



# ElevatePM

## Your Product Management Launchpad

This intensive, online, 8-week product management course has empowered hundreds to secure their first product role.

# Why Choose ElevatePM? Is This Course Right For You?

A technical background or MBA isn't essential to succeed as a Product Manager.

This course has curated for analysts, designers, marketers, sales professionals, lawyers, and engineers transition into product management. Don't let your background limit your ambition.



## What We Offer

Build a Product Career,  
Not Just Find a Job.

### Common Questions Answered

- Can I become a Product Manager with no experience?
- What steps can I take today to become a Product Manager?
- Is an MBA necessary for Product Management roles?
- Do Product Managers need to code?

The ElevatePM Approach: Learn by Doing

# Develop a Real Product for a Real-World Scenario

## Master Essential Product Skills

- ✓ Weekly 3-hour live interactive sessions
- ✓ Practical assignments to apply knowledge
- ✓ Personalized mentorship for feedback



## Personalized Mentorship

- ✓ 3 months of dedicated 1:1 mentorship
- ✓ Matched with domain experts based on career goals
- ✓ Build a real product feature with expert guidance

## Ace the Interview

- ✓ 10+ mock interviews with experienced interviewers
- ✓ Peer-to-peer practice followed by expert-led sessions
- ✓ Detailed feedback and improvement strategies



## Build Your Network

- ✓ Lifetime access to the ElevatePM community
- ✓ Networking with mentors and alumni
- ✓ Strong industry connections and support

What You'll Learn

# A Step-by-Step Curriculum

## Module 1 : Introduction to Product Management & Product Lifecycle Management

### Week 1

- ✓ Introduction to Product Management
- ✓ Explain Product Lifecycle phases
- ✓ Introduction to Product Development Process
- ✓ Explain different types of product development approaches

## Module 2 : How to define a Product Vision

- ✓ Introduction to Product Vision
- ✓ Introduction to Product Strategy
- ✓ Introduction to Product Design Process
- ✓ Introduction to Product Roadmap
- ✓ Introduction to Product Market fit

## Module 3 : Product Strategy, Customer Development & Defining MVP

### Week 2

- ✓ Define user personas and identify primary user persona for your product
- ✓ Understand and define user's problems
- ✓ Explain JTBD and RWW framework
- ✓ Introduction to Ideas, how to gather and prioritize ideas
- ✓ Competitive & Market Analysis Research
- ✓ User Research: How to conduct User Interviews
- ✓ MVP & MDP
- ✓ Creating a comprehensive feature table



## **Module 4 : Module 4: Design Product Experience – UI / UX for Product Management**

### **Week 3 & Week 4**

- ✓ Introduction to wireframing, prototype and how to run a design sprint
- ✓ Low fidelity prototype
- ✓ Case study example
- ✓ High fidelity prototype
- ✓ Introduction to Balsamiq basics
- ✓ Balsamiq – Practice
- ✓ Introduction to Figma basics
- ✓ Figma – Practice
- ✓ Basics of JIRA, Epics, User Stories, Tasks and Bugs
- ✓ How to write User Stories
- ✓ Hands on case study of writing a user story
- ✓ User Stories assignment discussion
- ✓ PRD format
- ✓ Hands on case study of writing a PRD
- ✓ PRD assignment discussion
- ✓ Release Notes- Concept

## **Module 6 : Product Launch & Product Metrics**

### **Week 5**

- ✓ Product Launch & Pricing Strategy + examples
- ✓ Product Launch Business Model (Financial analysis of the product) + eg
- ✓ Product Launch GTM Strategy + examples
- ✓ Hands on case study discussion for pricing, business model and launch GTM
- ✓ Introduction to metrics
- ✓ HEART
- ✓ AARRR
- ✓ Product goal + success metrics



## **Module 7 : Product Feature Priortisation & Case Studies Preparation**

### **Week 6**

- ✓ Explain product prioritisation frameworks + examples
- ✓ RICE
- ✓ Value vs Effort
- ✓ KANO
- ✓ Common Product Interview Case questions w/ Answers
- ✓ Common Product Interview Case questions w/ Answers
- ✓ Common Product Interview Case questions w/ Answers
- ✓ How the internet works (Basic understanding of servers, ISP's, DNS)

