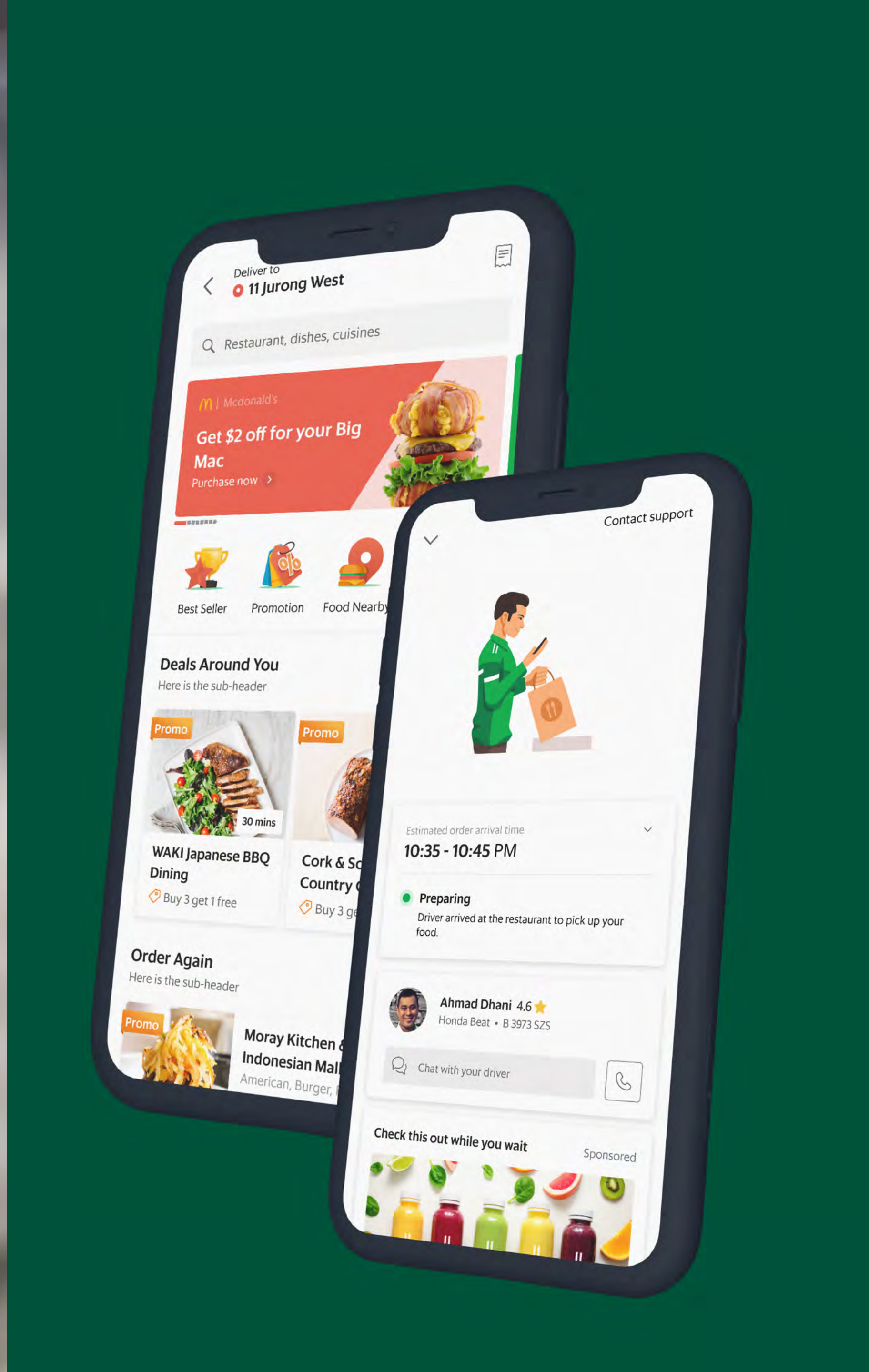




JAY DEMETILLO

From Zero to One: Building products that solve real problems

AKA DESIGNING PRODUCTS THAT CREATE IMPACT

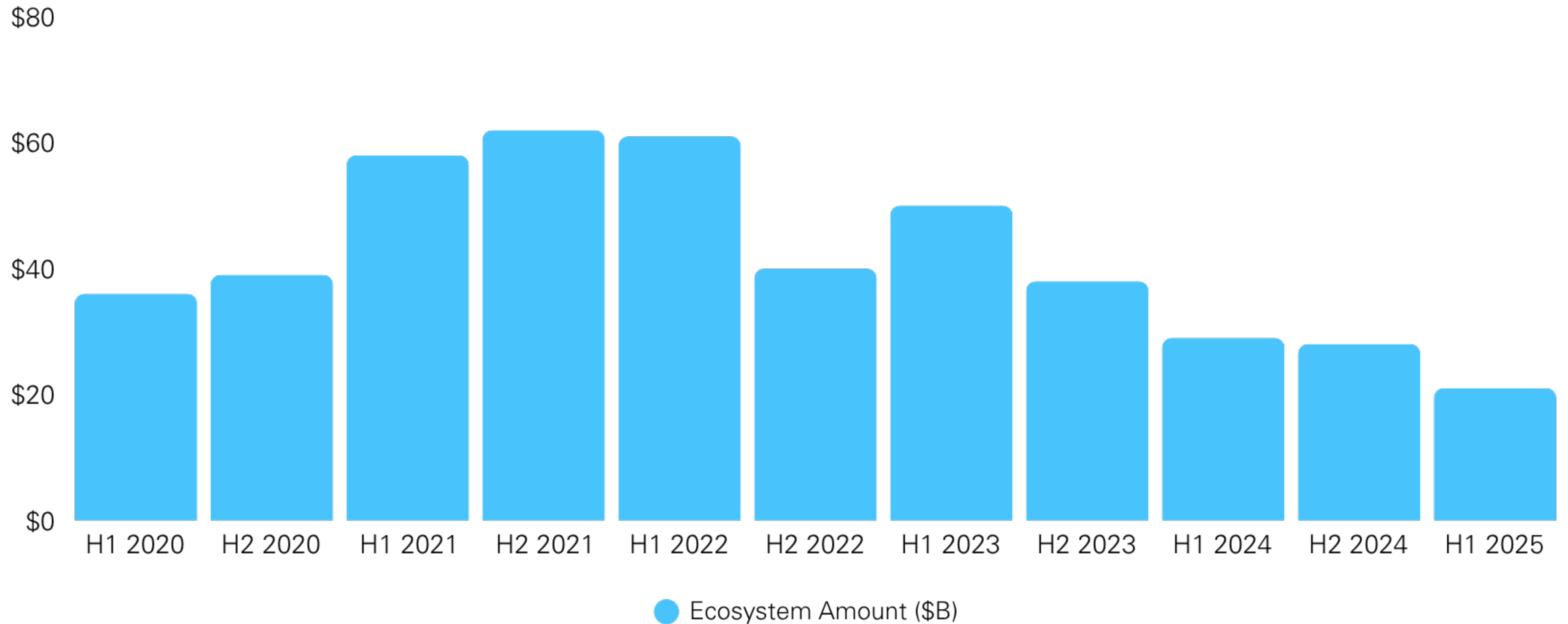






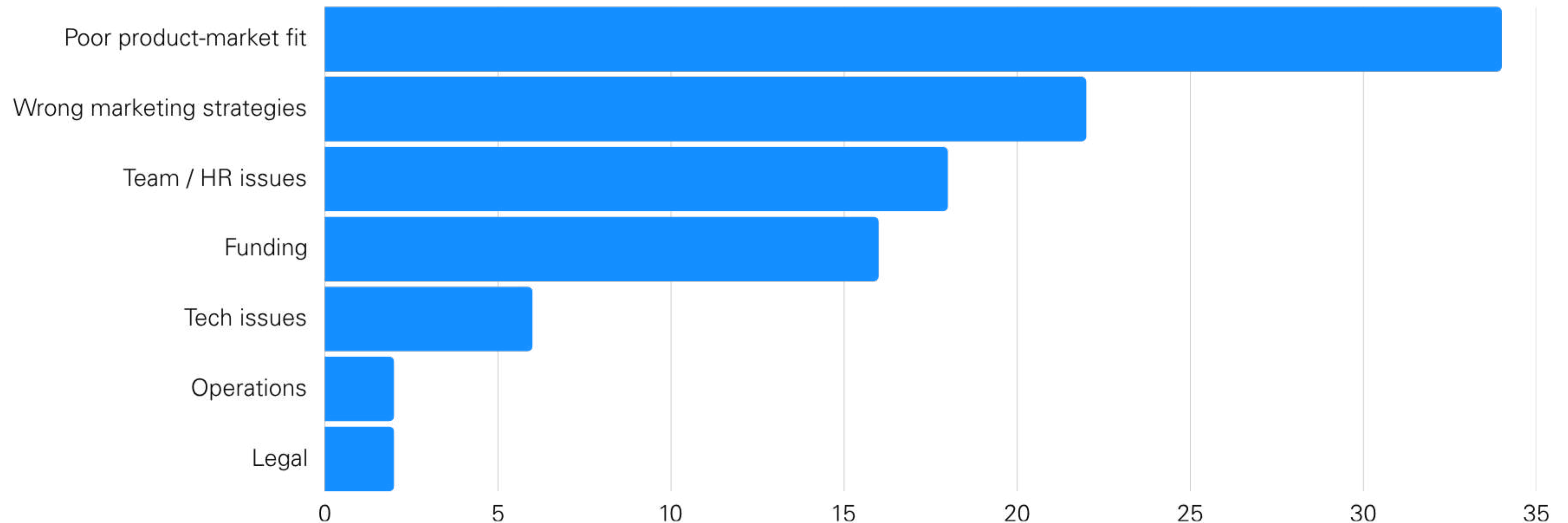
Building impactful
products is hard

Funding and deals over time



Source: [State of the Global Startup Economy](#)

Why do most startups fail?





