

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 - 23rd - 24th January 2018

- Finding and developing new product and service ideas
- Defining customer profile 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. Sascha Götte, Lucerne University of Applied Sciences & Arts
- Prof. Dr. Patrick Link, Lucerne University of Applied Sciences & Arts

What our students said

- I have learned a lot and it was practical
- Interesting and interactive
- Very skilled and pleasant presentations

Course location:	iimt - University of Fribourg
Course fee:	CHF 1'400.--
Course language:	English
Registration:	www.iimt.ch or iimt@unifr.ch