

DIGITAL PRODUCT BUSINESS CASE DEVELOPMENT: GETTING THE GREEN LIGHT

This course, designed specifically for product professionals like product managers, will give you the insights and tools you need to create and present compelling business cases. Based on years of industry insight, this course will show you step-by-step how to create a Lean Canvas and extend it into a full business case. The course also covers business case presentation basics, preparing you to make the big pitch to senior executives or venture capitalists. Challenging exercises contribute to a business case that is then presented at the end of the course.

- Learn the critical sections of a successful business plan
- Understand key financials and how to generate them
- Learn to overcome common objections from decision-makers
- Improve your presentation skills to deliver compelling pitches
- Expand your network of product professionals.



Greg Prickril is an 18-year product management veteran who has delivered software products at **IBM**, **Microsoft** and **SAP**



Lior Zadicareo is a product management expert with 30 years of experience international hi-tech and product management.

THE COURSE

This **2-day course** is given in **English** and costs **€1,600** (excluding VAT) per student. *Anyone* who is interested in the commercial aspects of digital product development is encouraged to attend.



Course Agenda

DAY 1

The Business

- Business Case Overview
- Creating the foundation:
The Lean Canvas
- The Business Case Practice
- Capturing Business Context

DAY 2

The Financials

- Financials Overview
- Projecting Revenues
- Projecting Costs
- Business Case Pitch

Participants receive:

- Access to an online course on building Lean Canvases
- Video version of the lectures for future reference
- Access to a library of templates and examples
- 2 free hours of coaching after the course
- Access to a community of other professionals building business cases

Who should attend?

- **New product managers** interested in getting a broader perspective on the role and becoming certified product managers
- **PM leaders** under pressure to generate consistent, high quality business cases across a product portfolio or product management team
- **Startup Founders** preparing for investor pitches