

# Software Product Management for Corporate Ventures

ISPMA®-Based Training and Certification

Software Product Management (SPM) excellence is recognized as a key success factor for software organizations – in particular in corporate ventures, i.e. startup-like units of established companies, whether done by product managers, founders or other roles. This course prepares participants for the certification exam for “Certified Software Product Manager – Startups”. Our training courses are based on the curriculum of the International Software Product Management Association (ISPMA).

## ISPMA® Startup SPM Framework



Elements of the ISPMA® Startup SPM Framework stand for tasks in a software product organization. Tasks which are not marked as E or G are not relevant in the early and growth stages of a startup. Some elements are already relevant in the early stage (E), some only become relevant when a startup enters the growth stage (G). In the Scale-Up Stage all elements of the SPM Framework are relevant.

### Trainer:

**Vibhuti Singh** is partner of Innovatum. He is focusing on software product management and organizational growth strategies. With a career spanning over 19 years, he has held pivotal roles in start-ups, hyper scale-ups, Big Tech, Big 4, and Fortune 50 companies. Vibhuti is a Fellow of ISPMA and holds an MBA from EMLyon Business School, France, graduating top of his class.



The International Software Product Management Association (**ISPMA®**) is a group of SPM experts from academia and industry that aims at fostering software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry. ISPMA provides a curriculum with Foundation, Excellence and Startup training modules and corresponding certification which are frequently updated. For more information see [www.ispma.org](http://www.ispma.org).



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## Scheduled public courses with Vibhuti Singh

Dates	Level	Location	Language
24. – 26.09.2024	SPM for Corporate Ventures	Online	English
28. – 30.10.2024	SPM for Corporate Ventures	Online	English
12. – 14.11.2024	SPM for Corporate Ventures	Online	English
11. – 13.02.2025	SPM for Corporate Ventures	Online	English

For registration go to [www.innotivum.com](http://www.innotivum.com)

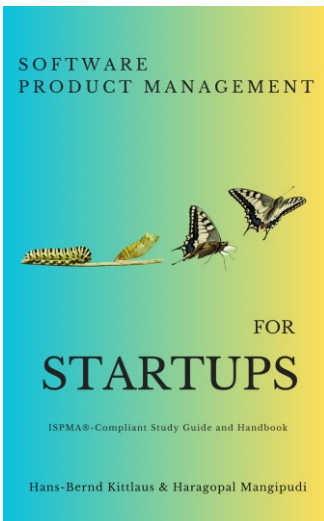
### What customers of InnoTivum training courses say

"The SPM for Startups course provided a great insight into how to structure our work. The trainer provided us with thoughtful exercises related to our reality. I would recommend this to all software startups, and my advice is to do it early in your journey, that will save you a lot of time."

**Jonas Törnblad Sandell**, Product Manager, **Entiros Integrations & Starlify**, Sweden

### Who should attend?

The "SPM for Corporate Ventures" training course is intended for product managers, founders and other roles in startup-like units of established companies who deal with SPM. The training assumes general knowledge of, and some experience in the management or development of software products or software in software-intensive systems. For product managers in scale-ups, we recommend the training course "SPM for Scale-ups".



### Hans-Bernd Kittlaus & Haragopal Mangipudi

Software Product Management for Startups – The ISPMA®-Compliant Study Guide and Handbook (InnoTivum/guNaka 2023)

"Today, software is an integral part of the business of most start-ups. The ability to adopt a software product management perspective in this important part of their business is thus key to the success of many entrepreneurs. This comprehensive book by Haragopal and Hans-Bernd, both of whom have significant product management expertise and experience, is a great guide to the science and craft of software product management for start-ups. "

**Prof. Rishiksha T. Krishnan**, Director & Professor of Strategy, Indian Institute of Management Bangalore, India

"As co-founder, practitioner as well as researcher in the product management discipline, I find this book invaluable with its fundamental insights and practical tools – this book is an ideal choice for readers seeking a strong foundation to embark as well as succeed in their startup journey."

**Frédéric Pattyn**, Co-Founder & Principal Product Manager @ NOWJOBS & PhD Student, Belgium

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