With the age of AI, you
can go to 0 to 1 quickly
but in reality you're
going from 0 to 1/2...



D.R.E.A.M

How are you D.R.E.A.M'ing?

1

DESIGN

How are you innovating and creating desirable experiences?

2

RESEARCH

What are real problems ordinary people deal with?

3

EXPERIMENTATION

How can you best explore and innovate as you scale?

4

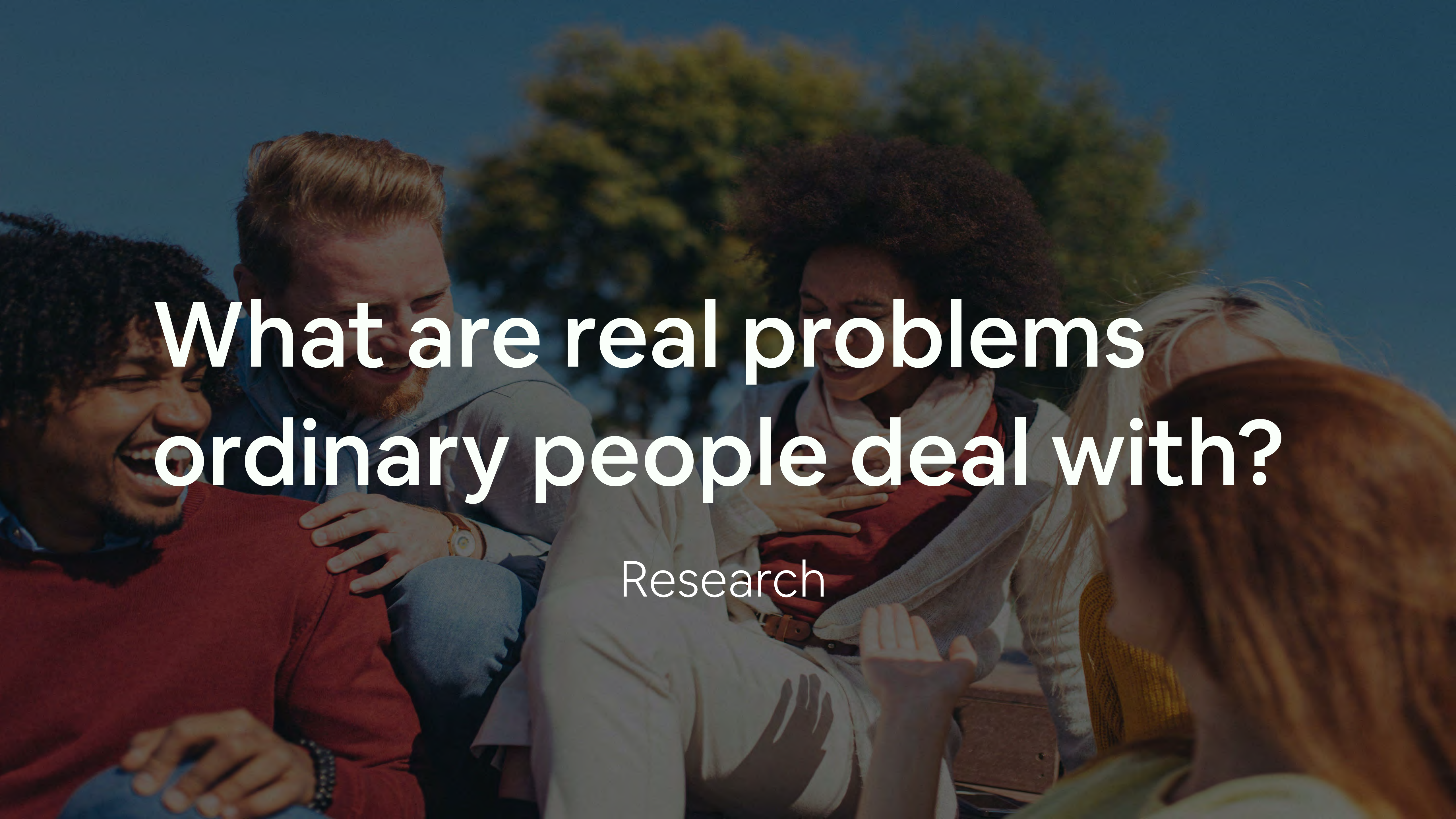
ALL-INCLUSIVE

How do you think about your experience holistically from end to end? (Touch points, experiments, marketing, etc...)

5

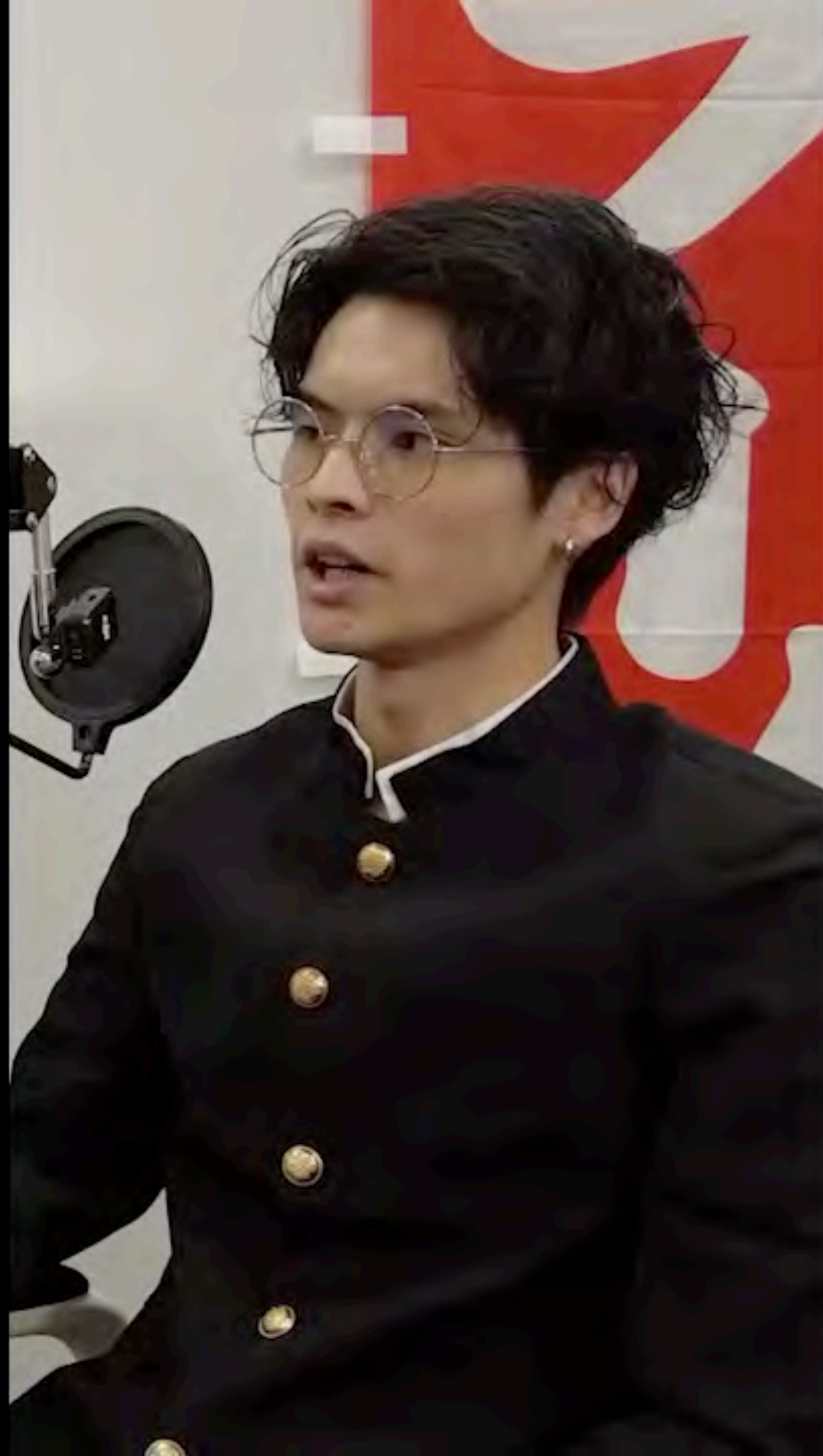
MIND-SET

What risks are you willing to take to change the world?



