



# FOUNDERS PRODUCT MASTERCLASS

## WHO IS IT FOR

The Founders Foundation Product Masterclass is an executive education program enabling founders and startup enthusiasts to become Chief Product Officers.

This Founders Product Masterclass is exclusively designed in cooperation with Just Beyer, a product management expert who has established and led the product function in companies such as Rocket Internet, eGym, Visual Meta and DeinHandy.

- (Co) Founder in a tech driven startup
- Product Manager with digital products and enthusiastic about taking your product skills to the next level
- Accomplished Corporate Product or Project Manager who is ready to create an entrepreneurial mindset

## WHAT MAKES THIS PROGRAM SO SPECIAL

- Germany's best product management experts Just Beyer as the Program Director and Kristina Walcker-Mayer (N26)
- A Diverse team of top-notch product professionals with backgrounds from Rocket Internet, N26, Zalando, Visual Media
- Complimentary 1 on 1 coaching sessions with all of our C-Level instructors
- Our C-Level instructors are product practitioners and focus on tips, best-practices and lessons learned – peppered with real-life examples

ROCKET INTERNET  
EGYM  
Visual Meta



## KRISTINA WALCKER MAYER

brings over 10 years of digital experience to her current role as product lead at N26. Before she spent several years at Zalando as a product lead in the loyalty and Mobile Apps team, where she delivered customer-centric solutions and drove the mobile mindset within Zalando's various departments.

Before building products on company side, Kristina worked as Mobile Consultant and Account Manager for agencies like Aperto and iconmobile, building up mobile strategies and creating innovative mobile solutions for major clients in the retail, television, NGO and automotive industries.

## JUST BEYER

has supported numerous companies ranging from startup teams during MVP development and establishing first market fit to multi-national and/or publicly listed corporations during technical, organisational or methodological transformations. He is frequently advising Venture Capital and Private Equity investors as part of their technical assessment and due diligence.



N26  
zalando

## 9 WEEKS 5 MODULES HYBRID DIGITAL PART-TIME

PARTICIPATION FEE OF 1.195 € PER PERSON  
CLASS SIZE IS LIMITED TO 20 PARTICIPANTS

### WHAT DOES HYBRID DIGITAL MEAN?

We believe that personal interactions are beneficial for peer to peer learning and bonding. Therefore, two modules will take place @ Founders Foundation while adhering to all safety & health requirements.

All workshops will take place from 15:00 – 20:00  
*On-site workshops will shift to virtual format, subject to COVID19 restrictions.*

## MODULE 02 VIRTUAL 05.11. - 06.11.2020

THURSDAY 05.11.2020  
WHAT TO BUILD

FRIDAY 06.11.2020  
WHAT TO BUILD

WITH  
KRISTINA WALCKER MAYER  
JUST BEYER

## MODULE 04 VIRTUAL 03.12. - 04.12.2020

THURSDAY 03.12.2020  
DO WE DELIVER VALUE

FRIDAY 04.12.2020  
DO WE DELIVER VALUE

WITH  
JUST BEYER

## MODULE 01 KICK-OFF @FOUNDERS FOUNDATION 22.10. - 23.10.2020

THURSDAY 22.10.2020  
WHAT IS PRODUCT?

FRIDAY 23.10.2020  
WHAT IS PRODUCT?

WITH  
JUST BEYER

## MODULE 03 VIRTUAL 19.11. - 20.11.2020

THURSDAY 19.11.2020  
HOW TO SUPPORT IMPLEMENTATION

FRIDAY 20.11.2020  
HOW TO SUPPORT IMPLEMENTATION

WITH  
JUST BEYER

## MODULE 05 @FOUNDERS FOUNDATION 11.12.2020

FRIDAY 11.12.2020  
SPECIAL SITUATIONS

WITH  
JUST BEYER

## KEY LEARNINGS OF OUR SESSIONS

### WHAT IS PRODUCT

- Learn how to develop a successful product organisation and manage cross-functional teams

### WHAT TO BUILD

- Learn master to develop a Product Vision, translate it into a Strategic Roadmap and derive actionable, meaningful iterations for implementation
- Learn to build products people love
- Deep understanding of user friction points

### HOW TO SUPPORT IMPLEMENTATION

- Learn to apply appropriate methodologies (design thinking, lean, agile, etc.) and best practices to provide appropriate structure for effective product delivery

### DO WE DELIVER VALUE

- Learn to continuously measure and evaluate qualitative and quantitative data related to the product experience
- Ensure to always deliver value instead of features

[MORE INFORMATION](#)