



## PRODUCT IDEATION

# Expanding product lines

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I'm a Product Manager of an ed tech platform that helps students of any age learn how to code & start taking up freelance projects. I'm already monetizing this service well and now want to branch off to other areas. What adjacent product or services can I offer that leverages my strengths & can quickly turn a profit?



There are several adjacent products or services that you could potentially offer that would leverage your strengths and quickly turn a profit. Some ideas include:

1. Offering a more advanced coding curriculum for students who have completed your current coursework and are looking to take their skills to the next level.
2. Providing career services, such as resume building, interview coaching, and job placement assistance, for students who have completed your coursework and are ready to enter the workforce.
3. Creating a marketplace where students can connect with freelance clients looking for coding work.
4. Offering a mentorship program where students can work one-on-one with experienced coders to gain additional guidance and support.
5. Creating a community of students and alumni who can collaborate on projects, share resources, and offer support to one another.
6. Developing a mobile application to make it easier for students to access your platform on-the-go and learn anywhere.

It's important to note that before expanding your services, it's crucial to understand your target audience, what are the current pain points and what additional services or products will complement or enhance their experience and also validate the idea with a small group of customers before committing resources to the development.