our North Star, our customers guide us tactically.

Our product and customer success teams create constant feedback loops with our customers. Customers have open channels to our team to share pain points and challenges and exchange ideas on best practices. We treat our customers as partners to validate product hypotheses and prioritize the product roadmap. Being customer-centric guides our internal product discussions, ensuring our product creates meaningful impact for our customers.”

FutureFit AI

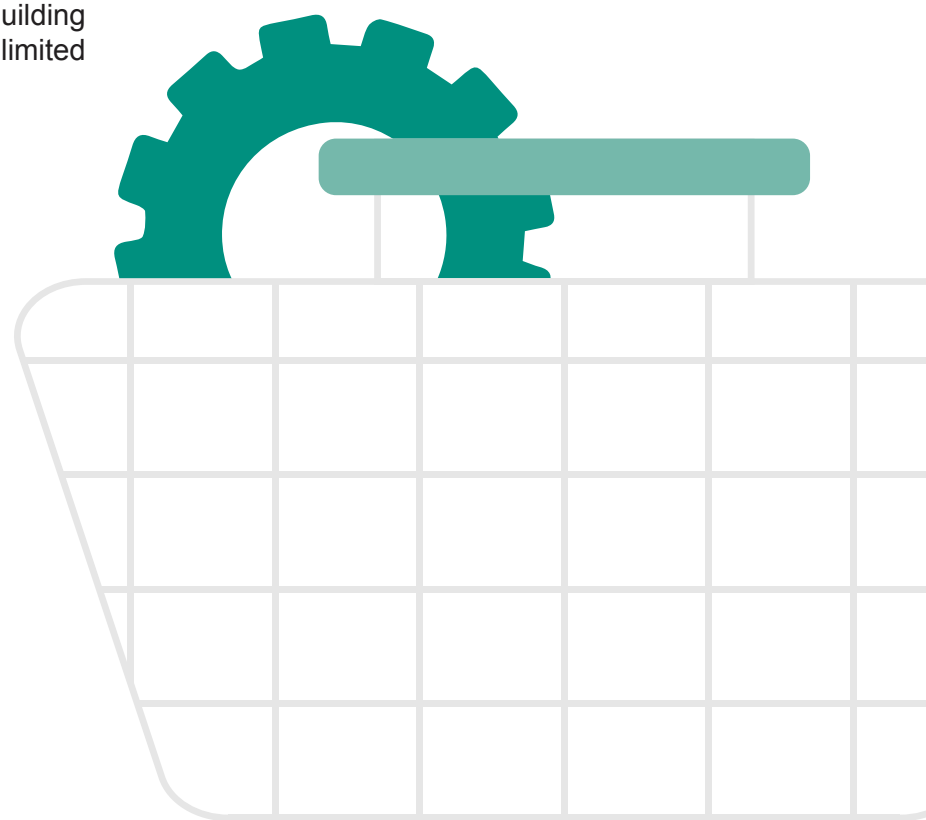
Using AI to help workers navigate their careers

“We are very collaborative and work closely between product, engineering, design, and data to truly arrive at the best product outcome. As an early stage startup, collecting feedback and insights and quickly translating those insights into features and prioritized roadmap based on our goals is essential to make sure we’re building the right thing at the right time with the limited resources and time we have.”

crowdbotics

A better way to build software

“We use Crowdbotics to build and manage customer apps, which enables us to quickly identify the pain points inherent to large-scale app development. As we solve these challenges for ourselves, customers benefit from the associated efficiencies and greater predictability of outcomes.”



Winning Products in

FinTech



ramp

Effortless accounts payable

“What makes product development at Ramp so special? It’s that you work with a team that is world class - at failing! That means learning from those mistakes and owning the solution. It’s that you work with folks who are world class at having the humility to revisit their assumptions, and have the kindness to support each other, to grow, to meet that challenge.”

ALLOY

Future-proofing against fraud

“Alloy’s mission is to help financial companies deploy safe and seamless customer experiences. The Design team sits at the center of that mission. The complexity of compliance rules and the ever-evolving sophistication of fraudsters create a massive opportunity for Alloy to provide a single API and a powerful visual workflow builder that reduce risk and help fintechs and banks get to market faster. We provide policy owners, compliance officers, fraud investigators, and developers with the tools they need to spend more time building best in class products for their customers.”

