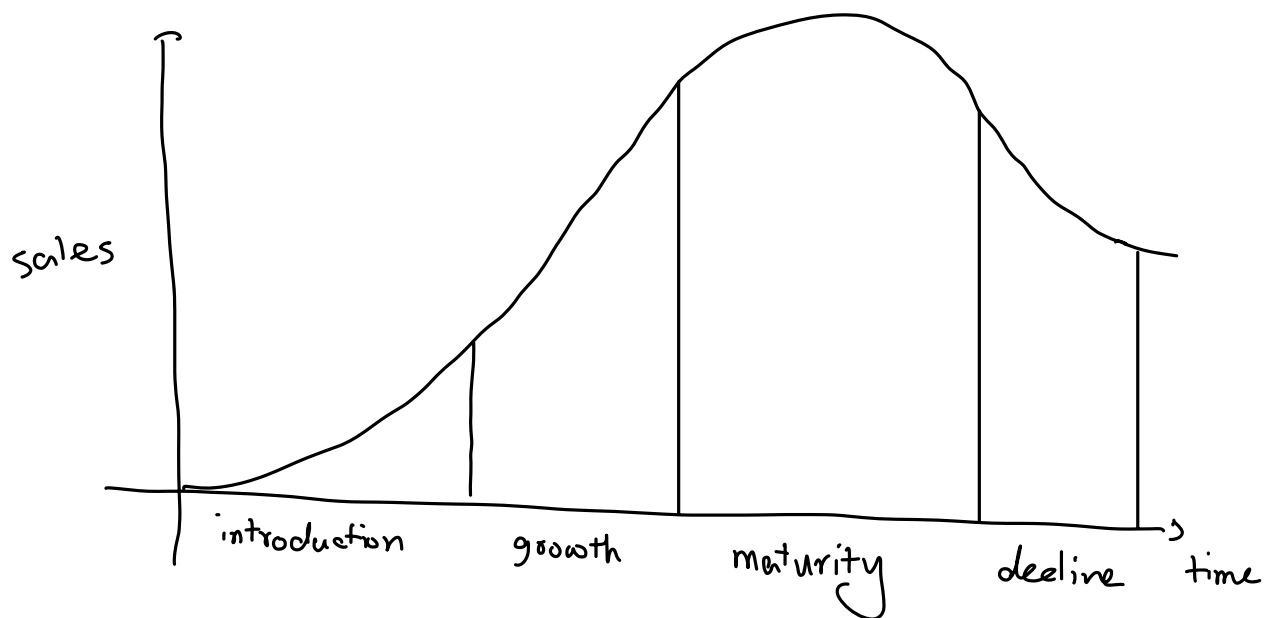


# Product Management Fundamentals

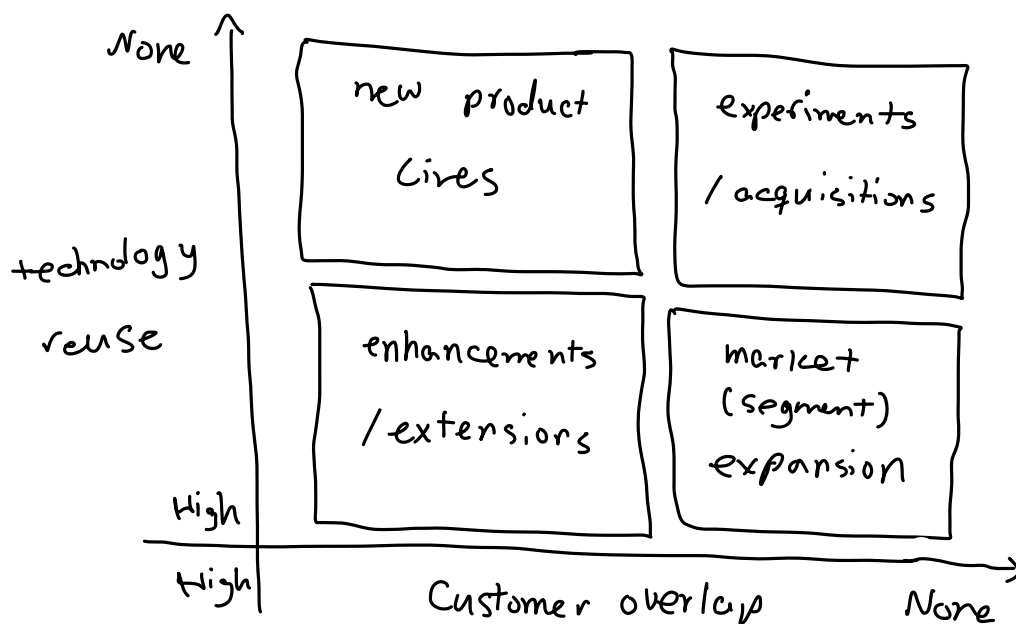
## △ product development cycle

- ① plan    ② define and validate    ③ build    ④ acquire  
⑤ retain and support    ⑥ measure

## △ product life cycle



## △ where to invest



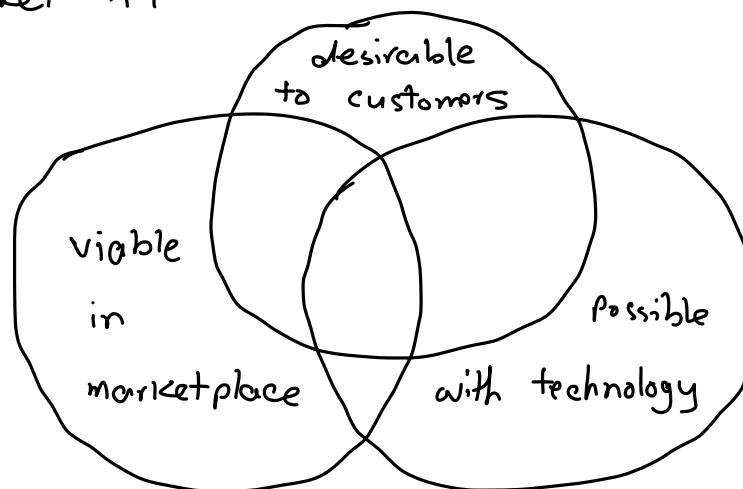
## ⚠ SWOT Framework

	Positive	Negative
Internal	Strengths	Weaknesses
External	Opportunities	Threats

## ⚠ Feature Table

#	Your Company	Competitor A	Competitor B	Competitor C
Feature 1	✓	✗	✓	✗
Feature 2	✓	✗	✓	✗
Onboarding	✗	✓	✓	✓
Customer Supp	✓	✗	✗	✗

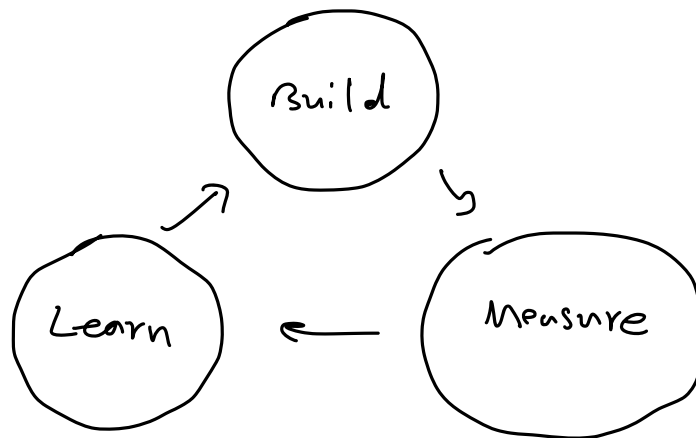
## ⚠ product market fit



# 1 Business Model Canvas

<b>KEY PARTNERS</b> Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	<b>KEY ACTIVITIES</b> What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	<b>VALUE PROPOSITIONS</b> What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	<b>CUSTOMER RELATIONSHIPS</b> How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	<b>CUSTOMER SEGMENTS</b> For whom are we creating value? Who are our most important customers? What are the customer archetypes?
	<b>KEY RESOURCES</b> What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?		<b>CHANNELS</b> Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
<b>COST STRUCTURE</b> What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?			<b>REVENUE STREAMS</b> For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?	

