

The World  
is  
Changing

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Chief Products Officer  
Geodesic Limited



A coloured man  
with an Islamic name  
is the  
President of the USA

The largest banks  
in the world  
are collapsing

Google  
just declared  
a loss

Microsoft  
is laying off  
5000 people

The Personal Computer  
is dying

The World is Changing



Lessons

# Lesson #1

1987

1987

Bad old days

1987

Software Piracy

1987

SmartDIR, PAM, DOSutils...

1987

Rs. 100

1987

1000's of copies sold



1987

Individuals, companies,  
banks, schools...

# Lesson #1

If the product is good  
and the price is right  
people will buy

# Lesson #2

1989

1989

CSI Exhibition

1989

ABB

1989

Rs. 1,500

1989

V. Senthil Kumar



1989

Rs. 25,000

1989

ABB, ACC, CMIL, CSE...

## Lesson #2

A product is more than  
just code

# Lesson #3

1990

1990

CiX

1990

Modems

1990

Bad phone lines



1990

Thousands of users

# Lesson #3

You can create markets

# Lesson #4

1992

1992

Borland User Meet

1992

Pascal v/s C

## Lesson #4

It's not the tools you use  
It's how you use them

# Lesson #5



I guess we can say it now: The Bubble  
has burst, welcome to the year 2000.  
Tighten your belts, and get real.  
Revenues are back in fashion.

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*3:57 PM Jun 20th, 2008 from TwitterFox*



**achitnis**

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<http://twitter.com/achitnis/statuses/839386165>

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# Lesson #5

All lessons will be  
forgotten

## Lesson #5

Those Who Forget History  
Are Doomed to Repeat It

Hints

Today is History

Anticipate the future  
and build for it



Assume Connectivity

Local storage  
no longer matters

Advertising  
doesn't  
pay

Unless you are  
Google or Yahoo

Small is big

The biggest sellers  
are mobile products

Build products  
for your customers

Don't build products  
for VCs



VC Funding  
is not  
a viable  
Business Model

Unless you are a VC

Thank You

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