Agile Innovation and Product Development for Tech Startups Training Course



07 - 11 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #RD2830_4107

Course Introduction / Overview:

For tech startups, the ability to rapidly innovate and develop products that meet market needs is the difference between success and failure. This training course is designed to provide entrepreneurs and product leaders with the agile principles and practical tools to build, launch, and scale successful tech products. It goes beyond traditional R&D models to focus on a lean, iterative approach that prioritizes customer feedback and quick learning cycles. We will delve into topics like minimum viable product (MVP) development, A/B testing, and using data to guide product roadmaps. The curriculum is informed by the foundational work of global academics like Eric Ries, whose influential book "The Lean Startup" has become a cornerstone of modern entrepreneurship. This program provides a clear blueprint for turning a promising idea into a market-ready product that resonates with early adopters and grows with the company. BIG BEN Training Center is committed to empowering the next generation of tech innovators to build products that not only work but also win in a competitive marketplace.

Target Audience / This training course is suitable for:

- Founders and entrepreneurs of tech startups.
- Product managers and product owners.
- R&D and engineering team leaders.
- Venture capitalists and investors.
- Innovation managers.
- Business development professionals.
- UX/UI designers and researchers.

Target Sectors and Industries:

- Technology startups.
- Software as a Service (SaaS) companies.
- Fintech and e-commerce.
- Biotechnology and health technology.
- Digital media and entertainment.
- Venture capital firms.
- Innovation hubs and incubators.

Target Organizations Departments:

- Product management.
- Research and Development (R&D).
- Engineering and development.
- Growth and marketing.
- User experience (UX).
- Operations.
- Business strategy.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply agile and lean principles to product development.
- Develop a minimum viable product (MVP).
- Conduct market validation and user research.
- Build and manage a product roadmap.
- Use A/B testing and data analytics to inform decisions.
- Iterate and pivot based on customer feedback.
- Prepare a product for launch and scale.
- Manage a product development team.

Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain practical, real-world skills in agile product development. The program incorporates detailed case studies of successful and failed startups, allowing participants to analyze the strategic decisions that led to their outcomes. We will use interactive workshops and simulations to practice critical skills like creating a product roadmap, conducting user interviews, and running A/B tests. The course includes a hands-on group project where participants will work together to develop a product concept, from initial idea to a full MVP plan. BIG BEN Training Center believes that hands-on training is essential for mastering product innovation. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to build and scale tech products that succeed in the market.

Course Agenda (Course Units):

Unit One: Foundations of Lean Product Development

- The lean startup methodology.
- Identifying a problem worth solving.
- Understanding the product market fit.
- Developing a business model canvas.
- The role of the minimum viable product (MVP).

Unit Two: Customer Discovery and Validation

- Conducting user interviews and surveys.
- Building a customer journey map.
- A/B testing and data analytics.
- Gathering and prioritizing customer feedback.
- Pivoting versus persevering.

Unit Three: Product Roadmap and Strategy

- Building a dynamic product roadmap.
- Prioritizing features and user stories.
- Setting clear metrics for success.
- Strategic decision-making.
- Communicating the product vision to stakeholders.

Unit Four: Agile Development and Execution

- Understanding agile principles.
- Managing a product backlog.
- Leading a cross-functional development team.
- Sprints, stand-ups, and retrospectives.
- Technical debt and its management.

Unit Five: Product Launch and Growth

- Preparing for a product launch.
- Marketing and user acquisition.
- Post-launch analytics and iteration.
- Scaling a product and a team.
- The future of product innovation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a tech startup founder or product manager balance the need for rapid iteration and speed with the long-term goal of building a robust and sustainable product that doesn't accumulate unmanageable technical debt?

What unique qualities does this course offer compared to other courses?

This training course is a highly specialized program that focuses on the unique and fast-paced world of tech startups, which sets it apart from traditional product development courses. Our curriculum is tailored to address the specific challenges faced by early-stage companies, where resources are limited and every decision is critical. We go beyond theoretical frameworks to provide a practical, hands-on learning experience through realistic case studies and interactive exercises. The course distinguishes itself by emphasizing not only the technical skills needed for product development but also the entrepreneurial mindset required to pivot, iterate, and adapt to a constantly changing market. By focusing on both the agile process and the strategic aspects of product innovation, this program provides an invaluable skill set that is essential for any professional committed to a successful career in the tech startup ecosystem.