What are real problems ordinary people deal with?

Research





A photograph of three students, two girls and one boy, working together on a project. They are sitting at a table with a laptop and various LEGO bricks. The boy is pointing at the laptop screen, and the girls are looking on. The background is a classroom with colorful triangular flags hanging from the ceiling. The text "How are you innovating and creating desirable experiences?" is overlaid in white on the left side of the image.

How are you innovating and creating desirable experiences?

Design



Dodge



Chevrolet



BMW



Toyota



Lincoln



Honda



Acura



Jeep



Buick



Mercedes



Volvo



Mercedes



Ford



Infiniti



Audi



Mitsubishi



Nissan



Hyundai



Mazda



Volkswagon





Example Spreadsheet - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA Forma REVIEW **VIEW** DEVELOPER

Normal Page Break Preview Page Layout Custom Views Workbook Views

☒ Ruler ☒ Formula Bar ☒ Gridlines ☒ Headings Show

Zoom 100% Zoom to Selection

New Window Arrange All Freeze Panes Split Hide Unhide Window

View Side by Side Synchronous Scrolling Reset Window Position Switch Windows

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Business Profits												Jan to Dec			
3			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
6	Income															
7		Etsy Sales	17.1	31	63.5	47.13	52.47	29.81	31	72.8	65.17	92.5			502.48	
8		Local Sales		10.5			21		16		25.5				73	
9		Other Income				16.32			23.6						39.92	
11	Total Income		17.1	41.5	63.5	63.45	73.47	29.81	70.6	72.8	90.67	92.5			615.4	
13	Expenses															
14		Materials	15	23	47.8	30.56	17.63	12	21.4	35	40.25	64.8			307.44	
15		Shipping Costs	2.9	5.8	11.6	8.7	8.7	5.8	5.8	11.6	11.6	17.4			89.9	
16		Selling Fees	1.197	2.17	4.445	3.2991	3.6729	2.0867	2.17	5.096	4.5619	6.475			35.1736	
17		Printing and Stationery		9.99				9.99							19.98	
18		Marketing Costs			6	7.5	7.5	7.5	10	10	10	10			68.5	
20	Total Expenses		19.097	40.96	69.845	50.0591	37.5029	37.3767	39.37	61.696	66.4119	98.675			520.9936	