CREATIVE JUICE

Banking made for creators

“In just two years, we have built an all-in-one solution for creators to manage their businesses. No tool exists today that covers creator banking, invoicing, funding, analytics, and debit cards. And in addition to all that we provide resources and a community.”

highnote

The fastest way to build winning presentations

“Highnote Labs is where we ask ‘What if?’ and ‘How can we?’ as open-ended questions that drive innovation. It is our experimentation studio, our innovation hub, our intersection of technology and design. It’s where we play with ideas and design great products that change the way we do work.”

novo

Powerfully simple business banking

“Customers are at the heart of everything we do. We align ourselves directly with what they want, iterate quickly, and launch new products constantly to show we care. Our main goal is to delight our customers in a way no one else does to accomplish what no one else can.”

cowbell®

For today's and tomorrow's threats

"Cowbell continuously gets feedback from the market to evolve and refine its cyber insurance offering to its distributors (insurance agents and brokers) and end-users (policyholders). The Cowbell platform is revised and receives updates weekly."

upSWOT

Empower SMB customers with data-driven embedded finance tools

"We follow the trends and needs of business, so we have new features, as well as new products based on our solution."

NeoTax

Balance the impact of capitalization with the benefits of R&D credits

"We regularly conduct customer surveys, interviews, and usability testing to understand how our customers are using our products and what areas they would like to see improved. We also actively seek out feedback from our tax professionals, who have a deep understanding of the tax laws and regulations and can provide insight into how our products can be optimized to stay compliant.

Once we have collected feedback, our product development team uses this information to identify areas for improvement and to prioritize new features and enhancements. We regularly review and update our products to ensure they are in compliance with the latest tax laws and regulations. Additionally, we use AI and machine learning technology to analyze customer data and identify patterns and trends that can help us improve our products."

Decent

Health insurance actually worth the money

"Decent's product, and most valuable asset, is the experience we create for our members and key stakeholders. Our product, including our unique PEO + health plan model, allows us to deliver on our mission of affordable health insurance for all. Our product team is the ultimate owner of the user experience we create. They coordinate, find dependencies, and run a fair, data-driven process to prioritize work. Product is the conductor, not the star. Product keeps us all aligned on what we're working on and why, so we can each focus on their own objectives without getting bogged down. We need leadership, ideas, and data from each mission to win (health, internal, marketing & sales, PEO, and product & engineering)."



ForMotiv

Predict intent with behavioral data science

"We've taken an agile approach and we're building our product and solutions based on customer feedback. We work with several top 10 insurance carriers and they have been great at helping us craft our next features and upgrades."



Nitra

Smarter spending built for healthcare

"We built our product based on a real customer need. Instead of offering healthcare providers one-size-fits-all financial solutions, we ensure they have a say in the products we build. Our products are built for them, informed by them."

klutch

The customizable credit card

"Our approach focused on understanding the needs and wants of our target audience, and utilizing that knowledge to inform the development and customization of our product. We also placed a strong emphasis on user feedback and testing throughout the development process, which helped ensure that the final product met the needs of our customers."

Winning Products in

Internet of Things



inCitu

Design the future of your city

“We deliver on our mission every single day; we always push forward and make things happen. We are always in a ‘learning mode.’ We are proactive, not just reactive. We do not ask for permission. We make the best of and learn the most from every opportunity.”

Inspectify

Home inspections, simplified

“Always thinking minimum viable product, we created a product that helps us be flexible to different vertical use cases. Setting up ourselves for more experimentation rather than sticking to one certain vertical helped us grow faster.”

billy

The construction insurance platform

“Once we gathered enough research, our team met for a day to map out the minimum viable product, given our short development time. We mapped out the entire journey and then diligently moved items above/below the line while maintaining a complete workflow. This exercise was done with the ENTIRE team (engineering, QA, product advisory council members).”

Øerygee

The complete and lightweight platform for IoT/OT security

“Perygee’s approach to product management is to understand more than just than customer’s pain point but also the surrounding process. Our point of view is that no security challenge happens in a silo. There are various people, types of data, and technologies at play. Solving a pain point goes a lot farther when you can improve the surrounding workflow.

So in our case, instead of solving something like identification with a list of devices, we provide customers with a platform that can conform to where inventory is flowing from and to, and be able to adapt in how we present that information depending on who needs to see it.”

Powerline: Transform your EV into a mobile power plant

“Our founding team are seasoned technical entrepreneurs who have a track record of building commercialized AI software solutions for integrating energy resources with the electricity grid. This has given us a great advantage in rolling up the technology from scratch in a methodical manner, in a short period of time, with the least amount of try and error.

