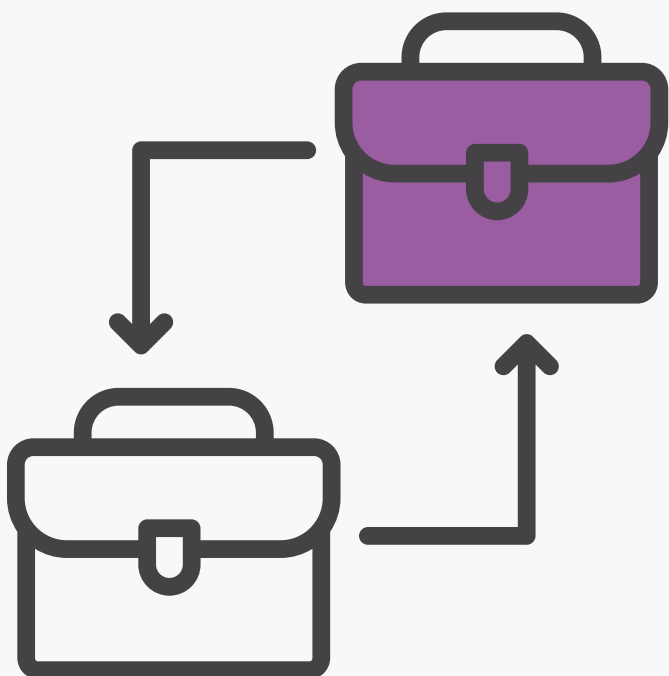


# AI Growth For Product Managers

✦ 2 weekday sessions x 2hrs + 1 weekend session x 3hrs per week



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# Course Description

## Taking Your Product Development Skills to the Next Level

Unlock the secrets to successful product development in this intensive bootcamp designed for aspiring innovators and entrepreneurs in Saudi Arabia. This hands-on program takes you through every stage of product creation, from ideation and validation to design, development, and market launch. Tailored for the dynamic Saudi market, the bootcamp equips participants with the tools, techniques, and strategies needed to build products that resonate with local audiences and thrive in competitive industries. Led by industry experts, the program blends practical exercises, real-world case studies, and actionable insights to help you transform your ideas into market-ready solutions.

Whether you're a startup founder, product manager, or a professional looking to refine your skills, this bootcamp provides a comprehensive roadmap for turning concepts into tangible results.

## Key Topics

Introduction to GROWTH & Customer Goals

Research Methods & Survey Design

Deep Dive: Customer Research

Understanding Current Reality

Solution Development & Lean Canvas

Validation Planning

Market Strategy

Product Definition

Technical Deep Dive

Launch Strategy

Operations & Systems

# Course Breakdown



# Syllabus

## Week 1: Goals & Reality (Foundation Week)

### Session 1 (Tuesday) - Introduction to GROWTH & Customer Goals

Live Session (2 hours):

- Introduction to GROWTH framework (30 mins)
  - \* Framework overview
  - \* Success stories
  - \* Program expectations
- Customer goal identification (45 mins)
  - \* Goal vs feature thinking
  - \* Market opportunity identification
  - \* Segmentation basics
- Interview techniques workshop (45 mins)
  - \* Interview structure
  - \* Question formulation
  - \* Practice sessions

Homework:

- ☐ Draft interview guide
- ☐ Identify 5 potential interviewees
- ☐ Begin reading materials on market research

## Session 2 (Thursday) – Research Methods & Survey Design

Live Session (2 hours):

- Interview guide review & refinement (30 mins)
- Survey creation workshop (45 mins)
  - \* Question types
  - \* Survey structure
  - \* Distribution strategies
- Market research techniques (45 mins)
  - \* Data sources
  - \* Research methods
  - \* Analysis frameworks

Homework:

- ☐ Finalize interview guide
- ☐ Create survey
- ☐ Begin scheduling interviews

## **Weekend Session 1 (Saturday) – Deep Dive: Customer Research**

Extended Session (3 hours):

- Live interview demonstrations (60 mins)
  - \* Instructor-led example
  - \* Practice sessions
  - \* Feedback and coaching
- Survey optimization workshop (45 mins)
  - \* Peer review
  - \* A/B testing options
  - \* Distribution planning
- Initial product ideation (45 mins)
  - \* Idea generation techniques
  - \* Evaluation criteria
  - \* Selection framework
- Research planning & coordination (30 mins)
  - \* Timeline creation
  - \* Task division
  - \* Support system setup

Weekend Homework:

- ☐ Conduct 2–3 interviews
- ☐ Launch survey
- ☐ Document initial findings
- ☐ Begin competitive research

## Week 2: Reality Analysis & Opportunity Development

### Session 4 (Tuesday) - Understanding Current Reality

Live Session (2 hours):

- Interview & survey findings review (45 mins)
  - \* Data analysis techniques
  - \* Pattern identification
  - \* Key insights extraction
- Competitive analysis deep dive (45 mins)
  - \* Direct vs indirect competitors
  - \* Feature comparison methodology
  - \* Pricing analysis
- Market sizing workshop (30 mins)
  - \* TAM/SAM/SOM calculation
  - \* Market validation techniques
  - \* Opportunity sizing

Homework:

- ☐ Complete competitor analysis matrix
- ☐ Draft market sizing document
- ☐ Prepare findings presentation
- ☐ Continue customer interviews



