



End-to-End Strategy

Make a Company that Last Not to make a Money

It is my Job to be honest

If I had asked people what they wanted, they would have said faster horses [Ford]

Stay focused on a couple of things and be awesome. It is hard to know, what NOT to do

Run innovative Workshops

Press the reset Button and start again, if it is crape. Even you spend a lot of work: iPhone4

Build a product you would love to use

Apple University

Time is the greatest commodity

Not just create great products also create a great Company

A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be [Gretzky]

Decision making process must be short

If you need more than three slices, you dont know what are you talking about

If something isn't right you can't ignorier it and say we fix it later

Walk The Talk

Create an Collaborative Working Environment

A-Players only like to work With A-Player. So you have to reveal B-Players and take the consequenses

Simplicity is the ultimate sophistication. True simplicity comes from conquering complexities, not ingnoring them

You have to deeply understand the esscene of a product in order to be able to get rid of the parts that ar not essential

Real Artists Sign Their Work

Do the basics right

All people are human even CEO's

It's better to be a pirate than to join the Navy

Making great products and projects instead of money

Care about every aspect of your product

Real Artists Ship

Everything every detail has to be perfect

The Product is the central Thing. Brand by every Contact with the Product

Always try to see things from above

Reviews, Reviews, Reviews... every moment in your product development

Be Passionate

Appliance and Beauty are the key factors