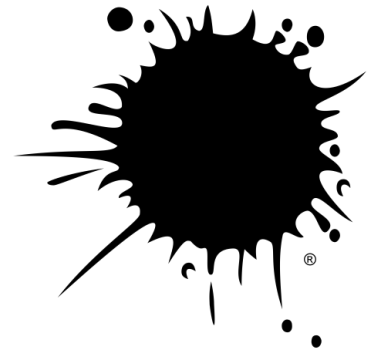# Blackblot Strategic Product Entrepreneur™ Course Syllabus

Course Description

Strategic Product Entrepreneur™ (SPE) – This one-day intensive course provides attendees with the knowledge, skills, and tools to effectively contribute to business, product, and market planning decisions and activities at startups (temporary product organizations). Entrepreneurs are the organizers and decision makers of high-profit and high-risk business ventures. This course presents a lightweight and consistent model to realistically review market opportunities, determine product features, and shape marketing efforts at startups.

SPE Course (Day One)

Strategic Product Entrepreneur™
- Business Ventures
- Entrepreneurship
- Business Phases
- Startup Organizations
- Blackblot SPE Model for Startups

Product Delivery Strategies
- Technology Driven
- Sales Driven
- Market Driven
- Technology Adoption Model

Product Domain
- Problem Space
- Solution Space
- Entities

Product Overview
- Product Classes
- Product Success Indexes
- Product Success Factors

Phase I - Market Opportunity
- Market Problem
- Market Opportunity
- Validation

Phase II - Market Problem
- User Statements
- Use Cases
- Product Roadmap

Phase III - Product Development
- Product Statements
- Feature Set
- Technology

Phase IV - Market Messaging
- Value Messages
- Positioning Messages
- Unique Selling Proposition

Phase V - Product Delivery
- Business Strategy
- Market Strategy
- Product Strategy
- Business Model

History Lesson
- Common Mistakes
- Apple Case Study

Summary
- Key Concepts