



Product Strategy Workshop

# Product Strategy for a sustainable ROI

Regardless of the stage of your digital solution and whether B2B, B2B2C or B2C: We identify the potential of your product and develop a KPI-based product strategy with you. **Simple, efficient, sustainable.**

- ✓ Understanding the needs along the product journey
- ✓ Prioritization of ideas & features with measurable KPIs
- ✓ Actionable roadmap for the next 12-18 months



2 days  
**6.400 €**  
 plus VAT

## With the right product strategy to a positive ROI:



### Envision

- Brainstorming & future vision: is the overall goal clear?
- SWOT analysis: what is the positioning?
- What are potential new revenue streams?



### Understand

- Understand and map stakeholders & target group
- Identify, understand and solve pain points
- Concretize Value Proposition



### Realise

- Application to the entire product journey
- Prioritization and weighting of features & KPIs
- Creation of a prioritized roadmap

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T +49 211 87542-860  
[www.cocus.com](http://www.cocus.com)  
[info@cocus.com](mailto:info@cocus.com)