Our approach to demonstrate the value of Powerline’s technology was to build it, demonstrate its value in the real world with real EVs, and then monetize it. Given our team’s core capability in the energy and software space, we were confident that we could prove our main hypothesis, and demonstrate business and technical feasibility. Therefore, instead of selling the idea, we decided to sell the product itself. Powerline is connected to a few test EVs at the time of submitting this application, and will be launched to the public on Jan 30th.”

BRAINBOX AI

Making buildings smarter, greener, and more efficient

“Our approach to product management focuses on adapting and pivoting quickly to pro-actively react to the needs of the market.”

OneLayer Platform: Network security dedicated to private LTE/5G networks

“OneLayer’s product management team is customer-centric. By maintaining high engagement with customers and relevant enterprises from the manufacturing, utilities, and hospital verticals, OneLayer is able to identify the major pains and blindspots of security teams when it comes to private cellular networks and help them resolve this pain while maintaining a high feedback loop. OneLayer’s product management team is comprised of strong product managers from the security domain with a strong security background, partnering with OneLayer’s cellular research team comprised of cellular experts from Airspan and parallel wireless. Our unique product approach enables us to differentiate and close the gap in the private cellular domain between security and cellular expertise needed to secure such networks.”

DRONEDEK

The mailbox of the future

“We conducted thorough market research to understand the needs and pain points of our target customers, and used that information to inform the design and features of our smart mailboxes.”

trendio

Reinventing digital beauty shopping

“We are seeking to create the best beauty shopping experience in the world, one where customers can confidently shop a curated selection of brands, with advice from high-quality and knowledgeable people hyper-personalized to their needs, across their preferred device to watch video content. We worked back from our vision of an amazing customer experience and implemented through a disciplined scrum process.”



brisk it

We smoke the competition

“Our PM org follows a few mantras which help drive successful development. When selecting features for the pipeline, we only consider features that truly either make the food result better, or make a good food result easier. If it doesn’t achieve one or both of those, it is rarely considered. On design and development, we make sure we have all our bases covered, meaning our users, culinary experts, software engineers, hardware engineers, manufacturing team, and quality team are all involved in the process to make sure that the feature is both impactful but also feasible.”

MultiVu®

Making cutting edge 3D technologies accessible to all

“Our 3D camera is a compact, affordable, easy assembly and calibration, passive solution. The solution is customizable and could fit different application requirements. Strong infrastructure is developed to provide simulation of any customized future product based on customer requirements”

JANiiT

A demand-side energy management system to unlock demand flexibility

“Age of electrification and distributed energy is here. This new world requires demand. A supervisory layer optimizing at the utility meter and unlocking demand flexibility across building systems. Monitor, optimize, predict, and balance flexible demand and distributed energy resources in real-time.”

Winning Products in

Life Sciences



ALIFE

IVF powered by artificial intelligence

“Our product team is committed to customer success. We provide best-in-class service for seamless set up and ongoing customization of your platform. Our mission is to deliver the highest quality software and support.”

EHRV

Accurate heart rate variability app

“We strive to listen to the Elite HRV community, to understand their ideas, recommendations, and priorities so we can incorporate them into our roadmap ahead. We want to ensure we’re building in line with user needs, desires, and preferences (not our own), and that our engineers are able to integrate Spren’s enterprise technology into Elite HRV as a consumer facing app, appropriately.”

ellipsis HEALTH

Giving voice to a new standard of mental health care

OneStep

Physical therapy without limits

MD ALLY

The right care, at the right time, and in the right place

altoida

Cognitive assessment test & app

“Product management has allowed for the Altoida Application to be optimized with push notifications and brain health information.”

KARE.

Making remote therapeutic monitoring matter

Coral

Your coach for connection

“We are an empathetic, user-focused team who have experienced the problem we are solving. We work with clinicians and researchers to understand how they work, create features we think can support people through an app-based product, then test test test! We speak to customers every week and are heavily focused on analytics too. This, coupled with our deeply empathetic approach, has led to our success.”

Goodbill

We negotiate hospital bills for you

manatee

Mental health for today's family

"Our approach to product management is customer centric. We focus on gathering the feedback from our customers at every step of the way, including NPS scores, open-ended surveys and customer interviews. We are putting our providers also at the center of our product development. In the end, they are working with families every day to help and improve care by drawing insights from their provider dashboard.

