

# Product Management



Learn more about experiments and “Pretotypes” 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 - 19<sup>th</sup> - 20<sup>th</sup> 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

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| Course location:    | iimt - University of Fribourg  |
| Course fee/ module: | CHF 1'400.--   |
| Course language:    | English  |
| Registration:       | <a href="http://www.iimt.ch">www.iimt.ch</a> or <a href="mailto:iimt@unifr.ch">iimt@unifr.ch</a> |