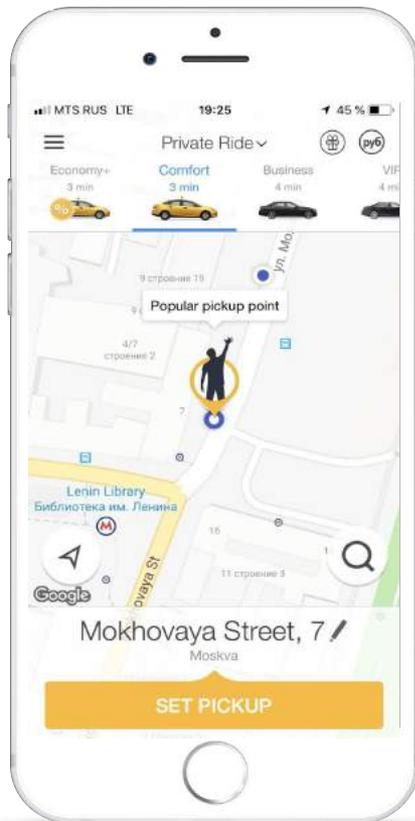


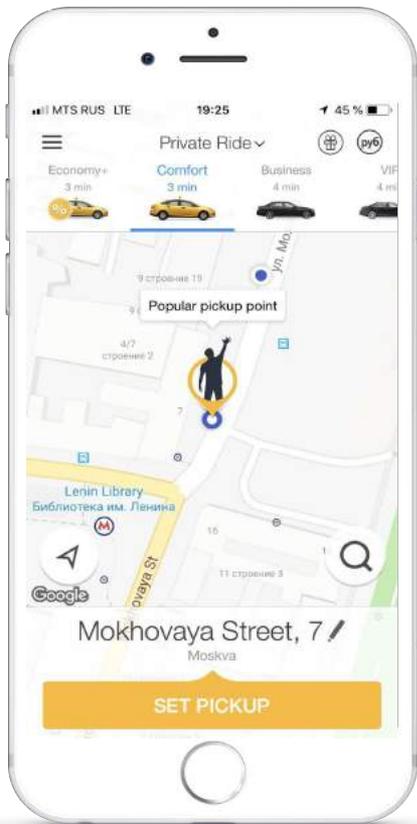
# Единый продукт для нескольких стран: Как быть, если всем нужно разное

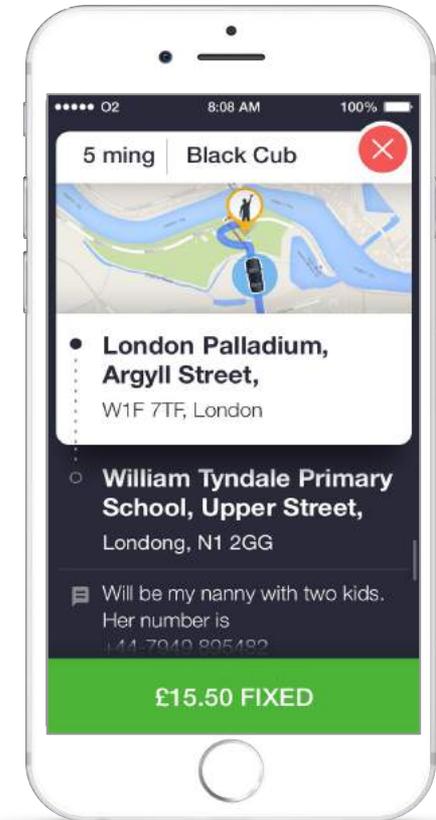
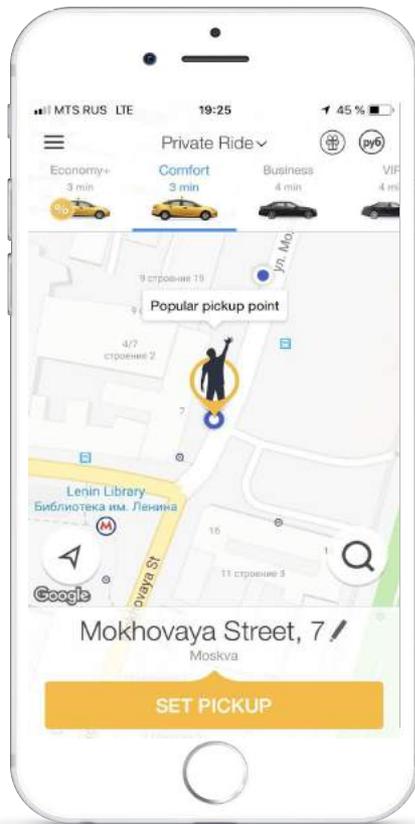
Анастасия Коханова, Driver App product

