2024 Product Guide:

THE CYBERSECURITY, FINTECH, HEALTHCARE, AND OTHER VERTICALS ISSUE

Innovation trends in Cybersecurity, Fintech, Healthtech, and Other Verticals based on 2,500+ product nominations, and spotlight on the winners of the 2024 Product Awards

Brought to you by

PRODUCTS THAT COUNT

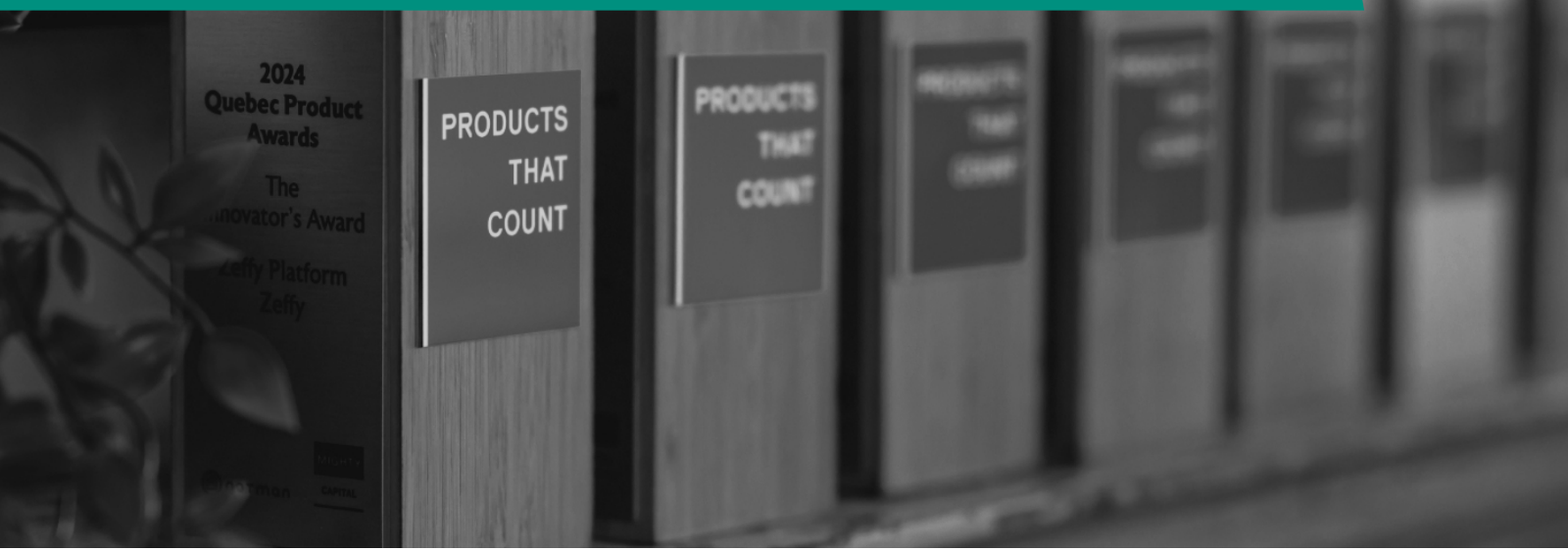
Sponsored by

Capgemini

MIGHTY CAPITAL



Forward by Capgemini



For the third year in a row, Capgemini is proud to sponsor the Product Awards produced by Products That Count. The winning solutions presented here inspire us with their combination of cutting-edge technologies, software, products, and services. I am impressed by the products in this eBook and I commend Products That Count and the Awards Advisory Board for their work in highlighting these exciting solutions.

The pace of innovation in fintech and healthtech has been remarkable, with both sectors driving transformative change. From digital payments to mobile wallets to mobile banking and frictionless checkout services, the fintech sector has elevated personalization and convenience at a lower cost and with better service, while making financial services more accessible to everyone.

In healthcare, we have seen tremendous innovation across wearables such as smart watches and fitness bands. We've watched the evolution of health apps for compliance with care plans and medication reminders, diagnostic monitoring to check vitals, and implantable devices and therapeutic devices like insulin pumps. Since Covid, telehealth has become mainstream, enabling reimbursable virtual visits that improve access and convenience for patients while lowering the cost of care.

