PRODUCTS THAT COUNT

2025 PRODUCT GUIDE:

THE AI & DATA ISSUE

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Foreword by Capgemini

In 2025, one thing is clear: we are entering a new chapter of intelligent product development. Fueled by the extraordinary pace of innovation in AI and data, this year's Product Guide captures the pioneering spirit of product teams that are not just building with technology—but building with purpose.

AI continues to revolutionize how we design, deliver, and optimize digital products. From generative models to autonomous agents, the industry is transitioning from "smart products" to agentic systems—products that can proactively sense, reason, and act in increasingly human-like ways. These agentic capabilities, embedded across applications, infrastructure, and experiences, are unlocking new dimensions of user engagement and business performance.

At Capgemini, we view agentic AI not as a buzzword, but as a transformative force. Its power lies in how it augments human potential—supporting decision-making, adapting in real time, and orchestrating complex workflows autonomously. But with this power comes responsibility. **As product leaders, we must be mindful of how we build.** Intelligence must be coupled with explainability. Agility must align with ethics. Scale must meet sustainability.

This year's standout nominees and winners remind us of the possibilities when tech is shaped by intention. From platforms that drive healthcare equity through remote monitoring to fintech solutions that democratize access to capital, "tech for good" is no longer an afterthought but a competitive advantage. Trust, privacy, and human-centric design are now essential building blocks of any great product.

Another standout trend is the growing emphasis on first-party data and data sovereignty. As organizations navigate a shifting regulatory landscape, we see an increasing number of product strategies centered on privacy-preserving architectures and decentralized intelligence. Real-time insights are not just expected—they're demanded. **Product teams that can harness high-quality, real-time, and context-aware data will be best positioned to deliver differentiated value.**

As always, I commend Products That Count and the Awards Advisory Board for spotlighting the incredible work being done across industries. This guide reflects the relentless creativity, experimentation, and discipline that define modern product leadership.

To my fellow product leaders: the future of product is not just AI-powered—it is AI-partnered. As the lines blur between technology and user, our role becomes not only to build smart solutions, but to ensure that they are responsible, inclusive, and lasting.

Congratulations to the winning product teams. Your work sets a high bar for what's possible in 2025—and beyond.

Let's keep building.



Nicolas Rousseau
Chief Digital Engineering & Manufacturing Officer, Capgemini

Editorial Insights from our Founder

After seven years of running the Product Awards, the signal is deafening: we are living through a full-blown revolution.

In 2017, we had 500 nominations. In 2025, we have 9,000. In 2021, AI made up a sliver of submissions. Today, it's 90%. The shift is not incremental—it's exponential. And we are just getting started.

Last year, agentic AI stole the spotlight. Today, it's already table stakes. This is a forcing function unlike anything we've seen before. AI skips pilots and goes straight to deployment. First movers are outpaced. OpenAI, Mistral, and Perplexity can no longer keep up with the pace of innovation organically, so they've started to buy speed by making acquisitions.

The next winners will be different. They won't just move fast. They'll think strategically and build moats that last. **The moat in AI? Personalization.** That's why the smart play now is vertical integration, not horizontal platforms. True personalization demands three things:

- **Unique, high-quality data—**not quantity, but connected insight.
- **Context-aware preferences—**not just what users want, but how and where they want it.
- **Privacy-by-design—**not compliance theater, but ethical UX that unites product and security.

Combine all three, and you get the next-gen disruptors. Imagine a disruptor built for today's PMs: like Amplitude meets Pendo for the AI era, where tools don't just track or predict behavior, they make real-time budget tradeoffs, prioritize roadmaps, and drive product strategy all the way through execution.

And here's another twist: many of the boldest players aren't in the US, let alone Silicon Valley. They're rising from unexpected regions, creating local champions as rocky geopolitics and trade barriers redraw the economic world map.

In times like these, **sticking to great product fundamentals matters more than ever,** which is why so many of our award winners are product-first companies. It's a reassuring signal in a moment of massive change. Because every era has a turning point when the world shifts, and everyone feels it.

This is a turning point. Yesterday's nerds and geniuses have become today's mainstream. You don't need to code anymore—just prompt ChatGPT. Elon Musk went from tech icon to MAGA idol. The fringe became the front page.

A terrifying possibility is that the next generation of "genius" may not be human: they may be machines. Innovation is no longer just a tech debate. It's an existential one: humans vs. machines. And the only way we win is by redefining what genius looks like.

The new nerds must be profoundly grounded in humanity. This isn't about dominance, man vs. woman, East vs. West, startup vs. giant. This is about all of us. Will we let machines define us, or will we rise to define what it means to be human in an AI world?

That's why product-first matters. That's why CPOs—not CTOs—must lead the AI revolution. The new nerds aren't just smart. They're human. And they care. In fact in this new era, **product-first is human-first.** And that's the only future worth building.



SC Moatti

*The Founding Managing Partner of **Mighty Capital**, a Silicon Valley venture firm that capitalizes on the growing importance of product managers in enterprise success. She earned her reputation as a "genius at making products people love" during the cloud/mobile era, when she built products that billions of people use at Siebel Systems and Meta, won industry awards and nominations from the Wall Street Journal and the Emmys, and wrote an award-winning bestseller on what makes a great product. As a venture capitalist honored on the Kauffman Top 30 Index, she invested in pioneering companies like Amplitude (NASDAQ: AMPL), Groq, and Canela. SC earned a master's in electrical engineering and a Stanford MBA, and is a Kauffman Fellow and member of YPO.*

Executive Summary

Products That Count is pleased to share **the AI & Data issue** of the 2025 Product Awards. This year marks our **8th annual event** celebrating the best products by and for product managers. From more than 9,000 nominations, our independent advisory board chose the winners featured in the pages below.

The 27 members of the Awards Advisory Board (AAB) include product visionaries from Meta, Amazon, Google, Capital One, Walmart, Microsoft, Stripe, and more. Their task? To sift through thousands of AI & Data nominations to find the products that truly stand out. That work was complicated by the fact that, today, nearly every company is an AI company in some shape or form.

While there is no single formula ensuring product success, the AAB uncovered three qualities that set this year's winners apart.

01 **AI is table stakes, but strategy is what wins.**
With AI no longer a differentiator, what matters is how AI is strategically embedded, from data quality to addressing user trust.

02 **Great moats are built on data and customer intuition.**
In the era of open APIs and fast followers, only unique contextual data, combined with understanding users better than anyone else, creates a truly defensible moat.

03 **Ecosystems and interoperability are the new competitive advantage.**
From AI agents that speak to each other to products addressing micro-niches, the future belongs to products that plug into broader systems and are interoperable.

The winning products of the 2025 Product Awards for AI & Data are shaping the future of innovation. They exemplify the potential and promise of product businesses in the AI Era.

Special thanks to our partner-sponsors: Capgemini, a leading innovation consultancy, and Mighty Capital, a venture capital powerhouse..

Meet the Judges

At the heart of the Product Awards lies the distinguished Awards Advisory Board, or AAB. This independent cadre of seasoned product leaders are **the secret sauce of the Product Awards,** ensuring a bias-free selection of the products that are, truly, the best. From shaping categories to selecting winners, the AAB embodies excellence.

The 2025 AAB includes 27 visionary product leaders from organizations large and small. Some of these are leading the charge in enterprise-level innovation, such as Microsoft, Stripe, and Siemens. Others represent the cutting edge of startups, leveraging groundbreaking technologies like AI while also protecting intellectual property. With expertise stretching from conception to scale, they are pillars of both local and global product communities.

The 2025 AI & Data Awards Advisory Board



Parul Jain



Shany Mo


Sahil Sabharwal



Anshul Kumar



Keyuri Anand



Ankit Raheja


Sandeep Kharidhi



Neha Bansal



Chirag Shah



Philip Gerity



Apoorva Mishra



Fernando Vazquez



Rudra Roy Choudhury



Poorvi Shrivastav



Guarav Dutta



Daniel Feldman



Brenda Campbell



Varun Krovvidi



Yasir Liaqatullah



Bharat Manglani



Rekha Venkatakrishnan



Jean-Sébastien Choinard


Andrew Zavattero



Priyanka Pande



Prakash Aditham



Stephanie J. Neill



Aditya Subramaniam

Thematic Insights from the AAB

Before getting into the specifics of the winning companies, here is a high-level overview of what stood out among AI & Data winners at the 2025 Product Awards. We asked the members of the AAB to analyze market trends, strengths, weaknesses, and unexpected innovations among the nominees. Here is what they found.