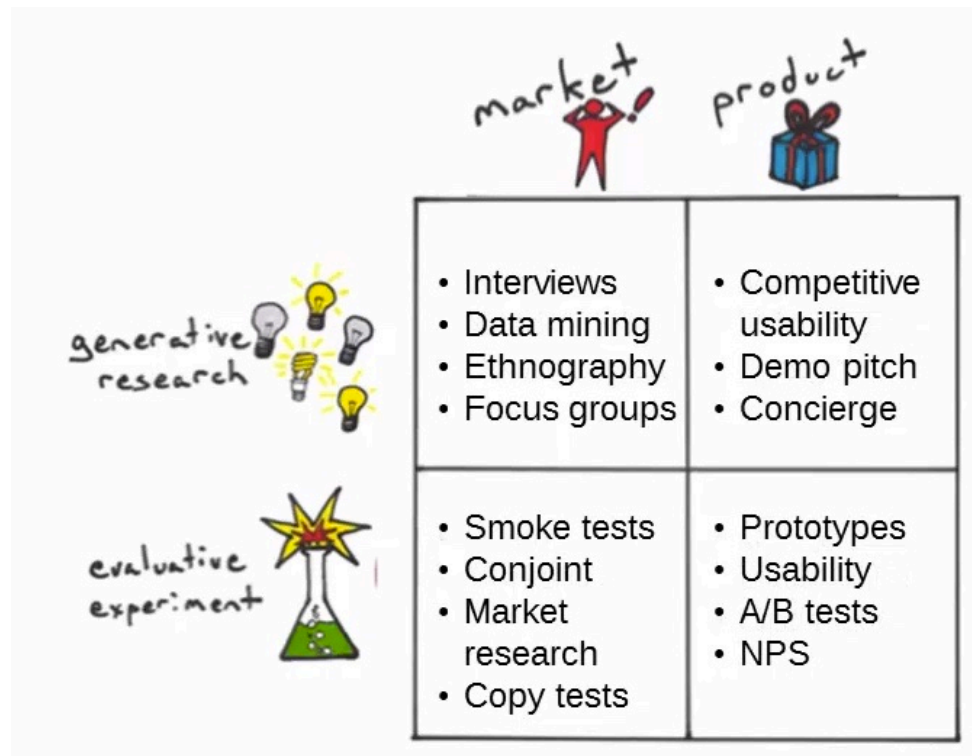
# 1 Lean



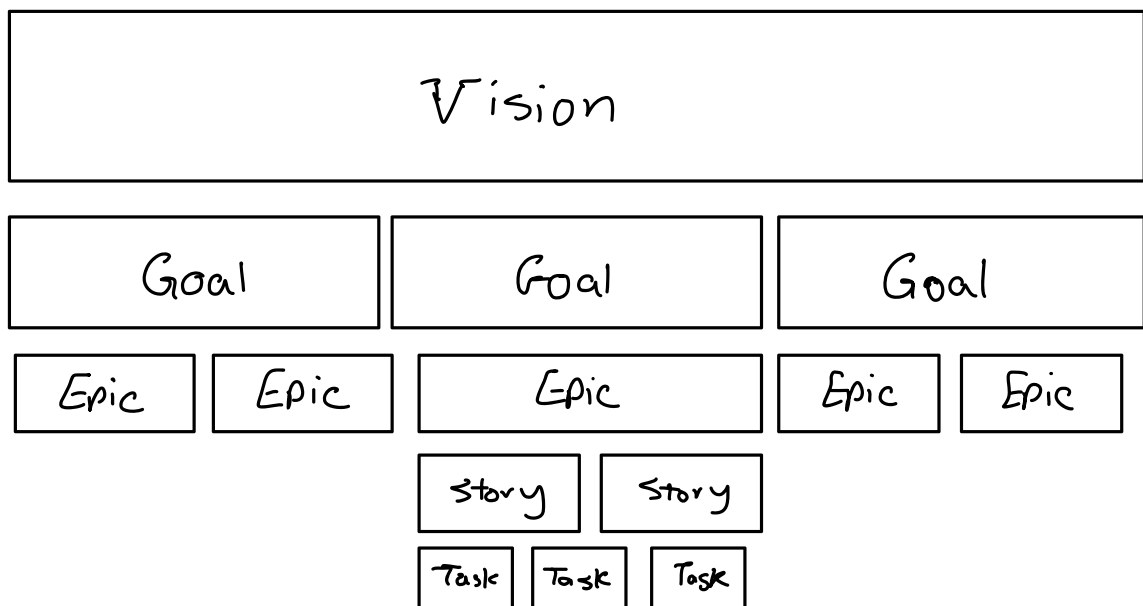
# 1 User Story format

↳ As a < user or persona > , I want < goal >  
 So that < benefit >

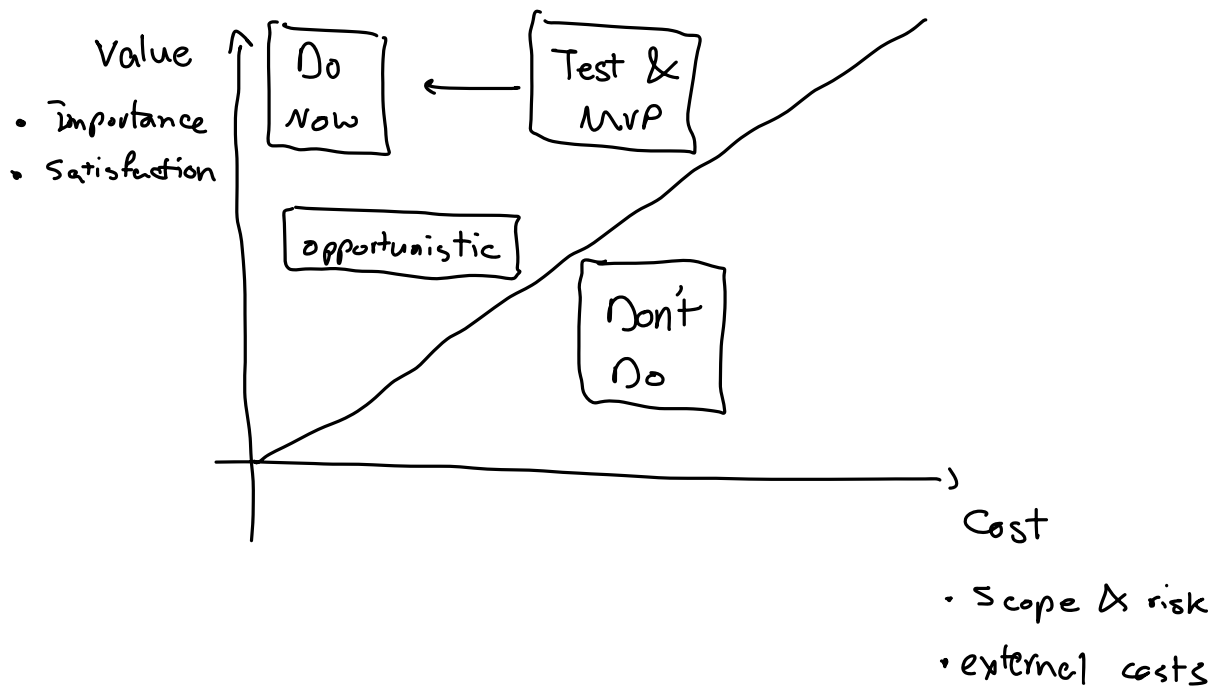
