



ENOVERLAB
GROWTH
PRODUCT
MANAGEMENT

PROGRAM BROCHURE

Welcome to Enoverlab

Enoverlab is a training institute that provides product management training to individuals and corporate organizations.

At Enoverlab, we groom talents with the knowledge, skills, tools and experience they need to function effectively in the role of a Product Manager.

Every single day, our mission is to build product managers who will lead the development and delivery of impactful products to the world from Africa.

Enoverlab is accredited by ACTD (American Council of Training and Development) and we are a member of ACTDs global network of professional institutes across the globe.

This brochure contains the syllabus of our Growth Product Management program, which is our detailed training for product managers with a minimum of one year working experience to dive deep into the world of driving product growth.

With a combination of theoretical concepts, practical exercises, and real-world case studies, the Growth Product Management program will help you to learn the required knowledge, skills and tools you need to drive sustainable growth for your product and take your product to the next level.

The training will run for 8 weeks.

It is an online instructor-led training that would be held on Google Meet. It is not a pre-recorded program.

Actual training schedule would be communicated based on each cohort admission.

PROGRAM SYLLABUS

WEEK 1

Class 1

- Introduction to Product Growth
- What is Product Growth?
- Traditional Product Managers vs Growth Product Managers
- The 3 Pillars of Growth
- Types of Growth Product Managers by Approach
- The Growth Product Manager's Toolkit
- Soft Skills for The Growth Product Manager

Class 2

- Achieving Product Market Fit (PMF)
 - What is Product Market Fit?
 - When In The Life Cycle Should You Achieve PMF
 - When Does a Growth Product Manager come In?
 - Why is Achieving PMF Important to Growth?
 - PMF Checklist: How to know you have truly achieved PMF
 - What to Do If You Haven't Achieved PMF
 - Growing From PMF
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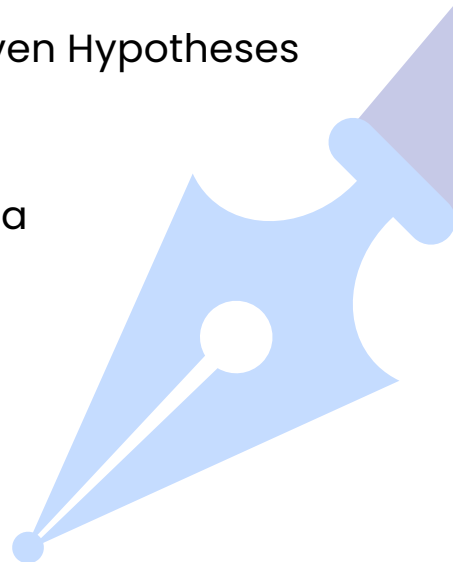
WEEK 2

Class 3

- Product Analytics: The Ultimate Growth Driver
- Importance of Product Analytics to Product Growth
- Getting Started With Product Analytics
- Types of Data Provided by Analytic Tools
- Tracking The Right Data
- Steps to Choosing The Right Events to Track
- Segmentation: Event and Profile Based

Class 4

- Analyzing User Engagement
- Analyzing User Engagement
(Power Users/Core Users/Casual Users)
- Methods of Measuring Analytics Making Data-Driven Hypotheses
- Qualitative vs Quantitative Data
- Combining Quantitative Data with Qualitative Data
- Tracking Data with Amplitude & Mixpanel



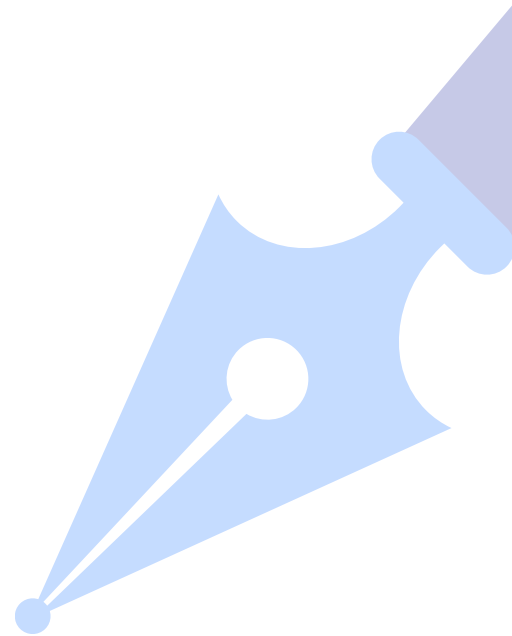
WEEK 3

Class 5

- Product Growth Framework: The AARRR Model
- What is a Growth Funnel?
- Introduction to the AARRR Growth Funnel
- Importance of Growth Funnels
- How to Find Your North Star Metric
- Acquisition Metrics (CAC, LTV, CLV, Payback Period)
- How to Optimize Your Product for Acquisition