The demand for connected products has never been greater. According to Capgemini Research Institute study of 10,000 adults, 80 percent of consumers owned a connected product in 2023 and 37 percent indicated they planned to buy more in the next 12 months. One third of consumers tell us they are connected

24x7 and 67 percent indicated that connected products and services are necessary parts of their lifestyle. Thirty-three percent of consumers own a health wearable device today and 29 percent indicated they would buy more of them in the next year.

According to the FinTech Effect Report, fintech reached mass adoption in 2021 with nearly 9 in 10 consumers in the U.S. and U.K. using digital apps and services to manage their finances. In 2023, nearly 6 out of 10 (56 percent) consumers say economic factors are making them reliant on digital financial tools. For Gen Z and millennials—that number jumps to 65 percent and 71 percent, respectively. Consumers cite three main benefits of these tools: Saved time (56 percent), feel more in control (48 percent), and saved me money (42 percent).

While market demand for these digitally connected products and services continues to grow, the competitive landscape is crowded, requiring product leaders to continually innovate to deliver high value personalized customer experiences. Customer loyalty is not a given and product leaders need to be aware of consumer concerns. According to Capgemini Research Institute's 2023 study on connected consumer products, consumers want better interoperability and ease of use and improved privacy and security. Only 36 percent of respondents indicated they are satisfied with the privacy offered by connected products today.

Health and financial data are among the most sensitive types of personal data and being able to trust the digital and connected products they use is of utmost importance. Seventy-five percent of consumers consider trust to be a key factor in their purchase decisions around connected products and services.

The demand for more robust cybersecurity products and services continues to grow as the digital economy expands, the threat vectors increase, and new kinds of threats emerge from phishing, social engineering, impersonations, and deep fakes to new kinds of malware and malicious actors.

Connected products exist in a connected ecosystem, necessitating product leaders to forge a broad set of partnerships across their value chains to deliver experiences that customers love and trust. Cybersecurity is critical to all connected products and is particularly critical in the financial services and healthcare markets.

Building trust with customers is paramount. Employ privacy-preserving techniques such as anonymization, encryption, and differential privacy to safeguard user data; be transparent about data collection and usage and adopt ethical AI practices to mitigate bias and discrimination. Engage diverse stakeholders to ensure responsible AI development and usage to hold the promise.

Products That Count remains committed to empowering product managers in building the products enabling business success, and Capgemini is proud to support this mission.

Finally, congratulations to the winning product teams. Your future is bright!

Lisa Mitnick
Americas Portfolio Lead of
Capgemini and Board Secretary
of Products That Count



Introduction by SC Moatti

I am thrilled to present the innovation trends and winners of the 2024 Product Awards in Cybersecurity, Fintech, and Healthtech! For this 7th annual edition, we meticulously reviewed 6,000 product nominations, produced by Products That Count, a 501(c)(3) non-profit dedicated to helping everyone build great products and engaging over 500,000 product managers. This effort was in partnership with Capgemini, a leading innovation consultancy, and Mighty Capital, a venture capital powerhouse.

A special thanks goes to the dozens of top-notch product executives who serve on the Awards Committee of our All-Star Advisory Board. Their expertise from leading product teams at Twitch, NASA, Bank of America, and more; their passion for product conversations across industries and geographies; and their dedication to identifying and celebrating the best products have fueled this journey. We could not have achieved this without them. Thank you!

This issue of our 2024 Product Guide focuses on Cybersecurity, Fintech, and Healthtech. Here are the highlights, and I hope you find as much value in these high-fidelity signals as I do:

1. Explosive Growth: Witnessing a surge from 650 to 6,000 nominations in just five years, we anticipate a 10X increase to 15,000 nominations by 2027, highlighting the growing importance of product management.

2. Cybersecurity Prowess: Reflecting the increasing necessity of robust security solutions, 8 of the winning products stand out for their ability to protect data and maintain trust in an ever-digital world.

3. Fintech Innovation: Revolutionizing financial services, our fintech winners make up nearly 50% of the winning products. These products showcase advancements in payment solutions, digital banking, and blockchain technologies that are reshaping financial interactions.

4. Healthtech Evolution: Transforming healthcare delivery, our 8 healthtech winners focus on telemedicine, personalized medicine, and AI-driven diagnostics, crucial for improving patient outcomes and accessibility to care.