Our providers have an important voice in how our product grows and develops. Beyond our internal feedback loop, Hopelab, one of our investors and a renowned research group specializing in the wellbeing of young people, has just completed their first 3rd party provider research. This approach also enables providers to be completely honest and anonymous. We're currently designing new features (a smart care plan) based on the insights provided through these provider interviews."

[Scene]

Better health outcomes in less than 90 days

"The key to keeping users engaged with Panorama is making it fun and easy to use. We have always approached our product from the user's viewpoint, ensuring the best possible experience with both our technology and human interactions."





clearstep

Clinical AI solutions to guide end-to-end patient care journeys

"A challenge with having one product manager was that they became a bottleneck. We had enough engineers and SMEs to make strategic decisions and act on them, but the product manager only had so much bandwidth to scope and write out stories. So, we established the concept of 'pods.' These pods consisted of a defined group containing one engineer, one subject matter expert, one designer, and our data analyst. Each pod was focused on a specific product line or initiative (e.g. virtual triage, natural language processing, google search, marketplace etc) and had the authority to prioritize their own work and make decisions on what/how to build. As a result of standing up the pods, we found that the product manager was able to focus on bigger, longer term initiatives, while the pods were able to identify and solve problems with fast solutions. Without any change in the number of personnel, we saw a significant boon in productivity and value delivered."

NATIONAL SCOLIOSIS CLINIC

Let's straighten out scoliosis



aiberry

AI-powered mental health screening for healthcare providers

mira

Healthcare you can afford

neurahealth

Expert headache care at your fingertips

"Before starting the company, we took a first principles product approach to deeply understand needs in the domain. We spoke to hundreds of neurologists and patients about conditions like pain, epilepsy, pain, and more. Only after understanding the problem with deep user research did we embark on the journey to start building the product."

SimpliFed

Feel good about feeding your baby

"In addition to our company values, it is important for us to drive towards a set of specific product and service values that inform our development efforts. Parents first, then payers and partners. We need to always, always be listening to our parent customers first. Along with listening to them, we need to observe them: what are they not saying but showing us with their actions? In addition, we need to listen to our community partners and stakeholders and lean on their lived experience. However, our economic buyer for telelactation are health plans are not to be ignored. Our offering exists in an ecosystem so we need to understand the needs, values, and incentives of all players involved."



EARKICK

Self care companion

"We follow a radical customer- and data-driven product management approach. At the core of it is data from users of our products. First, we started with in-depth qualitative research and as of today, we have a mixed approach that is heavily based on the product market fit score (PMF score). Users are randomly asked questions about the product, how they like it, and what they would change. The feedback funnels directly in our product development process. We take user feedback with different importance depending on how much the users stick to our product. This process was refined by Superhuman and applied by many data-driven startups. Following this process, we increased our PMF score from 20% to over 50% and it's still increasing. A PMF score of 40% is normally said to have reached Product Market Fit."

ezra

We found cancer's greatest weakness– early detection

"Our approach to product management has always started with putting our members and partners first. We've conducted surveys, interviews and user tests to understand our members and partners, and then develop a deep understanding of their needs. By doing so, we've been able to build a product that responds to our members' core needs, and have developed procedures to enable us to expand our offerings based on the needs of our members and partners. In a recent survey, about 60% of our members indicated that they'd be very disappointed if our screenings were no longer available. "

Winning Products in

Sustainability



CarbonSpace

Satellite-powered carbon footprint tracking

“CarbonSpace is a SaaS platform charging subscriptions based on the area size of the land under consideration. The price per HA varies from €1 to 10 per year depending on the project size. In 2022 the company booked 7X+ more revenue than in the previous year and increased its ARR by 20X+.”

sphera

LCA for experts software built on the world’s most robust LCA databases

“Sphera Managed LCA Content databases are accurate, comprehensive Life Cycle Assessment (LCA) databases, largely built on high quality industry data. With over 15,000 annually updated datasets, packaged in some 20 topical databases, Sphera’s data provides a reliable foundation for life cycle-based decision support ranging from Ecodesign and Environmental Product Declarations (EPD) to strategic technology decisions, carbon neutrality roadmaps, and others. Sphera also offers fast and competent data on demand services, to provide you with exactly the data you need when you need it. This enables data driven decision making to help product managers make smart decisions about product development choices.”

