



# PRODUCT OPPORTUNITY MAPPING

## Product Opportunity Mapping – Training Program

### Course Description & Learning Outcomes

Q2-21 (rev5.0)

For more information, please contact us at [hello@a-partners.ca](mailto:hello@a-partners.ca)

[www.product-mapping.com](http://www.product-mapping.com)

<b>Product Opportunity Mapping Training - Modules</b>			
<b>Module:</b>	<b>Framework Component:</b>	<b>Total Training Hours:</b>	<b>Cost Per Participant:</b>
<b>1.0</b>  <b>Product Opportunity Summaries</b>	1.1 Product Foundations	4 hours	\$1,000.00
	1.2 Strategy Alignment		
	1.3 Product Informant Network		
<b>2.0</b>  <b>Problem Selection</b>	2.1 Identifying Problems	4 hours	\$1,000.00
	2.2 Jobs To Be Done		
	2.3 Quantifying Problems		
<b>3.0</b>  <b>Customers &amp; Markets</b>	3.1 Ideal Customer Profiles	4 hours	\$1,000.00
	3.2 TAM, SAM, SOM		
	3.3 "Secret Sauce" (Why Now & Why Us?)		
<b>4.0</b>  <b>Competition &amp; Fit</b>	4.1 Direct & Indirect Competition	4 hours	\$1,000.00
	4.2 Sources of Competitive Advantage		
	4.3 Three Types of Fit		
<b>5.0</b>  <b>Full Product &amp; Company Definitions</b>	5.1 Five Components of Every Business	4 hours	\$1,000.00
	5.2 Product Spec Sheet & FAQs		
	5.3 Mapping the Gap		
<b>6.0</b>  <b>Accountability &amp; Game Plans</b>	6.1 Product Pitch Deck	4 hours	\$1,000.00
	6.2 Game Plans		
	6.3 Decision Making		
	<b>Total Hours &amp; Cost Per Participant:</b>  Half-day (morning or afternoon) sessions are held every other week over a 12-week period.  Cost includes all sessions and materials (taxes and location costs (if any) are extra)	<b>24 hours</b>	<b>All Modules: \$6,000.00 Per Participant</b>  (Group Discounts are Available)

# Product Opportunity Mapping

## New Product Development Training

### Overview:

Product Opportunity Mapping is a training program for individuals and companies and teaches product development skillsets and how to identify, evaluate and compare new product opportunities. Successful participants will learn the skills needed to create new products that will grow and diversify a company's revenue and strengthen corporate resilience.

The *Product Opportunity Mapping - New Product Development Training Program* includes six modules:

**Module 1:** *Product Opportunity Summaries*

**Module 2:** *Problem Selection*

**Module 3:** *Customers & Markets*

**Module 4:** *Competition & Fit*

**Module 5:** *Full Product & Company Definitions*

**Module 6:** *Accountability & Game Plans*

Each module is a facilitated 4-hour session (24 hours of total training) that includes detailed content for learning new skills; a playbook of exercises and real-life case-studies; group discussions; and presentations for deeper comprehension. Sessions are also adaptable to specific customer needs and the current status of internal new product development programs.

Individuals and teams completing the program will be equipped with the tools that will increase the return on the investment of internal new product development efforts.

<b>Delivery Method</b>	Modules are offered via traditional classroom or virtual methods as half-day (morning or afternoon) sessions typically held every other week over a 12-week period.
<b>Assessment Method</b>	Assessments take place during each session through the review of participant presentations and assignments. Finally, verbal "testing" occurs throughout the course to determine participant comprehension of key concepts.
<b>Certification</b>	Participants are offered Certificates of Completion upon successful completion the modules.
<b>Capacity</b>	Each course is restricted to 6 – 10 participants.
<b>Instructor Overview</b>	Bruce Alton is the primary course instructor who leverages 30 years of operating and product development experience and makes use of global best practices and real-life examples of product development efforts. He works with clients in North America, Asia and Europe
<b>Training Costs Include</b>	Fees quoted include course material for all modules as well participant take-aways (Note: Location costs (if any) and applicable taxes are extra along with travel costs outside of Edmonton).

## Module 1: Product Opportunity Summaries

### *Module Description:*

The first module teaches a common language for identifying and defining “products” as well as the foundations and principles of successful new product development.

