

# WDYK

Moving from a Product team of 25+ to 1

6 October 2022

# Zip

Product team of 25+

# Kinde

Product team of 1

**Kinde is a software company  
that build beautifully simple  
dev-acceleration infrastructure  
for SaaS teams.**

**Infrastructure is APIs, SDKs and back-office management tools.**

	<b>Zip</b>	<b>Kinde</b>
<b>Industry</b>	Fintech	SaaS
<b>Employees</b>	*1000+	30 (and growing)
<b>Stage</b>	Scale up	Startup
<b>Founders</b>	Banking-background	Tech-background
<b>Founded</b>	2013	2021

\*Zip numbers may not be accurate

How does  
Product Management  
differ from Zip to Kinde?

# Software Delivery

Who is responsible for optimising overall software development delivery?

## Zip

Delivery lead (sprints)

## Kinde

PM + founders (swarms)

# Product Role

What does a PM spend most of their time on?

## Zip

80 : 20\*

## Kinde

40 : 60\*

\*Execution : strategy (ratio)

# Decisions

Who decides the final initiative scope and prioritisation decisions?

## Zip

Product Manager

## Kinde

Everyone  
(ownership mindset)



## Zip

## Kinde

### Software Delivery

Delivery lead (sprints)

PM + founders (swarms)

### Product role

80 : 20

40 : 60

(execution : strategy)

### Decisions

PM

Everyone

Thank you.