SimaPro

LCA software for informed change-makers

“SimaPro is a powerful solution for those looking to drive sustainable change. Built on robust science and life cycle thinking, the sustainability software is ideal for product designers, decision-makers and sustainability experts. Its fact-based LCA approach provides the insights you need to make better decisions, empower better choices, and reduce the environmental footprints of products and services because it is helping to enable lifecycle analysis as a core part of product development process. So not just looking at desirability, feasibility, and viability, but adding in the sustainability lens.”

Spira

Making bioplastics + spirulina dye from algae

“We create replacements for artificial colors in food and cosmetic products. By using this product, you help reverse climate change. We’ve been a decentralized team since the beginning which has aided in the speed in which we’ve built our products.”

plantd

Carbon negative building materials for every new home and building on earth

“First, we interviewed homebuilders to understand pain points with available products. Then, we designed the production process from the ground up to solve these problems. We validated performance via progressively larger prototypes until we reached full-size 4’x8’ panels. Once approved by our first large customer, we began building our commercial-scale production technology to launch our panels into the market.”

tensorfield agriculture

Precision thermal weeding

“We give farm laborors a 40X productivity advantage when using Tensorfield’s patent-pending technology to remove commercially damaging weeds. Smart automation of essential tasks (such as weed control) in the face of labor shortages is inevitable. We are still trialing the technology (pre-deployment), but costs to remove weeds are reduced by 80% when performed with Tensorfield technology, and we have signed LOIs/agreements with some of the largest growers of vegetables in the USA. The product is still pre-release but preliminary findings are promising. All engineering focus has been on defining and executing on the MVP, following extensive customer studies to outline requirements.”



AEROSEAL

Industry-leading duct and air sealing technology

“Aeroseal’s technology is in a constant state of development to support its evolution. HSX is Aeroseal’s first airless adaptation of the technology. The goal was to make it easier and more economical to integrate into new construction. The modifications made were improvements to the internal layout of the boxes and refinements to the new automatic gate feature. Our product development process included rigorous field-testing during a BETA phase with more than 350 seals completed by a select group of 10 Aeroseal dealers.”

Makersite

AI-powered product lifecycle intelligence

“Makersite is data and sustainability forward. Makersite tries to make data accessible and useful/easily communicable to product teams, auditors, and customers, and that attitude has built a product that can bring in data from a variety of sources (sustainability databases or internal databases) and harness AI and breakthrough algorithms that provide critical insights to its users quickly.”



INNERPLANT

Plants communicate, we listen

“InnerPlant’s product management approach is two-pronged with the development of an efficient (8X more efficient than those used by incumbents like Bayer) biology pipeline to develop our traits and a parallel pipeline to refine our detection technology to make it satellite ready by Sept/Oct 2023.”

