

Software Product Management for Startups

ISPMA®-Based Training and Certification

Software Product Management (SPM) excellence is recognized as a key success factor for software organizations – in particular in startups, be it “real” startups or startup-like units of established companies, whether done by product managers, founders or other roles. The International Software Product Management Association (ISPMA), an international group of experts, is offering an educational module “SPM for Startups” and certification for “Certified Software Product Manager – Startups”. Our training courses are based on 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:

Hans-Bernd Kittlaus is an internationally renowned expert on SPM and a highly experienced SPM trainer and consultant. He has been working for software organizations of all sizes, and runs his own company InnoTivum. Before he was head of SPM and development units of IBM. He is the chairman of ISPMA, and has published numerous articles and books (see reverse side). He is also a faculty member of HSB at JK Lakshmipat University, Jaipur, India.

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.



ISPMA
INTERNATIONAL
SOFTWARE PRODUCT MANAGEMENT
ASSOCIATION

INNOTIVUM

InnoTivum Consulting · info@innotivum.com · www.innotivum.com

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Scheduled public courses with Hans-Bernd Kittlaus

Dates	Level	Location	Language
18. – 20.03.2024	SPM for Startups	Online	English

All courses can be combined with the corresponding ISPMA certification exam. All courses are also available as in-house training.

For registration go to www.innotivum.com

What customers of InnoTivum training courses say

"Being new to the Software Product Manager role, the training was enlightening in many ways: Hans-Bernd Kittlaus managed to not only give a comprehensive overview of the various activities and responsibilities of an SPM, he also provided detailed insights into Product Strategy and Product Planning – always enriched with helpful advice and entertaining stories. Our product will for sure strongly benefit from my learnings during this training. Thank you for the great experience – highly recommendable."

Matthias Schlegel, Product Manager Automated Driving,
Robert Bosch GmbH, Germany

"The SPM for Startups course provided a great insight into how to structure our work. Hans-Bernd Kittlaus 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

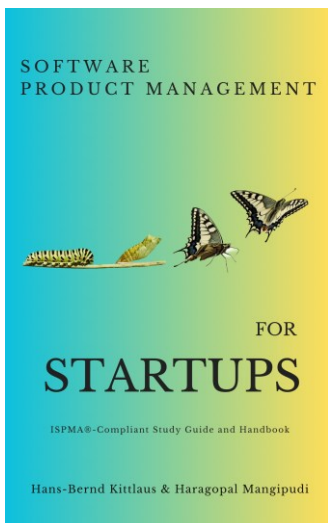
Who should attend?

The "SPM for Startups" training course is intended for product managers, founders and other roles in startups and 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 or later stages of the company's life cycle, we recommend the training course "SPM – The Foundation".

Hans-Bernd Kittlaus:

Software Product Management – The ISPMA®-Compliant Study Guide and Handbook, 2nd Edition (Springer), 2022

The SPM book covers the whole spectrum of SPM topics for more mature software product organizations.



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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