# Capstone Project in Product Management: Mastering the Craft

31 May – 4 June 2027
Lisbon (Portugal)



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## Why This Course

Product management is best learned through practice. While frameworks and theory are important, the real value comes from applying them to real product decisions across the full lifecycle. Today's product managers are expected to move from insight to strategy, from planning to execution, and from launch to continuous improvement while working across multiple teams and balancing customer, business, and technical priorities.

This intensive 1-week capstone project immerses participants in the full product management lifecycle. Participants take on the role of a product manager, guiding a product from initial concept through to market launch. Throughout the course, they create essential product management artifacts, develop strategies, and make critical decisions that shape the success of the product.

## What You'll Learn and Practice

By joining this program, you will:

- Apply product management principles to guide a product from conception to launch.
- Create and use key product management artifacts and tools.
- Develop strategies for product positioning, pricing, and go-to-market.
- Practice stakeholder management and cross-functional collaboration.
- Build a comprehensive product management portfolio.

## The Program Flow

### Day 1: Product Conception and Strategy

- Market analysis and opportunity identification.
- Developing product vision and strategy.
- Creating a product roadmap.
- Stakeholder mapping and management.

### Day 2: Product Planning and Requirements

- User persona development.
- Feature prioritization techniques.
- Writing effective user stories.
- Creating a product requirements document.



### Day 3: Product Development and Design

- Agile development methodologies.
- Collaborating with design and engineering teams.
- Minimum Viable Product planning.
- Product analytics and metrics definition.

### Day 4: Product Testing and Validation

- User testing and feedback collection.
- A/B testing strategies.
- Quality assurance processes.
- Iterative product improvement.

### Day 5: Product Launch and Go-to-Market

- Developing a go-to-market strategy.
- Pricing and positioning.
- Marketing and sales enablement.
- Post-launch monitoring and optimization.

## Individual Impact

- Strengthen your ability to think and act like a product manager in real scenarios.
- Enhance your skills in planning, prioritization, and product decision-making.
- Build stronger confidence in working with stakeholders and cross-functional teams.
- Gain practical experience that can be used to support career growth in product management.

## Work Impact

- Improve product planning and execution through stronger product management practices.
- Strengthen alignment between customer needs, product direction, and business objectives.
- Support better collaboration across product, design, engineering, and commercial teams.
- Enhance the organization's ability to move products from concept to launch more effectively.

## Training Methodology

This program is highly practical and built around applied learning. It combines product management frameworks with hands-on work so participants can build real outputs and make realistic product decisions. Learning methods include:

- Real-world case studies on product strategy, development, and launch.
- Practical exercises in roadmap creation, prioritization, and requirements writing.
- Interactive workshops on stakeholder management, testing, and go-to-market planning.
- Group discussions on trade-offs, collaboration, and product execution challenges.



• Portfolio-building activities that help participants document their work across the full lifecycle.

## Beyond the Course

Upon completion, participants will be better equipped to manage products with greater confidence, structure, and strategic awareness. They will return ready to:

• Build stronger product strategies and execution plans.
• Create essential product management documents and artifacts with confidence.
• Collaborate more effectively across teams and stakeholders.
• Apply end-to-end product management thinking in real business environments.