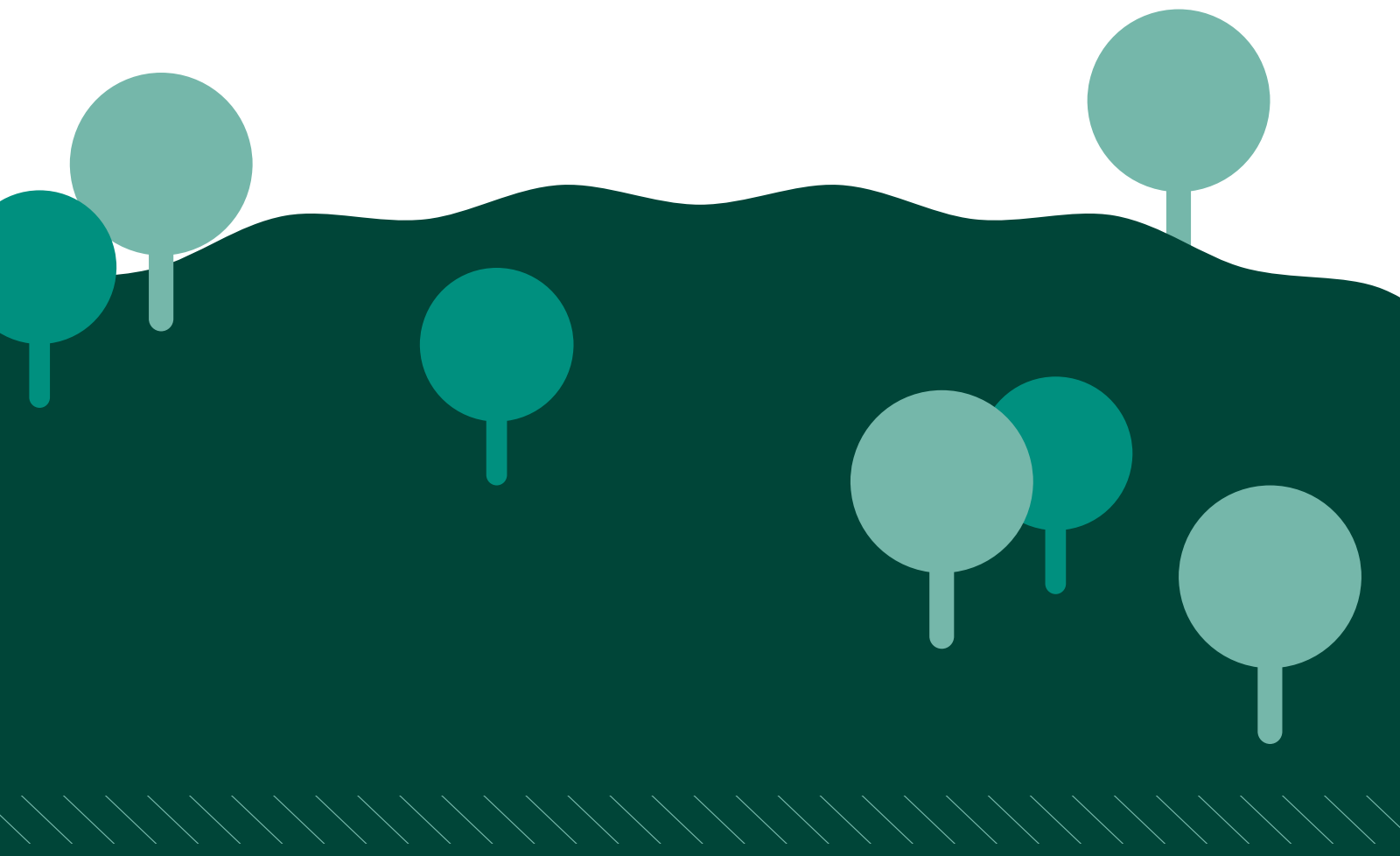
VIRIDIS RESEARCH

Advanced water technology solutions

“Our approach to product management is ensuring our technology is first-in-class, while providing a seamless customer experience. We are applying to be in multiple pilot programs with washing machine brands to better understand their needs and requirements in order to deliver a tailored solution. Our technology is constantly being tested and improved to ensure efficiency.”

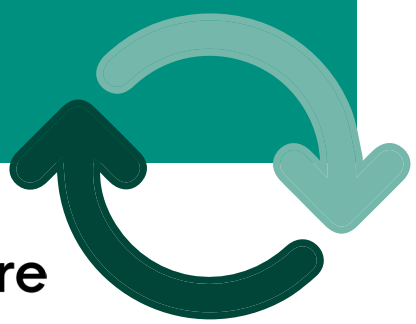
One Point One: Tomorrow grows here

“Our product engineering team continues to refine our technology and test new solutions. We have never stopped learning. It is our mission to grow plants in addition to growing our product capabilities.”



Special Category:

Product Innovation Award Winners



Angle Health

Health insurance for the modern employee

"Our product development process is very data-driven and outcome-oriented, where every one of our product initiatives ties to specific company goals and OKRs. We the prioritize these product initiatives on an effort impact scale, so we're not wasting a lot of time debating over conceptual or marginal improvements. Our ability to be nimble and iterate quickly is something that gives us a leg up against our competitors as well, which are generally large legacy health insurance companies. And this product development framework allows us to constantly reassess what's important as the business needs change, and then quickly build with a very lean team."

SignalWire

Building the software-defined telecom network

"Creating a category defining company is very challenging in many ways. In the case of SignalWire, there are numerous things related to technology, engineering, and innovation that we have to work on every day. Those things are critical, but innovative technology can never reach its full potential unless it's made available to the public in an accessible and digestible fashion. This is why product management is the most important part of our organization."

ROOKOUT

Real-time debugging

"Our methodology begins with the idea that 'customers are everything.' They matter most when we think about what, how, and when to develop our product. And quick and agile software development and product management enables quick iterations, failing or succeeding fast and rectifying whatever we need to do, and by that, excelling more than we should."

