

Software Product Management for Startups Training based on ISPMA

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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

- 2. Product Strategy**
 - 2.6 Pricing**
 - 2.7 Financial Management**
 - 2.8 Ecosystem Management**
 - 2.9 Legal and IPR Management**
 - 2.10 Performance and Risk Management**

- 3. Product Planning**
 - 3.1 Product Planning Approaches**
 - 3.2 Customer Insight**
 - 3.3 Product Requirements Engineering**
 - 3.4 Release Planning**
 - 3.5 Roadmapping**
 - 3.6 Product Life Cycle Management**

- 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)**