Gett





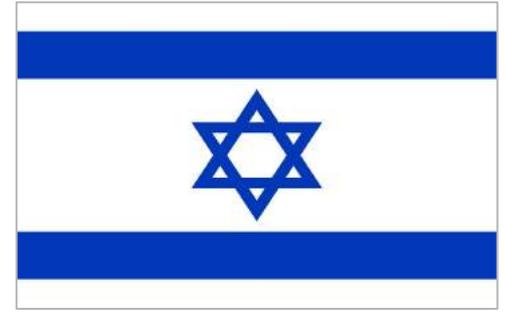




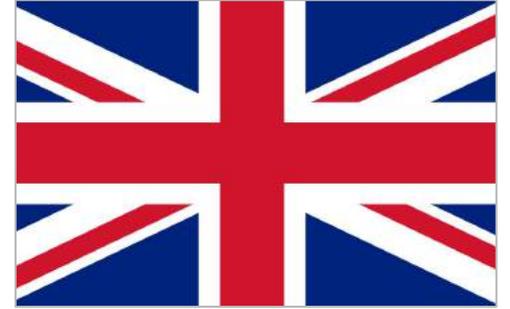
# Водители



# Водители



Водители





Uber

Яндекс Такси

maxim



СИТИМОБИЛ

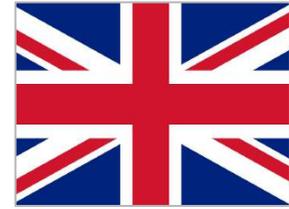


# Конкурененты

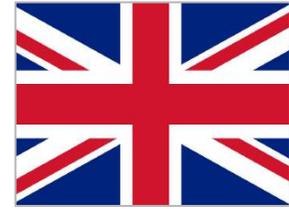


