

# Product Innovation Development: From Concept to Market

2027 00000 6 - 2  
Accra (Ghana)

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# PARTNER





## **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.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in the foreground. The board is white and black, and the pieces are gold and silver.

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## 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.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver king piece and a silver pawn behind it. The board is checkered, and there are concentric circles in the background.