

Podcast Episode 115 - Human Centered Design and Why UX is Not Just Software, it's People, featuring Nik Parekh

Nik Parekh is a founder and author of the new book **The Future of Extraordinary Design**. As Design Strategy Lead for Samsung, Nik bolstered earning potential by **\$35B** by contributing product management to 'go to market' 17-person team for 4 separate ventures.

We discuss the values and vision of great human-centered design and how empathy is not just a buzzword when it comes to understanding how to build great products. Nik shares great insights for product managers and creators everywhere.

Listen to the episode here:

<https://discopossepodcast.com/episode-115-human-centered-design-and-why-ux-is-not-just-software-its-people-featuring-nik-parekh/>

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Podcast Episode 113 - Why Adversity and

Perseverance Create Great Opportunities with Sage Spoonfuls Founder Liza Huber

Liza Huber is an entrepreneur, award-winning cookbook author, wife, mom of 4 and the CEO & Founder of Sage Spoonfuls; one of the most trusted brands in mealtime products for babies and kids available at major retailers both nationwide and internationally. Liza shares some important lessons on how perseverance and grit combined with adapting to change has both led to successes in business, and in life. This conversation explores business lessons that every founder needs to know and a heartfelt story on personal challenges that makes this episode a must-listen for anyone.

You can learn more by visiting Sage Spoonfuls and be sure to check out @sagespoonfuls and @lizahuber on Instagram

Links from the show:

- I Fund Women: <https://ifundwomen.com>
- I Fund Women of Color: <https://ifundwomen.com/woc>
- Female Founder Collective: <https://www.femalefoundercollective.com>
- The Wing: <https://www.the-wing.com>

Listen to the episode here:

<https://discopossepodcast.com/episode-113-why-adversity-and-perseverance-create-great-opportunities-with-sage-spoonfuls-founder-liza-huber/>

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Podcast Episode 108 - Why Rethinking the Social Video Experience is a Disruptive Opportunity with Yaza Founder Peter Sisson (@petersisson)

Peter Sisson is a product-focused entrepreneur who has started four companies, all of which were acquired. He volunteers his time mentoring startup founders at the European Innovation Academy and StartOut Growth Lab, where during his tenure 24 companies graduated that have raised more than \$45M in funding and created more than 200 new jobs. This dynamic conversation covers everything from the founding of Yaza, the tech behind it that makes it differentiated, but goes into much more around life and startup lessons including:

- Culture of tech startups and Silicon Valley
- When a product is ready and the art of product management and release
- Challenges in both building and selling a company
- How being serial entrepreneurial delivered great lessons in practice
- Why Yaza chose to launch as a Public Benefit Corporation and what that means

This is definitely a must-listen from end to end and Peter shares business and life lessons that will be eye-opening for many. As part of the launch of the platform, Peter and the Yaza team are offering free lifetime storage in the app until June 2020 so get signed up and see what the world looks like in HD today!

Check out Yaza on the web

Download the app and join for free

Listen to the episode here:

<https://discoposseepodcast.com/episode-108-why-rethinking-the-social-video-experience-is-a-disruptive-opportunity-with-yaza-founder-peter-sisson/>

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Podcast Episode 107 - How Grassroots Software Development for Equity is Changing How Startups Build Successful Products at Series Code

This is a startup and product builder's dream episode as we speak with John Steele, founder of Series Code. John shares how his team at Series Code creates what I would almost term a Developers-as-a-Service with a powerful twist on how they operate: they split the cost to their customers between equity and cash. Beyond Series Code as a business model, John shares his lessons on product building, being a successful development team leader, how to motivate and build great teams and products.

Listen to the episode here:

<https://discopossepodcast.com/episode-107-how-grassroots-software-development-for-equity-is-changing-how-startups-build-successful-products-at-series-code/>

Listen and Subscribe on iTunes here:



Podcast Episode 107 -How Grassroots Software Development for Equity is Changing How Startups Build Successful Products at Series Code

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