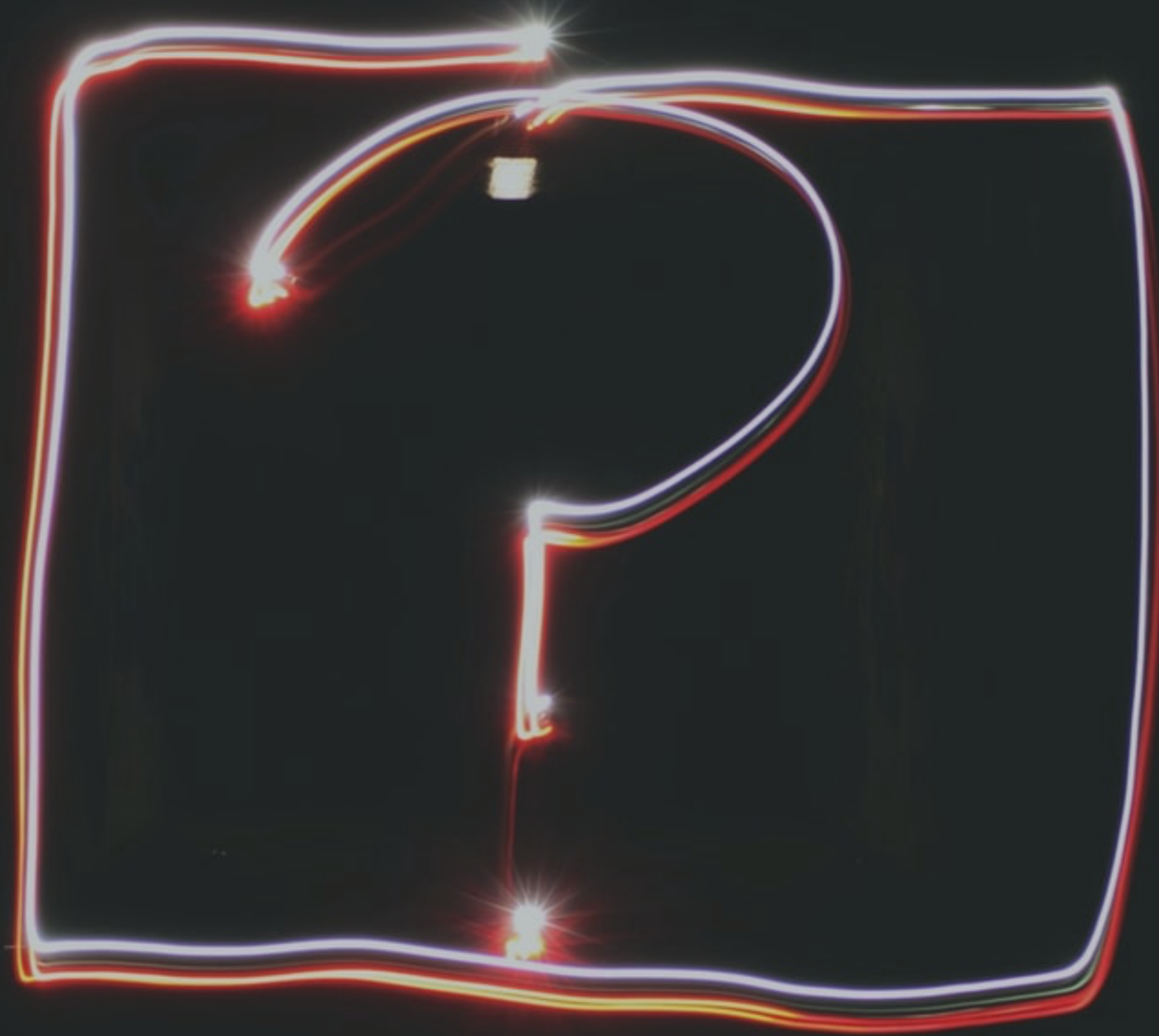


**PANEL  
PRESENTATION**

**PRODUCT MANAGER**

**Emmanuel  
Roubion**

**Wednesday  
21st July 2021**



**Who's that guy?**

# AGENDA

#1

A cybersecurity product  
or service

#2

A day in a PM's life

# #1

Which cybersecurity product or service has been launched in the past three years that you believe has been a game-changer in the industry?



A pair of red-handled wire cutters is lying on a grey concrete surface. The cutters are positioned diagonally across the frame, with the handles extending from the top right towards the bottom left. The text is overlaid on the cutters.