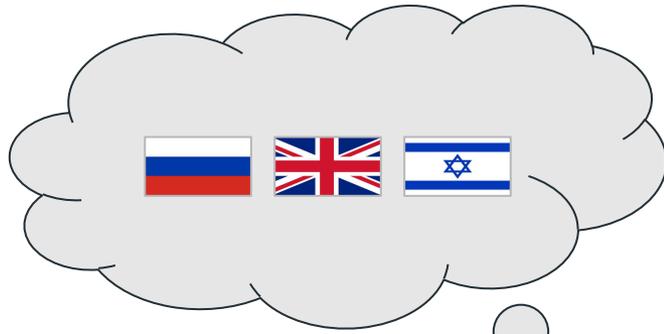
ADDISON LEE

# Ценообразование

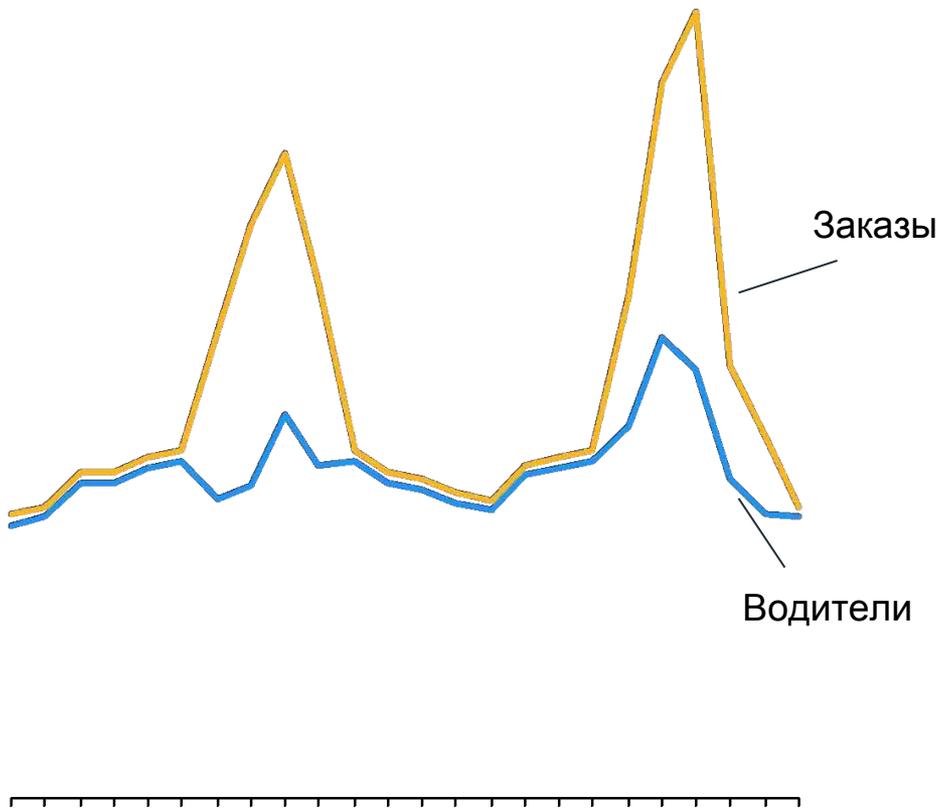


# Ценообразование

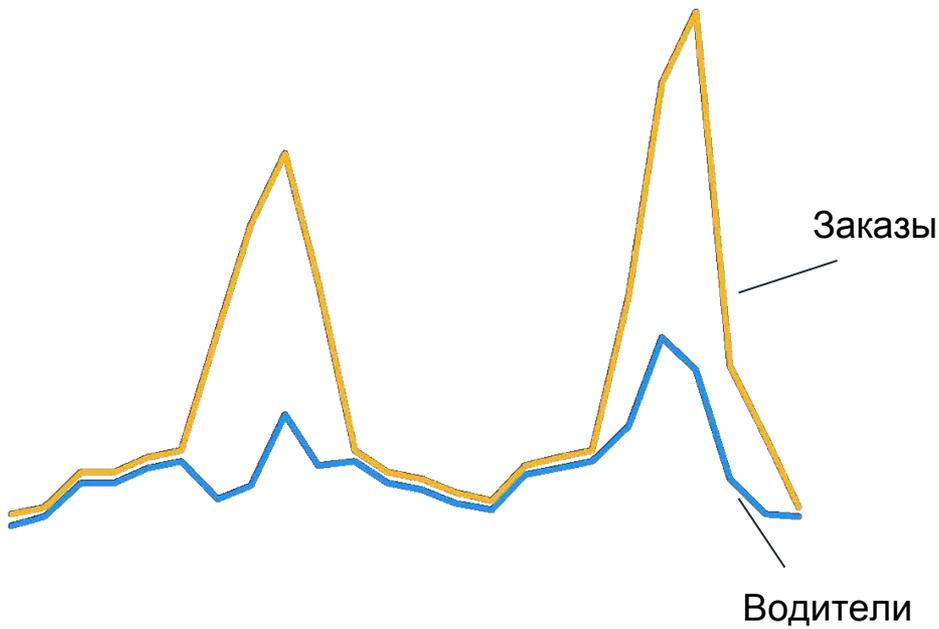




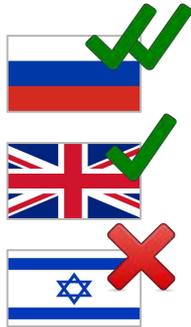
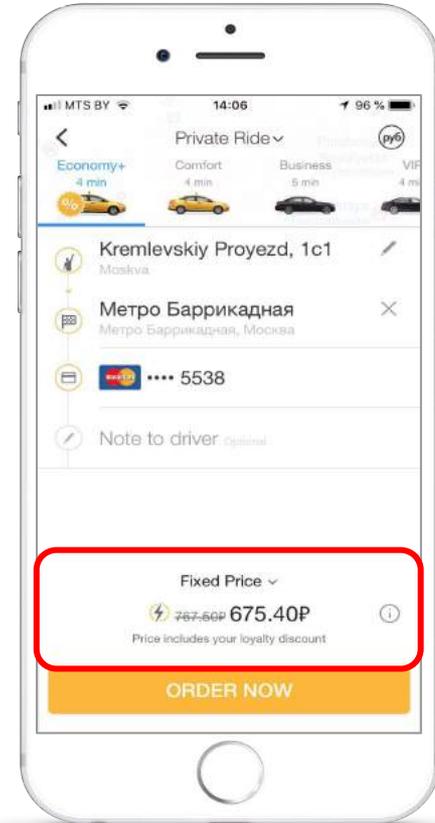
Проблема

