# Efficient project management

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**Many projects (regardless of the industry) remain inefficiently managed and experience delays in development, exceed their development budgets, or struggle to find investors. Some are complete failures.**

Based on our experience, there are mainly two important reasons for inefficient project management:

1. The first is that potential developers still hope to realise returns despite the underlying uncertainties of such projects.
2. Second, developers are not fully aware of the complex processes and decisions to be made despite the abundant guidelines in both the academic and professional arenas.

How do we approach project management?

1. First of all, we start with initial planning and set clear communication channels within the team and external partners. We apply the fundamental principles of doing business: research, decide, develop, revise and finalise.
2. In every project (even when it is similar by nature), we consider novelty whilst following selected guidelines. In other words, project management is not about strictly following the set plan, but rather about an overall grasp of the complex decisions required, combined with a professional gut feel.

We hope these guidelines will help you to set your own efficient project management path.

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