Design

Elements

Text

Brand

Uploads

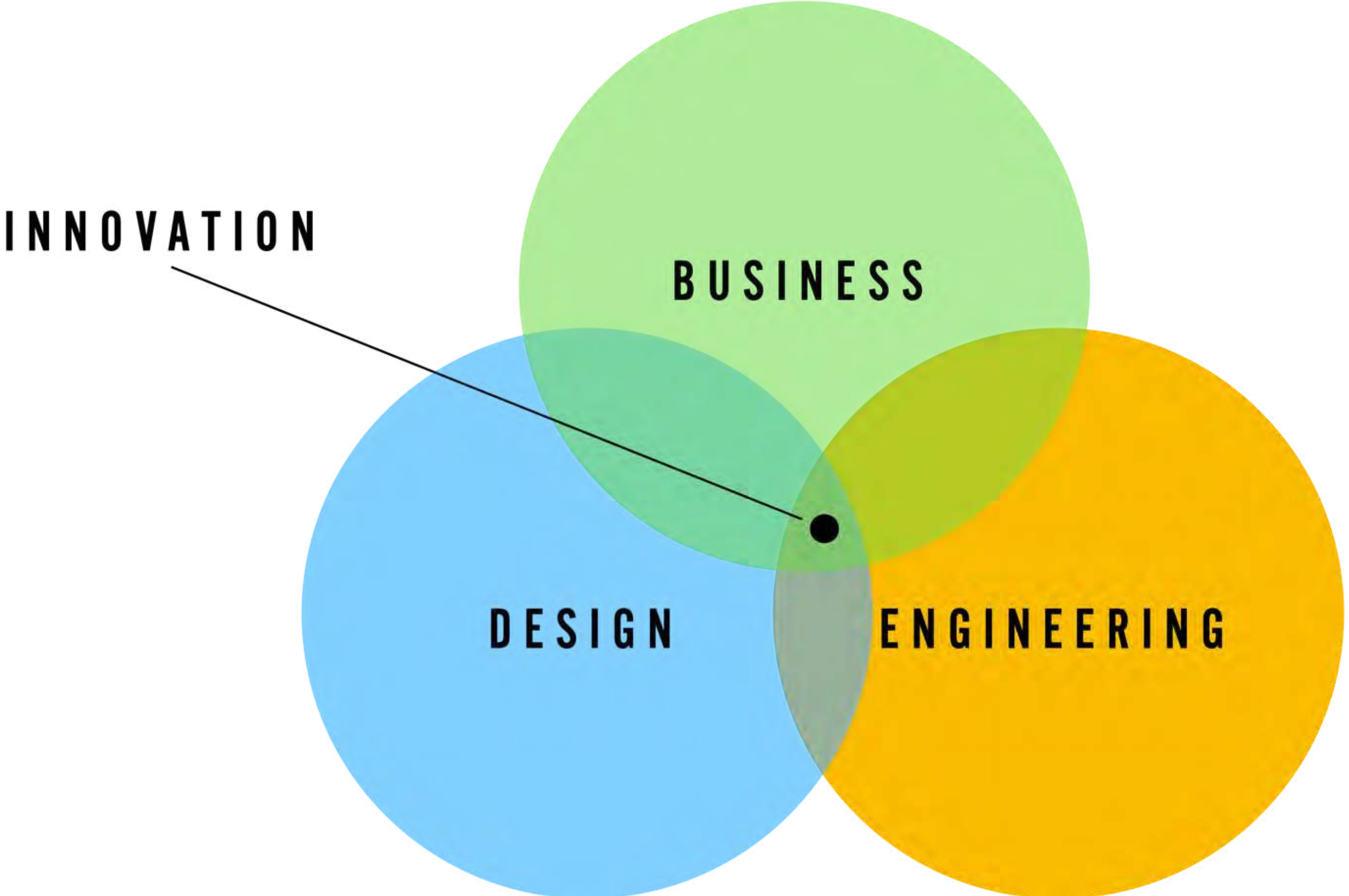
Projects

Apps

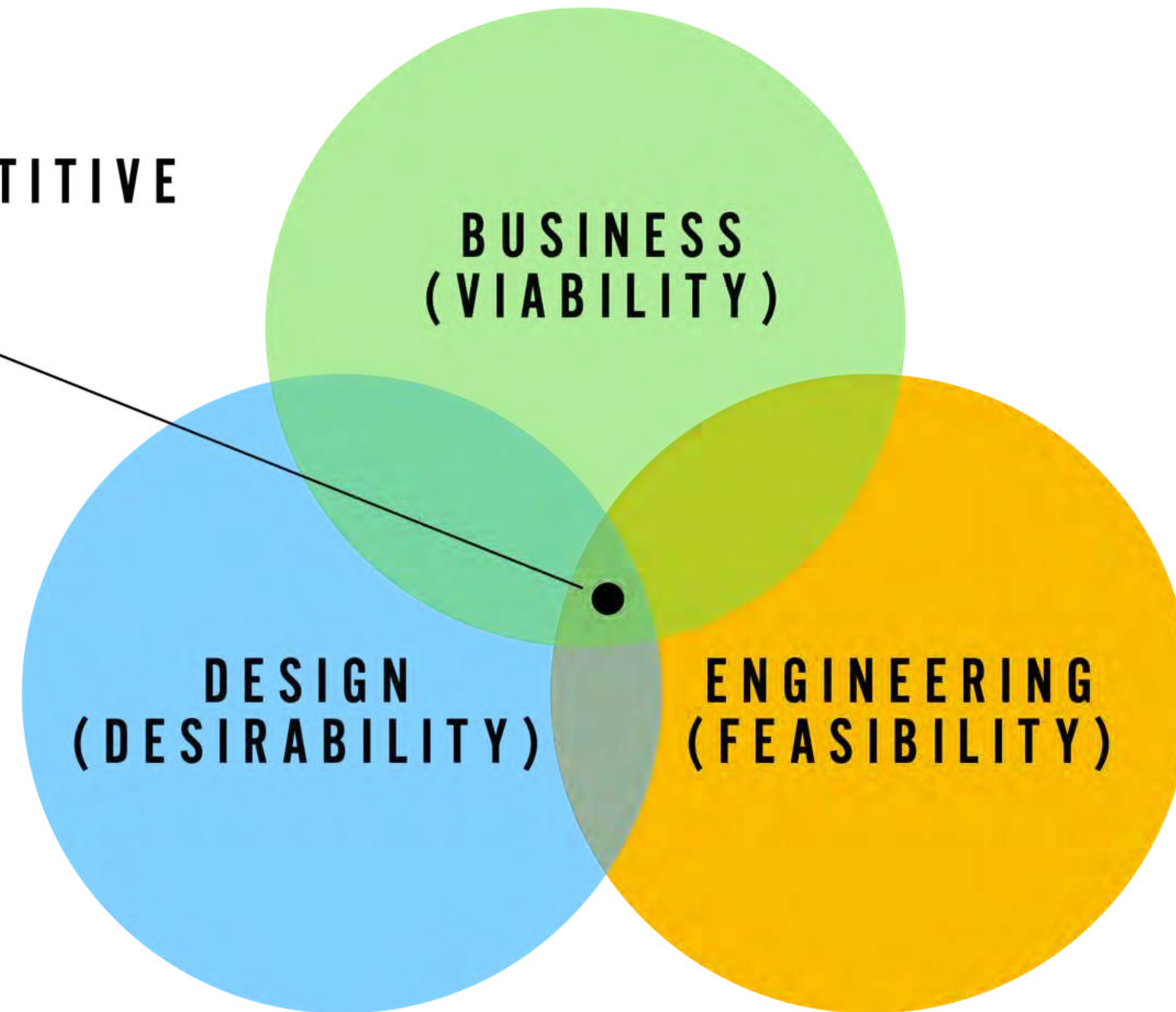


Actions | 123 .00 | Bricolage Grot... | ...

	A	B	C	D	E	F	G
1	Campaign tracker						
2	CONTENT NAME	THUMBNAIL	ASSET	STATUS	TEAM LEAD	BUDGET (USD)	DATE
3	Enablement		Product demo	In review	Yoni	\$12,000	10 Apr 2025
4	Content	Fresh findings	Whitepaper	Started	Andrea	\$37,000	28 Oct 2025
5	Email marketing	Email marketing	Evergreen email refresh	In progress	Tony	\$22,000	05 Mar 2025
6	PR and comms	Powerful partnerships	Media kit	Done	Pedro	\$54,000	14 Jun 2025
7	Social	Connect with community	Social post designs	In review	Pamela	\$12,000	08 Sep 2025



**INNOVATION
GAINS COMPETITIVE
ADVANTAGE**





How can you best explore
and innovate as you scale?

Experiment



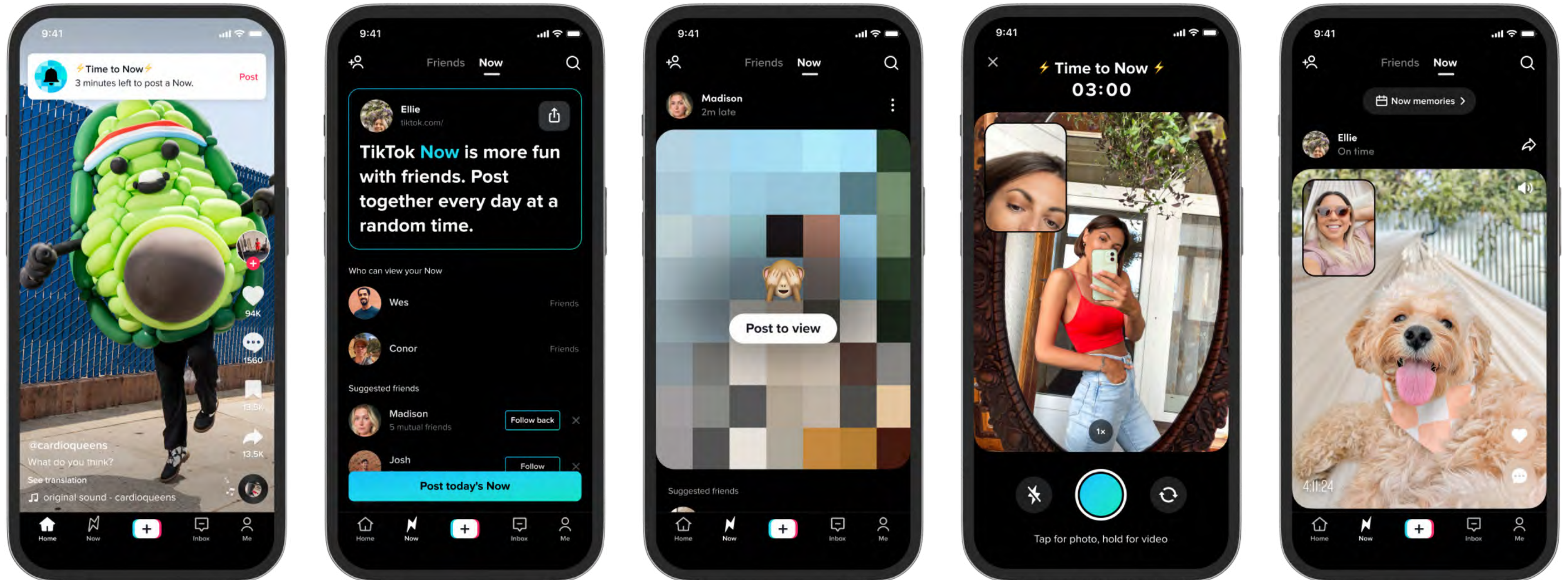
Design can drive behavioral change



How quickly can you move?



Being ready to pivot makes a difference





How do you think about your experience holistically from end to end?