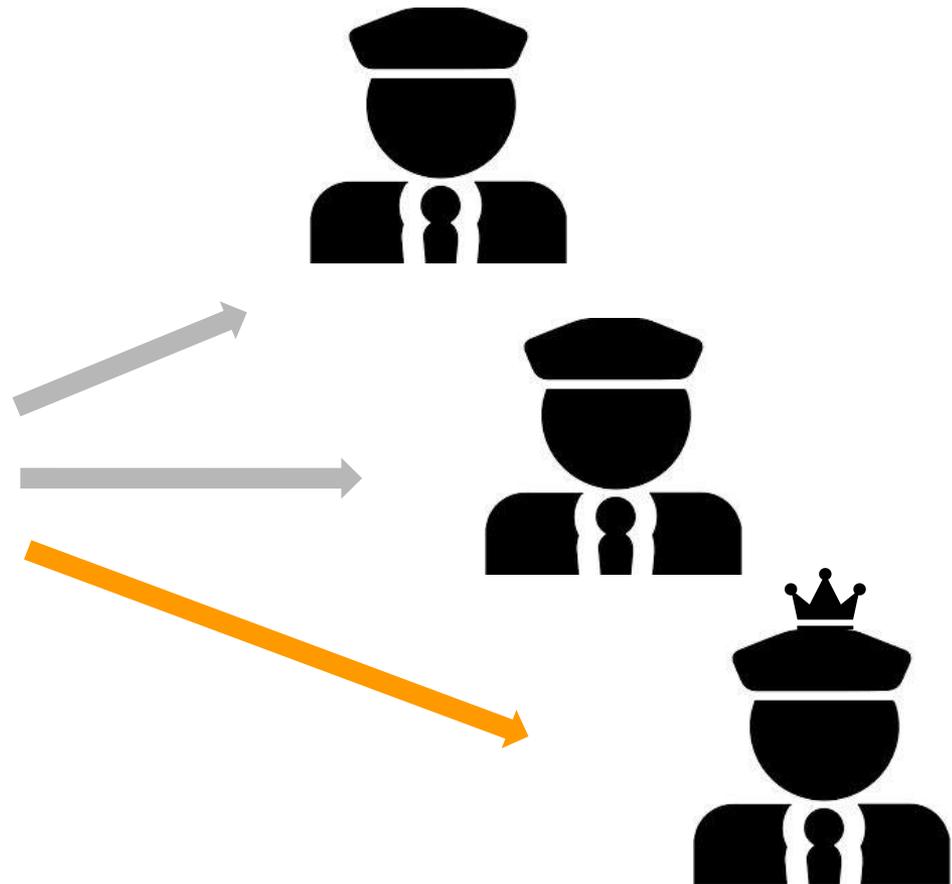
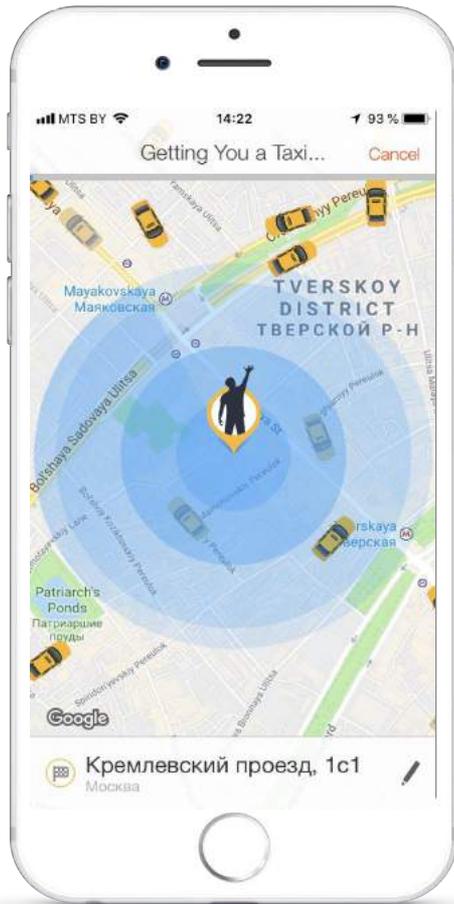