Class 6

- Activation Metrics
- Activation Metrics (Activation rate)
- How to Optimize Your Product for Activation
- Retention Metrics (Retention rate, Churn.
Rate, Retention Frequency, DAU/WAU/MAU)
- How to Retain Customers On Your Product With Value Moments



WEEK 4

Class 7

- Revenue Metrics
- Revenue Metrics: Understanding your business model
- How to Increase Revenue: Conversion Rate Optimization and Competitive Pricing
- Referral: Viral Coefficients and Viral Loops

Class 8

- Virality
- Referral: Influencer Marketing
- How to Optimize Your Product To Enhance Virality



WEEK 5

Class 9

- Understanding Product Growth Terms
- Gamification
- Time-to-Value
- Economies of Scale
- Network Effects
- Personalisation
- Habit Forming
- Growth Funnels
- Growth loops, etc

Class 10

- Product Led Growth
- What is Product-Led Growth
- Principles of Product Led Growth
- How to Know if Your Product is Right for PLG Strategies
- How to Find The Right PLG Strategies for Your Product
- Exploring PLG Strategies in Popular Product Examples



WEEK 6

Class 11

- Creating and Implementing a Growth Strategy
- What is a Growth Strategy?
- Different Types of Growth
- Choosing the Right Growth Goal for Your Product
- Setting Realistic KPIs
- How to Create a Growth Strategy

Project: Create a growth strategy for your favourite product

Class 12

- Identifying Growth Pockets
- Identifying Growth Pockets
- Identifying Growth Challenges
- How to Align Your Team with Your Growth Strategy
- How to Design a Growth Funnel
- How to Design Growth Loops



WEEK 7

Class 13

- Collaborating with the Marketing Team
- How to Align with the Marketing Team on Growth Goals
- How To Find a Healthy Intersection between Product and Marketing
- Building For Marketing
- Effective Communication Among Teams
- Clarifying Tasks, Responsibilities, and KPIs
- Effective implementation of growth plans

Class 14

- Executing Your Growth Strategy
- Aligning With Non-Product Teams on Execution Plans
- How to Prepare For Growth Results
- How to Measure Results
- Rapid Testing & Experimentation; A/B Testing & Usability Testing
- Collecting Feedback
- Implementing Feedback



WEEK 8

Class 15

- Analyzing Different Growth Strategies of Major Tech Companies
- Kuda
- Opay
- Chowdeck
- Paystack
- Meta
- Duolingo

WEEK 9

Project Presentation





Oyinkansolami

(Product Manager, Learn Wazobia)

Oyinkansolami is a Growth Product Manager with a knack for building products that people love and businesses that thrive through them. With 5 years of cumulative experience, she brings a diverse skill set spanning product management, product marketing, business management, and business growth.

Beyond her product expertise, Oyinkansolami possesses a strong understanding of business fundamentals and growth strategies. She has worked with brands and startups across multiple industries, such as healthtech, e-commerce, and edtech, among others, to drive product growth by implementing data-driven, product-led strategies that achieve measurable results.

Oyinkansolami is currently building Learn Wazobia, a culture and language learning platform for Nigerians in the diaspora to stay connected to their roots.



Olabanji Ewenla

(Lead Product Manager, Dashouts)

Olabanji is an experienced product manager with over six years of experience working in different industries like education, health and wellness, logistics and mobility, travel and tourism; he understands what it means to be an advocate for the user, be an iterative problem solver, drive continuous value creation for the users and ensure organizations achieve their goals and objectives without neglecting technical feasibility.

He has worked on multiple products with companies such as Teckerone, Pukkaview, Perxels, ZeroDepression, and Dashouts.

He has led 40 different open-source tech teams consisting of more than 300 tech talents (Product Managers, UIUX Designers and Software Developers) to build different web products across diverse industries.

Olabanji is a Certified Product Manager by AIPMM (Association of International Product Marketing and Management).

He is also the Co-founder and CEO of Enoverlab.

Conclusion

Upon completion of the training, you would have gotten the knowledge and skills you need to drive your product to the next level of growth – you will be able to increase the number of users, increase user engagement, and scale up your product's business revenue

Presentation of Certificate

At the end of the program, each trainee is presented with Enoverlab's Technical Product Management Program certificate accredited by ACTD (American Council of Training and Development)

The certificate can be presented to any organization globally thereby giving you leverage when applying to any product management roles.



If you have further questions or need more clarifications, do send an email to info@enoverlab.com or simply call [+2349063124595](tel:+2349063124595) and [+2347053395509](tel:+2347053395509)

See you at the other side of growth.

Cheers!!!