

DAO QUYNH HUONG

Project Initiative: Product Pioneer Candidate

Former RevOps Intern @ELSA Corp.

Co-founder @Product Pioneer Candidate

Former Project Manager @Up, Vietnam!

Senior @FTU

Product & Operations Enthusiast

Data-driven, Analytical, Critical Thinker



Product Pioneer Candidate

Bridging the Gap in Product Management
- A contest simulating tech product team recruitment

Đơn vị tổ chức



Nhà tài trợ Bạch Kim



Nhà tài trợ Vàng

careerviet

Nhà tài trợ Đồng



Bảo trợ chuyên môn



Đối tác chuyên môn



Nhà tài trợ đồng hành



Nhà tài trợ nền tảng



Đối tác cộng đồng



Bảo trợ truyền thông



PRODUCT PIONEER CANDIDATE

DARE TO BELIEVE - DARE TO TRY

14.05 - 10.06

Application Form & CV

15.06 - 16.06

Aptitude Test

18.06 - 13.07

Product Case Study

19.07 - 20.07

Interview



Situation

Students struggle in pursuing **Product Management** path

1

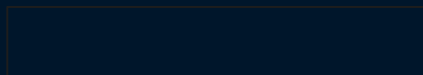
lack real-world experience, while facing enterprise-level challenges

2

struggled to find experienced and aspiring mentors who ready to guide them

3

need to prove themselves in the competitive labour market, especially in tech



Tasks

Product Pioneer Candidate was built to address this problem

A contest simulating tech product team recruitment

1

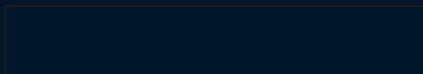
Provide hands-on experience through realistic industry case challenges

2

Connect participants with mentors

3

Enhance career opportunities through training workshops and selective internships



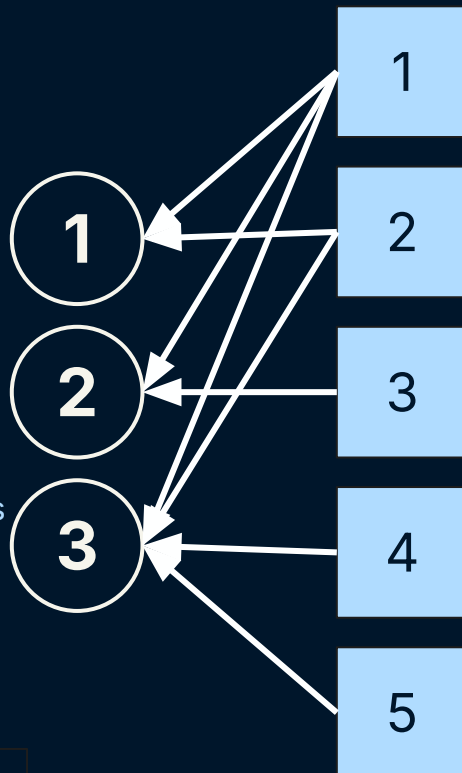
Action

Tasks

Provide hands-on experience through realistic industry case challenges

Connect participants with mentors

Enhance career opportunities through training workshops and selective internships



Actions

Planned and Led members to execute:

Contest structure design, stakeholders planning, participant journey design, judging criteria

Companies Partnerships: Secured product case, judges, internship positions from product and tech companies

Professionals Partnerships: connect with admiring product professionals to be the mentors for participant teams

Learning & Networking: Organized trainings for skill development. Encourage teams to connect and learn from their mentors and peers

Logistics & Outreach: Managed sponsorships, and operations between functions.

Results

Participants Engagement

200+ participants

90+ solve product cases

Many grow interest in product and pursue product-related careers

20+ business partners

02 Product Cases (EdTech and SaaS)



BASE.VN

25 internship positions from partners open for top 30 candidates

Community Network

350000+ reaches in online platforms

Many participants form **close relationships** with their mentor and peers

Hanoi and HCMC **mentors meet up**

Team and Personal Growth

Organizing team members also learn and grow

Product Ecosystem

Contribute to FTU Dynamic Club's **Product Ecosystem**:

- **The Product Findings** - Cộng đồng Product Vietnam
- **Up, Vietnam!** - Grow with Vietnamese product builders
- **Product Pioneer Candidates Competition** ⇒ Set the foundation for an annual event

Why PPC matters to me?

Deliver **values** to **many**
all at once

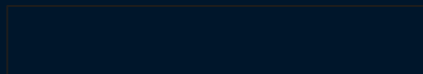
- Empowered participants with real-world experience, networking, and knowledge
- Provide partners companies with talent pool
- Connect product professionals with like-minded talents
- Help organizing team gain experiences

Build from scratch

- Turn ideas and pain points into a real-world solution
- Do Fast, Fail Fast, Learn Fast (Do – Evaluate – Refine – Do)

Personal development

- Hands-on experience in project management, leadership, and problem-solving
- Proved my ability in strategic thinking, planning, operations and execution



DAO QUYNH HUONG

Thank you!

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