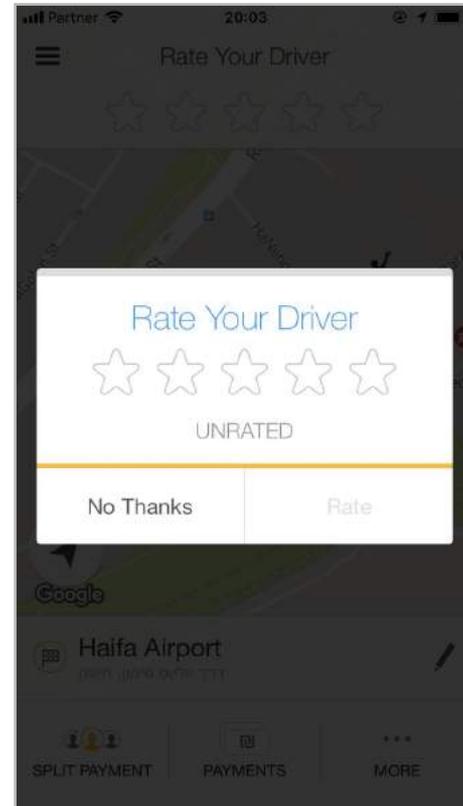
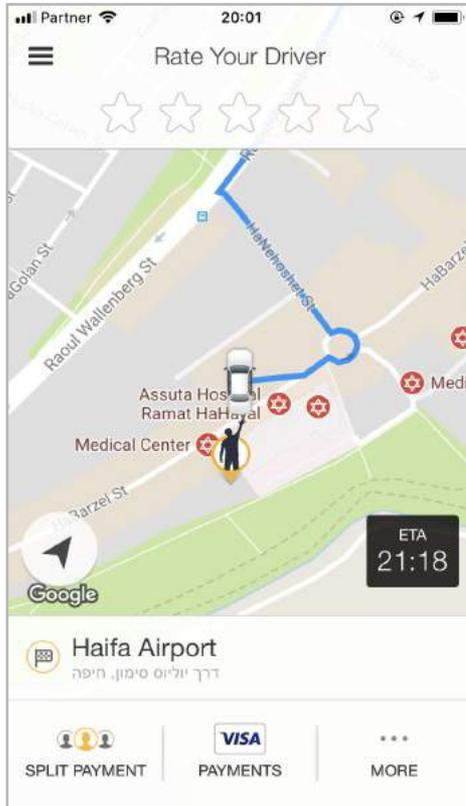
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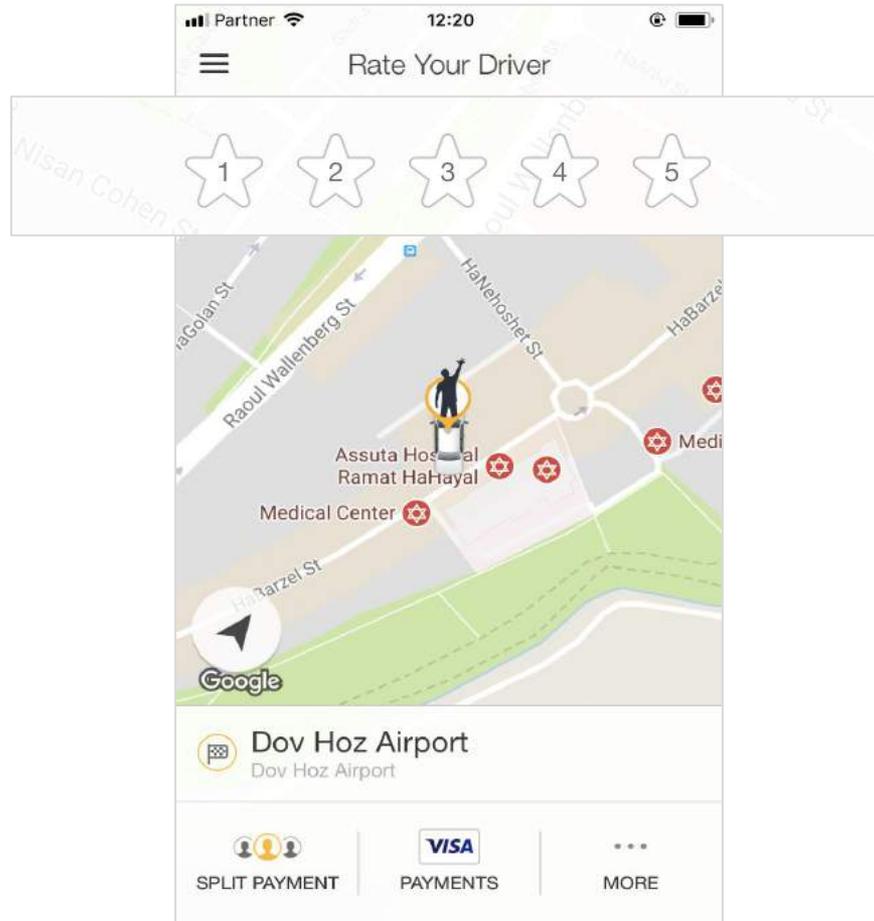