All-Inclusive



ERLAND EMBRACE OTHERS

SEESAW COFFEE

爱了

爱在三

欢迎

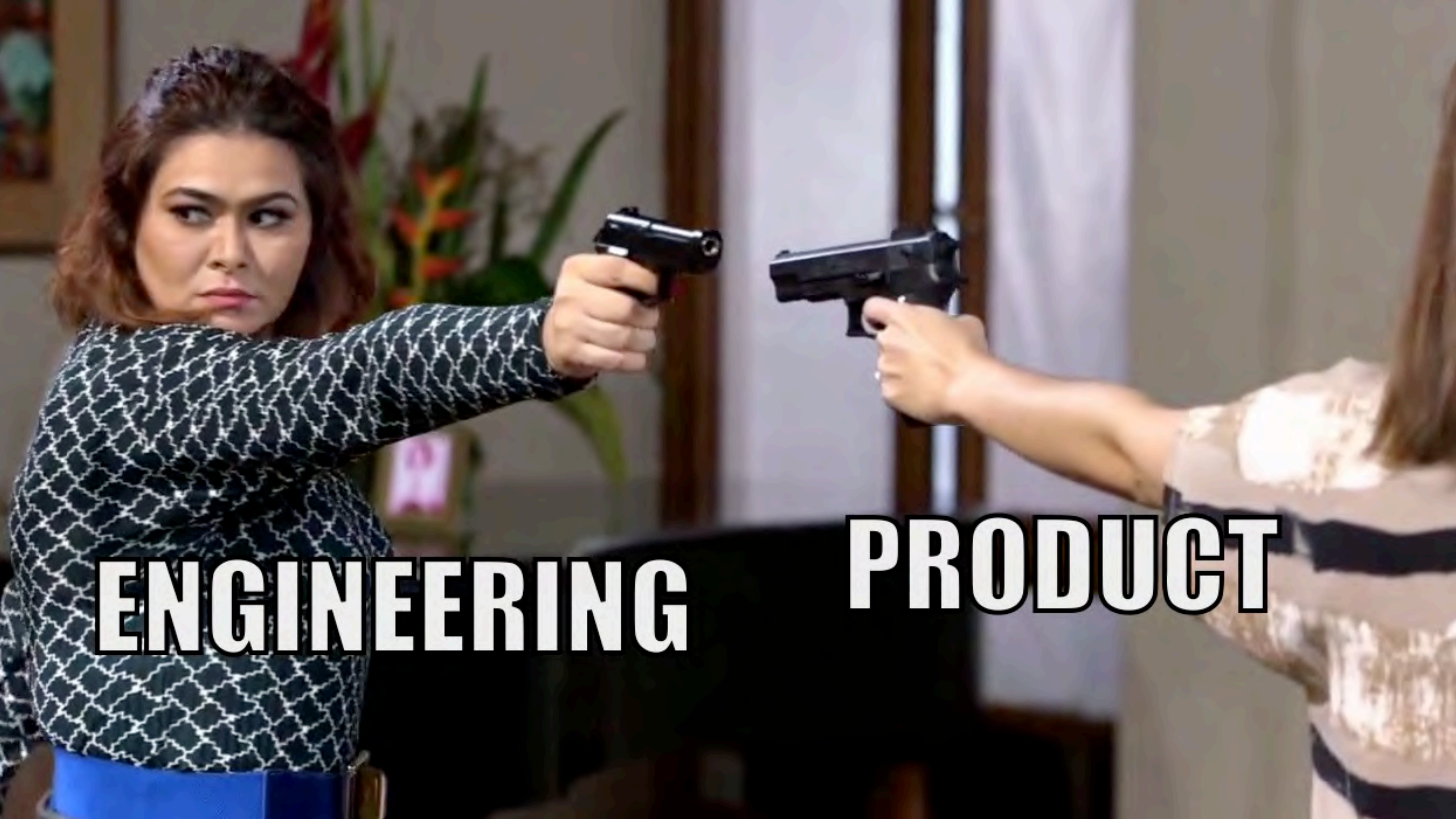
您好，本店仅提供外
卖平台下单，不提供
堂食点单哦。

Seesaw
COFFEE



Do you have the mindset to adapt?

Mind-Set



ENGINEERING

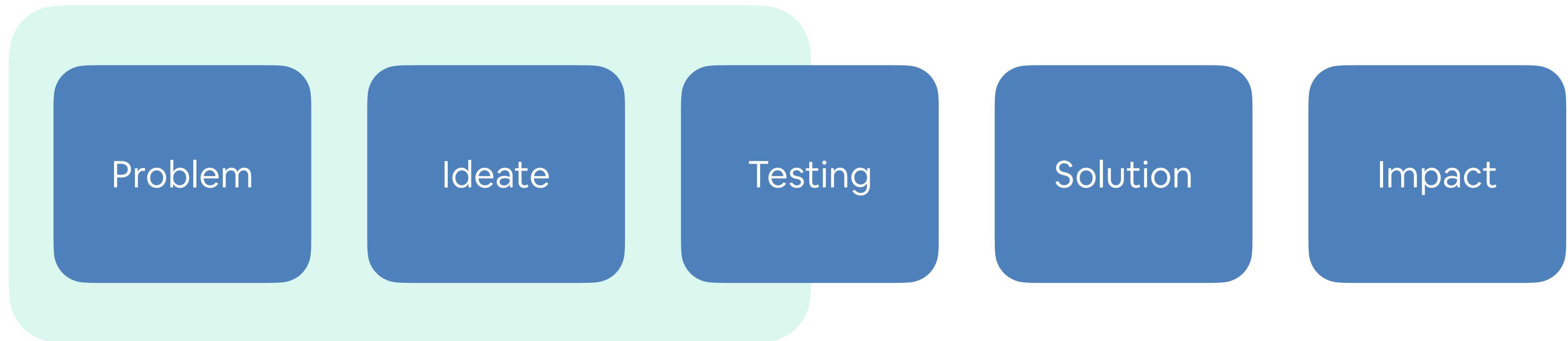
PRODUCT

Everyone will be able to design, code, and create products

Everyone will be able to market and tell a story

Everyone will be able to run their own business/start-up

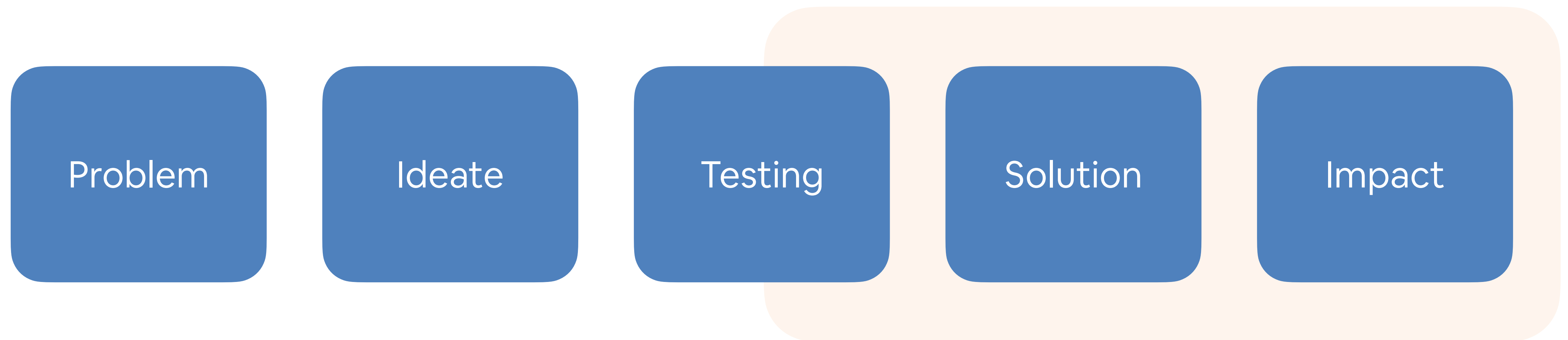
AI is really good at evaluating a problem and jump starting an idea...



The future will be AI-powered

This is only 0 to 0.5...