**PERSONAL DATA  
BREACH SERVICE**

**Email &  
Phone  
search**

**Domain  
search**

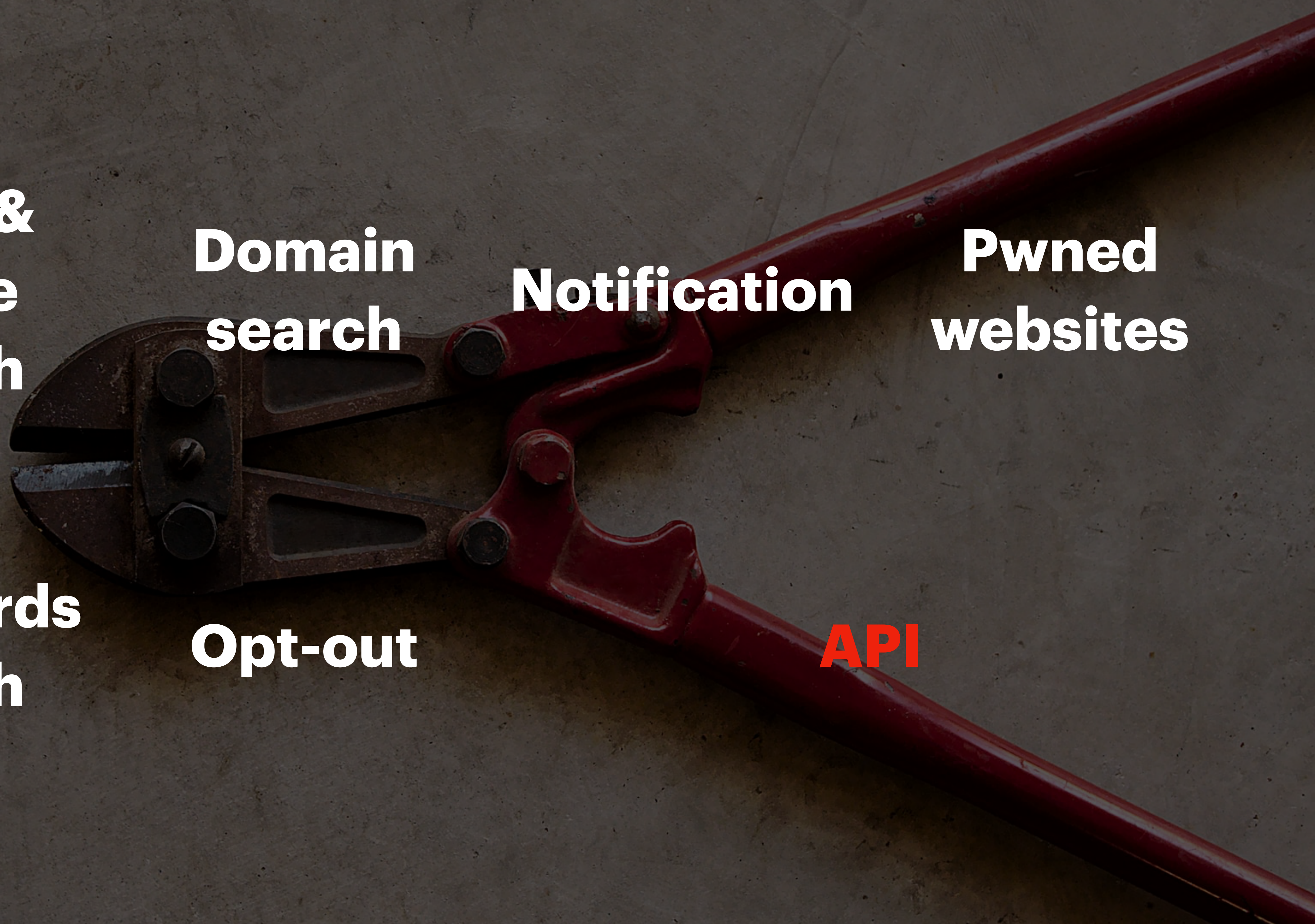
**Notification**

**Pwned  
websites**

**Passwords  
search**

**Opt-out**

**API**





Home

Notify me



Domain search

Who's been pwned

Passwords

API

About

Donate ₿  

# ';---have i been pwned?

Check if your email or phone is in a data breach

email or phone (international format)

pwned?





**SUCCESS**

**MOST  
IMPRESSIVE  
PART**



**IMPACT**



Explain the reasons behind its success.

**11,4 B**

Pwned accounts

**546**

Pwned websites

**160+ M**

Daily visits

**3 M**

Active email subscribers

(+ ~1,5 K daily )