3 Categories

Based on the product management approaches and value proposition of finalists, the AAB identified three main categories:

- **Product-Led Innovators** focus on minimum viable product (MVP) cycles, user research, and rapid experimentation.
- **AI-Led Platforms** build products powered by LLMs, AI agents, or complex AI pipelines.
- **Vertical Specialists** create AI solutions for regulated sectors, e.g. finance and healthcare.

While it is clear that AI is near-universal across all categories, these categories indicate clear strategic differentiation in tech, product process, and domain expertise.

For example, **Product-led teams** often pair strong AI use with user-driven iteration and MVP cycles. Data as a moat is most prevalent in Product-led teams — often through proprietary usage data or niche datasets.

AI-led platforms are slightly more balanced, combining AI depth with some regulatory positioning. Regulatory moats are relatively rare overall, but more noticeable in AI-led platforms that address fintech or health domains.These differentiations can be seen in the three key themes identified by the AAB: the focus on strategy, the keys to defensible moats, and the power of ecosystems.

Vertical Specialists demonstrate a high adoption of AI and LLM models as a moat, beyond their widespread use across all categories.

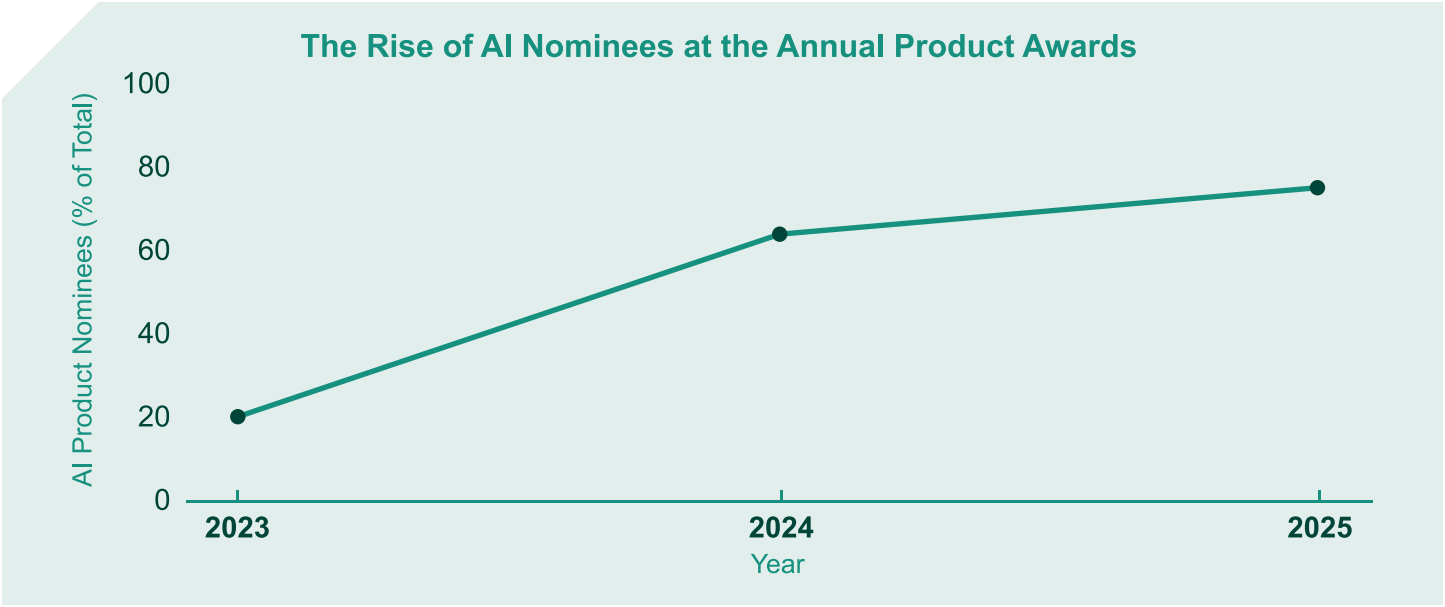
Theme one: **AI Is Table Stakes, but Strategy Is Key**

> AI adoption doesn't change the underlying principles that make good business sense.

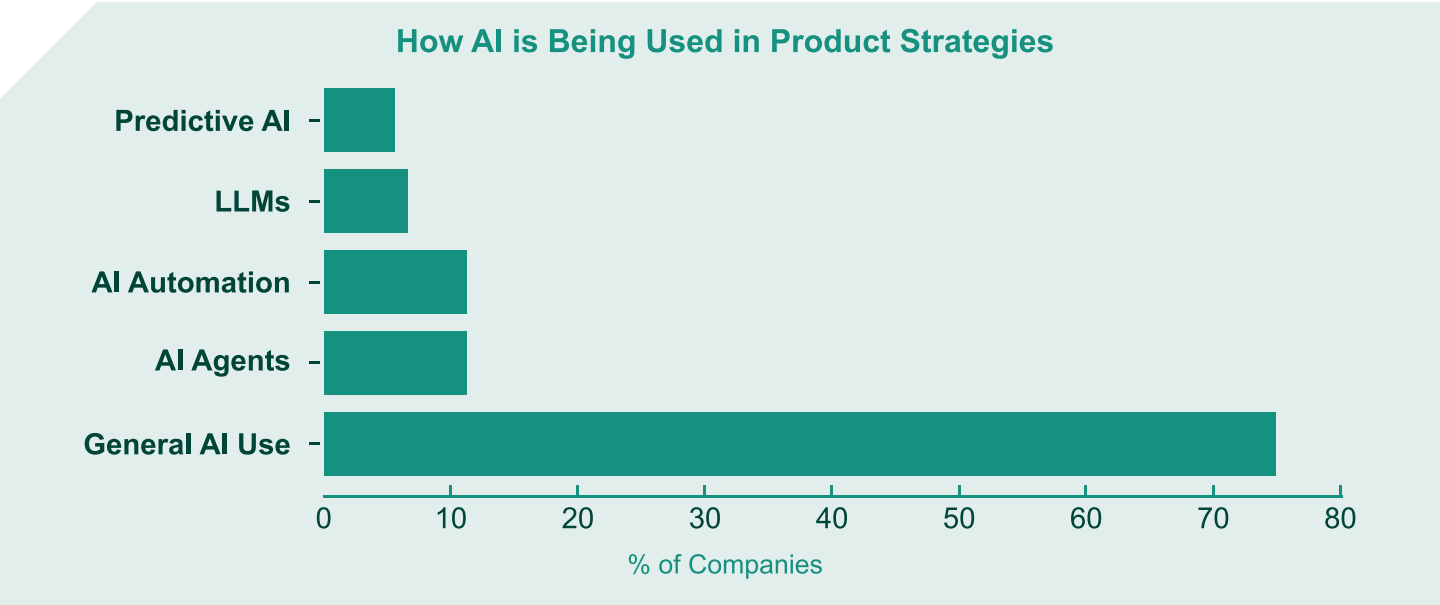


Keyuri Anand
Staff Product Manager - AI Billing
at Cilo

As recently as 2023, simply being an "AI company" or having an "AI product" may have garnered attention, but that is no longer the case. AI nominees accounted for more than 75% of our 9,000+ Product Award nominees in 2025, a similar percentage to last year's 64% (and just 20% in 2023, when we began tracking this category).



While the vast majority of nominees use AI, most only use it generally; only one in ten use advanced capabilities like agents and automation. Even smaller numbers deploy LLMs and predictive AI.



To stand out, today, the mere presence of AI isn't enough. **It's all about how you use AI strategically.** According to **Walmart International Principal Product Manager Parul Jain,** "Across industries, AI integration is becoming table stakes rather than a differentiator... the real differentiators are emerging in startups that focus on deep ecosystem integrations, high switching costs, and defensible competitive advantages rather than surface-level AI adoption."

Additionally, initial customer validation is key. "AI proliferation has made it easier than ever to integrate AI into products," says **Chalice AI Principal Product Manager Bharat Manglani.** "However, without **validation from an initial customer base,** these solutions risk getting lost in an increasingly crowded AI landscape."

Finally, data quality and strategy are more important than data quantity. According to **Google Cloud Product Marketing Lead Varun Krovvidi,** "AI is not just a tool for automation. We're seeing the nominated AI products use AI-driven feedback loops across diverse functions. This also means that AI will be used to understand the customer in a way that has never been done before. It's not about the data. It's about what you can do with it."