...Yet there are still gaps when real users needs and behaviors change



But you need to scale for the user
and business's needs

The last 0.5 to 1 matters

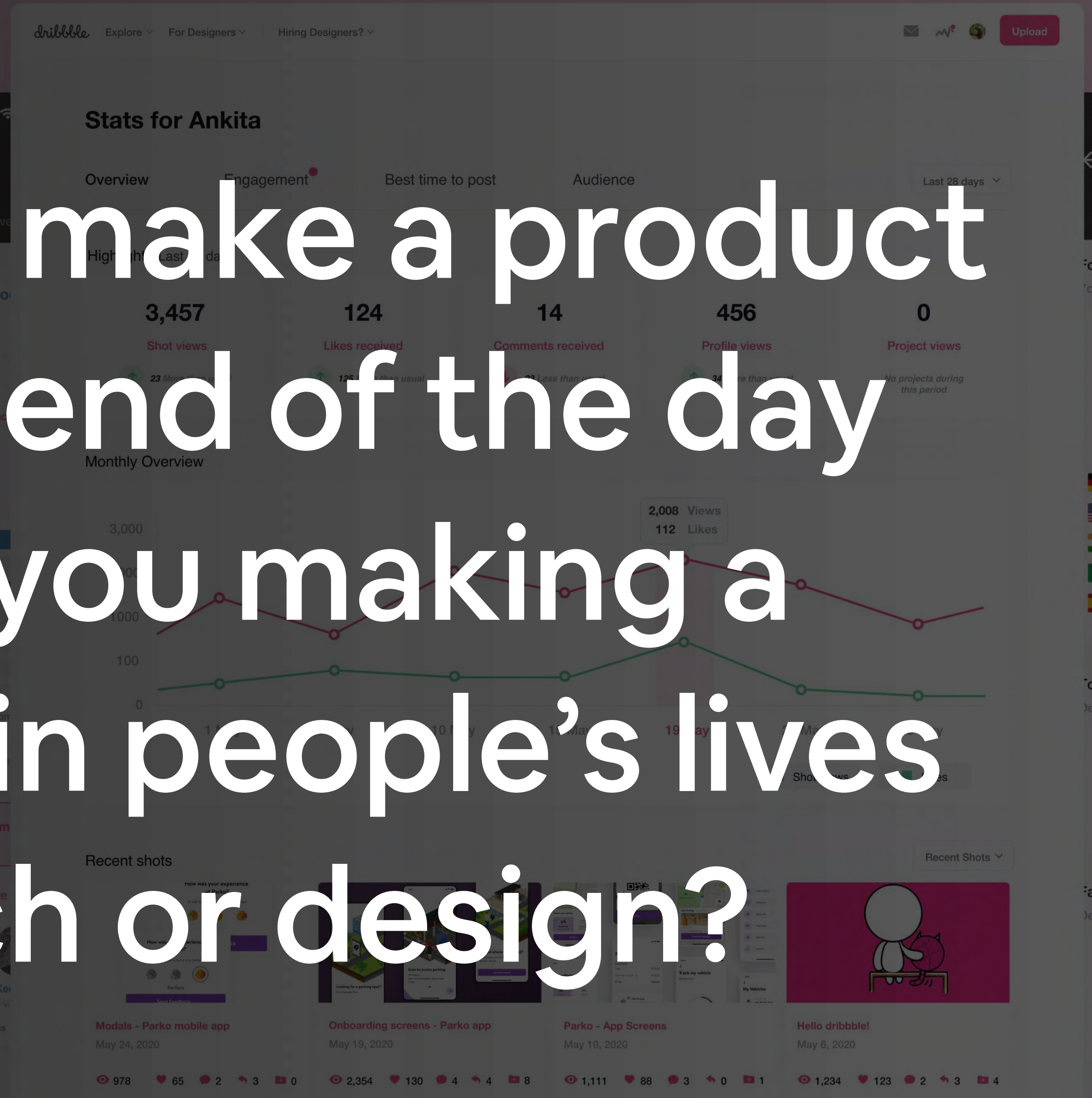
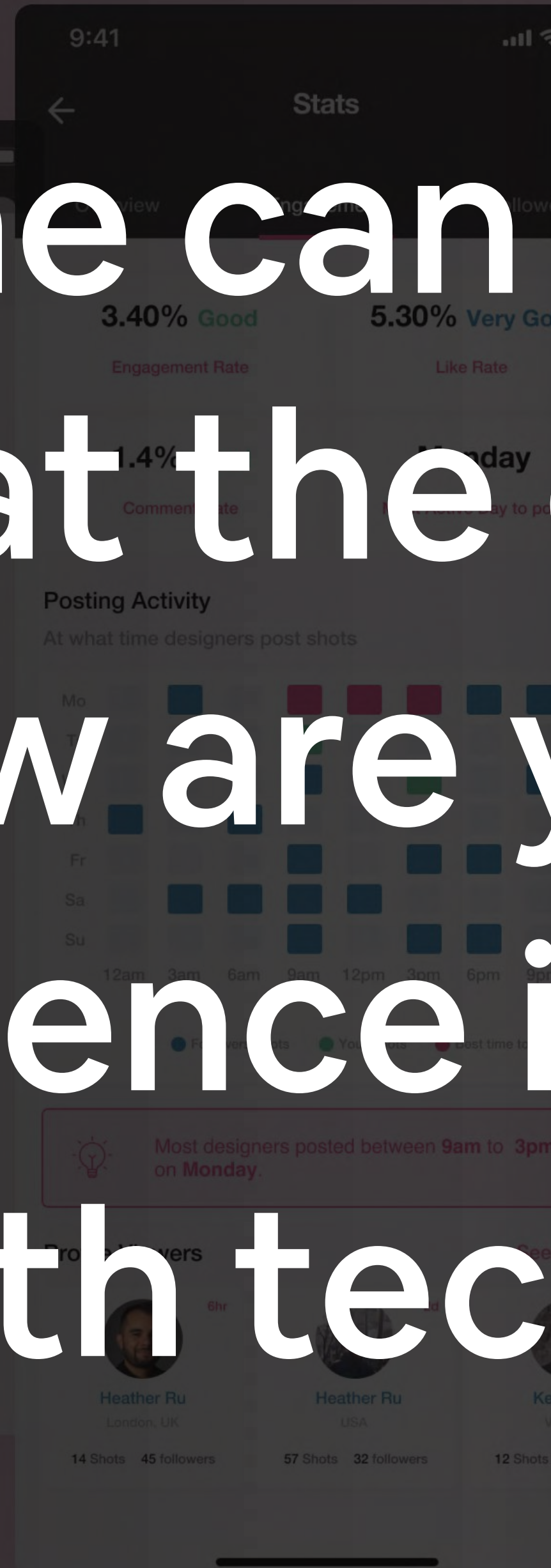
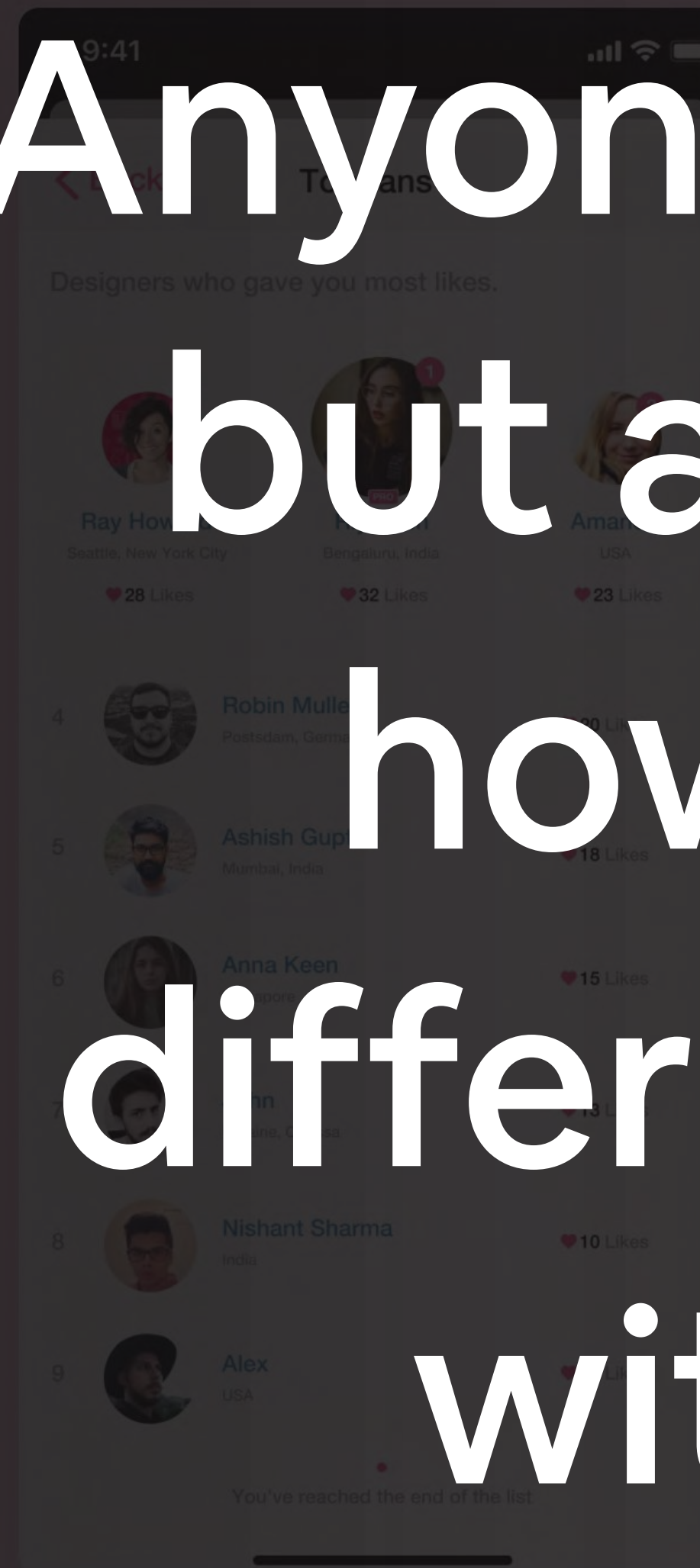
How easy is it for users to use your product?