Segmed

The fastest way to buy medical data

"Our team's approach to product management is a hypothesis-driven, iterative process. First, we develop a list of hypotheses based on user research and feedback, analytics, our general product sense, and more. We then test each hypothesis to ensure that each one is driving both user and business value in the short term, as well as driving our mission and vision going forward. We have a small team of developers, so this is crucial. For example, we were thinking about improving our staging environment, but since it doesn't increase revenue or help user experience, we decided against it and focused on some other core functionality."

DASERA

Data lifecycle security

"The three principles around which we have built our company are empathy, trust, and technology. We work with our customers to understand their problems deeply. We work with them to complete a solution that works for them, and we bring in the power of technology to deliver a solution that is highly technical in its nature."

Regional Category:

Québec Award Winners

LOCAL LOGIC™

You know the asset, we know the location

"We believe in an iterative development and design approach so we can ship a useful product and continue to improve it and make it more delightful along the way. We do this by starting out with an MVP, then continuing to modify the product every couple of weeks so we can use the feedback to make more impactful changes that will benefit both our customers' and end users' goals. Due to the nature of our business being B2B2C, we have an interesting and slightly unique position to be able to offer guidance to our clients around how they implement our products because of our dedication to understanding the end users (the clients of our clients)."

Planned

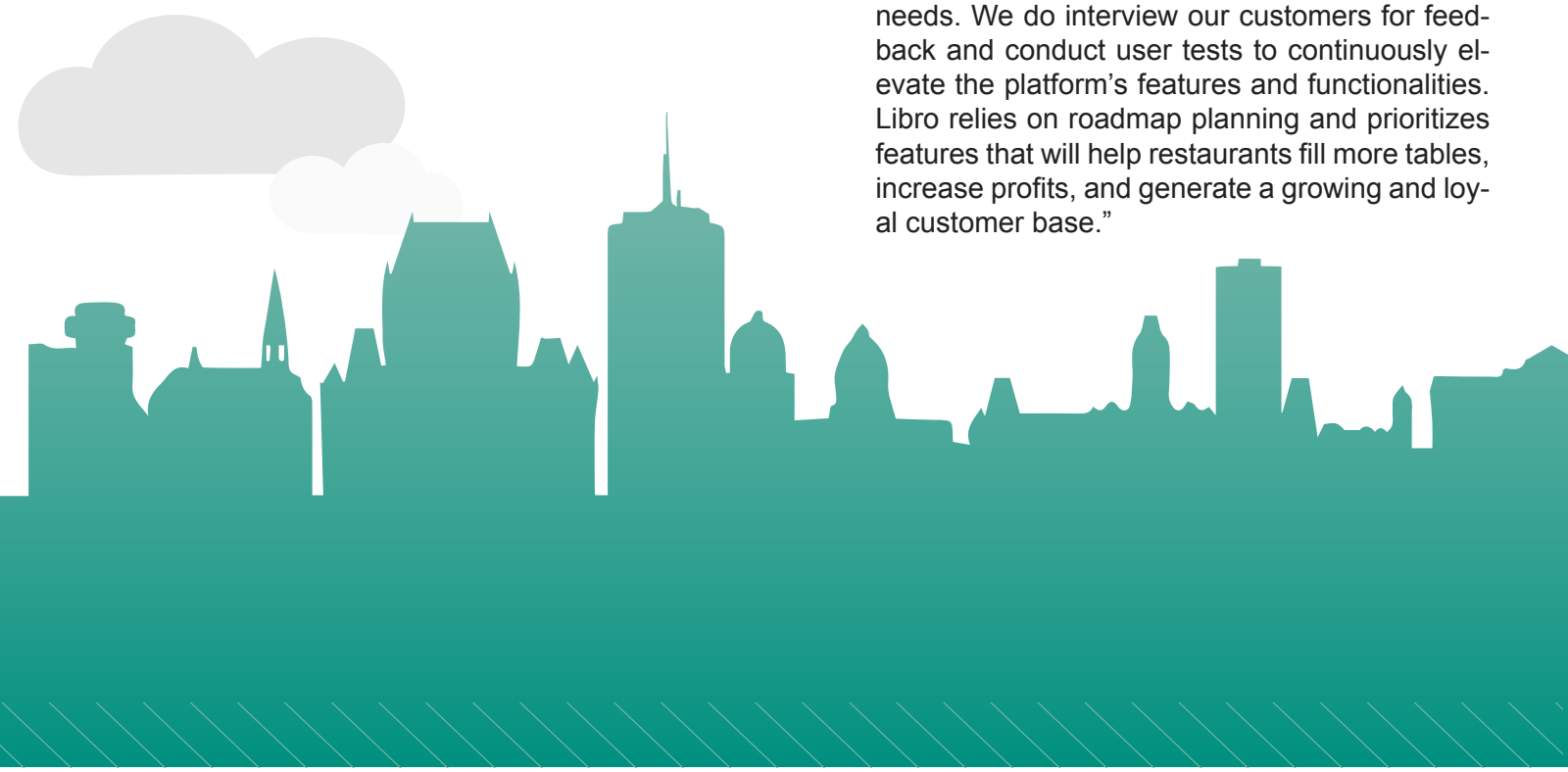
Where your events come together

"Our product ethos stems from building with our users, not just for them. We talk to users constantly. Qualitative user research is at the core of our product development process (quantitative is just less informative at our stage, with our number of users). We build fast but iteratively, making deliberate room in 'roadmap' for iteration time."

Libro
revolutionizing reservations

Elevate the reservation experience

"We are customer centric and take a user-first approach to product design and management. The Libro platform is driven by a simple, easy-to-use experience with regular sprint reviews and scheduled releases to address market trends, customer demand, and restaurant industry needs. We do interview our customers for feedback and conduct user tests to continuously elevate the platform's features and functionalities. Libro relies on roadmap planning and prioritizes features that will help restaurants fill more tables, increase profits, and generate a growing and loyal customer base."



unito

Connect your apps and automate your workflows in minutes