**DECEMBER**

**2013**

**LAUNCH**



# AUGUST 2020

RENAISSANCE

# National CERTs



AUSTRALIA

AUSTRIA

BELGIUM

CANADA

DENMARK

DOMINICAN  
REPUBLIC

FINLAND

ICELAND

IRELAND

ISRAEL

JAMAICA

LUXEMBURG

NETHERLANDS

NORWAY

PORTUGAL

ROMANIA

SLOVAK  
REPUBLIC

SPAIN

SWEDEN

SWITZERLAND

TRINIDAD  
& TOBAGO

USA

UK

UKRAINE

URUGUAY

# CONTRIBUTORS



FBI



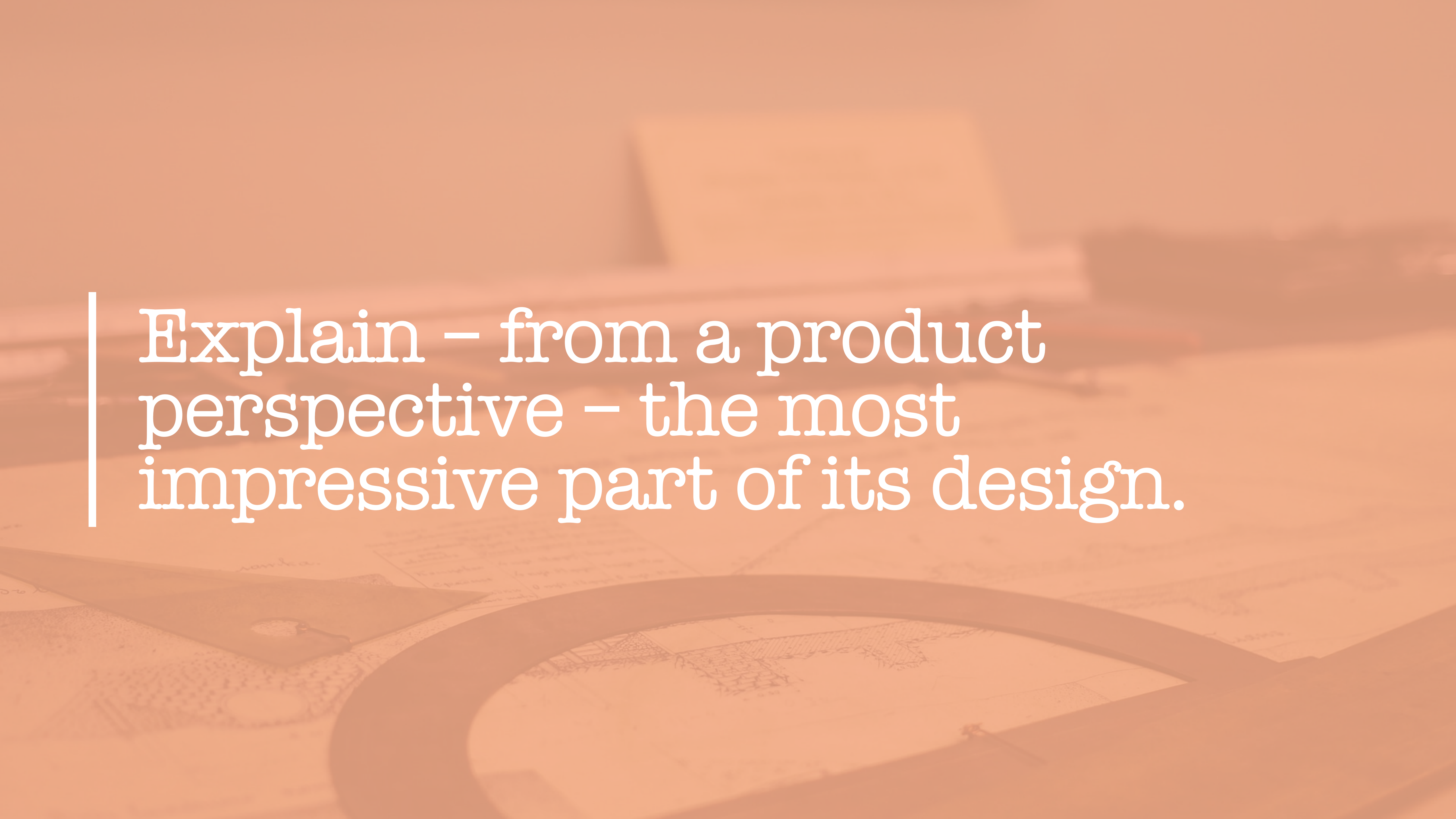
Dutch  
NHTCU



German  
BKA



Estonian  
Central  
Criminal  
Police

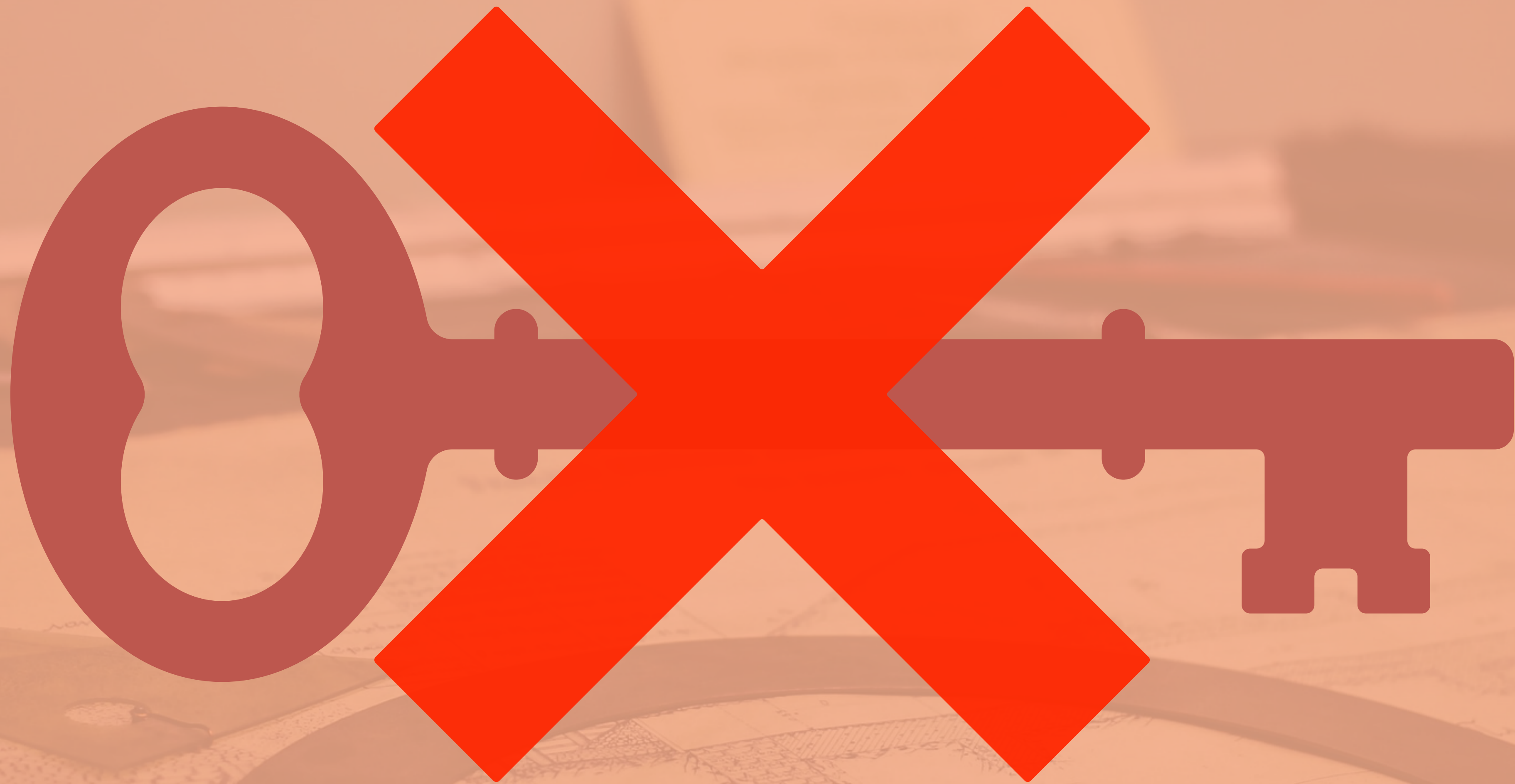


Explain – from a product perspective – the most impressive part of its design.









## Pawnd password

⚠ This password has previously appeared in a data breach. Please use a more secure alternative.

[Read more about how we can help protect your account](#)

Password check by [haveibeenpwned.com](https://haveibeenpwned.com)

Ok

### Confirm Password

.....

❗ Please use a different password, the one you provided is not secure. To learn about password safety, visit [kogan.com/au/password-safety](https://kogan.com/au/password-safety)

UPDATE

Watchtower integrates with Troy Hunt's [haveibeenpwned.com](https://haveibeenpwned.com) service to see if any of your logins are vulnerable. 1Password securely checks your items against a collection of breached passwords (over 500 million and counting) and notifies you to change them.