5. Cross-Industry Collaboration: Emphasizing the importance of integrated solutions, this year's winners demonstrate how cybersecurity, fintech, and healthtech are being woven together to ensure comprehensive protection and compliance.

Discover the 2024 Product Awards winners in Cybersecurity, Fintech, and Healthtech, shaping the future of innovation – an inspiring testament to the trends and triumphs we've championed over the years.

Cheers to the relentless pursuit of excellence!

SC Moatti,
Managing Partner of Mighty Capital and Founder & Board Chair of Products That Count

2024 Q2 Product Awards: The Winners

THE WINNERS

We asked the winners to tell us about their product management approach 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 CYBERSECURITY

Judy Security

Judy makes cybersecurity effortless and efficient by protecting your virtual environment with a comprehensive suite of security features

"We leveraged the agile product lifecycle, which allowed us to stay close to what customers and partners told us needed to be added or changed in our product and do so quickly."

CodeLock®

CodeLock stops Software Supply Chain Attacks dead in their tracks by providing impenetrable protection from insertion attacks

"Our approach to product management is to allow the product to speak for itself. It doesn't hurt that we are one of the only products ever endorced by the Department of Homeland Security for preventing malware attacks."

SCYTHE

SCYTHE stands at the forefront of cybersecurity solutions, offering a suite designed to elevate organizational resilience

"We prioritized strong market research and customer engagement, focusing our product efforts on capabilities that solve our customers problems."

GLOVEBOX

GloveBox unlocks seamless workflows for agents and clients, eliminating manual hassles, and generating delighted policyholders

"Prioritizing projects, complete scoping end to end, and constant structured communication."

vicarius

vRx protects your installed operating systems and third-party software from vulnerabilities

"We carefully test every aspect before integrating it into the product and pushing it to our customers. This way we ensure that no interruptions are caused."

Phalanx seamlessly encrypts and protects business files across platforms, reducing risk without disrupting workflow

"Our approach emphasized user-centered design, as evidenced by MUZE's integration into common workflows and applications, making it both effective and user-friendly. Such a strategy not only addresses the technical aspects of cybersecurity but also considers the human element, reducing the likelihood of user error and increasing overall security compliance. By balancing innovative technology with practical application, our approach to product management has been instrumental in developing a solution that not only addresses current cybersecurity challenges but is also poised to adapt and remain relevant as new threats emerge."

Enable faster, more secure API development and deployment with Levo.ai by continously discovering, documenting and security testing every API in your enterprise

"Levo's Product Management is unique due to its agile and lean team, a rich API inventory developed by engineers, and comprehensive inventory management covering agent-based, agentless, and code-based approaches. It features an up-to-date, enterprise-hosted API portal, policy-driven API passive security testing (API security as code), and continuous active testing from the cloud and CI/CD."

Integrity Compliance 360 (IC360) is the leading global technology and consultancy firm specializing in comprehensive integrity and compliance solutions for sports, sports betting, gaming, and iGaming

"Our company developed PlayBookAI, an innovative AI-powered tool, through effective project management and cross-functional collaboration. Tech, development, and research teams worked seamlessly, leveraging meticulous planning and regular communication. The successful launch of PlayBookAI highlights our commitment to innovation and teamwork in revolutionizing the gaming industry."

WINNING PRODUCTS IN HEALTHCARE/HEALTHTECH/ LIFE SCIENCES

Dawn Health

Patient led digital health

"Zac, our CPO is the definition of innovative. He has led the team through building this while offering everyone else outside of the product a view into what they're working on and giving us assets we can use for our needs. This horizontal integration has offered us the capability to react quickly to changes and be in the loop with what everyone else is working on."

Stork Club

Reproductive care benefits

"Our product management approach is fundamentally user-centric and problem-led, focusing on continuously refining our product through user feedback to enhance efficiency and solve real-world problems. For example, the high maternal mortality rate in the US (and even more so among BIPOC communities) is a critical issues for our members. To address it, we developed a doula program that not only addresses this pressing need but also emphasizes racially-concordant care to specifically reduce mortality rates in BIPOC populations. Our commitment to diversity, equity, and inclusion is at the core of our strategy, guiding us to create solutions that are not just technologically advanced but socially impactful, leading to significant improvements in maternal health outcomes."