“This might seem obvious for a product team, but at Unito truly are the core of every decision to prioritize and implement new features or integrations. The one thing that distinguishes us most though, is in the way we operate. We’re still a small startup, but we have fully independent and autonomous squads working on key areas of the product. They own the full product management lifecycle, from research and discovery, to go-to-market. This structure makes the whole squad, PMs, designers, data analyst, product marketer AND developers, ultra specialized in their area, pushing boundaries from what’s doable to what makes sense for users because they know best the pain points of their users. ‘It’s not feasible’ is not part of our vocabulary. ‘What will solve users’ problems’ though is the question we ask ourselves everyday.”

stay 22

Monetizing the travel intent of your audience

“At Stay22, our product management follows a simple guideline to ensure success in every product delivery step. The product team focuses on outcomes, rather than outputs, that could impact our company yearly objectives. Our workflow starts with discovery sessions where we collect valuable information from internal or external data sources. Our product team conducts several brainstorming sessions to extract insights on trends, feature enhancement or new product lines. Staying as agile as possible, with close collaboration between Product & Engineering departments, we rapidly iterate on the most prioritized topics by building a proof of concept. Then we launch multiple A/B tests and monitor our success metrics to ensure constant improvement, course correct if needed and iterate.”

ReviewStudio®

Online proofing and creative workflow software

“ReviewStudio supports the way creative teams work by delivering a user experience that strikes a balance of form and function. The successful adoption of any new tool depends on the end user actually wanting to use it. We focus on delivering features and tools that are intuitive and easy to use, facilitating work without adding friction. And as a continuously evolving platform, our roadmap is driven by collaboration and engagement with our customers.”



PRODUCTS THAT COUNT

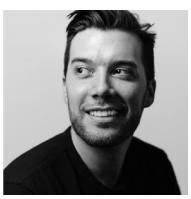
About Us

Products That Count is the most influential Product Acceleration Platform in the world.

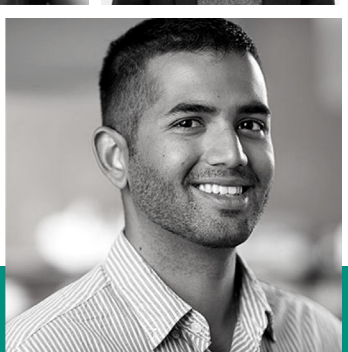
Empowers 300,000+ PMs via:

- 100+ events globally each year
- Thousands of videos, podcasts and articles online
- Best practices from Netflix product VP, Box CPO and more
- A focus on answering the question, “What makes a great product?”
- Its commitment to inclusion and increasing diversity in product











Products That Count helps 300,000+ product managers accelerate their careers. It engages >20% of all product professionals globally through highly-rated programs, such as an award-winning podcast show, curated executive roundtables, and coveted Product Awards. It partners with leading brands, including Capgemini, SoFi, Amplitude, Cisco and Teladoc, to accelerate the rise of product to the C-suite and transform product teams into a competitive advantage.

Learn more at **productsthatcount.com**

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