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.
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 leadership, 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 Faculty

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

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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

Watch Video>>

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.