RHINO HEALTH

Patient led digital health

"We worked closely with design partners from top academic medical centers who are pushing the boundaries of medical research using AI. By working with leaders operating on the vanguard, we were able to build a highly-extensible platform that could handle whatever was thrown at it, setting us up well to achieve the goal of building a truly global collaborative network. This secure, extensible architecture is now seeing more and more developers deploying their own custom apps built on our platform but accessing partner data, which is extremely gratifying as we democratize the ability to participate in this kind of innovative research by lowering the barriers to data collaborations."

neurahealth

Patient led digital health

"As a seed stage startup, our co-founder serves as both Head of Product, while our Director of Operations takes on project management for operationally intensive initiatives.

Drawing from their experiences at tech giants like Facebook and LinkedIn, our co-founders have integrated key practices into Neura Health's approach.

Firstly, they prioritized understanding the core issues by extensively interviewing neurologists and hundreds of patients across various neurological conditions—from chronic pain to Alzheimer's. Only then did they initiate product development.

Secondly, they surrounded themselves with domain experts, including medical advisors, clinicians, neuroscientists, researchers, and healthcare administrators, ensuring a robust clinical experience for neurology.

Lastly, they adopted a lean startup methodology, emphasizing quick testing and validation of hypotheses through small, iterative experiments to optimize user experience efficiently."

Xellar biosystems

Accelerating drug discovery

"Our product management approach hinges on a deep understanding of customer needs and market trends, essential for our product success. We prioritize ongoing dialogue with biotech and pharmaceutical industry users to gather feedback and iterate on our offerings, ensuring they exceed market expectations.

We employ agile methodologies to streamline development and swiftly adapt to evolving requirements. Our collaborative environment aligns biology, engineering, and data sciences teams to synchronize R&D, marketing, and sales efforts with our product vision.

Data-driven decision-making guides our product lifecycle by integrating experimental testing data with external databases. This approach provides comprehensive data packages to customers, aiding in drug safety risk assessment.

This strategic combination of customer engagement, agile processes, and data analytics drives our product's market penetration, user satisfaction, and commercial success."

pluto.bio

Multi-omics data analysis for everyone

"At Pluto, integrating our scientific team into the product lifecycle involves coordinating with backend and frontend engineers, UX designers, and scientists to develop intuitive workflows for our users. We enhance existing workflows with modern user experience and iterative engineering, enabling customer testing and feedback loops.

Transitioning from biological mechanisms to user-friendly interfaces is both challenging and rewarding, revolutionizing scientific processes. The project required developing new foundational interfaces, including preprocessing, workflows, visualizations, data transfer methods, and alternative preprocessing models.

Our team culture fosters mutual respect, trust, and humility, with members continuously sharing expertise across domains to innovate at the intersection of software, UX, and science."

ORtelligence
Patented Surgical Process Optimization

Accelerating drug discovery

"We worked closely with design partners from top academic medical centers who are pushing the boundaries of medical research using AI. By working with leaders operating on the vanguard, we were able to build a highly-extensible platform that could handle whatever was thrown at it, setting us up well to achieve the goal of building a truly global collaborative network. This secure, extensible architecture is now seeing more and more developers deploying their own custom apps built on our platform but accessing partner data, which is extremely gratifying as we democratize the ability to participate in this kind of innovative research by lowering the barriers to data collaborations."

MAVERICK

Revolutionary revenue cycle management

"Having dedicated product owners who collaborate closely with stakeholders, developers, and customers is essential to ensure that product requirements are clearly defined and effectively communicated. These product owners serve as vital links between various parties, aligning project goals with business objectives and user needs. By engaging directly with customers and stakeholders, they gather critical feedback and insights, which help in refining product specifications and features. Their involvement throughout the development process guarantees that the final product meets the expected standards and satisfies the end users' demands, leading to improved product quality and increased customer satisfaction."

WINNING PRODUCTS IN FINTECH

VIOLET

Unify cross-platform checkout in your marketplace

"Violet has expanded from 5 to 20 employees in the past year and has tripled its customer base. The company is experiencing 10x year-over-year growth in GMV and serves a wide range of clients from startups to global enterprises. Importantly, Violet boasts a 0% customer churn rate.