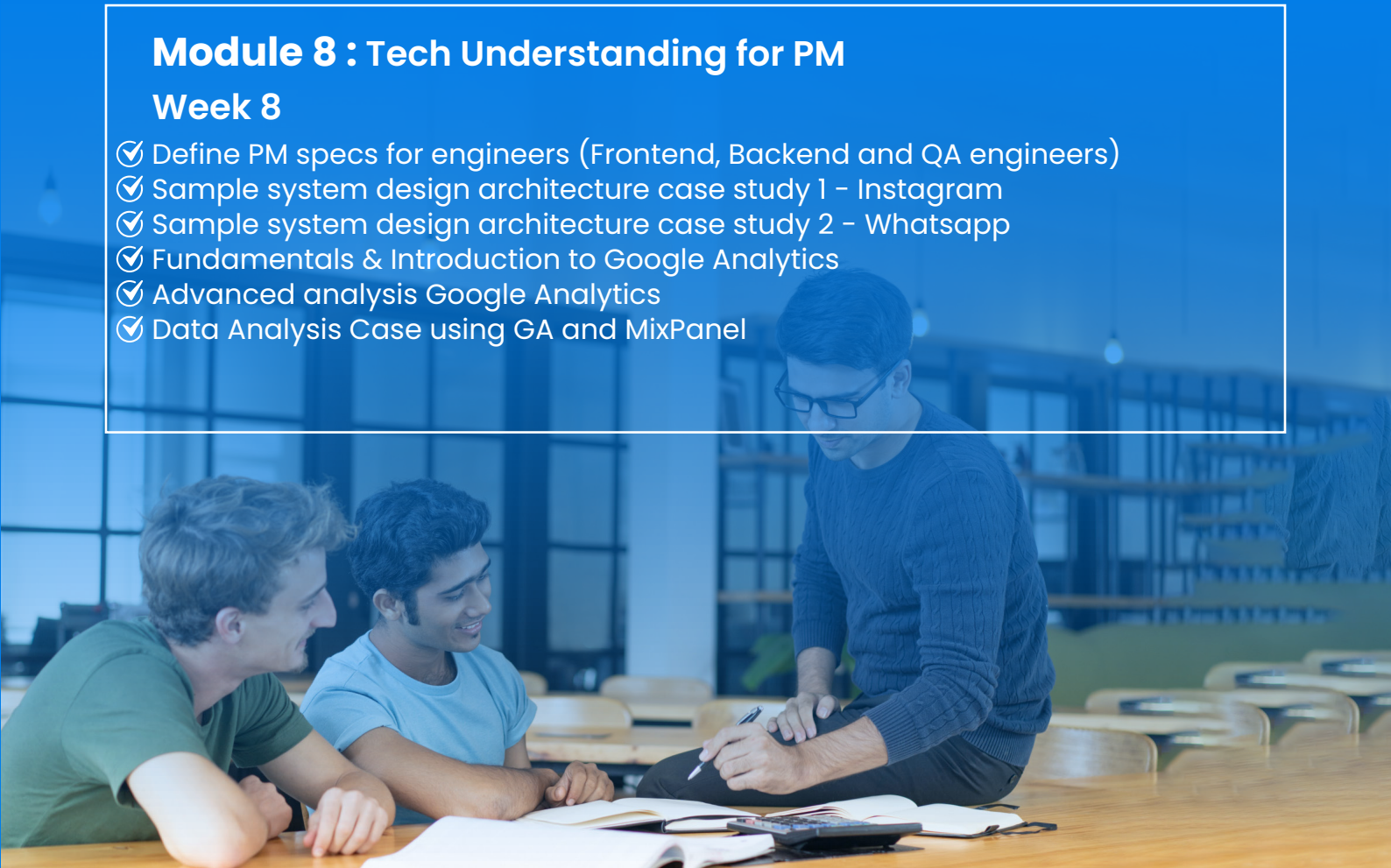
### **Week 7**

- ✓ Introduction to Front end, back end, and tech stacks
- ✓ Understanding how the frontend interacts with the backend (the client server model), what is client side vs server side when building an application
- ✓ Basics of front-end development (HTML, CSS, Javascript)
- ✓ Basics of Backend development – Servers, HTTP communication and protocols works
- ✓ Basics of Backend development – Databases
- ✓ Basics of Backend development – Middleware
- ✓ Basics of Backend development – API's
- ✓ Introduction to Programming languages, Frameworks, libraries, SDKs, and preprocessors

## **Module 8 : Tech Understanding for PM**

### **Week 8**

- ✓ Define PM specs for engineers (Frontend, Backend and QA engineers)
- ✓ Sample system design architecture case study 1 – Instagram
- ✓ Sample system design architecture case study 2 – Whatsapp
- ✓ Fundamentals & Introduction to Google Analytics
- ✓ Advanced analysis Google Analytics
- ✓ Data Analysis Case using GA and MixPanel





# Get Your Personalized Learning Plan

Let's start your learning **Journey Today!**

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