Learn more about experiments and “Prototypes” to achieve problem/solution-fit, product/market-fit and be able to scale while reducing risk and increasing customer value. You will get a toolbox for successful business models.

**Product Management - 19th - 20th January 2023**

- Traditional and innovative product management processes
- Lifecycle management process
- Finding and developing new product and service ideas
- Defining customer needs and value proposition
- User-Led-Innovation, integration of user and co-creation
- Iterative process to get a valid concept including prototyping
- Smart-up Lean Canvas

**Top speakers**

- Prof. Dr. Patrick Link, Lucerne University of Applied Sciences & Arts

**What our students said**

- A real input for our future business
- Inspiring teachers and experts
- Very interactive course

**Course location:** iimt - University of Fribourg  
**Course fee/module:** CHF 1’400.–  
**Course language:** English  
**Registration:** www.iimt.ch or iimt@unifr.ch