Решение









## Бизнес модель одна, но...

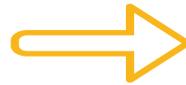
Страновые особенности

Конкуренция и позиция на рынке

Регулирование рынка

Особенности клиентов и поставщиков

Культурные различия



Значительные различия для продукта

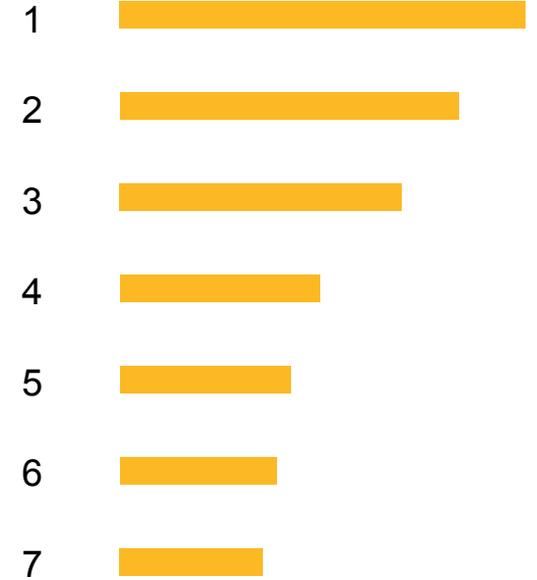
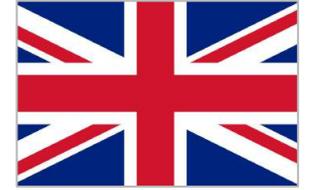
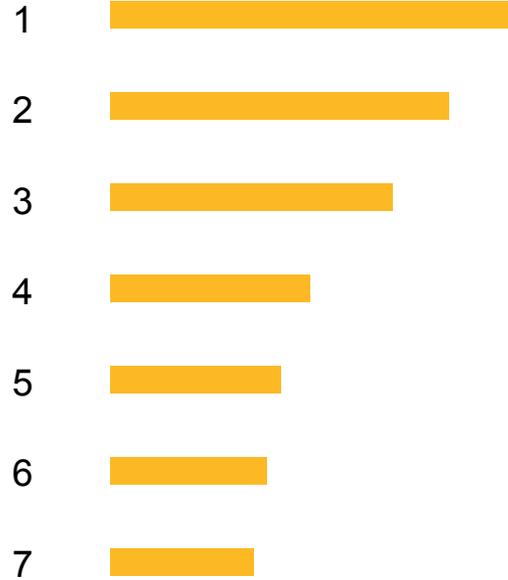
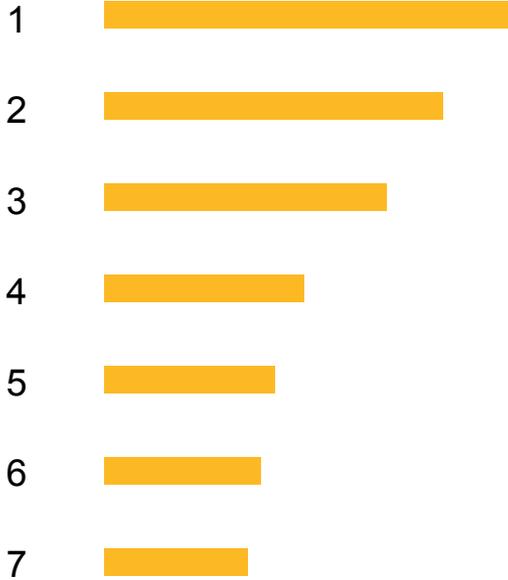
Разные проблемы

Разные приоритеты

Подходящие решения



# Проблемы и приоритеты



# Хочется сделать так



# Максимизируем пользу для компании глобально

$$\text{MAX} \left( \text{Flag of Russia} \right) + \text{MAX} \left( \text{Flag of Israel} \right) + \text{MAX} \left( \text{Flag of United Kingdom} \right)$$

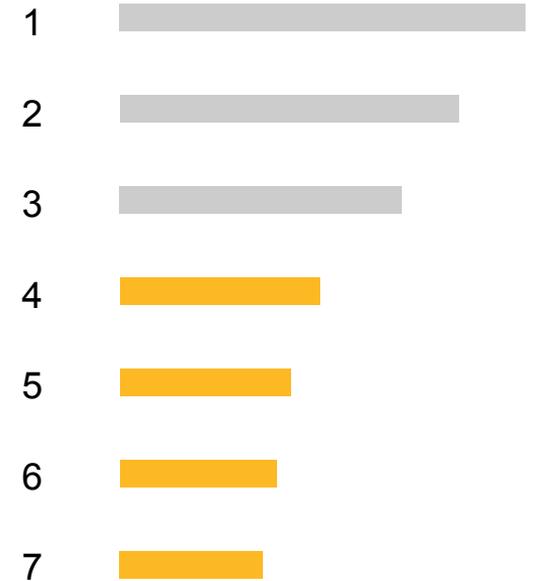
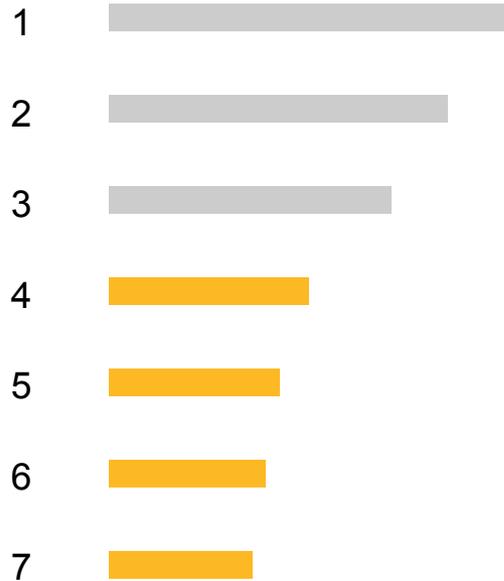
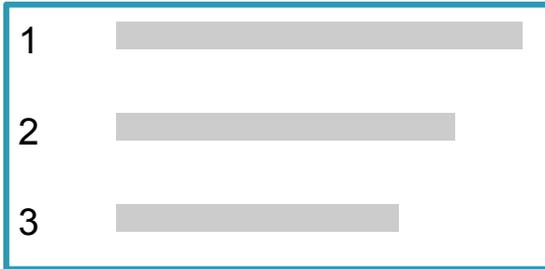
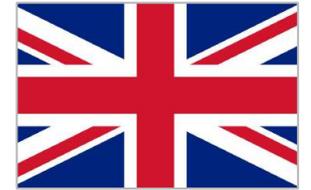