Theme Two: **Great moats are built on data and customer intuition**

> Without a strong moat, it will be very difficult for AI startups to sustain in the long run, especially when competing with the human and capital resources of companies like OpenAI and other big players.



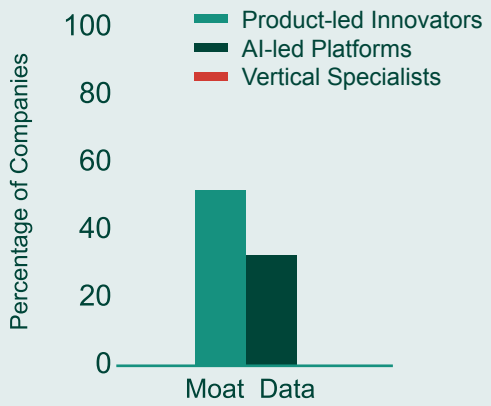
Rudra Roy Choudhury
Principal Product Manager, AI
at Second Nature

Any product seeking success against competitive challengers will need to stand out with a clearly defensible moat. Not long ago, the products with access to the most data were considered to have the best moats.

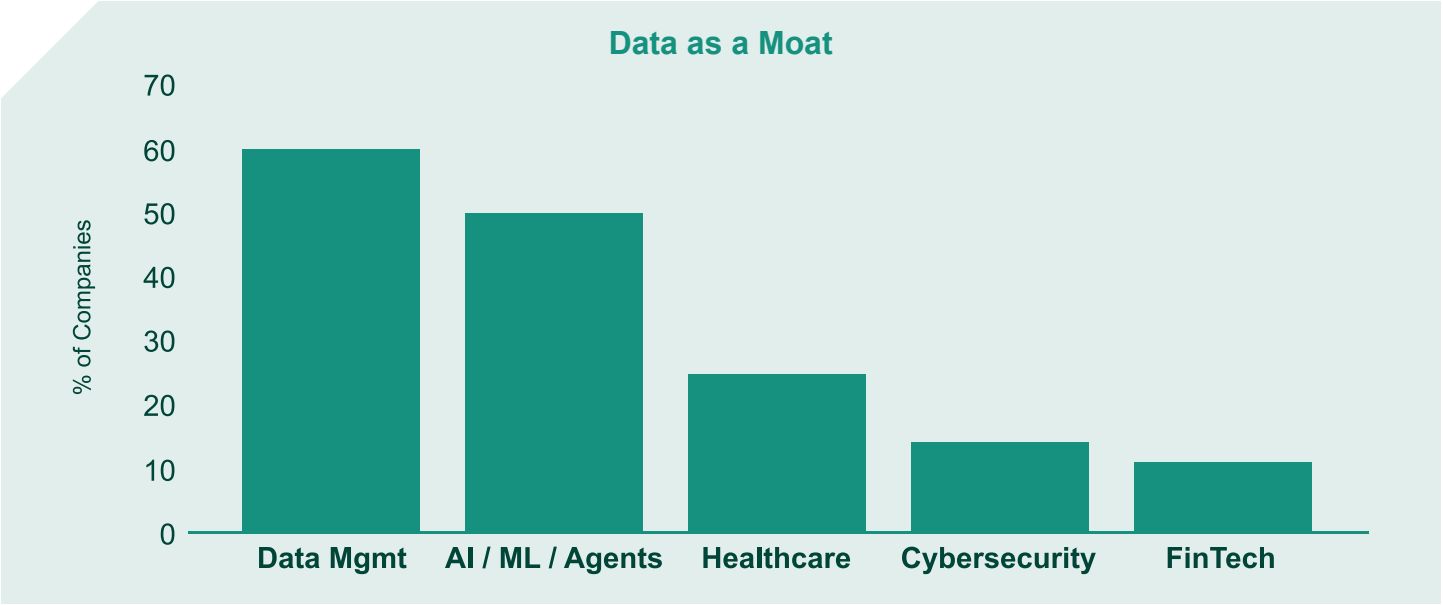
No longer. In the era of open APIs, fast follows, and ready access to massive amounts of data, many products can be quickly replicated by other companies with little switching costs. Now, the key to true differentiation is access to datasets specific to the problem being solved.

Among this year's nominees, over 50% of **Product-led** Innovators cited data as their primary moat, compared to just 32.6% of **AI-led Platforms** and 0% of **Vertical Specialists.** In 2025, strategic data use is highly context-dependent.

Data As Primary Source of Moat by Company Category



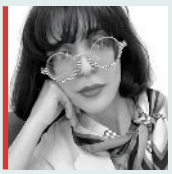
Google Cloud Product Marketing Lead Varun Krovvidi says that "Right data and not MORE data is the real moat: AI models have proven able to deliver impeccable reasoning with or without massive amounts of data. **The key is unique data, combined with specialized expertise in the right context.**"



In the race for defensibility as well as scalability, deep industry expertise now trumps deep technical expertise, which was previously enough to build enduring companies. As **Walmart International Principal Product Manager Parul Jain** puts it, “The best solutions have a path to mass adoption, either through network effects, proprietary technology, or deep industry expertise.”

In a similar way, **Meta Head of Product for Meta Ads Manager Neha Bansal** adds, “Successful companies have a clear ICP (ideal customer profile) that is quite niche. Companies that aim for broad ICP have a lower chance of success.” In this sense, more specific data is better data.

> The hallmark of high-performing AI startups include speed-driven market entry, multi-layered competitive moat, and niche market dominance strategy.



Shany Mo
Product | Strategic Ventures
at BCAA

Proprietary data also helps companies navigate complex regulatory environments and ensures greater user privacy. As **Nicolas Rousseau explains in the Foreword to this Product Guide,** "We see an increasing number of product strategies centered on privacy-preserving architectures and decentralized intelligence… Product teams that can harness high-quality, real-time, and context-aware data will be best positioned to deliver differentiated value."

> Many startups still show a lack of depth when it comes to ethical frameworks, especially around bias, fairness, and responsible AI practices.



Priyanka Pande
AI/ML Product Leader
at Capital One

Theme Three: **The Power of Ecosystems And Interoperability**

The future belongs to products that plug into broader systems, building connective tissue rather than standalone tools. Successful startups are not just building in siloes; they are thinking in terms of entire ecosystems.

This involves creating services that seamlessly fit into larger platforms. They are optimized for short attention spans and intended to make only micro changes to behaviors. This means that **companies must think beyond their own products and services, and consider how they can create value within networks of other products.**

> The real differentiators are emerging in startups that focus on deep ecosystem integrations, high switching costs, and defensible competitive advantages rather than surface-level AI adoption.



Parul Jain
Principal Product Manager
at Walmart International

Companies that ignore the power of ecosystems do so at their own risk. **Google Cloud Product Marketing Lead Varun Krovvidi** warns, “Many startups are building siloed solutions, neglecting the importance of interoperability and ecosystem integration. This limits the potential of AI and hinders the development of interconnected AI ecosystems.” In an increasingly connected present and future, businesses are finding success by addressing gaps in those connections through targeted solutions.

This thinking also relates to **the rise of AI agents.** Startups are rethinking workflows and operations, viewing AI agents as specialized knowledge workers collaborating within optimized value chains. The most forward-looking companies build with this interconnected reality in mind.

Introducing the Winners of the 2025 Product Awards in AI & Data

And now, prepare to be inspired by the amazing AI & Data products in the 2025 Product Awards!

AdLunam

AdLunam.Social employs a Web3-native approach focused on trust, data-driven decisions, and sustainable ecosystem growth

Data-driven community management

AI-powered on-chain sentiment analysis provides engagement insights, while blockchain-verified investor reputations minimize pump-and-dump risks.

Gamification & reputation-based access

Users progress through tiers, unlocking investments, tokens, and NFT perks via their Proof of Attention Score - rewarding genuine engagement over hype.

On-chain transparency & trust

Programmable Identity ensures verifiable, permanent engagement. Projects track long-term investor behavior to build committed communities.

Adaptive multi-chain scaling

Unified Proof of Attention scores aggregate activity across Telegram, Discord, and more. Multi-chain integration future-proofs the platform, while customizable Engage-to-Earn mechanics let projects tailor incentives.

aescape

Aescape's product management strategy is deeply rooted in human-centered design and AI-driven automation. By leveraging artificial intelligence and robotics, we developed a fully automated massage solution tailored for real-world business needs.

