

**Blackblot® - Product Management Expertise™**



# **Blackblot Official Curriculum™**

**Blackblot® - Product Management Expertise™**



# **Future of Product Management**

***Delivered by Gabriel Steinhardt***

————— (16-17) 18-19 September 2013, Zurich, Switzerland —————

# **PRODUCT MANAGEMENT FESTIVAL**

★ *Defining the future of product management* ★

# Nowadays



# Confusion!



# Quest to Understand

## Related Top Google Search Questions

Each month there are nearly 670,000 combined Google searches for:

- *"What is a product manager?"*
- *"What is product management?"*





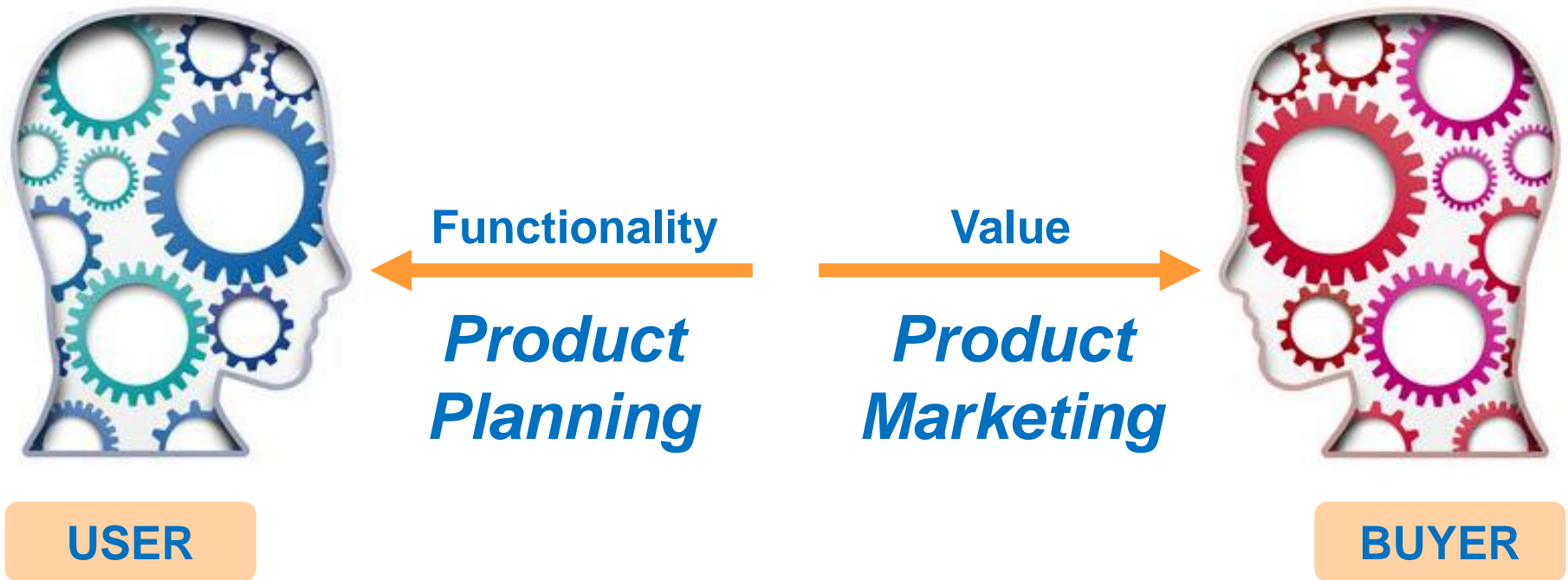
# **What is Product Management?**



# Product Management Domain

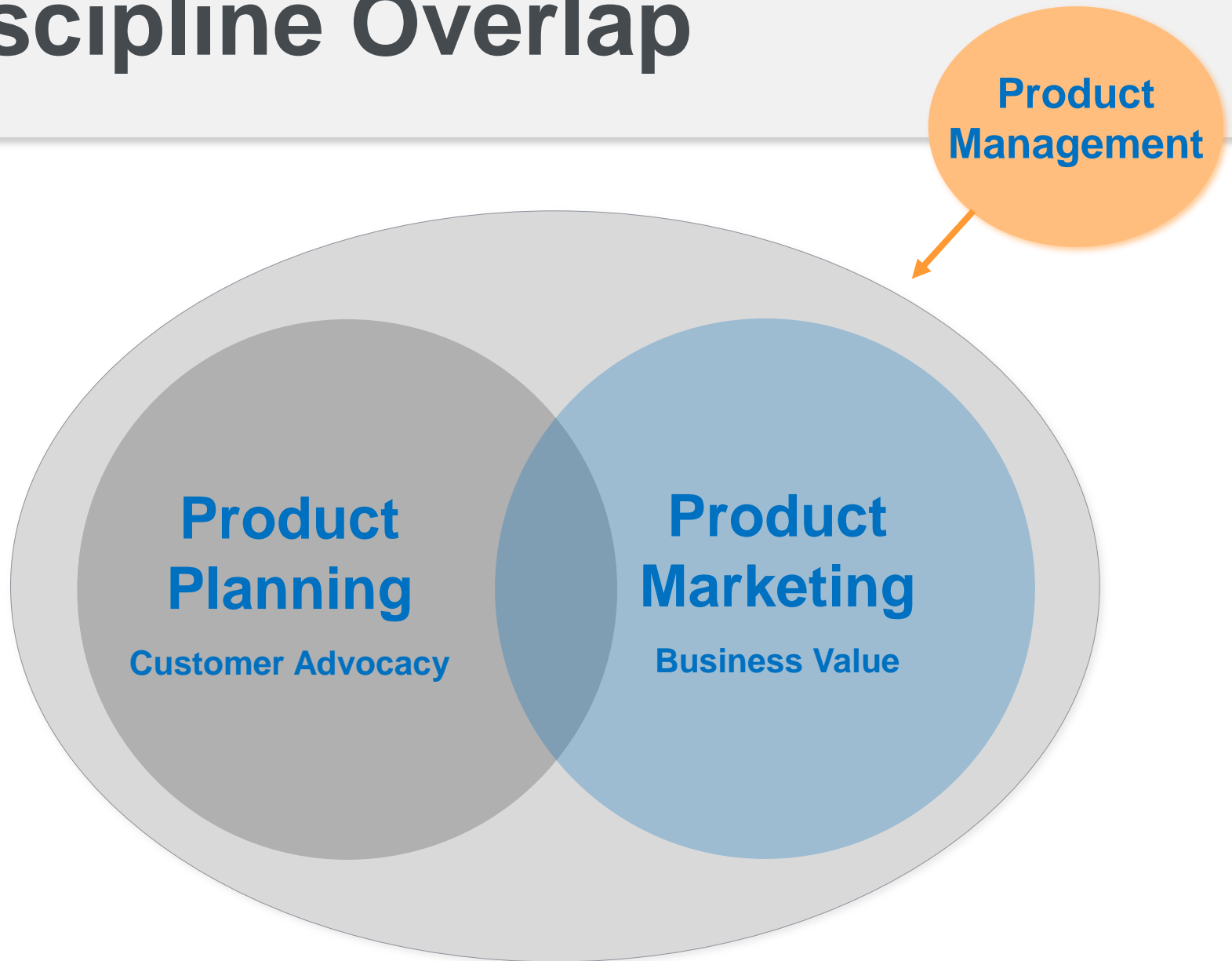


# Product Management Domain





# Discipline Overlap



# "Problem Space" vs. "Solution Space"

USER

BUYER



## Problem Space

Product  
Management

PRODUCT

TECHNOLOGY



## Solution Space

Engineering

# PMTK Foundation Rules

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## **PMTK Foundation Rule #1**

- Product management is comprised of product planning and product marketing.

## **PMTK Foundation Rule #2**

- Product management resides solely in the problem space.





# **Future of Product Management?**

# State of Product Management

- Undervalued
- Misunderstood
- Underdeveloped



# Things Must Change

## Brighter Future!

- *"How many psychologists does it take to change a light bulb?"*
- *"Just one, but the light bulb really has to want to change..."*





# Explain it!



# Key Lesson

**Product Management has immense potential and a very bright future, but only if it is consistently and correctly understood.**





**Thank You**



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## **Table of Contents**

<b>1. FRAMEWORK</b>	<b>3</b>
<b>2. BLACKBLOT MATERIALS</b>	<b>3</b>
<b>3. LICENSE GRANT</b>	<b>4</b>
<b>4. CONFIDENTIALITY AND TRADE SECRETS</b>	<b>4</b>
<b>5. OWNERSHIP</b>	<b>5</b>
<b>6. DISCLAIMER OF WARRANTY</b>	<b>5</b>
<b>7. LIMITATION OF LIABILITY</b>	<b>6</b>
<b>8. INDEMNIFICATION</b>	<b>6</b>
<b>9. MODIFICATIONS</b>	<b>7</b>
<b>10. TERMINATION</b>	<b>7</b>
<b>11. MISCELLANEOUS</b>	<b>8</b>

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You may terminate this Agreement at any time by giving Blackblot written notice bearing an immediate effective termination date. Blackblot may terminate this Agreement at any time, without cause, by giving You thirty (30) calendar days' prior written notice to the effective termination date. Blackblot may terminate this Agreement, without notice, if in Blackblot's sole and absolute discretion You are in violation of any provision of this Agreement.