$$\text{MAX} \left( \text{Flag of Russia}, \text{Flag of Israel}, \text{Flag of United Kingdom} \right)$$



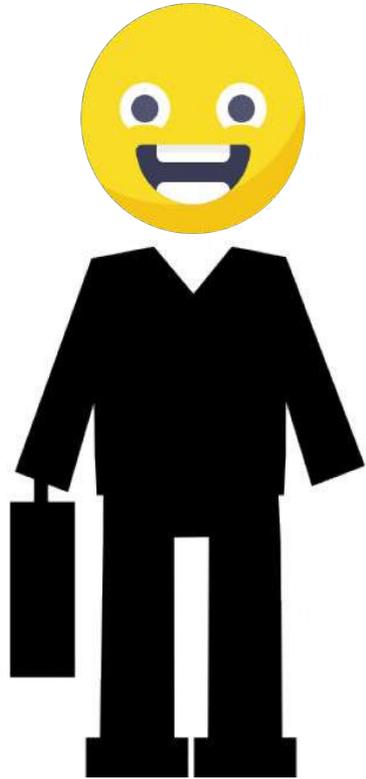
- Уникальные проблемы или решения

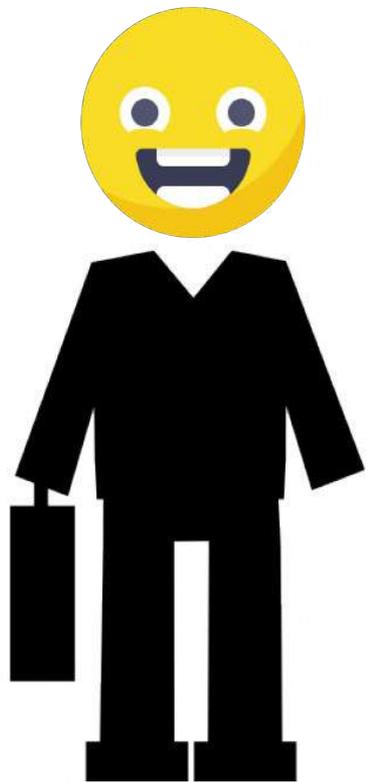
- Общие проблемы и решения



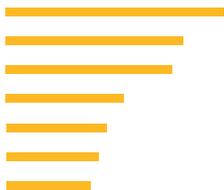
■ - Уникальные проблемы или решения

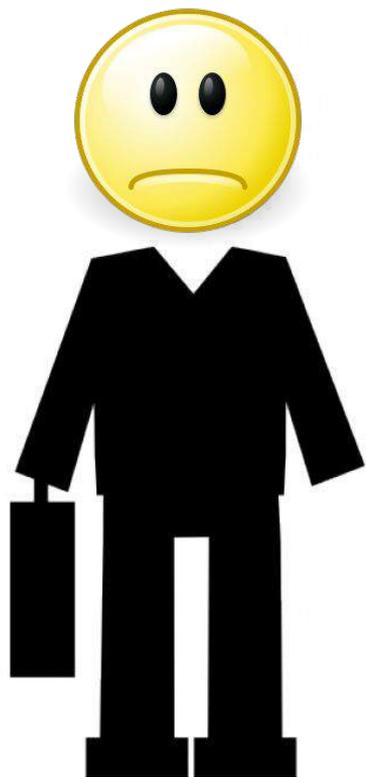