Key aspects of our product approach:

- **Purpose-Driven:** Every decision ties back to our mission—empowering people to take control of their well-being through personalized, accessible experiences. communities.
- **Customer-Centric:** User insights guide product features, ensuring real-world relevance and intuitive design.
- **Agile & Iterative:** We rapidly prototype, test, and refine, keeping innovation dynamic and responsive to feedback.
- **Collaborative:** Cross-functional teams align engineering, design, and customer insights for cohesive, thoughtful products.
- **Data-Informed:** Metrics and research sharpen decisions, balancing technical precision with human impact.

- **Quality-First:** Rigorous testing ensures reliable, consistent experiences that build trust.

Through this approach, Aescape has successfully launched the first AI-powered, fully automated massage system, achieving rapid market traction and high customer adoption.

aviz **AI for Networks**
Networks for AI

We operate on three core pillars:

- **Community –** Maximizing the power of open-source to drive innovation and flexibility.
- **Vendor Collaboration –** Partnering with multiple vendors to ensure seamless integration, tap into existing install bases, and create a win-win Go-To-Market (GTM) strategy.
- **Customer-Centric Approach –** Working directly with customers to understand their pain points and deliver a solution that is ready to deploy from day one.

Our philosophy is to align with the entire ecosystem, creating a comprehensive and inclusive product suite that standardizes networking infrastructure while delivering over 50% cost savings.

dataworkz

I built Dataworkz by applying core PM principles:

Problem-First Development

After 3 months interviewing enterprise AI teams, we discovered the real challenge: managing complex knowledge relationships. This led to our graph-first RAG architecture.

Iterative Development with Clear Success Metrics

We broke down our platform development into clear phases, each with specific success criteria:

Phase 1: Core RAG infrastructure with hybrid search

Phase 2: Enterprise features and scaling

Phase 3: Graph knowledge representation

Phase 4: Agent capabilities integration

Structured Customer Development

Design partners revealed critical needs like MemGPT memory systems and vector-based tool orchestration.

Ruthless Prioritization

Using a modified RICE framework, we focused on differentiators (graph retrieval) before nice-to-haves.

Tech Debt Discipline

20% engineering time was reserved for infrastructure/debt reduction, enabling smooth scaling.

Result

Avoided common founder traps by blending **technical sophistication** with **measurable customer value**—delivering an enterprise-ready RAG platform.

aiOla

My product management approach is centered around a deep customer understanding: identifying their challenges, how they engage with our product, and what truly drives value for them. By actively gathering insights from user behavior, feedback, and real-world use cases, I ensure that we are solving not just individual pain points, but addressing broader market needs.

This customer-driven strategy allows us to build products with high impact, ensuring that every feature and enhancement aligns with real demand. By balancing user needs, business goals, and scalability, we create solutions that are not only valuable but also drive adoption, improve retention, and ensure long-term success in the market.

Anonybit

Anonybit's product management approach is driven by security, scalability, and real-world impact. By prioritizing privacy by design, the team ensures that biometric security is not an afterthought but a core architecture leveraging MPC and ZKP. The development is based on several core principles - openness to support any biometric algorithm and modality, capability to handle both 1:1 and 1:many biometric functions and compatibility with non biometric data that may be needed at different points in the identity management workflow. From here, the next step is ensuring ease of integration and distribution.

The roadmap and prioritization are ultimately shaped by customer needs, regulatory trends, and evolving fraud prevention challenges, ensuring high adoption across banks, fintechs, and enterprises. Agile development, strategic partnerships, and a focus on interoperability allow Anonybit to stay ahead of evolving threats and market demands.

ARCHIE

We utilize Archie itself to assist us with product management, resulting in a faster and more thorough understanding of what needs to be built. That means far less work and tremendous speed toward execution.

BOND.AI

Our approach to product management has been instrumental in the success of **Autopilot**. We prioritize continuous working feedback from industry experts and insiders, ensuring that our product evolves in line with the latest trends and needs of the financial sector. This collaborative approach allows us to stay ahead of the curve, incorporating valuable insights that drive innovation and relevance.

Continuous Working Feedback

Real-time input from banks/credit unions ensures Autopilot solves pressing challenges while adopting industry best practices.

User-Centric Design

An intuitive interface and seamless functionality—tested and refined with users—minimize training needs and accelerate adoption.

Simplicity and Accessibility

Every feature (predictive analytics, automated campaigns) prioritizes ease of use, driving high adoption with minimal operational disruption.

Iterative Development

Continuous refinements based on user feedback and metrics keep Autopilot robust and relevant.

Autopilot succeeds through expert feedback, UX focus, and iterative development. Simple, intuitive design helps financial institutions thrive in a changing market.

AXIOM CLOUD

Axiom Cloud's product management success stems from its data-driven approach to solving a critical industry challenge. By first deeply understanding that grocery retailers lose about 25% of their refrigerant annually – costing an average of $31,000 per store and contributing significantly to greenhouse gas emissions – the company developed its Early Leak Detection module to address both operational and environmental pain points. Instead of following a traditional hardware-centric approach, Axiom Cloud made the strategic decision to create a software-only solution that could integrate with existing refrigeration control systems, enabling rapid deployment across hundreds of facilities without requiring costly installations or site visits.

beam

We work closely with users and our work is dictated by what users need. While we use analytic data to make decisions, most of our process is driven by qualitative user feedback.

Clearbrief

Our team collaborates daily with customers to streamline feedback loops between frontline users and product teams. As CEO, I maintain daily customer meetings to ensure roadmap-customer expectation alignment.

BRIJ

At Brij, product management isn't just about building features—it's about creating a product that drives real business outcomes for our customers.

Our approach is rooted in a dynamic balance between customer-driven innovation and continuous optimization, ensuring we stay ahead of evolving market needs while maintaining a seamless user experience.

Our product roadmap is heavily influenced by direct customer feedback and data-backed prioritization. We don't just build for the sake of building—we develop features that solve specific pain points and unlock new opportunities for brands.

- **Integration Prioritization:** We fast-track high-impact integrations (like Mulberry for Gozney's review syndication) based on customer needs."
- **Feature Expansion:** Only build what boosts conversion, engagement, or revenue.

Beyond launching new capabilities, we are obsessed with refining the Brij experience to ensure it remains frictionless, scalable, and high-performing.

- **Impact-Driven Fixes:** We prioritize fixes by customer/revenue impact.
- **Example:** Expanded translations after finding pre-built modules untranslated—key for international users.

We follow a SCRUM framework, but what sets Brij apart is how we adapt the methodology to ensure every sprint is aligned with customer needs and business goals.

How Brij's SCRUM Process Stands Out:.

- **Customer-Informed Sprint Planning:** Backlog grooming includes direct customer feedback for impactful sprints.
- **ROI Prioritization:** We rank features by revenue, engagement & retention impact, not just effort.
- **Continuous Beta Testing:** We ship early betas, gather live insights, and refine fast.
- **Cross-Team Sprints:** Engineering + product + sales align builds with customer/market needs.

biotricity®

Biotricity's approach to product management relied on a cross-functional team, where each member brought their area of expertise to the process. This structure allowed us to work on different aspects of the Biocare Portal in parallel, accelerating development while maintaining high quality. By leveraging diverse skill sets, we ensured that the best features were incorporated into the design, balancing technical feasibility, user needs, and business goals. This collaborative approach ultimately drove Biocore's success by optimizing efficiency and innovation.



We built our product solely for Product Managers. We know that 78% of PMs spend more time on end-of-cycle release activities than on any other portion of their job. That is all the manual translation, creating content for PMs and enabling the the GTM teams. We compare these tasks to cleaning up the kitchen after cooking a great meal, the least engaging, but necessary part of the job.



At Carbonfact, we follow the Shape Up methodology, which allows us to efficiently develop and refine our platform while staying aligned with customer needs and regulatory changes. This approach enables us to balance structured planning with flexibility, ensuring we focus on the most impactful features without getting bogged down by endless iterations.

By working in six-week cycles, we define clear problem spaces, explore solutions in-depth, and deliver fully functional features that directly address our customers' challenges. Shape Up's "betting table" approach helps us prioritize initiatives based on impact and feasibility, rather than just reacting to incoming requests.



With 20+ years leading IT in global companies, we've witnessed firsthand the challenges of building effective decision-support systems for executives and boards. We've spent countless hours with customers analyzing their data challenges, studied competitor offerings, and fundamentally reimagined how analytics should work across industries. Our solution? Standardized, abstracted, and automated patterns—we've developed proven frameworks for every layer of the analytics stack because we know data is ultimately about recognizing and leveraging patterns.

