

The logo consists of a white outline of a house-like shape at the top, followed by the words "PRODUCT" and "ELEVATION" in a bold, white, sans-serif font, and a white outline of a house-like shape at the bottom.

PRODUCT ELEVATION

LEAN INCEPTION:

**A STRATEGY FOR ALIGNING PEOPLE
AND BUILDING THE RIGHT PRODUCT**

Product Elevation 2022

Coca Pitzer

ABOUT ME

- Coca
- Rio de Janeiro → Dublin
- Founder & CEO of Agile Beer Global
- Business Transformation Expert
- Agile & Product Expert and Coach
- Mentor & Coach
- Design Thinking Practitioner
- Lean Inception Practitioner, Consultant & Trainer

- Project Management Professional
- Certified Scrum Master
- Certified Scrum Product Owner
- Certified Scrum Professional
- Kanban Management Systems Professional I and II
- Certified Professional Coach



 **Coca Pitzer**

 **@cocapitzer**

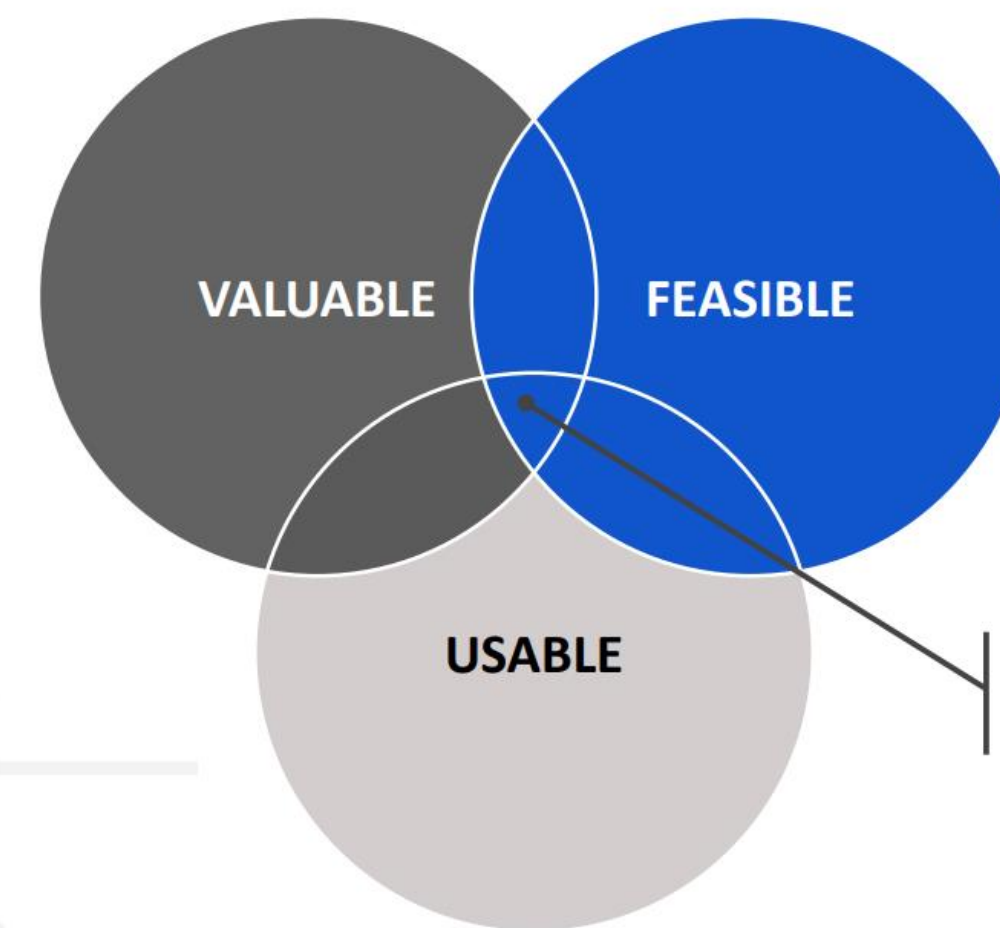
 **Medium @cocapitzer**

REAL LIFE

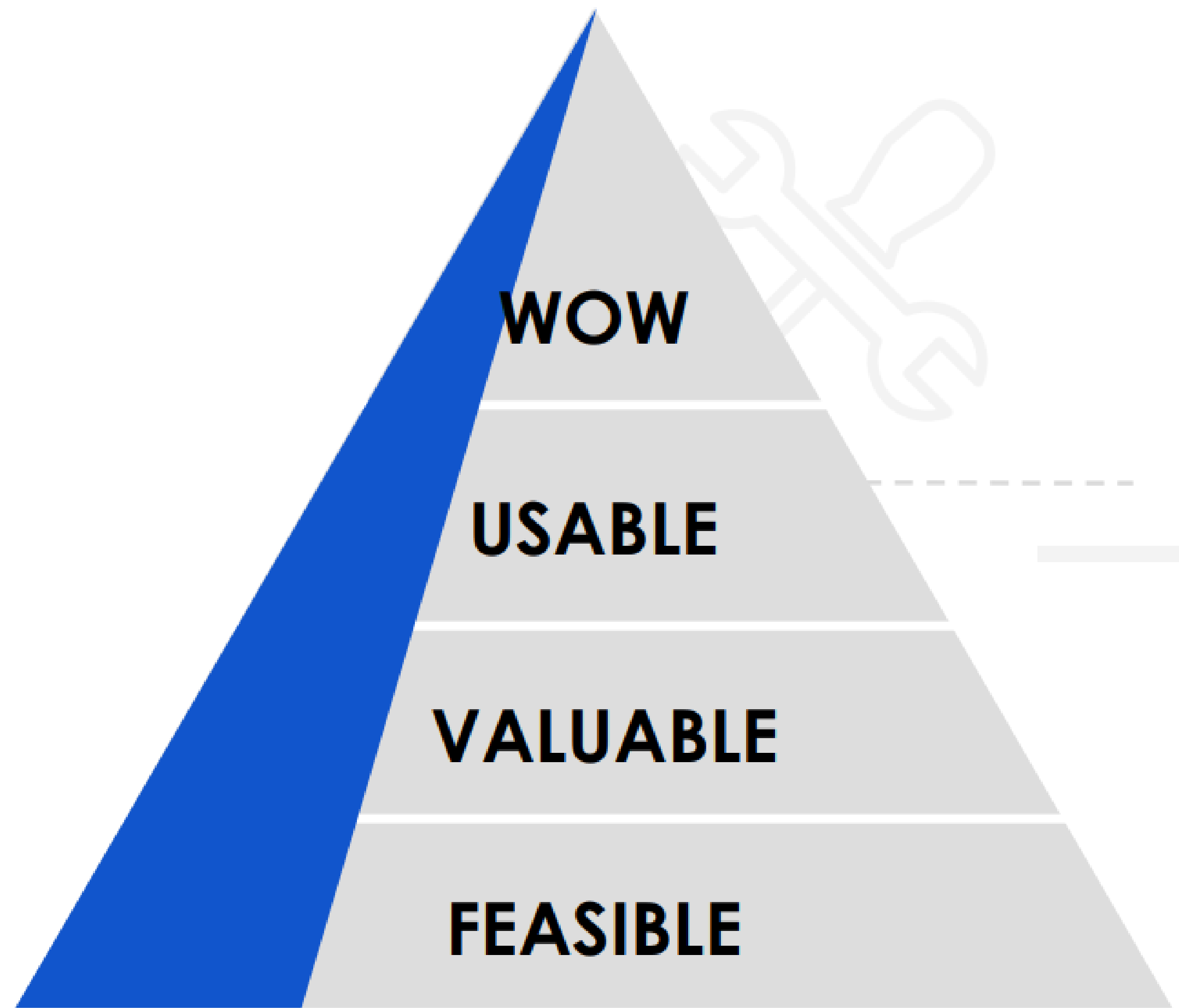
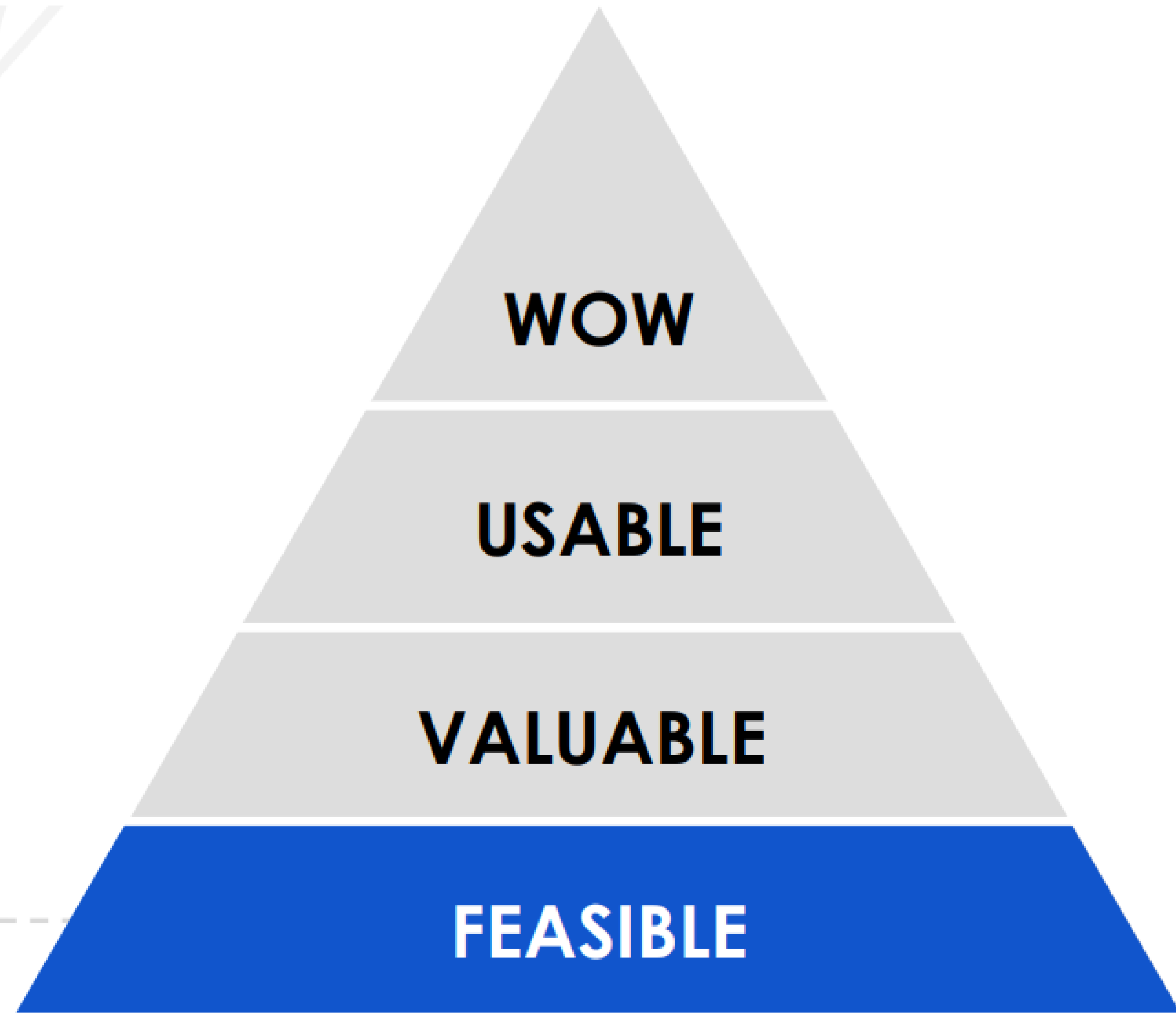


