

# CSPB 3112: Project Proposal

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## **Vision Statement:**

I am pursuing a career in Product Management. For the first 2.5 years of my career, I conducted research for an environmental think tank called RMI, where I contributed to research-based grants from the US Department of Energy and California Energy Commission. This work, centered on developing technologies for "decarbonization," taught me the fundamentals of creating lasting products. In my new role as a PM at an AI startup, Slambox, which focuses on building computer vision software, I aim to implement a structured framework for product development. This project will dedicate 45 hours to learning tools and methodologies essential for becoming an effective PM.

## **Motivation:**

Product innovation is pivotal in shaping the future of the US. By studying why companies like Tesla and Stripe succeeded while others failed, I hope to glean insights into what makes a product exceptional. Understanding these nuances will help me bring valuable skills to my role and drive impactful product innovations in my career.

## **Learning Objectives:**

With guidance from a CU Boulder alumni and Google PM, I have chosen a LinkedIn Learning course, "Becoming a Product Manager: A Complete Guide," which is approximately 11 hours long. Additionally, I will read "Managing Product Success" by Professor Edison Tse, estimated to take around 15 hours. I will also follow "Lenny's Newsletter" on Substack, spending about 1 hour per week on its content. My deliverables will include long-form blog posts detailing my learnings, published bi-weekly on my GitHub website.

## **Risks to Project Completion:**

The primary risk is my limited experience in the subject. As a new PM, I lack extensive professional guidance in this area.

## **Mitigation Strategy:**

I will mitigate these risks by seeking advice and feedback from peers and mentors who are experienced PMs whenever I encounter roadblocks in the project.

## **Project Assessments:**

I will know my project is successful by completing the following:

- LinkedIn Learning Course (10 hours)
- Managing Product Success Textbook (15 hours)
- Lenny's Newsletter (1 hour/week)
- Approximately 4 short blog posts detailing lessons learned

## **Project Portfolio Link:**

[GitHub](#)