## **Session 5 (Thursday) – Solution Development & Lean Canvas**

Live Session (2 hours):

- Problem statement workshop (45 mins)
  - \* Problem framing
  - \* Value proposition development
  - \* Solution hypotheses
- Lean Canvas development (45 mins)
  - \* Problem & Customer Segments
  - \* Unique Value Proposition
  - \* Solution & Key Metrics
  - \* Unfair Advantage
  - \* Channels
  - \* Cost Structure & Revenue Streams
- Legal entity overview (30 mins)
  - \* Business structure options
  - \* Registration process
  - \* Banking requirements

Homework:

- ☐ Complete Lean Canvas
- ☐ Research business registration options
- ☐ Draft value proposition
- ☐ Begin legal entity paperwork

## **Weekend Session 2 (Saturday) - Validation Planning**

Extended Session (3 hours):

- Business concept presentations (60 mins)
  - \* Peer feedback
  - \* Refinement suggestions
  - \* Validation planning
- Landing page design workshop (60 mins)
  - \* Value proposition testing
  - \* Design principles
  - \* Conversion optimization
- Testing strategy development (60 mins)
  - \* Hypothesis formation
  - \* Test design
  - \* Success metrics

Weekend Homework:

- ☐ Build initial landing page
- ☐ Set up analytics
- ☐ File legal entity paperwork
- ☐ Begin bank account research

## Week 3: Way Forward & Technical Planning

### Session 6 (Tuesday) - Market Strategy

Live Session (2 hours):

- Go-to-market strategy (45 mins)
  - \* Market entry planning
  - \* Channel strategy
  - \* Positioning framework
- Hypothesis testing workshop (45 mins)
  - \* Test design
  - \* Minimum success criteria
  - \* Data collection methods
- Marketing fundamentals (30 mins)
  - \* Customer acquisition channels
  - \* Marketing experiments
  - \* Budget allocation

Homework:

- ☐ Design first experiment
- ☐ Draft marketing plan
- ☐ Continue business setup
- ☐ Begin payment gateway research

## Session 7 (Thursday) – Product Definition

Live Session (2 hours):

- MVP definition workshop (45 mins)
  - \* Feature prioritization
  - \* Scope definition
  - \* Release planning
- Technical requirements (45 mins)
  - \* Architecture overview
  - \* Technology stack selection
  - \* Integration requirements
- Development planning (30 mins)
  - \* Resource planning
  - \* Timeline development
  - \* Risk assessment

Homework:

- ☐ Draft MVP feature list
- ☐ Research technology options
- ☐ Complete bank account setup
- ☐ Begin PRD outline

## **Weekend Session 3 (Saturday) - Technical Deep Dive**

Extended Session (3 hours):

- PRD writing workshop (60 mins)
  - \* Document structure
  - \* Feature specification
  - \* User stories
- Technical architecture planning (60 mins)
  - \* System design
  - \* Integration planning
  - \* Security considerations
- Development roadmap creation (60 mins)
  - \* Sprint planning
  - \* Resource allocation
  - \* Timeline development

Weekend Homework:

- ☐ Complete initial PRD
- ☐ Create technical specification
- ☐ Set up development environment
- ☐ Begin backlog creation

## Week 4: Launch Planning & Measurement

### Session 8 (Tuesday) – Launch Strategy

Live Session (2 hours):

- Launch planning workshop (45 mins)
  - \* Timeline development
  - \* Checklist creation
  - \* Risk mitigation
- Experiment review & optimization (45 mins)
  - \* Results analysis
  - \* Iteration planning
  - \* Scaling strategy
- Success metrics framework (30 mins)
  - \* KPI definition
  - \* Tracking setup
  - \* Dashboard creation

Homework:

- ☐ Complete launch plan
- ☐ Set up tracking systems
- ☐ Finalize marketing materials
- ☐ Continue development setup

## Session 9 (Thursday) - Operations & Systems

Live Session (2 hours):

- Operations setup (45 mins)
  - \* Process documentation
  - \* Tool selection
  - \* Team structure
- Financial systems (45 mins)
  - \* Accounting setup
  - \* Payment processing
  - \* Financial projections
- Legal & compliance (30 mins)
  - \* Contracts review
  - \* Terms of service
  - \* Privacy policy

Homework:

- ☐ Complete operations manual
- ☐ Set up financial systems
- ☐ Finalize legal documents
- ☐ Prepare final presentation

## Final Weekend Session (Saturday) – Program Completion

Extended Session (3 hours):

- Final presentations (90 mins)
  - \* Business overview
  - \* Technical plan
  - \* Launch strategy
- Implementation planning (45 mins)
  - \* Next steps
  - \* Resource allocation
  - \* Timeline confirmation
- Networking & collaboration (45 mins)
  - \* Peer connections
  - \* Resource sharing
  - \* Support system

Final Deliverables:

- ☐ Complete business setup
- ☐ Validated product concept
- ☐ Working landing page
- ☐ Functional payment system
- ☐ Comprehensive PRD
- ☐ Development backlog
- ☐ Launch plan
- ☐ Measurement system
- ☐ First experiment results



# The Certificate



# What Certificate Will be Awarded?

By completing this course, you will be awarded a certificate of completion.

This Certificate of Completion is awarded to the individual named herein for successfully completing the B2B Sales Master Advanced course. It does not serve as a professional certification or license and does not guarantee employment or qualification in any specific field or industry.