This deep expertise shapes our product philosophy: We build from the boardroom down, transforming complex decision-making into intuitive, actionable insights. By combining institutional knowledge of executive needs with technical rigor in pattern-based architecture, we create systems that adapt to any business function while remaining simple enough for leaders to use daily. The result is analytics that don't just inform—they transform how organizations operate.



Our product management approach is rooted in AI-driven innovation, customer-centric development, and continuous optimization, ensuring cliexa remains scalable, compliant, and impactful in healthcare.

Customer-Driven, AI-Enabled Development

- **Clinician & Health System Feedback Loops:** We refine AI tools (decision support, billing, analytics) with physician/payer input.
- **Use-Case Validation Before Scaling:** Pilot-test AI features with partners to ensure accuracy/ROI.

AI & Data-Driven Decision Making

- **Real-Time Learning from Healthcare Data:** Pilot-test AI features with partners to ensure accuracy/ROI.
- **Agile Product Iterations with AI Insights:** Rapid updates driven by AI performance, adoption, and reimbursement data.

Seamless Integration & Interoperability Strategy

- **EMR-Native Workflows (cliexaConnect):** cliexaConnect adds decision support/revenue tools to existing workflows.
- **FHIR-Based & API-First Architecture:** FHIR/API architecture works with major EMRs/payers.

Scalable & Regulatory-Compliant Design

- **Built for Value-Based Care & Payer Reimbursement:** cliexa aligns with CMS, HEDIS, and commercial payer mandates, ensuring maximum financial impact for providers.
- **Security & Compliance-First Approach:** HIPAA-compliant, AI-powered automation ensures accurate documentation, structured claims, and fraud detection (cliexaCodeIQ).

Measurable Impact & Continuous Optimization

- **Provider & Financial Metrics-Driven Roadmap:** Prioritizes clinical/revenue impact via time savings, fewer denials, better outcomes.
- **AI Model Performance Refinement:** Boost accuracy/engagement in cliexaProspect, cliexaDiagnostics & cliexaGuidelines.



We value the user-centric design, focusing on quality while keeping our target market's value-for-money requirements in mind. Our marketing strategy involves closely working with our community to stay on top of what our customers need.



Constrafor's CoPilot succeeded through user-focused, data-backed iterations that solved construction risk pain points. Key factors:

Deep User Research & Problem Validation

We interviewed contractors and risk managers, uncovering key pain points: manual reviews, errors, and bottlenecks. These insights shaped our strategy.

AI-First Development Approach

Rather than simply digitizing existing processes, we reimagined how risk assessment should work using AI and automation. We prioritized:

- Automated document parsing to extract critical insurance data in seconds.
- Intelligent compliance flagging to highlight non-compliant terms based on project-specific requirements.
- Continuous AI learning to improve accuracy over time.

Iterative Development & Rapid Prototyping

We built CoPilot with agile iterations—launching an MVP, then refining via user feedback. Success metrics: adoption, accuracy, and value-added updates.

Seamless Integration & Adoption Focus

We made CoPilot easy to adopt: seamless workflow integration, carrier compatibility, and simple onboarding.

Data-Driven Decision-Making

Every feature we developed was backed by data insights, including:

- Time saved per document review
- Reduction in compliance-related errors
- Increased user efficiency and satisfaction metrics

By aligning product strategy with real industry needs, leveraging AI to drive efficiency, and ensuring continuous iteration based on user feedback, CoPilot has become a game-changer in construction risk management—delivering measurable value and establishing itself as an industry-leading AI tool.



Crest has played a significant role in driving deposit and loan growth for our network of 90 community financial institutions over the past 18 months. Our solutions have directly contributed to a measurable portion of their expansion

Our success has been enabled by building a scalable platform to meet our customers where they're at. A $6M credit union and a $6B credit union have two entirely different data capabilities. Crest can meet the demand at both ends of the spectrum.

cowbell®

We broke the rules with three principles: relentless curiosity, brutal honesty, and cross-pollination. Here's how our scrappy, unorthodox approach to product management turned Cowbell Factors into a game-changer:

Ignoring the "Experts," Embracing the Unconventional

We bypassed cybersecurity pundits for practitioners—insurance pros, ML engineers, and threat hunters—who revealed how to map vulnerabilities to threats early, avoiding costly pivots.

Cross-Industry Innovation (Cybersecurity & Insurance)

Where security sees chaos (logs, dark web chatter) and insurers need clarity, we built a "Richter scale for cyber risk":

- Turns subjective signals into dynamic risk ratings
- Auto-adjusts premiums (e.g., ransomware spikes)
- Creates a security-insurance ecosystem.

"Nothing Is Impossible": Solving the "Incomplete Data" Paradox

Instead of chasing perfect data (impossible), we *compared known risks*—a breakthrough for objective assessments.

Seamless Integration & Adoption Focus

We made CoPilot easy to adopt: seamless workflow integration, carrier compatibility, and simple onboarding.

Data as a North Star

We Used our risk pool for granular benchmarks but stayed agile via early adopter feedback.

Delaying Customer Feedback

Before engaging customers, we stress-tested with cyber/insurance experts to refine core functionality, launching with a polished solution, not a prototype.

Result:

A game-changer that actively protects businesses through cross-industry innovation.

METAWORLDX
WORLD CLASS DIGITAL TWINS

MetaWorldX's product management approach combines user-driven innovation, agile development, and data-backed decision-making. We focus on solving real-world challenges by collaborating closely with clients to refine our digital twin solutions for maximum impact. By integrating AI, IoT, and geospatial data, we ensure scalability, accuracy, and real-time responsiveness.

Our agile methodology enables continuous iteration, allowing rapid improvements based on user feedback and evolving industry needs. This adaptive, data-driven strategy has been pivotal to our product's success—driving adoption, efficiency, and long-term value across diverse sectors.

SpruceID

PM plays a crucial role in developing Credible by actively engaging with government customers in pilot programs to co-design problem-solving solutions. Through this hands-on approach, our PM team focuses on:

Collaborative Problem-Solving

PMs gain firsthand insight into pain points in government processes, enabling end-to-end solution design..

User-Centered Design

Direct engagement with end users lets us apply strong design principles to government tech, creating intuitive, delightful experiences..

Regulatory Alignment

PMs ensure we stay current with all regulations, including privacy rules for government programs and software accessibility guidelines.

Rapid Feedback Loops

Pilots serve as testing grounds to refine features and validate hypotheses, ensuring scalable production solutions.

Stakeholder Alignment

PMs act as cross-functional bridges, securing buy-in for problem-solving approaches both internally and externally.

VOLVO

Success in product management isn't just about delivering features—it's about driving measurable outcome and their impact, aligning stakeholders, and enabling a scalable vision. My approach to building the Volvo Cars Data Portal has been deeply rooted in user-centered design, regulatory compliance, and ecosystem enablement, ensuring that developers, partners, and business units extract maximum value.

Critical approach that I drive:

- **Customer & Developer-First:** User Interview, Stakeholder interviews, direct feedback loops, and hands-on developer engagement.
- **Data-Driven Execution → Opportunity-Solution Trees (OST),** iterative delivery, and A/B testing for feature validation.
- **Compliance by Design:** Integrated **legal frameworks** early, ensuring smooth regulatory alignment.
- **Agile & Modular Scaling → Iterative releases,** focusing on **performance, reliability, and accessibility.**
- **Business & Ecosystem Growth → Tiered data access models,** balancing free/open APIs with monetisation.

By anchoring product decisions to tangible outcomes, we ensured the Volvo Cars Data Portal isn't just another API hub—it's a gateway to the future of mobility innovation.

dragonboat

Dragonboat offers a holistic product operating model, uniquely enhanced by AI/ML and decades of outcome-focused portfolio management expertise. We empower teams with strategic agility—optimizing investments, resource allocation, and scope monitoring to maximize ROI while minimizing collateral damage. Our platform integrates best practices for strategic alignment, delivery excellence, and rapid outcome evaluation, all accelerated by data-driven automation. Few providers combine this depth of experience with cutting-edge AI-powered execution.

FORTUNA

Our product management approach is centered on agility, user-driven development, and AI innovation. We begin with deep user research to understand young investors' needs, ensuring every feature—from AI-powered portfolio customization to sentiment analysis—solves real problems.

We prioritize rapid iteration through continuous feedback loops with beta testers and users, refining Fortuna's experience. Cross-functional collaboration between AI engineers, designers, and finance experts ensures we balance technical excellence with usability.