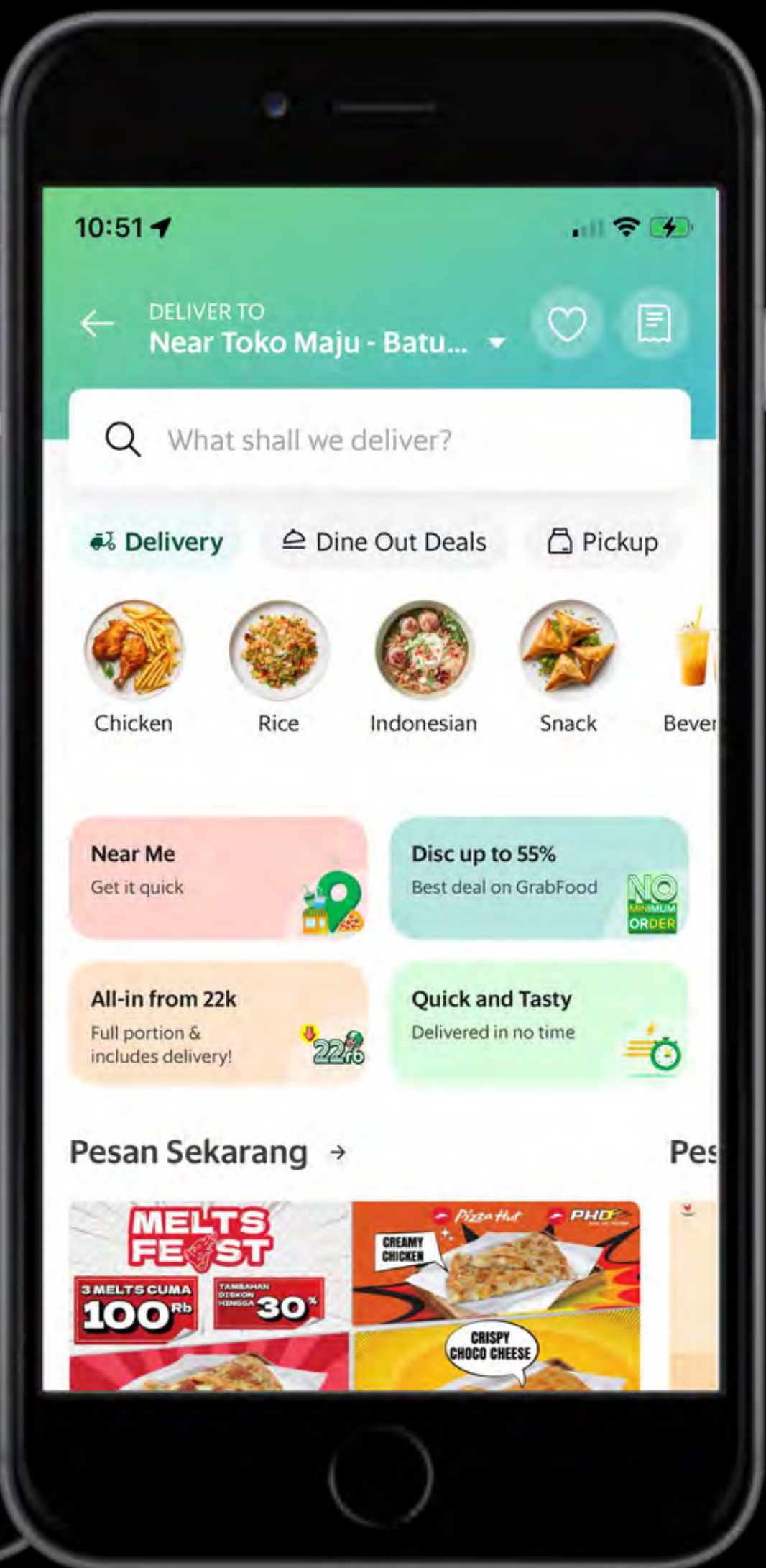
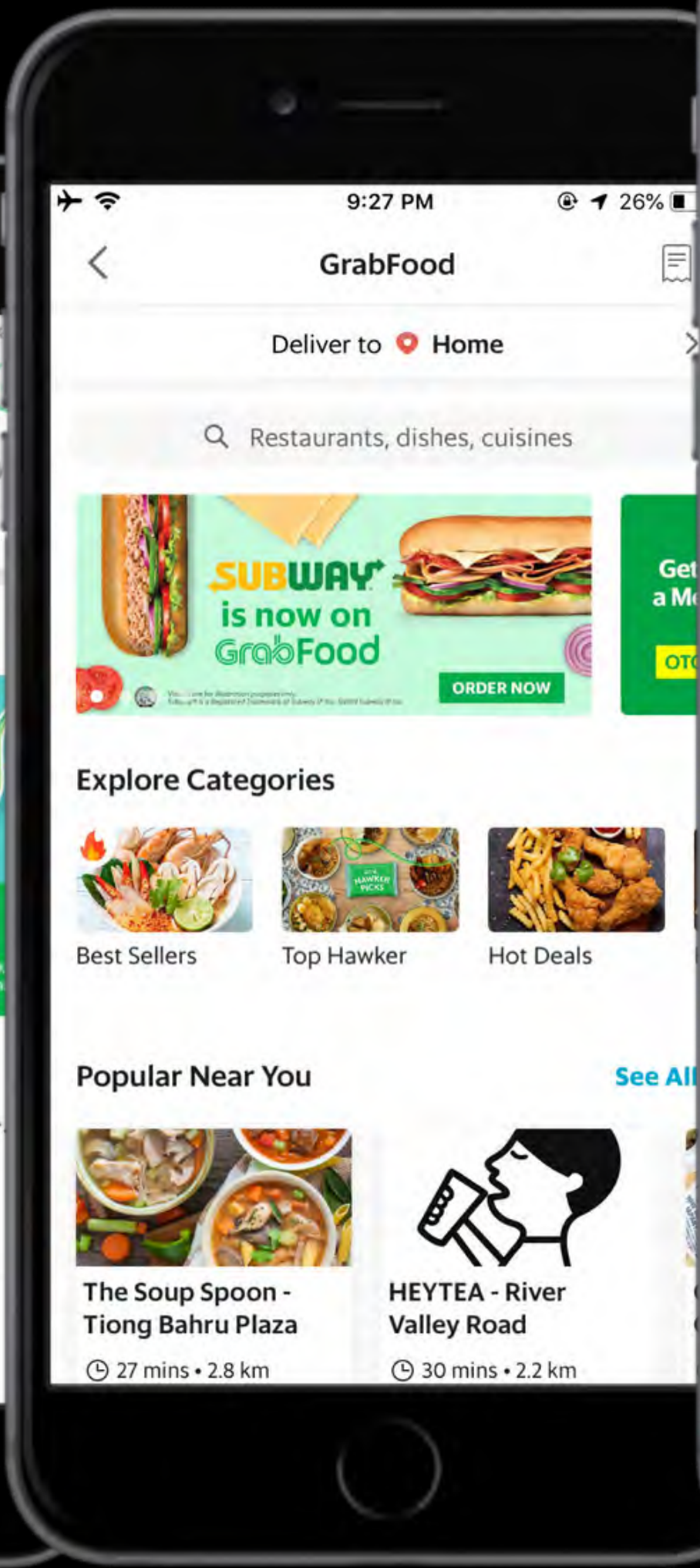
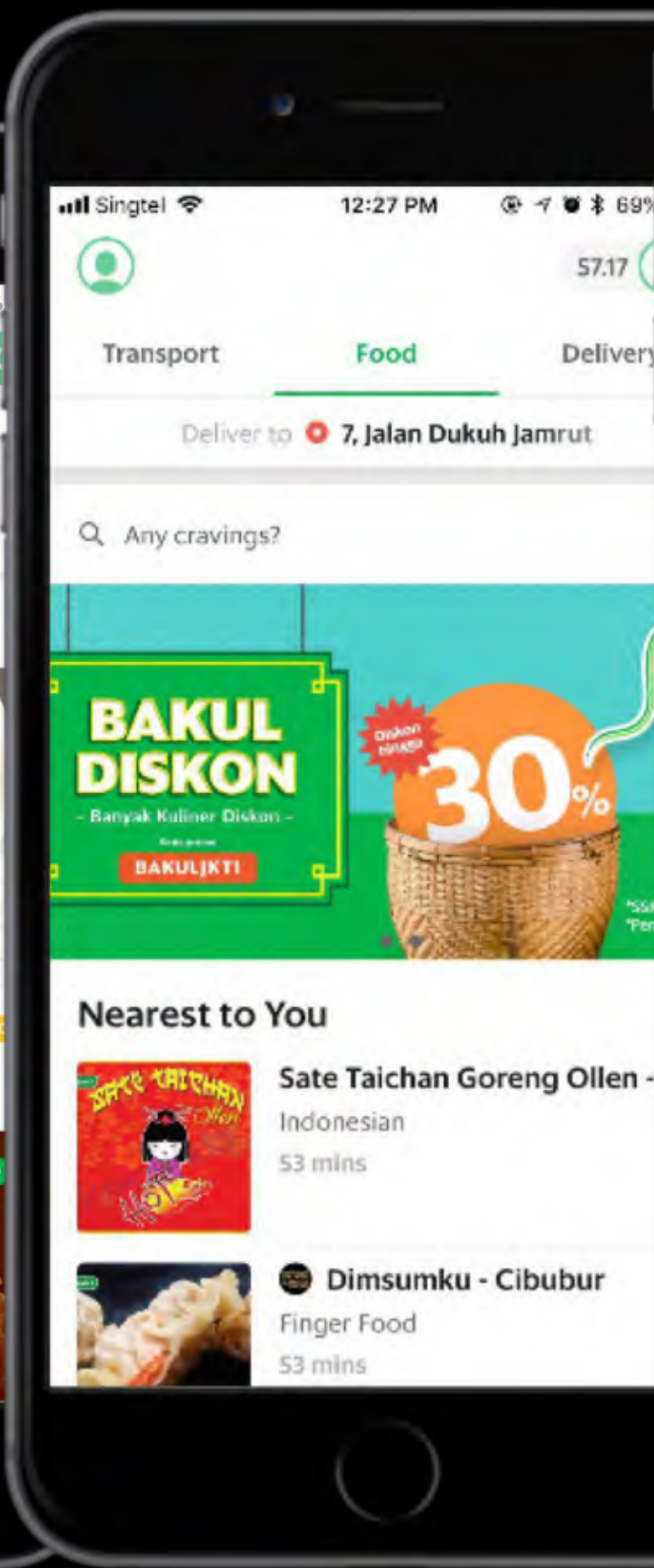
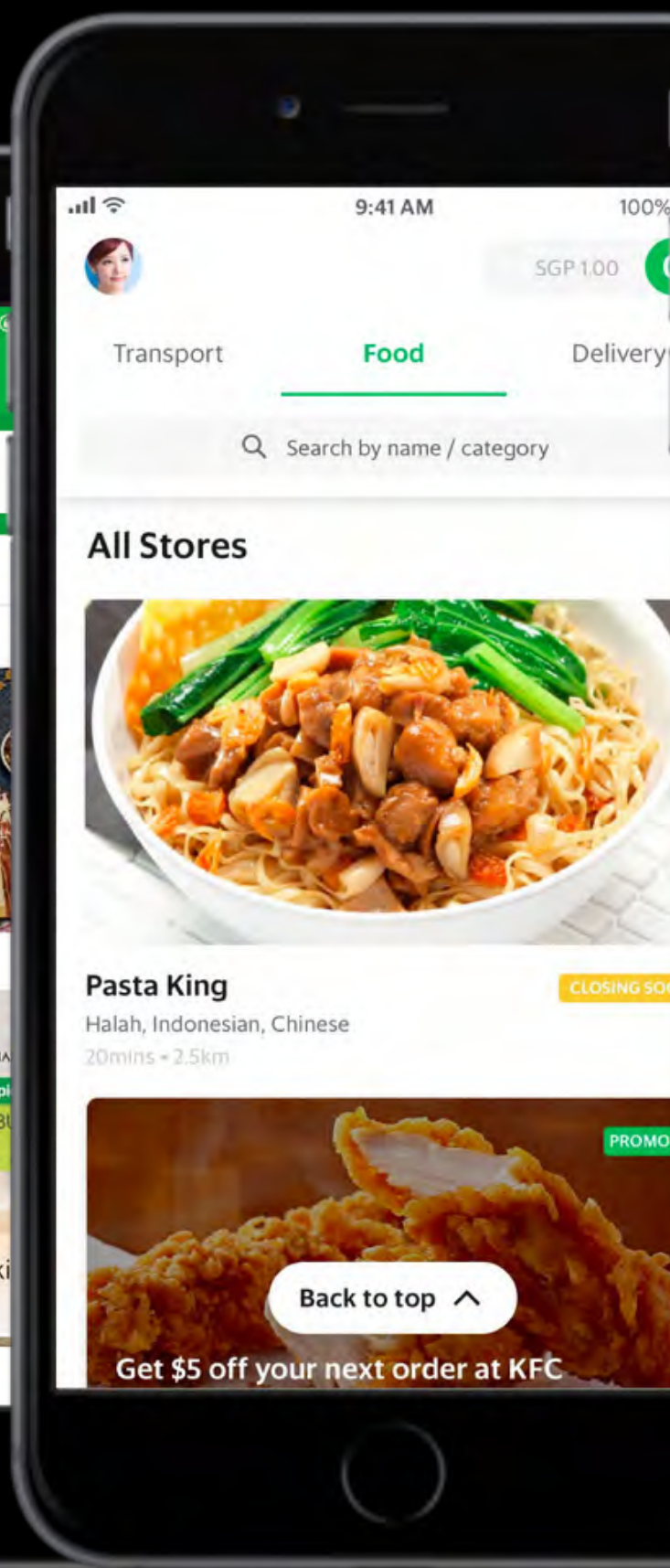
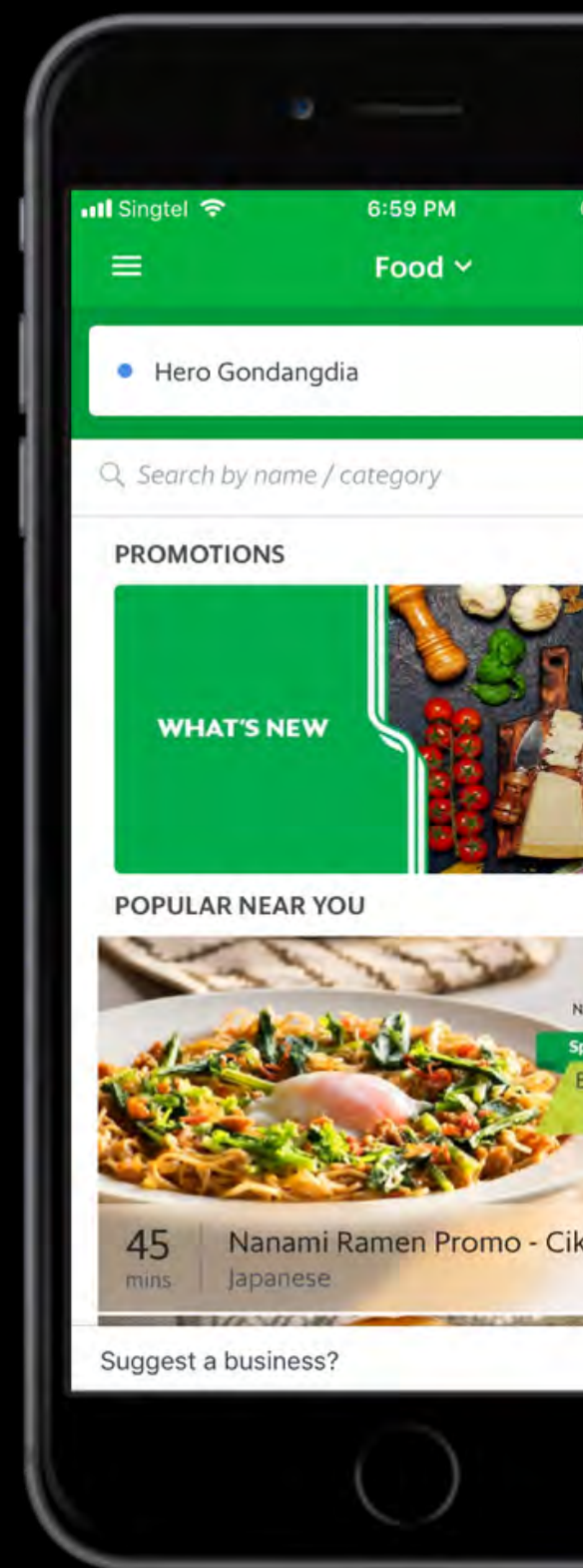
How does your product drive business impact?