### Flickr

#### Change this password



This password appears in the Pwned Passwords database of security breaches and should be changed.

username  
agile

password

correct horse battery staple

76% 16:37

# EVE<sup>®</sup>

ONLINE

## Security Warning Commonly Used Password

### What?

Your current password is a known, commonly-used password. It is known to have been used at least 46980 times in public security breaches.

### What should I do?

To keep your account secure we highly recommend that you go to the [account management website](#) and change your password.


### How do you know this?

We utilize a free security service from [HaveIBeenPwned](https://HaveIBeenPwned.com). We recommend you go there and check your other passwords and get





Elaborate on its impact on the cybersecurity market and its competitive landscape.



A platform is when the economic value of everybody that uses it, exceeds the value of the company that creates it.

— Bill Gates



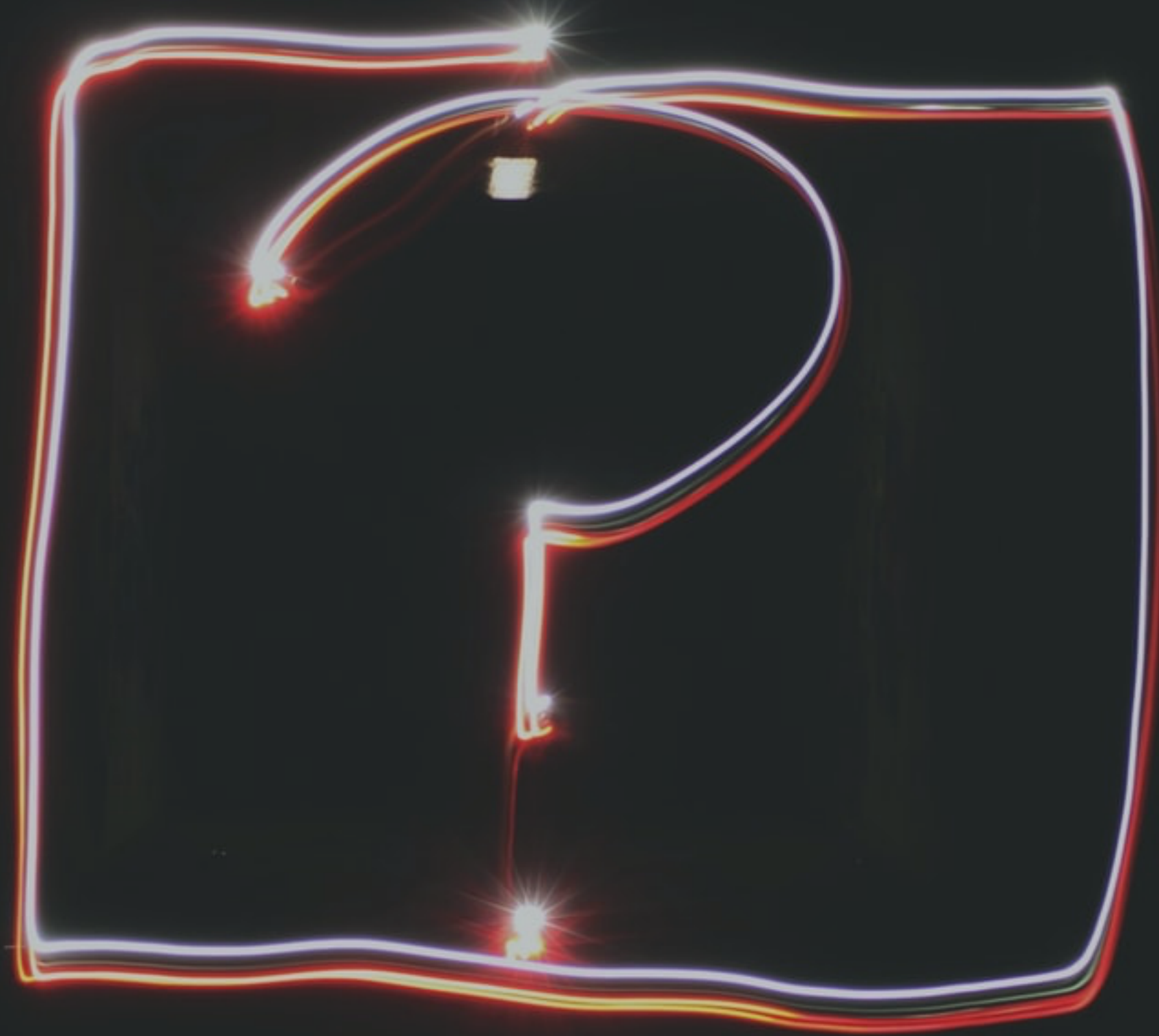




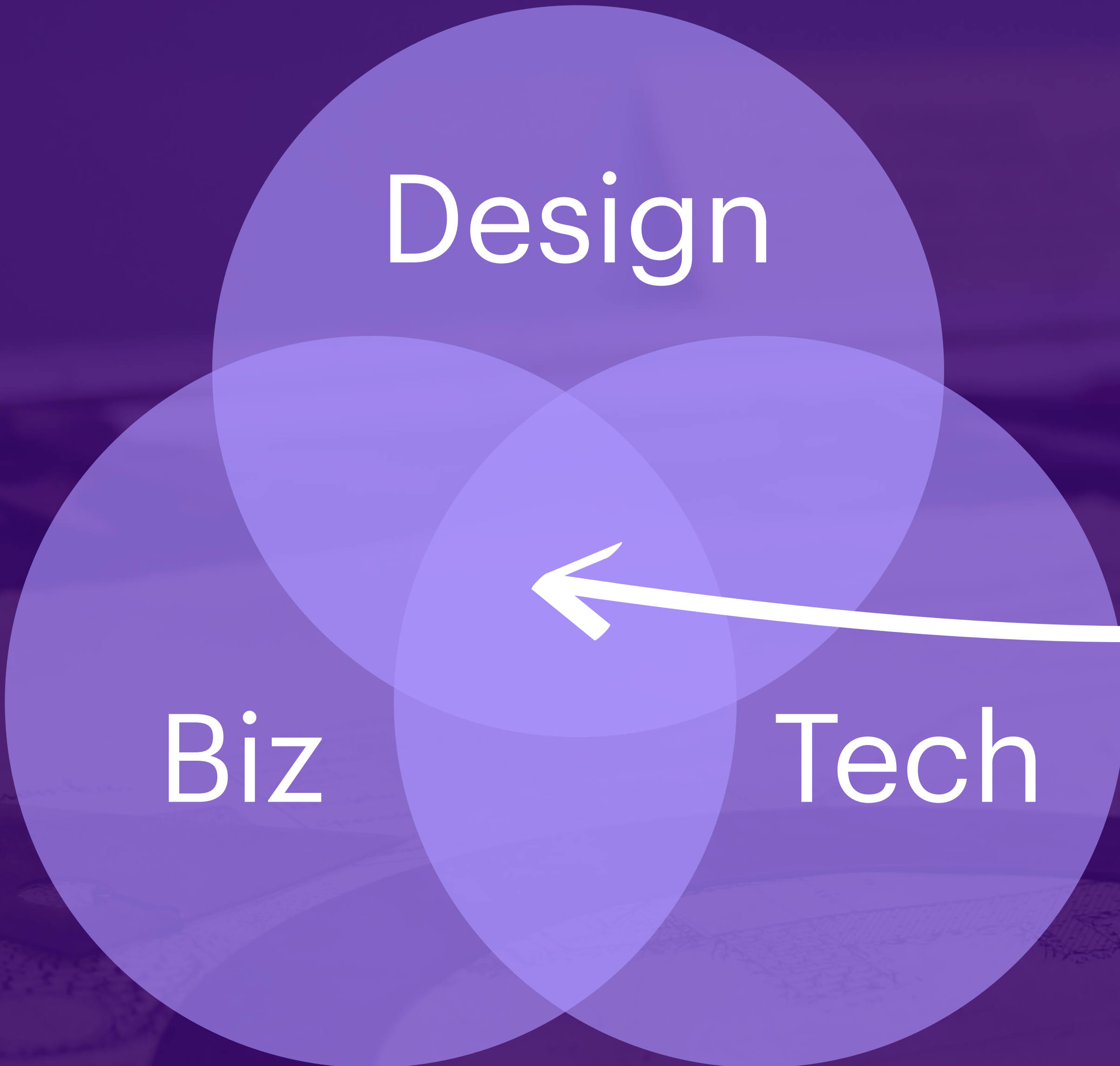
# INNOVATION

# #2

Explain in detail how you would operate on a day-to-day basis your job as a PM [...]



**What is a great product?**



**Product!**



# VISION & STRATEGY



Agile is all about building and delivering software, but it says little about how to come up with a valuable product backlog