By staying lean and adaptable, we've built a product that evolves with market trends while remaining intuitive and impactful.

dremio

Dremio's customer-driven, innovation-focused approach champions open standards to deliver scalable, cost-efficient, and future-proof analytics for modern data teams—driving our continued success.

Key Aspects of Dremio's Product Management Approach:

Customer-Centric Development

Enterprise-driven features like Polaris Catalog and AI-ready data solve real pain points, with roadmap guided by customer feedback loops and advisory councils.

Commitment to Open Standards

Dremio champions Apache Iceberg and data-as-code for vendor-agnostic flexibility and seamless ecosystem integration.

Balancing Performance & Cost Efficiency

Dremio's lakehouse engine boosts performance and slashes cloud costs by minimizing data movement and eliminating consumption-model "curiosity tax".

Agile & Iterative Innovation

Leveraging an agile development framework drives rapid feature delivery, from vectorized queries to Zero Trust security, ensuring performance and governance.

Ecosystem & Community Engagement

Dremio advances Apache Iceberg, partners with AWS/Snowflake, and trains professionals—fueling industry adoption and influence

easework ai
future of work

First, we focus heavily on customer insights, working closely with procurement teams to identify pain points and inefficiencies. This allows us to build an AI-first, modular platform that automates procurement tasks, enhances decision-making, and optimizes costs, without disrupting existing workflows.

Second, our agentic AI architecture sets us apart. Unlike traditional S2P systems that bolt AI onto legacy frameworks, EaseworkAI is built from the ground up for seamless AI-driven automation. This ensures real-time intelligence, workflow automation, and deep integration with ERP and external data sources.

Finally, our agile execution ensures continuous improvement. We rapidly prototype, test, and refine our features based on real-world user feedback, making adoption frictionless and delivering tangible ROI for our customers.

The result? EaseworkAI's customer-first, AI-native approach makes procurement automation a game-changer, delivering measurable value through time/cost savings, smarter decisions, and scalable solutions built on AI foundations.

futures THRIVE™

We combined cutting-edge research with expert healthcare insights and a team of opinionated kids to develop an exceptional product set.

functionize

We focus intensely on delivering valuable technical innovation that meets our clients' needs. This dual focus lets us address client requirements while developing market-leading products.

Our strategy and platform architecture exemplify this:

- Supports multiple AI models (from deep learning to generative AI)
- Uses specially trained models (not foundation models) optimized for QA functions
- Delivers immediate high value with adaptable, cost-efficient AI implementation

Amplitude

Amplitude's product management approach is centered on a radically simplified platform experience, where every tool a customer could need throughout their digital analytics journey is included. Amplitude believes that technology shouldn't be difficult to use, and that customers shouldn't have to cobble together multiple point solutions to get the most out of digital analytics.

Guides and Surveys seamlessly integrate with Amplitude and customer data for targeted in-app messaging and enabling one-click multivariate A/B testing.

gavel

Gavel's PM strategy focuses on customers, innovation, and impact to serve legal professionals' evolving needs.

Customer-Driven Development

- User-first focus on real legal needs
- Wishlist for user upvoted features
- Roadmaps shaped by interviews/surveys

Rapid Iteration & Agile Innovation

- Weekly feature releases
- Agile testing of AI/automation

No-Code & AI-Powered Accessibility

- No-code for all skill levels
- Blueprint AI auto-creates workflows

Balancing Innovation with Reliability

- Ethical AI with full user control
- Compliant by design

Scalability & Flexibility

- For solos to enterprises
- Integrates with Clio/DocuSign

Results

- 5K+ users in 23 countries
- 90% faster drafting
- 10x more legal aid clients
- 92% low-income users
- 2024 ALM Disruptive Tech Winner

Conclusion

By combining customer-driven innovation, rapid iteration, AI-powered automation, and a commitment to access to justice, Gavel has built a sustainable, high-impact product transforming legal services worldwide.

golioth

We have a built-in feedback loop and work with customers directly. We also offer a strong partner program that gathers additional points of feedback and extends the reach of our product.

JobPixel

We identify the manual processes our customers do within the product, then build software to automate it. Faster, better, cheaper.

Kraftful

Our approach to product management focuses on listening deeply to users and removing friction from their experience. Even our CEO actively participates, joining support calls and having direct conversations to understand customer needs. We prioritize rapid iteration, testing, and gathering feedback at every step to ensure every update aligns with user needs. This hands-on, user-first approach ensures Kraftful continually evolves to deliver maximum value, driving its success and adoption by over 50,000 product teams.

HuLoop

HuLoop's PM philosophy: Customer-first automation that makes work easier, faster, and smarter—delivering measurable value without complexityn.

Listening to Our Customers First

We don't build features for the sake of technology—we build them to solve real customer pain points. By working closely with our customers, we ensure our platform helps them save time, reduce costs, and improve efficiency.

Making Automation Accessible to Everyone

HuLoop's intuitive design lets business users—no tech background needed—build and manage automation themselves, breaking IT-team dependency

Delivering Immediate and Lasting Value

We only build automation features that deliver immediate impact—saving time, boosting accuracy, and guaranteeing tangible ROI.

Constantly Improving Based on Customer Feedback

The business world is always changing, and so is HuLoop. We continuously refine our platform based on real customer input, ensuring that our automation keeps pace with evolving business needs.

Helping Businesses Scale with Confidence

HuLoop scales with customers—from simple tasks to enterprise workflows—thanks to flexible, future-proof architecture

Datasaur

We start by interviewing users and developing user personas and user stories. We aim to understand what they are trying to achieve and the pain points they are facing.

In the case of LLM Labs, users shared that they were overwhelmed with the sheer number of foundation models being launched and having difficulty understanding what works best for their workflows. Additionally, they each prioritized different metrics for different flows - quality vs. cost vs. speed. We built our product on the premise of solving that core issue.

Mermaid

We are customer obsessed. Our CEO message every single paid user and personally responds to them on Linkedin asking for feedback.
We have collected over 3,000 user survey responses and mined 100s of product feature requests from our open source project. We follow the user's needs and respond rapidly with two releases from engineering each week.

KLOUDLE

Our approach to product management is built on a foundation of developer empathy and operational excellence. Here's how our small but mighty team of 5 turns cloud security challenges into user-friendly solutions:

Leadership Triangle

Product Strategy + Cloud Security + Engineering Excellence leaders jointly handle customer support, ensuring technical decisions solve real user pain points.

Developer-Centric Workflow

By devs for devs: Flowbite-powered frontends, FastAPI backends, and platform-owned security/scanner pipelines create an optimized workflow.

Communication & Quality Control

We optimize communication—Loom (async), Sentry (errors), PostHog (behavior), Linear (planning)—to build better, faster.

Security First

We enforce strict production access controls, separated CI/CD pipelines, and Slack-based monitoring/alerting—practicing what we preach.

User-Driven Development

Our product evolves through user feedback loops—in-app reporting, feature request engagement, and regular customer interviews/ testimonials

The secret sauce? Our users are fellow developers who give brutally honest feedback. This direct line helps us build exactly what's needed, not what we think they might want.

Meta

In the last two years, I have been the driving force behind transforming the Meta Ads Manager product (which drives 90% of Meta's ads business) into a seamless, engaging, and intuitive experience. My strategic vision and commitment to innovation are evident in launching key features like Quick Views, Performance Charts, Incremental Attribution, Opportunity Score, and AI Agent—all of which significantly boosted user engagement and productivity. My leadership combines deep user empathy with proactive problem-solving, consistently pushing the platform's boundaries.

I build resilient teams by:

- Proactively addressing setbacks
- Promoting knowledge-sharing and structured post-mortems
- Fostering cross-team collaboration (product, design, engineering)
- Streamlining processes through continuous feedback



Our approach to product management played a crucial role in the success of Laxis, focusing on innovation, customer-centricity, agile development, and continuous improvement. Here's how these elements contributed to our success:

Customer-Centric Product Development

We began by conducting thorough market research and customer interviews to understand the pain points and needs of revenue teams. This ensured our solution was designed to solve real problems.

We also regularly collect and analyze customer feedback to refine features and user experience. This iterative process allowed us to adapt quickly to users' changing needs.

Data-Driven Decision Making

By monitoring key performance indicators (KPIs) closely, we made informed decisions about which features to prioritize and improve. This approach ensured our resources were always directed toward areas with the highest impact on user satisfaction and engagement.

We monitor the market trends and competitor offerings which helps us stay ahead of the curve and innovate proactively, keeping Laxis relevant and competitive.

