

# 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

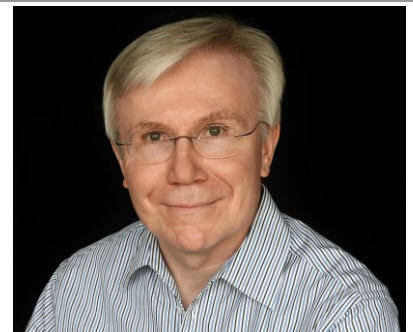


Elements of the ISPMA® Startup SPM Framework stand for tasks in a software product organization. Tasks which are not marked as E or G are not relevant in the early and growth stages of a startup. Some elements are already relevant in the early stage (E), some only become relevant when a startup enters 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, e.g. "Software Product Management" (see reverse side).

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 Hans-Bernd Kittlaus

Dates	Level	Location	Language
11. – 13.10.2022	SPM for Startups	Online	English
13. – 15.02.2023	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](http://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

"Based on a thorough worldwide market analysis for training on software product management, Samsung SDS selected the ISPMA approach and InnoTivum Consulting as training provider. The results of the training exceeded our high expectations."

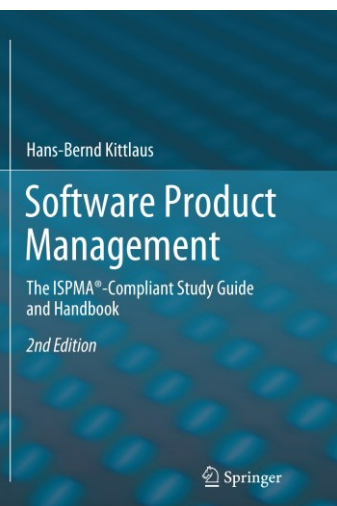
**Giyeong Son**, Vice President, **Samsung SDS**, Korea

### 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 is one of those rare individuals who is able to create and deliver content that people enjoy while they may not immediately realize how much they are learning. The training was engaging and enjoyable, the content was compact, but exhaustive at the same time. Happy that I was part of it and became a certified member of ISPMA 😊"

**Victoria Vasileva**, Junior Product Manager, **OLX**, Sofia, Bulgaria



### Hans-Bernd Kittlaus:

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

"Software-intensive products are at the heart of many businesses, so product management is a paramount business activity. But how can businesses be perfect at it? This book is the answer. It is your vademecum for all product management topics and aspects."

**Dr. Karl Michael Popp**, Chief Product Expert and Director Corporate Development, **SAP SE**, Germany

"The role of Software Product Manager (SPM) is extremely critical for the viability as well as sustainability of any software product business. This book is a "must read" as well as "must have", not just for every SPM but for all the key stakeholders and decision makers connected with a software product business."

**Haragopal Mangipudi**, Adjunct Professor, **Indian Institute of Management, Bangalore, India**; CEO, **guNaka, Bangalore, India** (formerly Infosys SVP and Global Head of Finacle)

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