— Marty Cagan



Ideas



MVP Tests

Discovery



Delivery

Product/Market Fit

... |  
Vision

~~OUTPUTS~~





**OUTCOMES**





**CONNECT**



**DISCOVER**



**DOCUMENT**

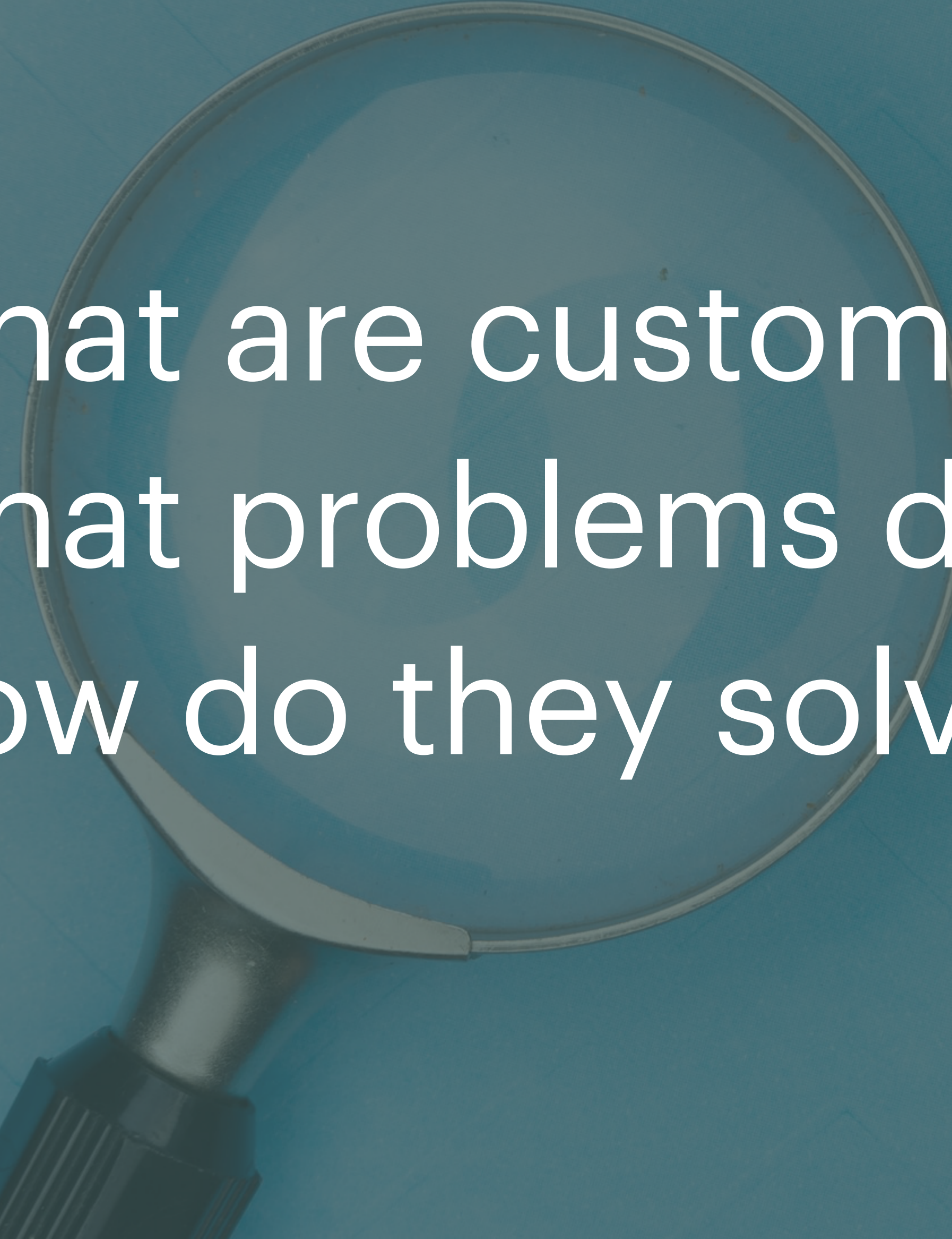


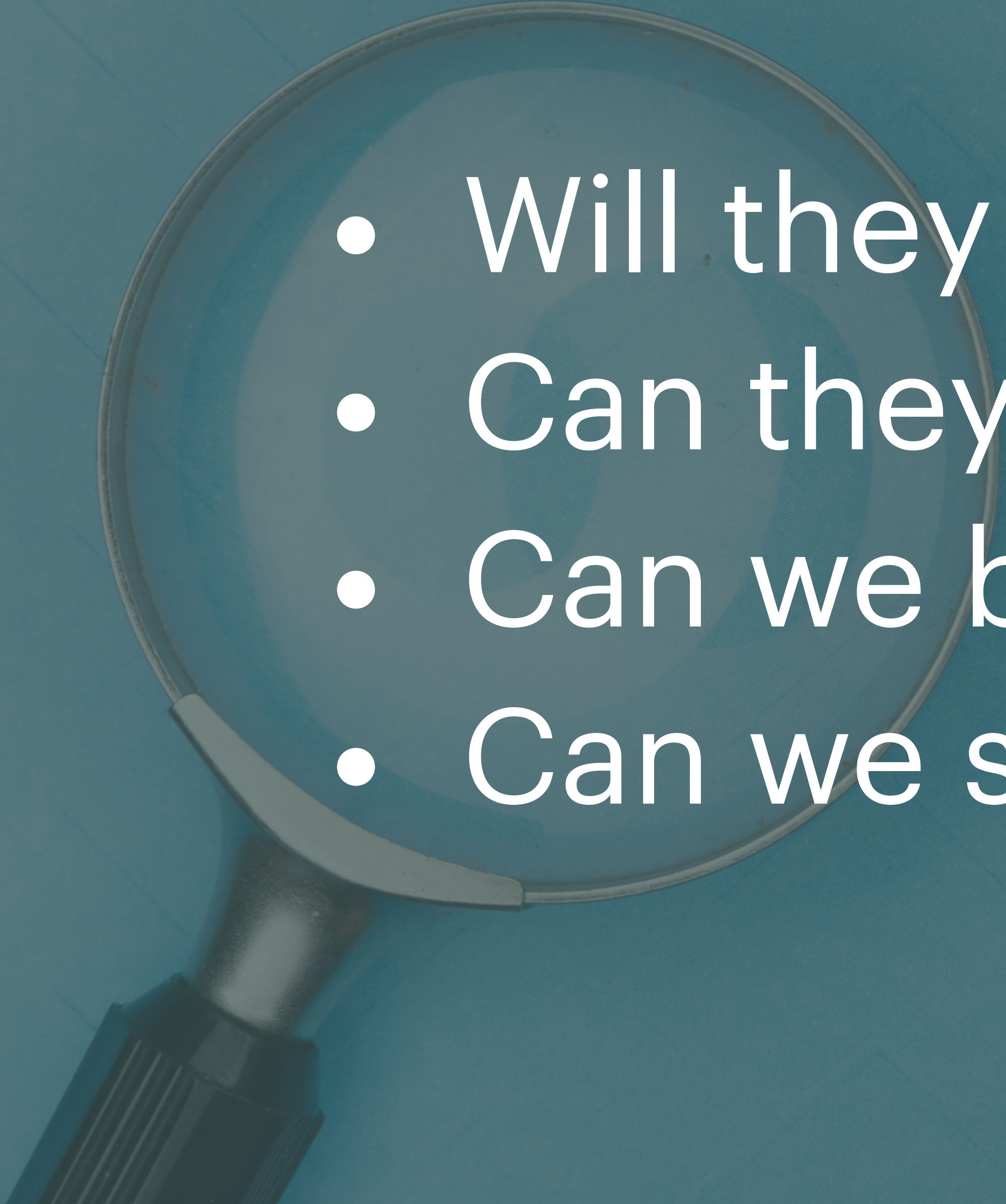
**CONNECT**

- Know every team / contributor
- Align contributions with strategy
- Challenge, ask, explain, show
- « Like me, trust me, listen to me » 😊💧



**DISCOVER**

- 
- What are customers doing today?
  - What problems do they face, today?
  - How do they solve it, today?