Participants will learn through content presentations, real-life case studies and group discussions. In this module, participants will learn how to prepare a Product Opportunity Summary which -using a common language and framework – it is a concise summary of a product opportunity being considered and targets a consensus understanding of all stakeholders. “Why Now” and “Why Us” questions are also asked to ensure alignment with overall corporate objectives and market factors.

### *Learning Objectives for Participants:*

1. Gain an understanding and definition of the fundamentals of successful new products
2. Understand the logic behind and how to draft a Product Opportunity Summary
3. Identify how new products and their characteristics are aligned with overall company strategies
4. Learn the importance of and how to establish a Product Informant Network

## Module 2: Problem Selection

### *Module Description:*

The most important task before initiating a new product development effort is to determine what problem the product will solve, otherwise known as “product selection”. Solving a customer’s problem is the foundation of every product. Of equal importance is the understanding if the problem is worthwhile solving and worth the investment of company time and resources. Sufficient economic value must be created to justify the investment and compensate for the risks associated with a product development program.

### *Learning Outcomes for Participants:*

1. Learn how to identify potential customer problems by understanding the concepts of “pain relief” and “gain creation”
2. Understand the different pain points experienced by a customer
3. Learn the concepts of a potential customer’s “job to be done” and how they “hire” (and “fire”) products to serve their needs
4. How to quantify the economic value of a problem being solved for a customer

## Module 3: Customers & Markets

### Module Description:

In order to generate a return on investment from a new product development effort, a product must be purchased by a sufficient number of customers and at a sufficient price. Identifying and finding customers who fit an ideal customer profile is critical along with ensuring target markets are large enough and obtainable. This module will dive into defining customer segments and determining if they are of sufficient size and scale to justify the investment required.

### Learning Outcomes for Participants:

1. Learn how to prepare an “Ideal Customer Profile” which represent the potential product users, influencers and stakeholders
2. Learn how to define and characterize Total Addressable Markets (TAM), Serviceable Addressable Markets (SAM), and Serviceable Obtainable Markets (SOM)
3. Learn how to characterize the sources of competitive advantage that are needed to create a successful product
4. Understand internal company factors and market timing factors that influence when to initiate product development efforts and when to launch

## Module 4: Competition & Fit

### Module Description:

All new products have competition whether it’s the current or alternative way of doing things (indirect) or as a similar offering (direct). This module identifies how to characterize competitors as well as strategies on how to supplant them by understanding how to take advantage of sources of competitive advantage and the different types of market fit.

### Learning Outcomes for Participants:

1. Learn how to identify and characterize direct competitors
2. Learn how to identify and characterize sources of indirect competition
3. Learn how to articulate sources of competitive advantage needed to create a product that can compete successfully in the market
4. Understand and apply the three types of product fit and which ones are indicators of short-term and long-term product success

## Module 5: Full Product & Company Definitions

### Module Description:

Implementing an ill-defined product development plan wastes resources, time and energy. Identifying a product opportunity in a way it can be communicated concisely and quickly ensures a consensus among stakeholders. This module teaches the concepts of full product definitions and full company definitions which characterize what the end product needs to look like and what infrastructure needs to be in place to support it. This leads to an articulation of who needs to be on the team to build and launch a product; what systems, capabilities and infrastructure need to be in place; and what business model makes the most sense.

### Learning Outcomes for Participants:

1. Understand how a product offering ties into an overall business operation by learning and assessing the five components of every business
2. Learn how to create a “future state” product specification sheet and FAQ documents to fully define a potential product
3. Learn how to work backwards from a desired “future state” to the “current state” and map the actions that will bridge the gap between the two states.

## Module 6: Accountability & Game Plans

### Module Description:

All previous modules contribute to an understanding of the readiness of a new product under consideration. They also will identify gaps in knowledge and strategy. This module teaches the tools for organizing all of the information gathered and in a format that contributes to the preparation of a next steps game plan and how to ensure accountability is maintained.

### Learning Outcomes for Participants:

1. Identify and articulate the documentation needed to assess product development progress and decision-making criteria
2. Learn how to prepare a Product Pitch Deck which is a culmination of all content gathered and knowledge learned from previous sessions
3. Learn how to prepare a game plan for the next key development steps
4. Learn how to establish an accountability plan to clarify and confirm who is responsible for what and by when