Your Team Needs Builders.

Femgineer **empowers driven leaders** with ready to implement product development techniques

ⓘ WHY PARTICIPATE IN THIS COURSE?

Femgineer's Lean Product Development course was designed for forward-thinking teams that are looking to make a major impact at their organization. We created this class to empower the next generation of product leaders -- to help companies build innovative, revenue-generating products that customers love.

This class reinforces concepts in idea validation, productization, and user acquisition. You'll learn how to lead teams down a path to a more positive and productive process.

Your company will directly benefit from learning:

- How to get customers to pay for your product, even before it's built!

- How to ship product consistently and successfully.

- New approaches of product development that are more capital efficient.

- Strategies for attracting and managing talent.

- How to build products customers will love and pay for!

This is also a very high-touch course, limited to only 20 students. Students and teams are encouraged to bring their product idea, apply their learnings to it, and will in return receive invaluable feedback from the instructors.

1 Even the best tech companies struggle to connect with customers. As a result, products aren't being adopted. These expensive company initiatives end up shelved.

2 Companies fail to monetize products. This means there is little to no ROI on the millions of R&D dollars being spent each year.

3 Processes in place for shipping products are antiquated, causing teams to become frustrated, delay launches, and organizations being plagued with high turnover.

📖 THE BACKSTORY

A decade ago, Femgineer Poornima Vijayashanker found herself sitting where her students are now. As the founding engineer at Mint.com, she was responsible for building and scaling much of the company's infrastructure.

Books provided inspiration. But what she really needed were implementation-ready tactics. Poornima self-directed her education to forge her own unique path--relying on experiential learning, and mentorship from some of the world's top tech leaders.

Today, Poornima has hindsight on her side. She and her team are on a mission to solve the tech sector's biggest pain points in new product development.

WHO IS THIS COURSE FOR?

- Designers, engineers, product managers, sales leads, and product marketers who are creating a brand new product or looking to refine an existing one.

- Motivated leaders who are ready to transform ideas into high-impact, profitable products.

Jessica Jalsevac,
Sales and Marketing at Gumroad

Thankfully the course gave me the blueprint to help me cut development time and build something that the users actually want, which got my boss excited.

The course distills the best books, research, and experience down to an actionable process for how to build a product. You'll learn by doing!

I've learned how to save time by building products that customers need.

Diana Espino,
Software Engineer

Russell Olsen,
VP of Product at Phytel

INSTRUCTORS

Noah Kagan
Founder at
AppSumo

Noah Kagan is the Chief Sumo at AppSumo. Prior to founding AppSumo he worked at Intel, was the 30th employee at Facebook, and 4th employee at Mint.com. Noah loves talking to people about marketing, self-exploration, and tacos!

David Kadavy
Author of
Design for Hackers

David Kadavy is the author of Design for Hackers, which debuted at #18 on Amazon! He has also been a freelance designer and design lead at a number of startups in Silicon Valley.

Poornima Vijayashanker
Founder at Femgineer

Poornima Vijayashanker loves teaching tech professionals how to build products and companies. Prior to founding Femgineer she started BizeeBee and was the founding engineer at Mint.com.

Sarah Doody
User Experience Designer

Sarah is an independent UX designer, consultant, and writer. She has worked at various startups and Fortune 500 software companies, helping them shape the product vision and UX. Sarah is passionate about using the power of storytelling to help teams shift their focus from products to people.