Product Bootcamp Schedule

Date	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
	Direct		**Discover**		**Define**		**Deliver**	**Drive**
Theme	Great strategy is built on great research and insight	Strong Product vision gives us direction	Innovation is our heartbeat	We assess and validate everything	We get into the commercial detail	We define and build the right product	We plan our launch with clear customer focus & momentum	We continue to deliver customer value
Content	**Introduction** Introducing the seven habits The 5D Product Framework **Market research** Segmenting markets Sizing markets Getting the data Research models Validating research **Competitor analysis** Types of competitor Business-level analysis Product-level analysis **Making the data actionable with the value curve**	**Catch-up on mission** Habit of the session: Start Strategizing **Building a product vision** Trend driven Strategy driven Research driven The product vision canvas Roadmapping **Types of roadmap** Visionary Product Technical **Building the aha! roadmap**	**Catch-up on mission** Habit of the session: Know your market **The experimentation mindset** **Know your customers** Empathy mapping **Building the prototypes** Customer testing	**Catch-up on mission** Habit of the session: Work as a team **Pain assessment & validation** The ten questions that establish customer need Scaling the opportunity Assessing the risks **Pain validation**	**Catch-up on mission** Habit of the session: Own your product **The commercial business case** Naming Building the value proposition Product pricing P&L management **Presenting the business case**	**Catch-up on mission** Habit of the session: Make effective decisions **Defining the need** The user story model User journeys Epics Features Stories **Staying on track** Prioritizing from the MVP Communicating to stakeholders **Being an agile team**	**Catch-up on mission** Habit: Communicate **Product launch** The launch process The launch team Building a launch plan Tracking to launch Dealing with delay Managing expectation Launch with momentum messaging	**Catch-up on mission** Habit: Work to a process **Building a continuous success model** Using win/loss data Finding marginal gain Building the metrics set **Keeping ahead** Iterative planning Continuous market trend assessment **Product withdrawal** Withdrawal signals Planning product retirement **Wrap-up and next steps**
Mission	Build a Competitor value curve	Complete a product vision canvas	Define an Empathy map	Collaborate on an Innovation canvas	Describe your core value proposition	Build your goal statements	Build a message canvas	Define your next steps action plan

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