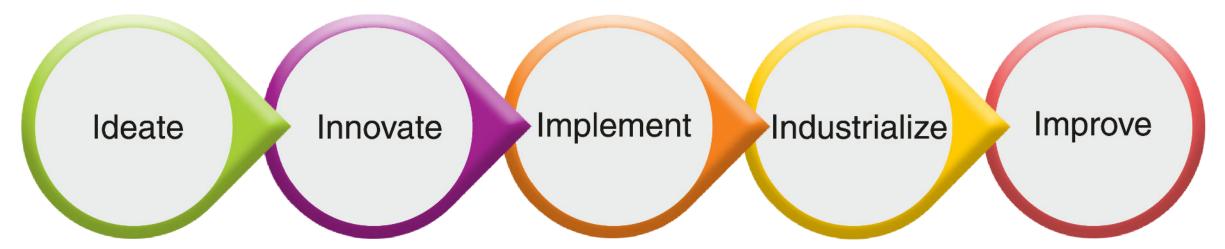


### Our Approach - 5i Framework



- Idea Generation and Validation,
- Market Validation,
- Target Pricing Decisions

- The First Product Prototype
- Draft Market Strategy

- Strategies for Marketing, Branding, Sales and Service
- Final Product version

- Manufacturing, Marketing, Sales, Distribution, and Support
- Continuous Improvement based on End-user Feedback
- Cost Optimization,
- Technology
   Obsolescence

### Coaching by faculty helps improve the learner's attitude, and level of professionalism

- We work with our clients to understand the complexity of the problems the learners are expected to handle when they join projects
- We use client specific case studies, situations, and problem statements.



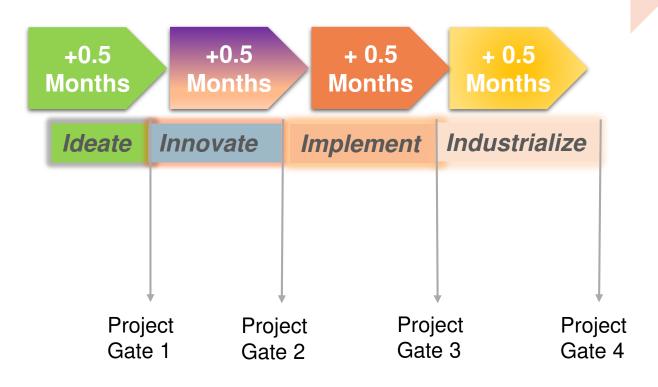
# Detailed Design – Product Management Professional Program Plan

Phase 1 15 days Phase 2

13 days of session over 2-3 months (Typical)

Phase 3 +1 month

- ✓ Program Inauguration: Day 1
- ✓ The Art and Science of Product Management: Day 1
- Product Identification
  (BYOP)/ Product
  Assignment Within 15
  days



✓ Post- program assessment



# **Detailed Design – Product Management Professional Program**

#### **IDEATE**

Day	Topics					
1	Introduction to Product Management	Idea Generation		Idea Generation Workshop		
2	Idea Validation - workshop mode on Idea generated on Day 1					
Individual preparation on market study for the generated Ideas – participants will flesh out template provided by faculty						
3	Market Validation - workshop mode					
4	Intrapreneurship/Entrepreneurship		Busir	Business Story Telling		
Gate 1						
Individual preparation on understanding potential customers, users and markets – participants will flesh out template provided by faculty						

Online Pre-reading

Case-Study Selection

Practitioner
Faculty and
Sharing of Best
Practices

F2F workshops and Authentic Discussion

**Assignments** 



# **Detailed Design – Product Management Professional Program Cont.**

#### **INNOVATE**

Day	Topics				
5	Customer Insights and Customer Centric Design	Customer Insights Workshop			
6	Preparing Draft Market Strategy	Market Strategy Workshop			
Individual preparation on possible cost of their product/service					
7	Financial insights and Modelling of Business Plan	Finance Workshop			
8	Art of Presentation	Negotiation Skills			
Gate 2					

Online Pre-reading

Case-Study Selection

Practitioner
Faculty and
Sharing of Best
Practices

F2F workshops and Authentic Discussion

**Assignments** 



# **Detailed Design – Product Management Professional Program Cont.**

#### **IMPLEMENT**

Day	Topics				
9	Introduction to GTM Strategies	GTM Workshop			
10	Introduction to Basics of Building the Product				
Individual preparation on Selling Strategies					
Gate 3					

Online Pre-reading

Case-Study Selection

Practitioner
Faculty and
Sharing of Best
Practices

F2F workshops and Authentic Discussion

**Assignments** 



# **Detailed Design – Product Management Professional Program Cont.**

#### **INDUSTRIALIZE AND IMPROVE**

Day	Topics			
11	Product Launch Strategies			
12	Selling Strategies	Continuous Improvement		
Individual preparation on Selling Strategies and Continuous Improvement				
13	Product Support and Knowledge Management	Empathy Debt? : Analytics for Continuous Improvement		
Gate 4				

Online
Pre-reading

Case-Study
Selection

Practitioner
Faculty and
Sharing of Best
Practices

F2F/ VILT
workshops and
Authentic
Discussion

**Assignments** 