How quickly can you scale and pivot?

How are you offering a tasteful experience vs. others?






Anyone can make a product
but at the end of the day
how are you making a
difference in people's lives
with tech or design?





- Design
- Elements
- Text
- Brand
- Uploads
- Projects
- Apps

Actions | 123 .00 | Arial Nova | 24 | A | | ...

	A	B	C	D	E	F
1	SOCIAL MEDIA TRACKER 2025					
2	CONTENT NAME	DESIGN	IMAGE	STAGE	COPY (EN)	COPY (FR)
3	Discover our new season	Chic home basics		Pre launch	Chic home basics	Les basiques d'un
4	Step into style	Style your space		Pre launch	Style your space	Donnez du style à
5	Elevate your home	Elevate your living		Launch day	Elevate your living	Améliorez votre v
6	New season, new vibes	Modern home magic		Engagement	Modern home magic	La magie de la ma
7	Refresh your home	Unleash your style		Testimonials	Unleash your style	Libérez votre styl

Tony

The background image shows a dimly lit room where two people are silhouetted against a wall covered in numerous sticky notes. The person on the left is pointing at a note, while the person on the right is also interacting with the wall. The sticky notes contain various handwritten notes in Portuguese, such as 'Podemos obter e treinar makers suficientes para os projetos neste tempo?', 'REUNIR 4 Makers de diferentes níveis', and 'TESTAR AQUI'. The overall atmosphere is one of collaborative design and problem-solving.

Design matters more than
ever in the age of AI...
and WE are driving the future

People are investing in well designed experiences, its our time to shine

**Future of
energy
and sustainable
technologies**

\$223.2

Billion equity
investments 2024

**Digital trust
and
cybersecurity**

\$77.8

Billion equity
investments 2024

**Future of
mobility**

\$131.6

Billion equity
investments 2024

**Artificial
Intelligence**

\$124.3

Billion equity
investments 2024









Keep D.R.E.A.M'ing

1

DESIGN

How are you innovating and creating desirable experiences?

2

RESEARCH

What are real problems ordinary people deal with?

3

EXPERIMENTATION

How can you best explore and innovate as you scale?

4

ALL-INCLUSIVE

How do you think about your experience holistically from end to end? (Touch points, experiments, marketing, etc...)

5

MIND-SET

What risks are you willing to take to change the world?

What fuels you to change the world?

Thanks, let's connect and dream together



Jay Demetillo



The Drifting Frame