In 2022, Violet conducted a transformative case study with Throne, yielding remarkable outcomes: They reduced order processing time from 36 hours to just 300 milliseconds, slashing costs by 95% while enhancing speed and scalability. Automatic order tracking now provides immediate shipping and tracking information, benefiting Throne's creators and improving customer satisfaction. Enhanced connection and attribution capabilities have strengthened relationships with partner stores, making Violet an ideal marketing and sales partner.

Violet continues to unlock potential for both existing and new customers, fundamentally transforming their business strategies and operational efficiency."

IC360
EMPOWERING INTEGRITY. REDIFINING COMPLIANCE.

Integrity Compliance 360 (IC360) is the leading global technology and consultancy firm specializing in comprehensive integrity and compliance solutions for sports, sports betting, gaming, and iGaming

"Our company developed PlayBookAI, an innovative AI-powered tool, through effective project management and cross-functional collaboration. Tech, development, and research teams worked seamlessly, leveraging meticulous planning and regular communication. The successful launch of PlayBookAI highlights our commitment to innovation and teamwork in revolutionizing the gaming industry."

Arro

Arro is the credit card that helps you earn lower interest rates, increase your credit, and take control of your financial future

"Our approach to product management and agile methodologies paired with consistent cross-functional collaboration have helped us succeed. We have a clear focus on user-centric design and monitoring customer behaviors and product usage analytics to make sure our product is not only intuitive and accessible but refined based on user engagement and data."

WINNING PRODUCTS IN FINTECH

REFINE INTELLIGENCE

The SaaS marketplace

"Digital customer outreach for AML investigation teamsagile methodologies to rapidly iterate based on user feedback and market data. This strategy, combined with cross-functional collaboration and a data-driven user-impact prioritization process, directly contributes to improved user engagement, market fit, and ultimately, the product's success in achieving its business goals."

MyFO.

Optimize with better data, organized documents, and enhanced decision-making capabilities

"MyFO's founders drove success by prioritizing user needs, embracing agile methodologies for rapid iteration, fostering innovation, leveraging technical expertise, and forming strategic partnerships. This approach ensured MyFO effectively addressed family office challenges and became a leader in wealth management."

Dovly ai

Get a head-turning credit score with credit monitoring, alerts, scores, tips and tricks

"We run very lean and scrappy. We constantly test new things and quickly decide if it's working for us or not. We focus on product experience and ease of use."

EQIFI

Discover seamless global banking for all your crypto and fiat needs

"We adhere to a simple principle: 'Your biggest asset is not your idea or technology; It's the people.'

You can always raise more funds, change your ideas, and pivot but finding individuals who whose passion insofar as project management matches your own is truly the rarest and most valuable of assets."

NachoNacho

The SaaS marketplace

"Our approach involved working closely with customers to evolve the product."

PHYSIS INVESTMENT

The future of sustainability research, powered by AI

"Our proficient product management takes a comprehensive approach. Firstly, we prioritize customer needs and market trends based on valuable feedback from our clients, shaping our decisions on the technology and platform functionality to prioritize in our development pipeline. This ensures that our products resonate with what matters most to our users.

Secondly, we firmly believe in the power of people and their ability to contribute significantly. Our diverse and robust team is fundamental to our success. We emphasize effective communication of insights, which serves as the cornerstone for iterative development and quick adaptation to the evolving landscape.

Lastly, our commitment to user satisfaction is evident in our design philosophy. We strive to simplify operations on Physis, employing a user-centric approach to technology, making it more intuitive and efficient for our users to navigate and utilize the platform."



B Generous helps nonprofits receive more money faster…with larger donations

"We use a collaborative agile method of product management allowing each product manager, tester, and UX/UI designer to work collaboratively in small team units and then ultimately within a larger ecosystem that is under the direction of the Cheif Product Officer and CTO. This allows for rapid ideation, design, testing, and iteration while also constant feedback from the engineering team along the way to ensure the product specs, designs, and capabilities are congruous with the technicality capabilities of the team."

billy

Streamline your insurance and compliance on one platform

"Our successful product management approach integrates user needs, agile development, and strategic foresight. We prioritized user-centric design, made data-driven decisions, and fostered cross-functional collaboration. Agile execution and a learning culture allowed us to adapt quickly, ensuring our product exceeded market expectations."

