



# Full-Stack Product Development

Product ownership from inception to implementation

Product innovation in the digital age revolves as much around business models as it does around implementation. Product leadership, therefore, needs to understand business, customer experience, and the technical domain.

enable2grow supports clients to successfully develop new products and build a competent team to support future success. We support - or lead if desired - the entire process from inception, concept, evaluation and validation to design, implementation and launch. We work with the existing product team to define goals and outcomes, critically analyse the current strategy, and develop the new product strategy, both business and technology together.

Leveraging the entire Lean Toolkit from Design Sprints and Rapid Prototyping to Agile Development and Customer Discovery we:

- Identify customer needs to build a strategy that fits the technical context
- Build and develop the right team for both the product and the technology
- Support and/or lead the execution process for a successful product launch

**“Develop a sound product strategy and the right team to support its execution, to ensure you have the skills and mindset necessary for innovation well into the future.”**

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).

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### **Eckart Burgwedel** | Enabler & Product Executive

Eckart has been building award-winning digital products for more than two decades. He is a lawyer by trade, software engineer by upbringing, and entrepreneur by heart. His expertise covers a wide range from product innovation and business modelling to customer experience design and technical implementation. → [in](#)



### **Florian Wilken** Digital Transformation and Technology Expert

Florian Wilken supports his clients as a strategic consultant in areas such as digital transformation, digital innovation and digital business building, and Scaling of digital technology companies by applying his extensive entrepreneurial experience together with his deep knowledge of digital technology. → [in](#)

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