Product Innovation Development: From Concept to Market

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Vienna (Austria)



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Why This Course

In today's competitive business environment, innovation is no longer a one-time event. It is a continuous capability that helps organizations respond to changing customer needs, identify new market opportunities, and bring valuable ideas to life. Successful product innovation requires more than creativity alone. It depends on structured thinking, strong customer insight, rapid experimentation, and the ability to move from concept to launch with confidence and clarity.

This intensive 1-week course equips participants with the essential skills and methodologies needed to drive successful product innovation. From ideation to market launch, participants will learn how to identify opportunities, apply design thinking, develop prototypes, and create effective go-to-market strategies. Through hands-on exercises and real-world case studies, they will gain practical experience in every stage of the product development process.

What You'll Learn and Practice

By joining this program, you will:

- Master the end-to-end product innovation process.
- Apply design thinking methodologies to solve complex problems.
- Develop rapid prototyping and iteration techniques.
- Create compelling business cases for new product concepts.
- Understand key factors in successful product launches.
- Learn effective strategies for managing innovation teams.

The Program Flow

Day 1: Innovation Fundamentals and Opportunity Identification

- Introduction to product innovation.
- Market analysis and trend spotting.
- Customer needs assessment.
- Opportunity mapping techniques.



Day 2: Design Thinking and Concept Generation

- Design thinking principles and methodologies.
- Ideation techniques and brainstorming.
- Concept development and selection.
- User-centered design approaches.

Day 3: Prototyping and Product Development

- Rapid prototyping methods.
- Iterative design processes.
- User testing and feedback incorporation.
- Product architecture and specifications.

Day 4: Business Case Development

- Financial modeling for new products.
- Risk assessment and mitigation strategies.
- Intellectual property considerations.
- Pitching and presentation skills.

Day 5: Go-to-Market Strategy and Launch Planning

- Marketing strategy development.
- Pricing and positioning.
- Distribution channel selection.
- Launch planning and execution.

Individual Impact

- Strengthen your ability to lead product innovation from idea to launch.
- Enhance your skills in identifying opportunities, shaping concepts, and validating ideas.
- Build stronger capability in prototyping, business case development, and launch planning.
- Gain practical confidence in applying innovation tools and methods to real business challenges.

Work Impact

- Improve the organization's ability to generate and develop valuable new product ideas.
- Strengthen customer-focused innovation through better problem-solving and design thinking.
- Support faster and more effective product development through prototyping and iteration.
- Enhance launch success through stronger business cases, market positioning, and execution planning.



Training Methodology

This program integrates innovation frameworks, practical application, and market-focused thinking to ensure real-world relevance and immediate professional value. Learning methods include:

- Real-world case studies on successful product innovation and market launch.
- Practical exercises in opportunity identification, ideation, and concept development.
- Interactive workshops on design thinking, prototyping, and user-centered design.
- Group discussions on business case development, innovation risks, and launch strategy.
- Frameworks and tools for applying product innovation practices effectively in professional settings.

Beyond the Course

Upon completion, participants will be better equipped to drive product innovation with greater confidence, structure, and strategic focus. They will return ready to:

- Build stronger innovation roadmaps aligned with market opportunities.
- Develop and test product concepts more effectively.
- Create business cases that support investment and decision-making.
- Launch products with clearer positioning, stronger planning, and greater impact.