■ - Общие проблемы и решения



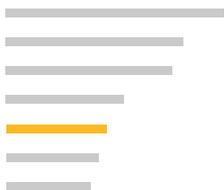


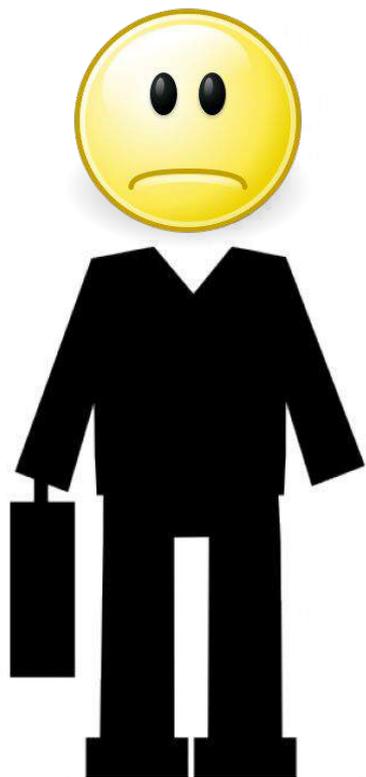
Приоритеты страны X



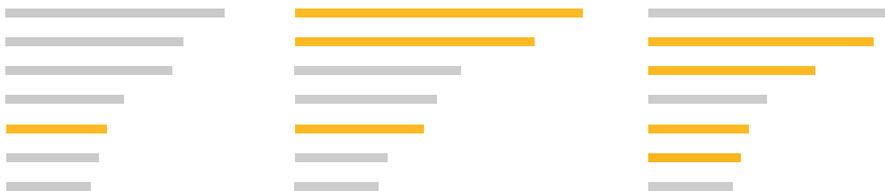


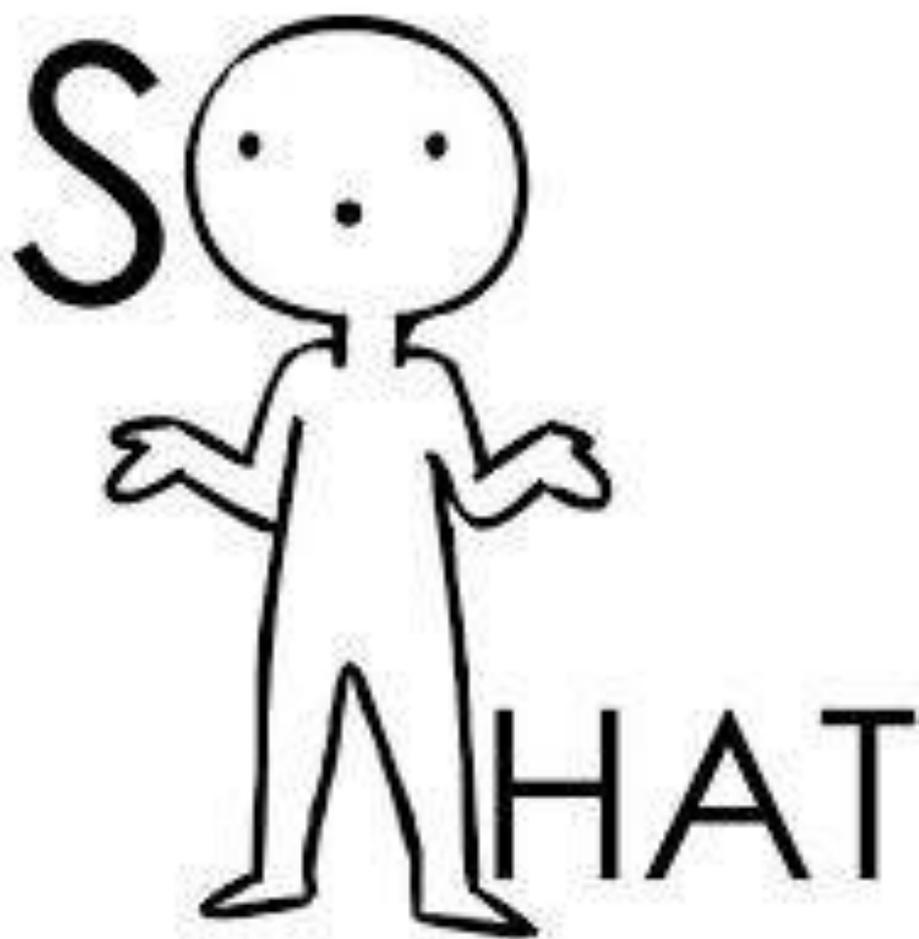
Приоритеты страны X





Приоритеты страны X





**Спасибо!**

**Анастасия Коханова**



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