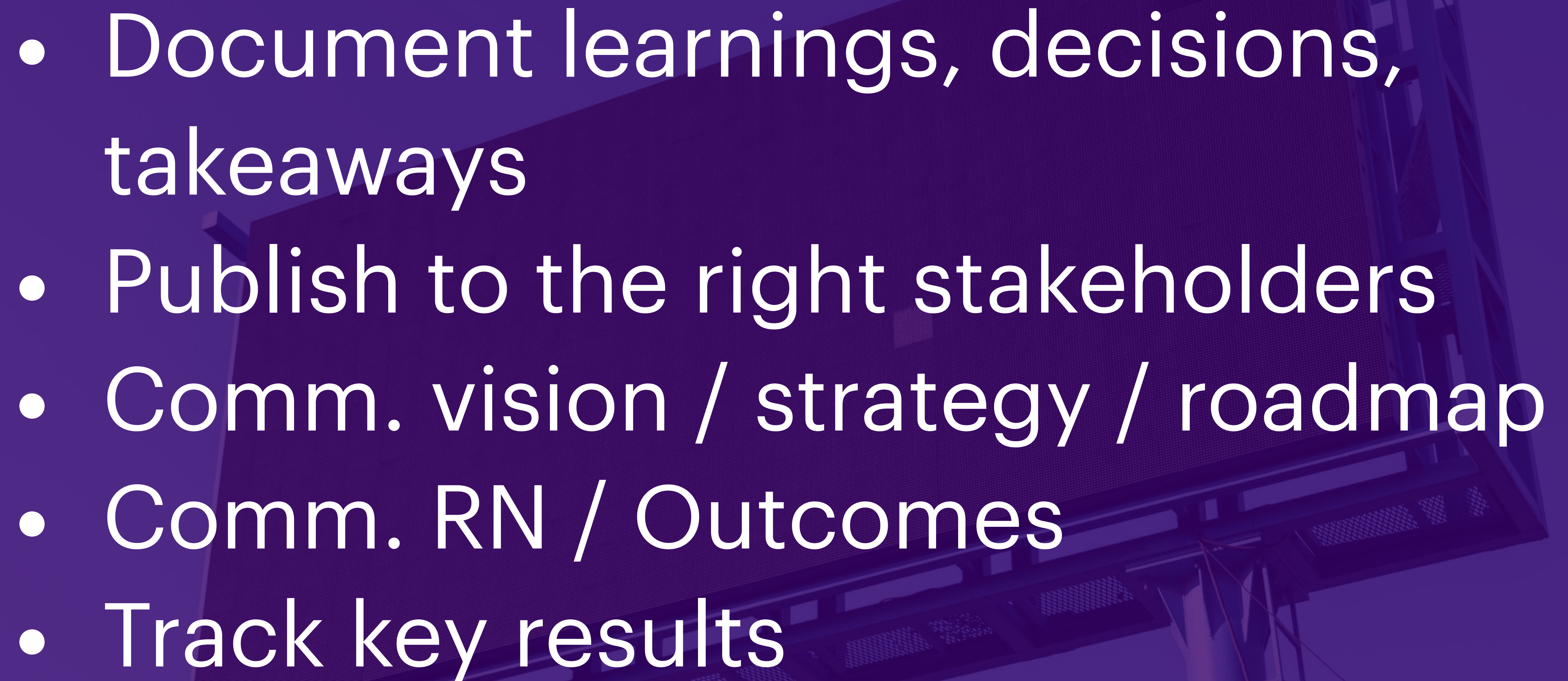
- 
- Will they buy it?
  - Can they use it?
  - Can we build it?
  - Can we support it?

- 
- Deeply know customers!
  - Review market/competition/product
  - Analyse users/product/company
  - Spread the knowledge...
  - ...N-ways!





**DOCUMENT**

- 
- Document learnings, decisions, takeaways
  - Publish to the right stakeholders
  - Comm. vision / strategy / roadmap
  - Comm. RN / Outcomes
  - Track key results



Mardi

Septembre

2

Septembre

Mardi

Novembre

Mardi

Novembre

Mercredi

Octobre

1

Mardi

3

1

Mardi

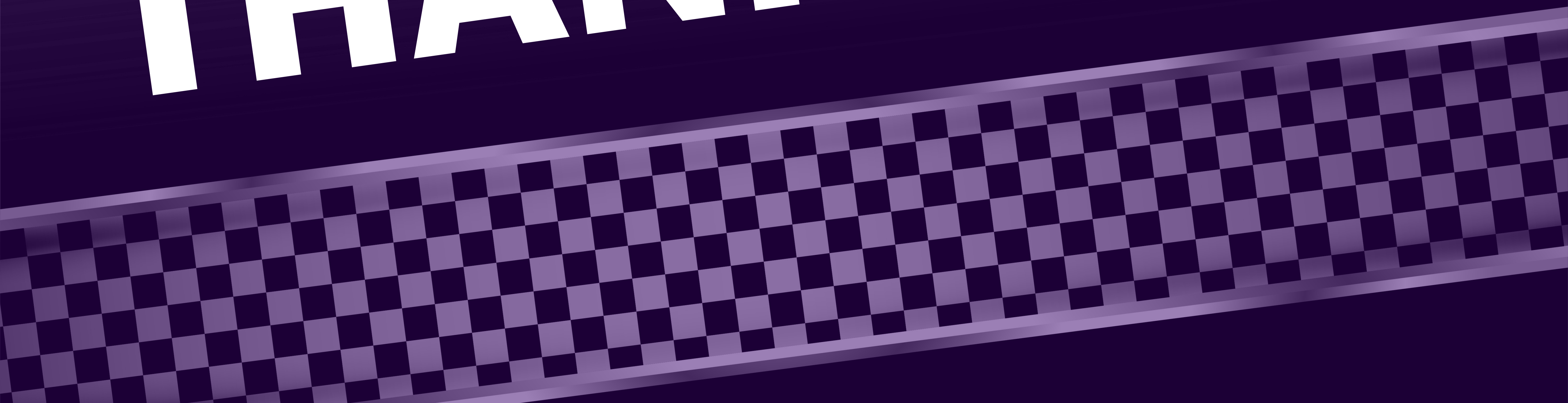
- Start with any urgent issues
- Stand up / Sync meeting
- Meet a core stakeholder
- Weekly « core product » sync
- Speak to customers, check market
- Brainstorm around customers