Chek

The efficient & secure way for nonprofits to distribute funds at scale

"We prioritized understanding the needs of nonprofit organizations through extensive research and testing, ensuring our product directly addressed their pain points. Data analytics and user feedback guided our decisions, enhancing product effectiveness. Cross-functional collaboration fostered innovation and accelerated development. Embracing continuous improvement, we stayed agile, responsive to market trends, and competitive."

Rebill

Payments platform for global companies

"Since launch, we've processed over 15,000 monthly payments totaling $434,400 and have $50 million in potential monthly TPV across 32 pipeline opportunities. Matias Woloski uses Rebill for his foundation and provides ongoing feedback.

We've launched a Vercel.com template for swift payment collection in Latin America, featuring Auth0 authentication and multicurrency support.

Our automated onboarding at www.dashboard.rebill.com/signup gets companies collecting payments in Latin America within 72 hours.

We revamped our UI and introduced a Customer Portal for easy account management and subscription handling.

Merchants can now customize their checkout domain, and we support subscriptions with Alternative Payment Methods (APMs) like cash and bank transfers.

Smartbeemo.com chose Rebill for LATAM payments due to our customization and support, highlighting our appeal to startups and mid-sized companies."

PointsKash

Rewards points aggregator and payment app

"We have seasoned executives and a consice plan for execution."

databento

A combined certificate of insurance and compliance management tool

"By leveraging a Product-Led Growth (PLG) approach to our go-to-market strategy and being backed by a diverse team from the financial industry, our product was successfully designed to sell itself. Having a team with backgrounds from leading trading firms provided valuable insights as we iterated and refined the product to meet the evolving needs of our users. The alignment of market demand and user feedback has allowed us to build a supportive community and sustainable growth for our product."

CERTIFICIAL

A combined certificate of insurance and compliance management tool

"Our approach to project management is a blend of agile, scrum and kanban amongst others."

collective

Private company stock instant valuation tool

"Our team has been working in this market since inception, with a goal to find the best possible outcome for a private company employees with stock options. Providing them with a wealth platform to grow their equity. "

KINECTIFY

The only AML platform designed for gaming that does it all

"We engage closely with end-users throughout our development process, leveraging their input significantly. Following agile principles, we operate with scrum teams, each led by a product manager and scrum master. Engineers report to our CTO, product managers to our CPO, and scrum masters to our CEO, ensuring focused discipline in technology, user representation, and efficiency. Our four scrum teams run two-week sprints, facilitating frequent product deployments based on velocity and quality rather than fixed timelines. This agile approach enables us to incorporate feedback rapidly, delighting clients with consistent and responsive software updates."

sparrow

Sparrow lets you embed student loans into your product without writing a line of code

"We lead with the customer. We involve the customer in each step of our product cycle to ensure we're solving real problems. They can't always expressed the desired solution, but nearly every time are able to clearly articulate the problem."

Financing built for subcontractors

"Product led growth: Constrafor's procurement platform was built specifically to automatically drive subcontractor acquisition.

Vertical SaaS with embedded financing: Our fintech stack was built to tackle the specific payment flows of the construction industry."

CoverRight

Your one-stop-shop for navigating medicare

"Our product management is user-driven. We quickly address customer feedback with new features that enhance the CoverRight platform. Despite a small team, we make rapid, data-driven decisions, prototyping in minutes and launching features within a day. We prioritize speed, experimentation, and data-driven decisions. In the future, we plan to have multiple product pods responsible for different platform sections."

WINNING PRODUCTS IN OTHER INDUSTRY VERTICALS

Aligned

Streamline your sales or success process into a simple, personalized shared space for each customer

"We keep the product super simple in terms of user choices, that's why we're ranked so high in ease of use. Our user flows are the easiest to understand and the user experience is the smoothest out of all our competitors."