## ⚠ MRP research method



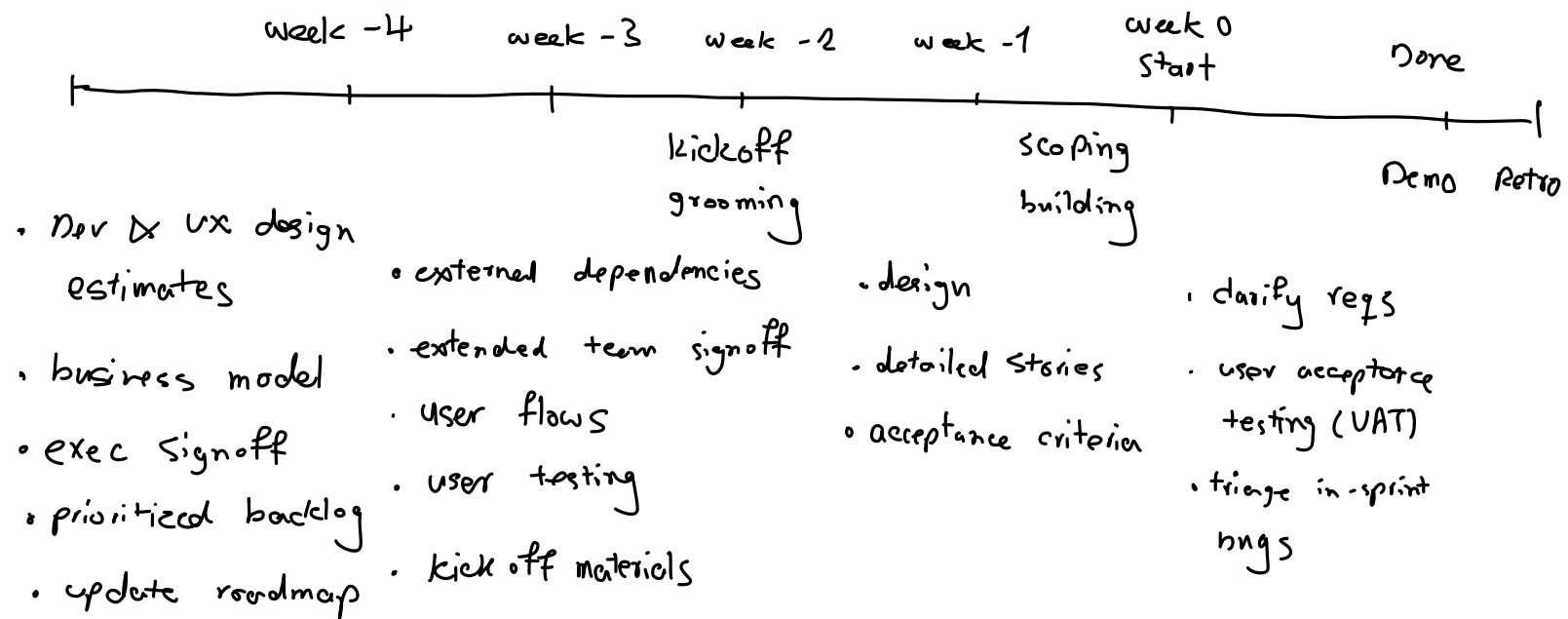
## ⚠ Units of work



## ⚠️ Prioritization



## ⚠️ Product Owner activities during Sprint process



## ⚠ Program Management Vs Project Management

Program Management	Project Management
Scrum Master	Schedule milestones
tech specs	assigns follow-up
Eng. team assignments	Status communication
external partners	budget
tech documentation	change control

## ⚠ Product Team