Agile and Iterative Development

Quick cycles of prototyping and testing allowed us to experiment with new features and ideas without significant upfront investment, mitigating large-scale risks.

Focus on Scalability and Integration

We ensure Laxis could scale efficiently with growing demand and integrate seamlessly with existing tools and systems, enhancing its value proposition.

By embedding these principles into our product management approach, we ensured that Laxis was not only built on a foundation of deep market understanding and customer empathy but was also agile, scalable, and continuously evolving to meet the demands of a dynamic market. This approach has been pivotal in navigating challenges and seizing opportunities, driving Laxis's success and growth.



The CEO defines high-level strategy and key features to ship each quarter. Then, product owners define requirements and spec out respective features aligned with these high-level themes. A few large epics are prioritized, and the rest of the roadmap is filled in based on customer requests and other inputs. The roadmap is mostly customer-driven while still ensuring that defining features are shipped.



As a seed-stage startup, our co-founder serves as Head of Product. Our Director of Operations also acts as PM for operationally heavy projects. This structure lets us better prioritize strategic projects with maximum business impact.

Lessons from Top Tech Companies

Our co-founders applied product management best practices from Facebook and LinkedIn at Neura:

- Understand Core Problems First
- Before building, they interviewed 100+ neurologists and patients across conditions (chronic pain, epilepsy, MS, Alzheimer's, Parkinson's, migraine).
- Leverage Domain Experts
- They partnered with medical advisors, clinicians, and neuroscientists to design a clinically validated neurology experience.
- Build Lean
- Test hypotheses quickly with small experiments—saving time by validating (or killing) ideas early.



We're very agile, speaking to customers regularly and keeping up-to-date with Shopify's latest changes and adjustments.



PayShepherd's Product Management is customer-centric, collaborative, and mission-driven.

Customer-Centric:

Customers guide everything we build. Product, Design, and Engineering all engage with users—joining calls, reviewing feedback, and ensuring solutions address real needs.

Collaboration:

We partner early with stakeholders, uniting teams around customer-focused solutions. From Customer Success in design critiques to Engineering on client calls, we amplify the customer's voice in every decision.

Mission-Driven:

We deliver easy-to-use software that automates contractor management, fostering trust and shared success. Our fair-value exchange between contractors and owners benefits heavy industry—and, ultimately, everyday consumers.

For field workers (who prefer wrenches over keyboards), we build human-first software that meets them where they are.

pando

We are an opinionated software - we are helping companies with process and culture transformation via product, so we are clear on the vision and build the product in a way that meets companies where they are. We enable them to drive the change management required to get to always-on, bottom-up performance development.

PLAN FORWARD

Our product management approach is centered on deep customer understanding, rapid iteration, and outcome-driven development, ensuring Plan Forward directly addresses the needs of K-12 district leaders. We prioritize continuous engagement with superintendents and administrators, using their feedback to refine our AI-powered insights and streamline data-driven decision-making.

We employ a lean, iterative development process, quickly validating ideas through prototypes, real-world use cases, and measurable KPIs. This customer-centric and data-informed methodology has driven strong adoption, high engagement, and measurable time savings for users—demonstrating the success of our product management approach.

pendo

We are laser-focused on our customers, delivering the products and features they need to achieve meaningful business outcomes. We also align our work with Pendo's business objectives. Our product team follows a set of leadership principles that drive our success:

Day 1 Mindset:

Stay curious, challenge assumptions, and tackle every challenge with a relentless drive to learn and deliver the best solutions for our customers.

Create Clarity:

Distill complexity into simplicity, ensuring clarity in how we operate and solve problems—every day, in everything we do.

Generate Energy:

Inspire our customers and each other through passion, creativity, and shared commitment. Positive energy is key to building a stronger team every day.

Deliver Success:

Balance short-term wins with long-term outcomes, solving problems of all sizes with our customers at the heart of every solution.



We combine customer-centric development with agile methodologies to deliver high-quality solutions for defense, law enforcement, and regulatory sectors. This ensures our products meet both current and future needs through:

Iterative Value Delivery

- Break projects into incremental releases
- Incorporate real-time feedback from stakeholders
- Rapidly adapt to emerging challenges

Customer-Led Design

- Collaborative pilots before full deployment
- AI solutions tailored to specific security needs

Adaptive Roadmapping

- Prioritize high-impact features first
- Swift response to market/tech shifts

Quality at Scale

- Continuous integration/rigorous testing
- Military-grade compliance (DoD IL2-IL6)
- SOC 2/HIPAA-certified infrastructure

Why It Works

Strategic partnerships and certifications keep us ahead of industry trends, while robust support and updates ensure continual refinement. This balance of **agility, security,** and **user focus** maintains our competitive edge in AI-powered security.



At Process Street, product management is about building a platform that genuinely helps teams work smarter and scale efficiently.

We focus on customer-driven development, shaping our roadmap through direct feedback and real-world use cases. By testing, refining, and iterating before scaling new features, we ensure that every update adds real value. Our approach makes workflow automation simple and accessible, removing the hassle of manual process documentation and standardizing best practices across teams.

Seamless integrations with major SaaS platforms allow businesses to connect their tools effortlessly, while flexible automation capabilities help teams customize workflows to fit their needs. We rely on data-driven insights to continuously improve—tracking how customers use the platform, running A/B tests, and refining the experience based on what works best.
By focusing on usability, adaptability, and scalability, we've built a product that grows with businesses, helping them run more efficiently, stay organized, and get more done with less effort.

PRONTO HOUSING

Pronto considers the perspective of all stakeholders in the affordable housing compliance ecosystem - property teams, residents, ownership groups, and lenders - not just the direct end user. We prioritize the Toyota philosphy of poka-yoke, making our platform easy and intuitive, even for those without affordable housing compliance expertise.

Qualytics

We are obsessed with listening to our customers and prospects. After all, they are the practitioners who live and breathe the problems we're solving. We leverage our engineers as part of our product management team so they can hear directly from customers about new feature requests and improvements.

Our roadmap is categorized into customer requests, customer delights, and Qualytics-derived initiatives. It's amazing to see the high percentage of customer requests and delights we're able to ship with every release.

Meta

Setting clear goals, a clear strategy, and clear execution—moving quickly while allowing room for validation along the way. We A/B test to mitigate regression risks, especially when introducing entirely new features.

DataTrails

Proof Portal was driven entirely by enterprise customers determined to deploy a solution to protect and prove content authenticity with digital fingerprints and watermarks, and debunk deepfakes to protect their brand and the reputation of their executives and employees.

quickcode

Our approach to product management has been key to Quickcode's success.

From day one, we conducted deep customer discovery—interviewing dozens of potential users to map workflows and pain points. This ensured our product solved real trade compliance challenges from the outset.

Through continuous integration and delivery, we're able to release updates frequently, delivering ongoing value to customers and responding quickly to their evolving needs.

Our customer success team actively monitors user engagement to identify friction points or struggles with the software. When issues arise, we respond rapidly — often incorporating feedback directly into future updates — creating a tight feedback loop between users and product development.

radd.

Radd.ai's product success stems from customer-centric, agile AI solutions for sales—powered by cross-functional collaboration, data-driven decisions, and relentless innovation in a complex market.

Customer-Centric Development:

Deep user understanding and continuous feedback ensure our product solves real sales challenges, driving adoption and satisfaction.

Agile Methodology:

Embracing an agile framework allows us to iterate quickly, adapt to market changes, and incorporate user feedback efficiently. This flexibility ensures our product remains relevant and responsive to evolving sales dynamics.

Cross-Functional Collaboration:

Cross-functional teamwork between engineering, marketing, and support ensures product alignment with strategy and user needs.

Data-Driven Decision Making:

Analytics guide our roadmap and feature priorities, building proven, high-impact solutions

Focus on Innovation:

Staying ahead in the AI landscape requires a commitment to innovation. We invest in research and development to integrate cutting-edge technologies, ensuring our product offers advanced capabilities that set us apart in the market.

SEMBLY AI

Sembly AI's PM approach—powered by Semblian 2.0's AI integration—drives product success through streamlined processes, data-driven decisions, and cross-functional collaboration.

AI-Driven Documentation and Workflow Automation:

AI-powered Semblian 2.0 auto-generates PM docs (roadmaps, prioritization, sprint plans), accelerating development while preserving accuracy and consistency.

Enhanced Decision-Making Through AI Insights:

We leverage AI to analyze raw data and transform it into actionable PM insights, accelerating high-impact product decisions.

