

A Software Product Engineering Process for Commercial Success in Start-Up and Cases

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Abstract : Software engineers strive for technical sophistication with a dream of finding commercial success in their start-up business. But they may find their much technically sophisticated software products failing in industry in competition with lesser sophisticated products. This is because of not maintaining a clear focus on complimenting and leading commercial success through technical sophistication. This can be achieved through a software engineering specific product development process suggested in this paper. This process is about evolving a software product through specific phases and iterations until commercial triumph falls on software engineer's feet.

Keywords : software, product, engineering, commercialization, start-up, competitiveness, industry

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