If You terminate this Agreement, Blackblot shall be entitled to retain all payments rendered to Blackblot under this Agreement. Termination of this Agreement shall not terminate or cancel any payment obligation You have to Blackblot.

Upon the effective termination date, all Blackblot Materials and Blackblot Confidential Information that is stored digitally or otherwise with You or for You, shall be fully and completely removed from your possession by means of destruction at your own expense. Upon the effective termination date You shall deliver to Blackblot written certification of destruction of all such Blackblot Materials and Blackblot Confidential Information owned by Blackblot that is stored digitally or otherwise with You or for You.

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This Agreement contains the entire understanding of the parties and supersedes previous verbal and written Agreements between the parties concerning the subject matter of this Agreement. This Agreement shall not be modified in any way except by a writing signed by Blackblot.

You hereby acknowledge that damages at law may be an inadequate remedy to Blackblot. Therefore, Blackblot shall have the right of additional damages at law, specific performance, injunction and/or other equitable remedy in the event of a breach by You of this Agreement, under any applicable law and jurisdiction to be determined in Blackblot's sole and absolute discretion.

This Agreement shall be governed by and construed in accordance with the laws of the state of Israel without regard to any rules of conflict or choice of laws which require the application of laws of another jurisdiction. You agree to submit to the exclusive jurisdiction of the Israel Courts in respect to the interpretation of, and any disputes relating to, this Agreement or any of its provisions. Notwithstanding the foregoing, You acknowledge and agree that Blackblot may pursue legal action under this Agreement in any

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If a provision of this Agreement or a portion thereof is rendered invalid, void, unlawful, or unenforceable, the remaining provisions or portions thereof shall remain in full force and effect.

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This Agreement may not be assigned, delegated or otherwise transferred by You.

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