Software Product Management for Startups Training based on ISPMA

Hans-Bernd Kittlaus
InnoTivum Consulting

0.   Prelude
- – Participants / ISPMA
- – Intro to training and exam

1.   Introduction and Foundations
- – Relevant terms, role, objectives
- – Startup Software Product Management Overview & Framework

2.   Product Strategy

2.1 Essentials
- – Role and Elements of Product Strategy and their Interdependencies
- – Product Name

2.2 Positioning and Product Definition

2.3 Product-Market Fit

2.4 Delivery Model and Service Strategy

2.5 Sourcing

INNOTIVUM

INNOTIVUM

4. **Strategic Management and Functional Areas**

4.1 **Corporate Strategy and Organizational Management Essentials**

4.2 **Competitive Strategy**

4.3 **Funding**

4.4 **Compliance Management**

4.5 **Market Analysis**

4.6 **Initiation and Management of Functional Areas**

- **Development**
- **Marketing**
- **Sales and Fulfillment**
- **Delivery Services and Support**

5. **Wrap Up**

6. **Certification Exam (optional)**

INNOTIVUM