



# Innovating Products: Invent, Justify, and Market

**Duration:** 5 Days

**Language:** en

**Course Code:** PO3 - 115

## Objective

By the end of the course, participants will be able to:

- Apply structured creativity techniques to invent or improve products.
- Build a strong justification for product concepts through user research, prototyping, and business case development.
- Understand market segmentation, positioning, and value proposition design.
- Craft compelling product pitches and launch strategies.
- Develop an innovation roadmap aligned with business goals and user needs.

## Audience

This course is ideal for:

- Product developers and designers.
- Entrepreneurs and startup teams.
- R&D professionals and engineers.
- Marketing and innovation managers.
- Business consultants and strategists.

## Training Methodology

The course uses an interactive format with collaborative workshops, case-based learning, team challenges, and real-time feedback sessions. Participants will work in groups to ideate, justify, and pitch a product innovation project.

## Summary

This practical course empowers participants with the tools and mindset to invent new products, justify their value, and successfully bring them to market. Whether you're an entrepreneur, product manager, or innovator within a company, this course blends design thinking, business

case development, and go-to-market strategies into a single framework.

From idea generation to prototype validation and customer engagement, participants will gain hands-on experience in the full product innovation lifecycle. Through real-world case studies, creative exercises, and group projects, the course fosters a culture of critical thinking, experimentation, and strategic planning.

## Course Content & Outline

### Section 1: Product Innovation Fundamentals

- Understanding what makes a product truly innovative.
- Ideation methods: Brainstorming, SCAMPER, TRIZ.
- Analysing trends and identifying market gaps.
- Case studies: Iconic product innovations and their origins.

### Section 2: From Concept to Validation

- Creating early-stage prototypes (paper, digital, physical).
- User-centric design and early feedback loops.
- Conducting feasibility and desirability assessments.
- Building a simple business model canvas.

### Section 3: Justifying Product Value

- Developing a product business case.
- Market sizing and ROI estimation.
- Competitive landscape analysis.
- Aligning innovation with strategic priorities.

### Section 4: Marketing and Launching Innovations

- Crafting unique value propositions.
- Go-to-market planning: pricing, promotion, distribution.
- Digital and social media strategies for new products.
- Pre-launch testing and MVP rollouts.

### Section 5: Innovation Roadmapping and Growth

- Planning the long-term innovation journey.
- Building feedback systems for continuous improvement.
- Scaling and pivoting strategies.
- Measuring innovation success.

## Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Manufacturing, Quality & Productivity, Sales & Marketing

## Tags

marketing, Product Business, product lifecycle, Product Innovation, Product Value

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