Software Product Management For Startups
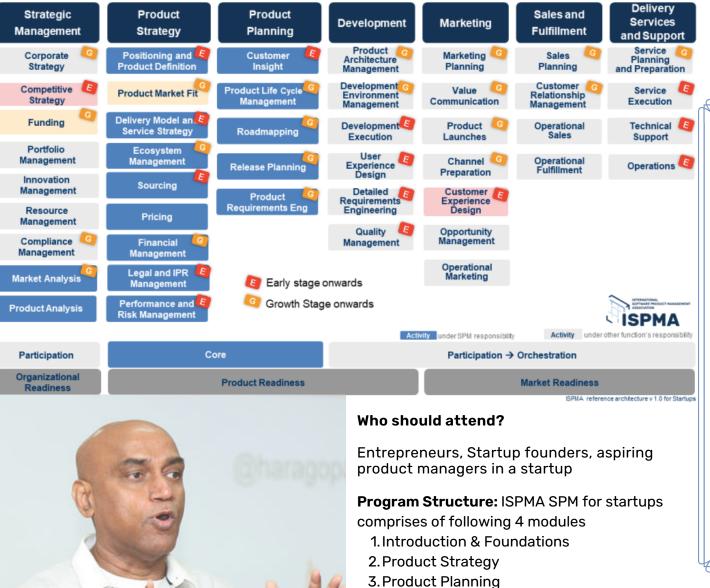
The Virtuous Spiral of Product-Market Fit

Customer Value

Customers / Market

Time

Product-Market Fit is not an event but a continuous journey of market relevance

© gunaka

A startup is not a smaller version of a business enterprise. It is critical for entrepreneurs/ founders especially in the early stages of startups to ensure the necessary focus on product market fit, customer value, time to market during the early phases of the company and product. The younger the startup, the greater the possibility that "persevere or pivot" decisions will be made to the product,

ISPMA Reference Architecture

Strategic Management	Product Strategy	Product Planning	Development	Marketing	Sales and Fulfillment	Delivery Services and Support
Corporate Strategy (G)	Positioning and Product Definition (E)	Customer Insight (E)	Product Architecture Management (G)	Marketing Planning (G)	Sales Planning (G)	Service Planning and Preparation (G)
Competitive Strategy (E)	Product Market Fit (G)	Product Life Cycle Management (G)	Development Environment Management (G)	Value Communication (G)	Customer Relationship Management (G)	Service Execution (E)
Funding (G)	Delivery Model and Service Strategy (E)	Roadmapping (G)	Development Execution (E)	Product Launches (G)	Operational Sales	Technical Support (E)
Portfolio Management	Ecosystem Management (G)	Release Planning (E)	User Experience Design (E)	Channel Preparation (G)	Operational Fulfillment	Operations (E)
Innovation Management	Sourcing (E)	Product Requirements Eng (G)	Detailed Requirements Engineering (E)	Customer Experience Design (E)		
Resource Management	Pricing		Quality Management (E)	Opportunity Management		
Compliance Management (G)	Financial Management (G)			Operational Marketing		
Market Analysis	Legal and IPR Management (E)					
Product Analysis	Performance and Risk Management (E)					

(E) Early stage onwards
(G) Growth Stage onwards

| Activity | under SPM responsibility | Activity | under other function's responsibility |

Participation	Core	Participation → Orchestration
Organizational Readiness	Product Readiness	Market Readiness

ISPMA reference architecture v 1.0 for Startups

---

66 Founders speak:

"Creating more VALUE for customers , thus more business which in turn drives growth , is the whole essence of this workshop"
- Soma Srikanth, Co - Founder & CEO, DevAppSol

"To simply put the course was like a north star to us giving the right direction & vision" –
Ganesh Shankar & Emanuel Deepak, Founder & Co-founder, Fluxgen Technologies
Watch Video>>

"It was broad in scope as well as deep in some essential areas like pricing, product strategy. The assignments were thought provoking and can be readily applied in practice"
- Bipin Pradeep Kumar, VoiceAI for Edge
Watch Video>>

"Asking the right question & doing the right things were some of the key take aways for me in this course. The price vs value determination, deriving price out of value exercises helped me a lot to ask those questions and think through in my product
"- Murali Srinivasan, Founder & CEO, LionCircuits

Who should attend?

Entrepreneurs, Startup founders, aspiring product managers in a startup

Program Structure: ISPMA SPM for startups comprises of following 4 modules
1. Introduction & Foundations
2. Product Strategy
3. Product Planning
4. Strategic management & functional areas.

Program Duration & Material:

2 days workshop with 12 hrs of instruction with assignments
Study material and presentations

CONTACT US
connect@gunaka.com
Ph: +91-9731388955/ 9483461444
www.gunaka.org

About Faculty

Haragopal Mangipudi (Hara) is the Global board member of ISPMA, Founder guNaka Consulting, He teaches product management at IIMB, IIITB, IIT Palakad. During his 20+ year product leadersjip, he was instrumental in building a world class "Made in India" software and set the path towards "India as a product nation". He is currently coaching, mentoring & training young product leaders, executives and managers, helping them build great product companies.

About ISPMA

The International Software Product Management Association (ISPMA) is a group of SPM experts from academia and industry that aims at fostering software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry. ISPMA provides a curriculum with Foundation and Excellence Level training modules and corresponding certification. For more information

For more details on syllabus & certifications: www.ispma.org.