New Product Development in high-tech startups — a conceptual framework

Rozwój nowych produktów w startupach technologicznych — przegląd koncepcji

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New product development (NPD) is a key value creating process in a high-tech startup. This article discusses the relevance of the traditional approaches to NPD and assesses their applicability to a newly founded high-tech venture. Further, recent concepts to innovative venture creation were reviewed: design thinking, lean startup and agile project management. Based on the analysis an integrated framework for high-tech startup NPD has been proposed. This study is based on an extensive literature review and systematic comparison of the concepts discussed in the current entrepreneurship, new product development and project management literature.

Keywords

New product development, high-tech startups, design thinking, lean startup, agile project management

Rozwój nowych produktów (NPD) to kluczowy proces tworzenia wartości w startupach technologicznych. W artykule omówiono znaczenie tradycyjnych podejść do rozwoju nowych produktów i oceniono je pod kątem przydatności dla nowo utworzonych startupów technologicznych. Ponadto dokonano przeglądu innych koncepcji innowacji i tworzenia nowych przedsięwzięć: podejścia projektowego, lean startupu oraz zwinnego zarządzania projektami. Na podstawie analizy zaproponowano zintegrowane podejście do rozwoju nowych produktów, które może mieć zastosowanie w kontekście startupów technologicznych. Artykuł ma charakter przeglądowy i powstał na podstawie analizy oraz systematycznego porównania najnowszych koncepcji dyskutowanych w literaturze przedmiotu. Opracowanie integruje wątki dyskusji z dziedziny przedsiębiorczości, rozwoju nowych produktów i zarządzania projektami.

Słowa kluczowe

Rozwój nowych produktów, startupy technologiczne, podejście projektowe, lean startup, zwinne zarządzanie projektami

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Str. 30–37

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