IPSecure®

Amazon brand protection

"Customer iteration and our team's 20-years of experience in the space. Our MVP went to market quick, we iterate rapidly, and solicit feedback from users weekly."

squadcast

Pioneering unified incident management

"At Squadcast our product management success is attributed to brining in customers into our ideation and development loop (design reviews, problem scoping) and then using data to make more informed usage based product decisions. We as a team tightly collaborate with Sales, Success and Product Marketing teams to understand each win and further dissect each loss which over a course of period has helped us build a more robust product based on customer voice."

vcomply

Manage Your Compliance, Risk, Audit, & Policies in One Place

"Our product management approach was crucial to VComply's success. We began by deeply understanding user needs through extensive research and feedback, shaping our strategy.

We embraced iterative, agile development following Lean Startup principles, releasing minimum viable products early and iterating based on user feedback to enhance value continuously.

Collaboration across engineering, design, and marketing teams ensured seamless alignment and a cohesive user experience. Regular communication facilitated effective problem-solving and product development.

Data-driven decision-making guided our strategy, using analytics to measure metrics and drive continuous improvements, refining the user experience based on insights.

Throughout, our customer-centric approach, gathering feedback through interviews, surveys, and support interactions, ensured we delivered a product that met user needs."

LUCKMON

A mobile gaming loyalty platform

"Luckmon's success stems from prioritizing user experience, employing agile methods for adaptable development, and forming strategic partnerships to enrich its game selection and overall user experience. Our revenue model, coupled with community engagement, ensures long-term viability in the competitive gaming market. Leveraging data analytics to gain insights into user behavior, engagement metrics, and other relevant data has helped us create strategic decisions that lead to the success of Luckmon!"

treet

Secrets management solution

"We attribute our product success to 3 core strategies:

- All of our engineers are extremely product-minded. The engineers make most of our product decisions, all of which are driven by customer research + feedback, data, and a good intuition. They are able to strike the optimal balance between building with speed and building an incredible product.

- We practice ruthless prioritization — At Treet, we get an influx of product requests daily as we work with an extremely diverse set of customers. Instead of catering to individual needs with one-off features, we focus on building features that have the most widespread impact across all our customers.

- We find the MVP of the MVP. We often challenge what is truly needed for a launch, and what can be fast followed in the days or weeks after. The faster we can get something out in the wild, the faster we can receive signals, iterate, and course-correct when needed."

dentity

Verify your identity and request verifications from others

"We approached the product development process from first principles, starting with the end-user. After highlighting 70+ use-cases applicable to digital identities, our user research lead us to the problems that are immediate and dire. The problems we set to solve had demonstrated certain characteristics we were looking for: (1) they were frequent, (2) they were applicable to a broad pool of users, and (3) we can deliver 10x value versus the current state.

This approach was instrumental in defining with high confidence our ideal user, the user story and the use-case in question. We then set out to build a solution that meets the customer where they are, instead of requiring them to find us to get onboarded. This solution evolved rapidly as we kept receiving additional user feedback and through rapid iteration we have landed on an offering that both directly addresses the user needs while setting up the company for growth."

Doppler

Secrets management solution

"We take a pragmatic approach to Product Management mixing feedback from our users and understanding what they want to accomplish with our own industry knowledge and vision for a developer-first security platform. This enables us to build features that not only solve customer problems today but move their security posture forward."

PRODUCTS THAT COUNT

About Us

Helping everyone build great products.

Empowers 500,000+ PMs via:

- Thousands of resources, including webinars, podcasts, articles, and insight reports.
- Recognizing top products and leaders through our Product Awards, Product Manager Awards & CPO Awards.
- Best practices from C/VP-level product leaders from companies such as Netflix, Amazon, Meta, and Etsy.
- A focus on answering the question, “What makes a great product?”
- A commitment to respect, valuing each other’s contributions and diverse perspectives.











Products That Count is a 501(c)(3) nonprofit that helps everyone build great products. It celebrates product excellence through coveted Awards that inspire 500,000+ product managers and honor great products and the professionals responsible for their success. It accelerates the career and rise to the C-suite of >30% of all Product Managers globally by providing exceptional programming – including award-winning podcasts and popular newsletters – for free. It acts as a trusted advisor to all CPOs at Fortune 1000 and publishes key insights from innovative companies, like Capgemini, SoFi, and Amplitude, that turn product success into business success.

Learn more at **productsthatcount.com**

In partnership with MIGHTY CAPITAL Capgemini

Brought to you by PRODUCTS THAT COUNT