

1 - Introduction.

Speck Product Academy 2024

Introduction



Who are we?

Organizers



Tomislav Tenodi
CEO



Kaja Pavlinić
COO

Overview

- Introduction
- Product Academy – structure, curriculum
- Project vs. product management

Speck.



Projects

Projects

24sata

Leading Croatian news outlet



Belupo

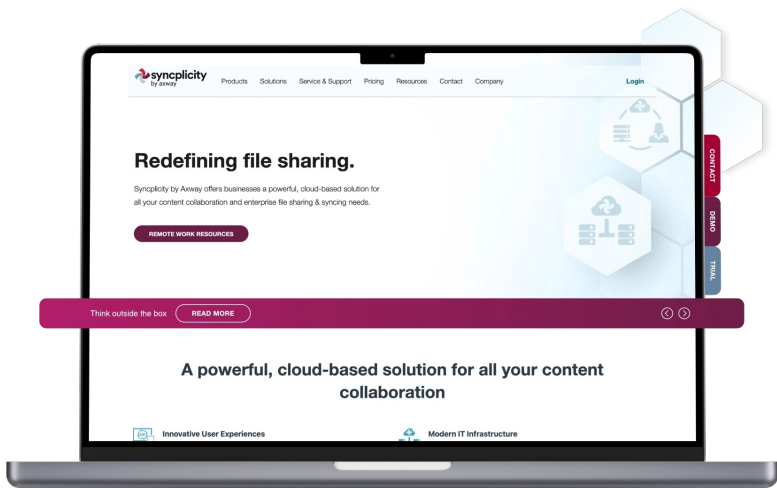
Belupoint – interactive learning platform utilized by 1000+ Croatian healthcare professionals



Projects

Syncplicity

Cloud-based file sharing solution



Peterson's

One of the largest standardized test-prep providers in the US



What about you?

Tell us more about yourself

→ Name

→ University/experience

→ Why product?

Speck Academy

In collaboration with FOI

- Founded in 2019
- 350+ students interested in the Speck React Academy
- 130+ students attended Speck React Academy in the previous 4 years

Product Academy

Lectures

11 lectures x 1.5 hours

Time: Wednesday/Thursday 6:00pm-7:30pm (with a 5-minute break) – little theory, a lot of interaction!

Location: Online

MODULE #1: 14.3.2024. (in-person) – Introduction to Product Management

MODULE #2: 21.3.2024. – Understanding the Market and Customers

MODULE #3: 10.4.2024. – Design Sprint and Business Model Canvas

MODULE #4: 18.4.2024. – Basics of UI/UX for Product Managers

MODULE #5: 25.4.2024. – Organization and Communication

MODULE #6: 2.5.2024. – Metrics and Goal Setting

MODULE #7: 9.5.2024. – Planning and Estimating

MODULE #8: 23.5.2024. – Product Launch and Marketing

MODULE #9: 29.5.2024. – Risk and Crisis Management

MODULE #10: 6.6.2024. – Pitching and Presentation

MODULE #11: 20.6.2024. (in-person) – Final Pitches and Certificate Ceremony

Requirements

- 80% attendance – minimum 8/11 lectures
- Participation in the final pitch of the project

Project vs. Product



Project vs. product management

- Project = a set of activities to achieve a particular aim in a defined period of time
- Product = a physical/digital product or a service created through a process, providing continuous value to customers

Project vs. product manager

→ Project manager

- ◆ Focuses on project scope, timeframes, and budget
- ◆ Manages team roles, tasks, and communication for the project
- ◆ Ensures project goals align with organizational objectives

→ Product manager

- ◆ Defines product vision and roadmap
- ◆ Prioritizes product features based on customer and market needs
- ◆ Collaborates with cross-functional teams to ensure product growth

→ Can you be both?

Skills and tools

→ Project manager

- ◆ Leadership and team management
- ◆ Risk management
- ◆ Time and budget management
- ◆ Communication

→ Product manager

- ◆ Strategic thinking and vision
- ◆ User research and customer focus
- ◆ Prioritization and decision-making
- ◆ Cross-functional collaboration

What digital product has changed our world?

Thanks and see you next week!