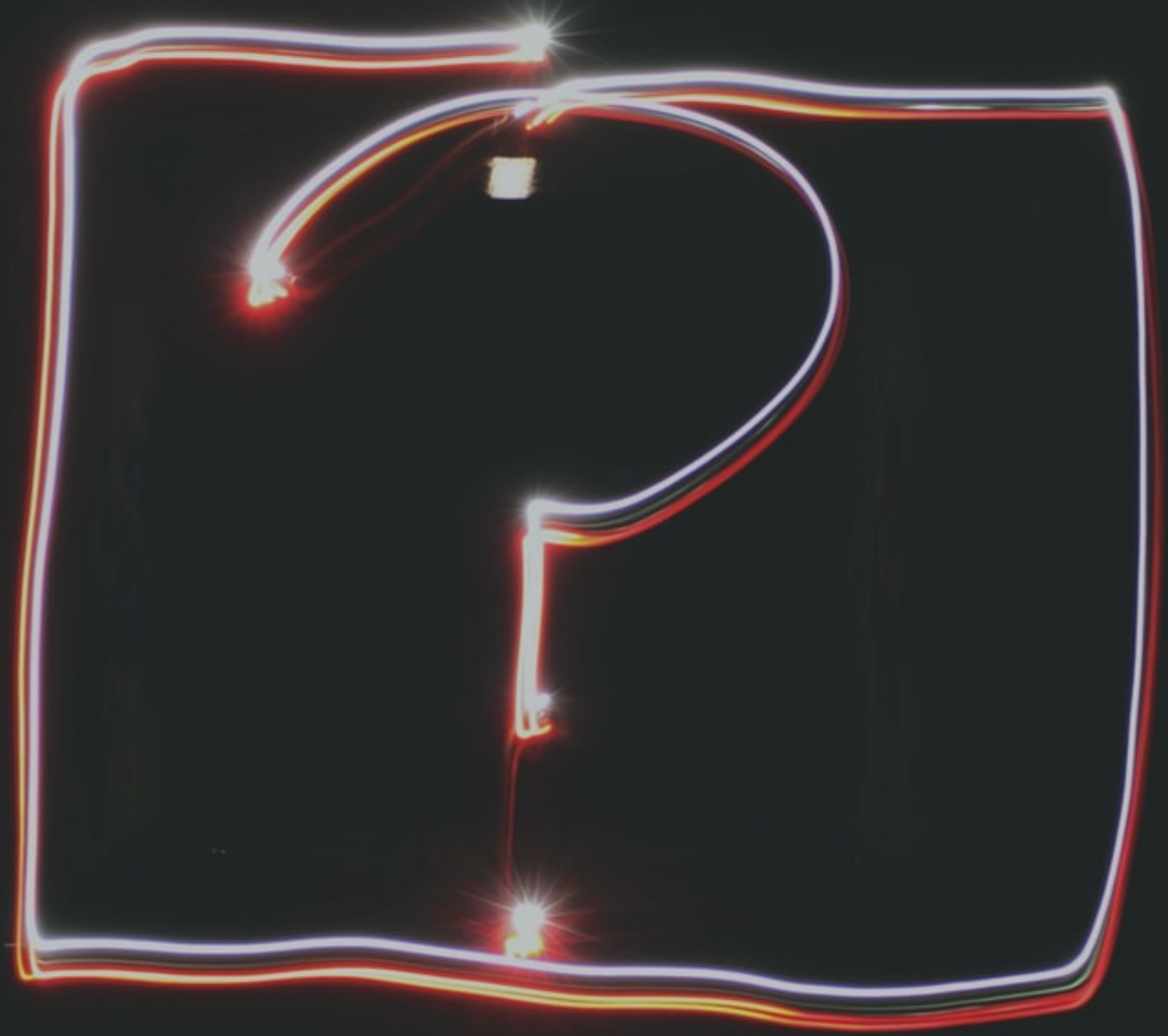




**BE  
PRAGMATIC!**

**THANK YOU!**



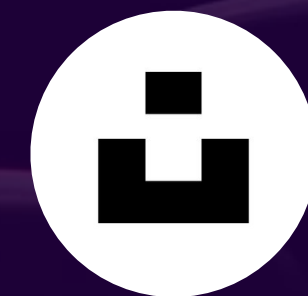


**Q&A**

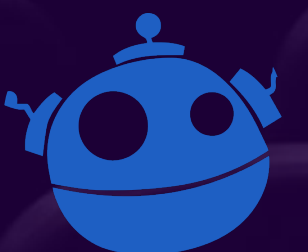


# IMAGES CREDITS

Meeting space table — by [Pawel Chu](#) on [Unsplash](#)  
Question mark — by [Emily Morter](#) on [Unsplash](#)  
Mudec museum of culture, Milano, Italy — by [Alessia Cocconi](#) on [Unsplash](#)  
Assignment — by [Arisa Chattasa](#) on [Unsplash](#)  
Pliers — by [Michael Dzedzic](#) on [Unsplash](#)  
Trophy — by [Giorgio Trovato](#) on [Unsplash](#)  
Protractor — by [Sergey Zolkin](#) on [Unsplash](#)  
Troy Hunt photo — © Troy Hunt [CC BY 4.0](#) on [/www.troyhunt.com](#)  
Anonymous shape — No attribution on [ClipArtMax](#)  
Padlock shape — by [FLY:D](#) on [Unsplash](#)  
Road sign — by [John Gibbons](#) on [Unsplash](#)  
Marty Cagan photo — from <https://svpg.com/our-team>  
Discovery & Delivery — from [Introducing Dual Track Agile — the theory](#)  
Factory — by [Alexander Tsang](#) on [Unsplash](#)  
Light bulb — by [Terry Vlisidis](#) on [Unsplash](#)  
Needle and threads — by [John Anvik](#) on [Unsplash](#)  
Magnifying glass — by [Markus Winkler](#) on [Unsplash](#)  
Billboard turned off — by [Pawel Czerwinski](#) on [Unsplash](#)  
« Mardi » calendar days— by [Sigmund](#) on [Unsplash](#)  
Three Wise Monkeys — by [Joao Tzanno](#) on [Unsplash](#)  
Checkered background — by [starline](#) on [Freepik](#)  
Empty Cinema — by [Geoffrey Moffett](#) on [Unsplash](#) (this slide!)  
Music equipment— by [Adi Goldstein](#) on [Unsplash](#)



[unsplash.com](https://unsplash.com)



[freepik.com](https://freepik.com)

# INSPIRATION



Retrowave / Synthwave playlist by [Cheerzo](#)