Facilitating Cross-Functional Collaboration:

Our AI clarifies technical complexities for all teams, driving aligned collaboration.

Continuous Improvement and Adaptation:

The integration of AI into our product management processes allows us to stay agile and responsive to market changes. By continuously analyzing performance metrics and user feedback, we can iterate on our products efficiently, ensuring they remain relevant and valuable to our users.

Relocalize™

The packaged ice market poses significant technological, environmental, and economic challenges within the food and beverage sector. Conventional packaged ice suppliers rely on centralized production and outdated technology to produce crushed ice, which must then be transported via truck. By revolutionizing this supply system with robotics, industrial IoT, and artificial intelligence, we are poised to disrupt the $1 trillion beverage market next!

reveleer

We utilize a product model rooted in product operations. Given that we offer a suite of solutions that can function independently, be combined, and rely on shared underlying capabilities, we've structured our model into four layers:

Operations & Analytics:

Assesses product performance and investments.

Design:

Ensures a consistent and evolving user experience.

Product Management:

Delivers domain-specific value across all solutions.

https://www.reveleer.com/case-studies/provider-suspecting-enhancing-revenue-c

SARC MedIQ

Our approach to product management at SARC MedIQ is deeply rooted in agility, adaptability, and a relentless focus on solving real-world healthcare challenges.

Our success stems from **user-centric development; failing fast, adapting faster; and scalability and affordability.**

By engaging users during development, SARC MedIQ's PACS has become a truly transformative tool that enhances workflow efficiency and diagnostic accuracy. As emphasized by our **CEO, Asaad Hakeem,** our team embraces an agile mindset, allowing rapid iteration and refinement. Unlike traditional on-site PACS solutions, our cloud-based approach eliminates infrastructure barriers, making advanced imaging accessible to small and mid-sized medical facilities. By offering a subscription-based model, we've removed financial hurdles and enabled widespread adoption and faster ROI for healthcare providers.

SPIKY.AI

We get tens/hundreds of feedback points every week. We utilize a sophisticated PM system to incorporate the feedback into the product and have a highly iterative product building process. Our PM approach is very agile and flexible.

Skan AI

Our product management strategy centers on measurable customer outcomes rather than feature development. We engage directly with customers' operations teams to understand their challenges, then validate that our solutions deliver meaningful impact. This approach has led to key innovations like our work graph technology, which emerged from observing how customers struggle to understand complex process variations.

By prioritizing features that drive quantifiable customer value—such as cost reduction, productivity gains, and operational excellence—we ensure our product roadmap aligns with real business needs. Regular feedback loops with customers and tracking of success metrics guide our development priorities and ensure we're solving the most critical operational challenges for today and tomorrow.

SWIF

Our product management is rooted in continuous dialogue with IT leaders who grapple with Shadow IT chaos daily. By prioritizing their pain points—like unmanaged AI tools and audit fatigue—we built Swif.ai iteratively, launching core detection features first, then layering automation as we validated needs. This 'listen, ship, iterate' cycle keeps us ahead of risks like AI agent sprawl while ensuring every update solves real-world fires.

SimplyPut

Our product management approach is based on continuous, in-depth listening to our customers, ensuring we understand not just what they request, but the deeper pain points and problems they are trying to solve (even though this is a PM truism it is paramount!).

Rather than immediately implementing a feature exactly as suggested, we dig into the root business need or user challenge so that each new capability genuinely delivers value. We also prioritize rapid iteration—fixing bugs and shipping new functionality promptly—so our customers receive solutions ASAP.

Underlying this obsessive customer-focused approach (we talk to most customers at least once a week) is a meticulously organized roadmap. Especially with AI evolving so rapidly, maintaining a well-prioritized plan allows us to adapt as needed without disrupting the end-user experience. By staying flexible yet methodical/organized, we can navigate the changing AI landscape, continually meeting customers' core needs while innovating on features and integrations that set us up for success.



Our product management strategy focuses on empowering sales through AI-driven innovation and a deep understanding of customer needs. We prioritize seamless CRM integration, smart automation, and omnichannel engagement to boost sales performance. We help businesses convert more leads and close deals faster by streamlining workflows, introducing AI-powered tools—like predictive dialing, sentiment analysis, AI bots, and voice agents—and enabling global scalability with local connectivity in over 100 countries. Our sales-first, data-driven approach has driven higher adoption rates, greater revenue impact, and stronger customer retention—establishing Squaretalk as a true partner in sales success.

TΣLMAI

Both company founders come from product and engineering backgrounds. Today, our product leads the way in representing our company. Continuous customer discovery—followed by iterations in messaging, marketing, and product development based on those conversations—is core to our DNA and execution model. This approach has enabled us to win competitive deals against market incumbents by delivering superior product value.



Telekit recognizes that its service caters to not just small business owners, but also their customers. Ensuring an exceptional experience for both businesses and callers is crucial to our product strategy. When developing our roadmap, we focus on creating product updates that simultaneously streamline internal communication operations for businesses and enable callers to reach resolutions quickly and effectively. Our ultimate goal is to help business owners utilize data to their full potential to succeed, which in turn drives Telekit's success.

The technical integration with Square exemplifies our commitment to considering both businesses and callers in product design. For instance, callers can now access and cancel appointments through self-service options by simply matching their calling phone number to existing file information. If they require direct assistance from a business representative, they have comprehensive information readily available to facilitate superior customer service.

At Telekit, we aim to reduce decision fatigue for businesses by creating intuitive and user-friendly interfaces. Our development approach involves iterative feature releases every two weeks, and we utilize feature flags to ensure smooth production deployments without service interruptions.

Trajektory

Trajektory's poduct management approach blends customer insights, agile iteration, and strategic innovation to solve sports sponsorship pain points—evolving how the industry measures partnership value.

Customer-Centric Development:

We prioritize direct feedback from our users—sports teams, leagues, and brands—to shape product enhancements. By collaborating closely with customers, we ensure that every feature simplifies sponsorship valuation, streamlines reporting, and maximizes ROI. Our rapid adoption by nearly 50% of the "Big 5" leagues (NFL, NBA, MLB, NHL, MLS) is a testament to this approach.

Agile & Scalable Innovation:

Our product management follows an agile methodology, allowing us to quickly adapt to industry trends like streaming sponsorships, digital overlays, and AI-driven insights. Instead of relying on static, outdated reporting methods, we continuously iterate on our platform, ensuring that teams and brands always have cutting-edge sponsorship analytics..

Automation & Efficiency Focus:

Trajektory's automation slashes sponsorship reporting time by 80%, replacing outdated manual processes with real-time predictive insights—transforming how the industry tracks and grows revenue.

venn

At Venn, our product management approach centers on understanding Canadian businesses' real needs and delivering adaptive solutions. From day one, we prioritized simplicity and flexibility—building a platform that solves core pain points of traditional banking.

We maintain a tight feedback loop with users, iterating on their input to guide our roadmap. Beyond features, we solve problems to reduce friction and boost efficiency. Through seamless integration and scalability, we support businesses as they grow.

This user-driven collaboration has been key to:

- Delivering continuous value
- Staying ahead of emerging trends
- Expanding from multi-currency accounts to a full financial suite (payments, FX, expenses, and more)



Our user-centric, AI-driven approach led to 10X growth, 92% retention, and $200K ARR by:

- Focusing on high-value service businesses ($40K+ earners) for strong product-market fit.
- Automating sales, billing, and retention with AI, not just task management.
- Rapidly iterating based on user feedback to prioritize revenue-impacting features.
- Scaling through strategic integrations (Wix, Squarespace, Stripe, Xero).

About Products That Count

Products That Count is the world's largest nonprofit community, engaging 500,000+ product managers and Chief Product Officers (CPOs) united by a mission: to empower everyone to build products that truly count.

In a world flooded with products, only a few ignite passion, deliver value at scale, and transform lives. Behind those exceptional products are visionary CPOs and high-performing product teams driving innovation at the most bleeding-edge companies.

We recognize these trailblazers through our coveted Awards, accelerate careers from PM to the C-suite and beyond through daily best practices, and serve as the trusted advisor to nearly all Fortune 1000 CPOs.

Our Corporate Alliance includes Walmart, Ford, Cisco, Johnson & Johnson, Amplitude, and more. The most admired product leaders across industries serve on our Advisory Council, guiding the future of product leadership.

Together, we're shaping a future where every product counts.
Learn more at **productsthatcount.org**

PRODUCTS THAT COUNT

Capgemini

MIGHTY CAPITAL