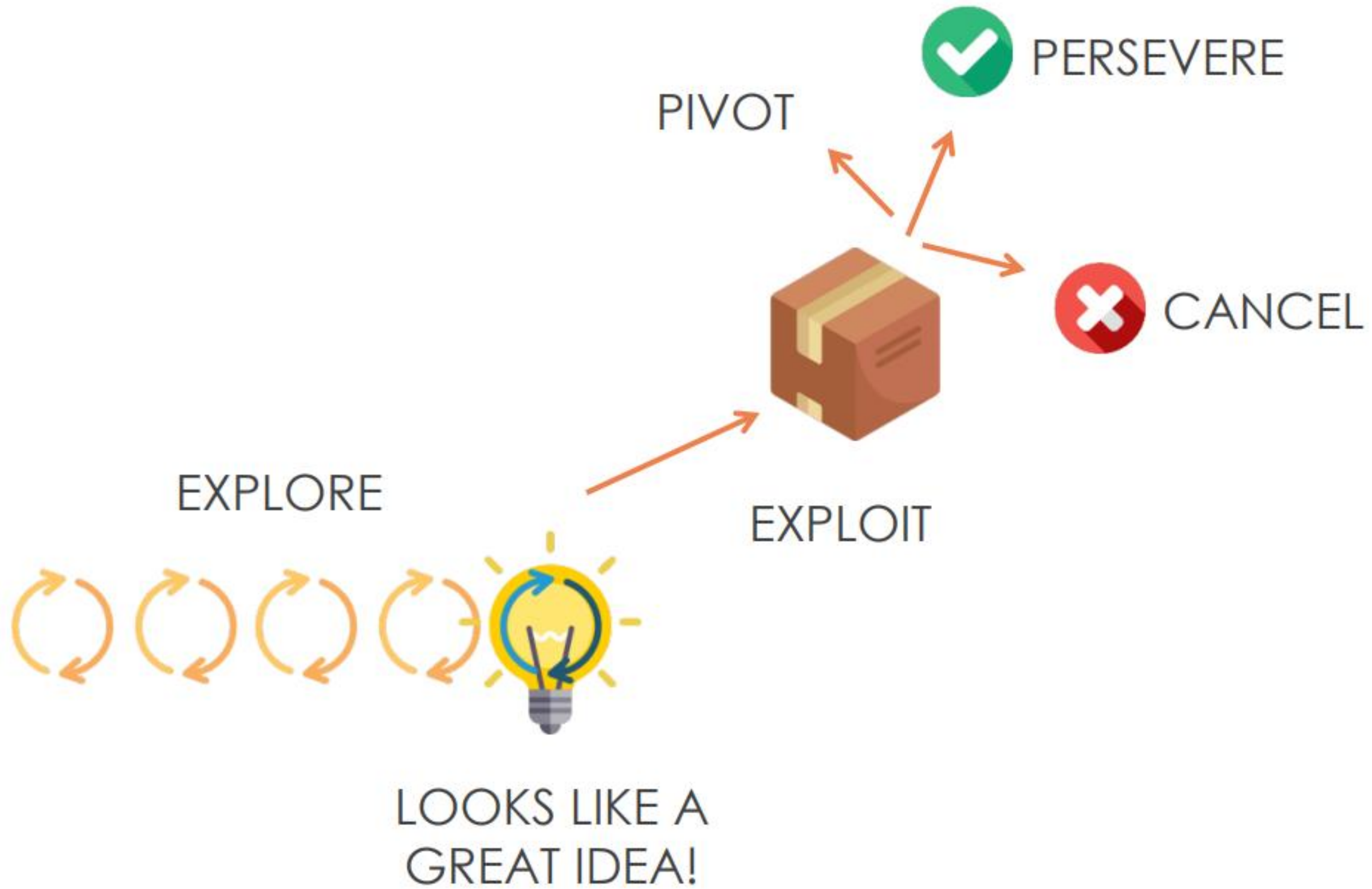
EASY  **TAXI**

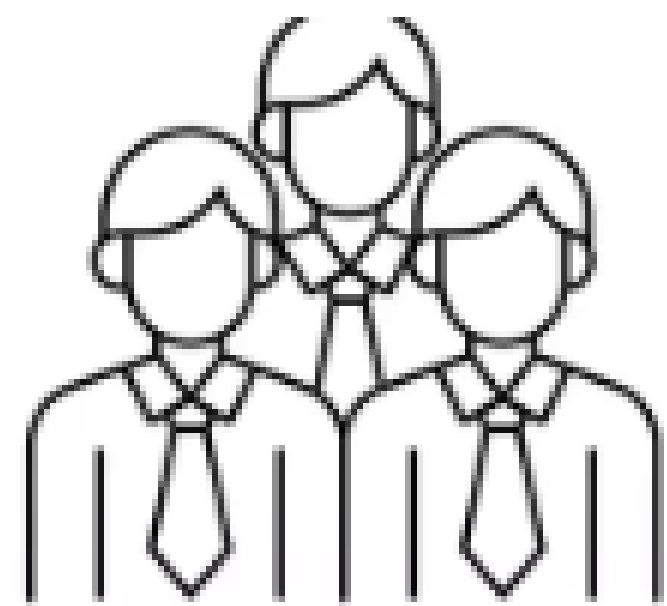
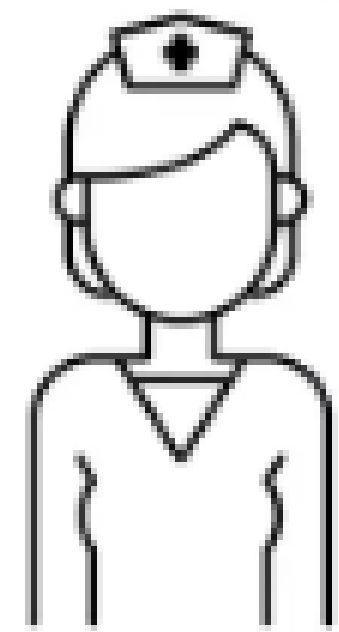
FIND THE MVP (MINIMUM VIABLE PRODUCT)



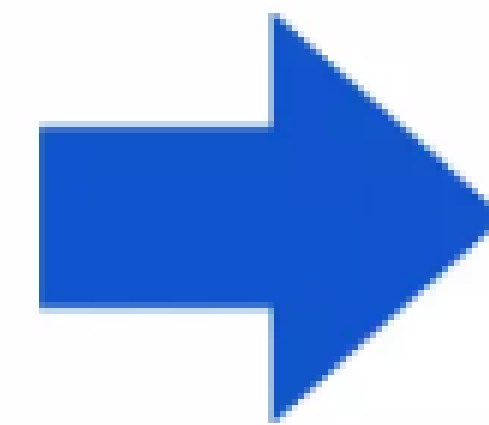
THE **MVP** IS HERE







**EVERYONE
ON A HIGHLY
COLLABORTIVE
WORKSHOP**



**LEAN
INCEPTION**

LEAN INCEPTION WORKSHOP

LEAN INCEPTION AGENDA

MORNING

MON

KICK-OFF

PRODUCT
VISION

TUE



PERSONA

WED



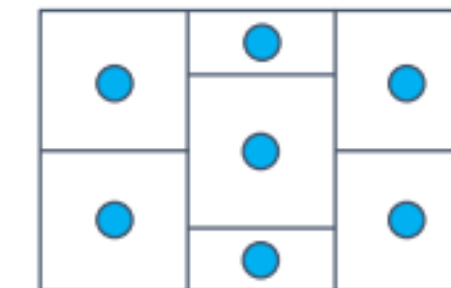
FEATURES
BRAINSTORM.

THU



JOURNEYS &
FEATURES

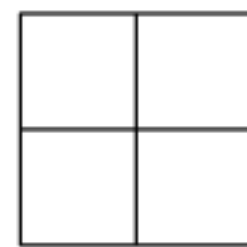
FRI



MVP CANVAS

LUNCH

AFTERNOON



IS - IS NOT
DOES - DOES
NOT DO



USER
JOURNEYS



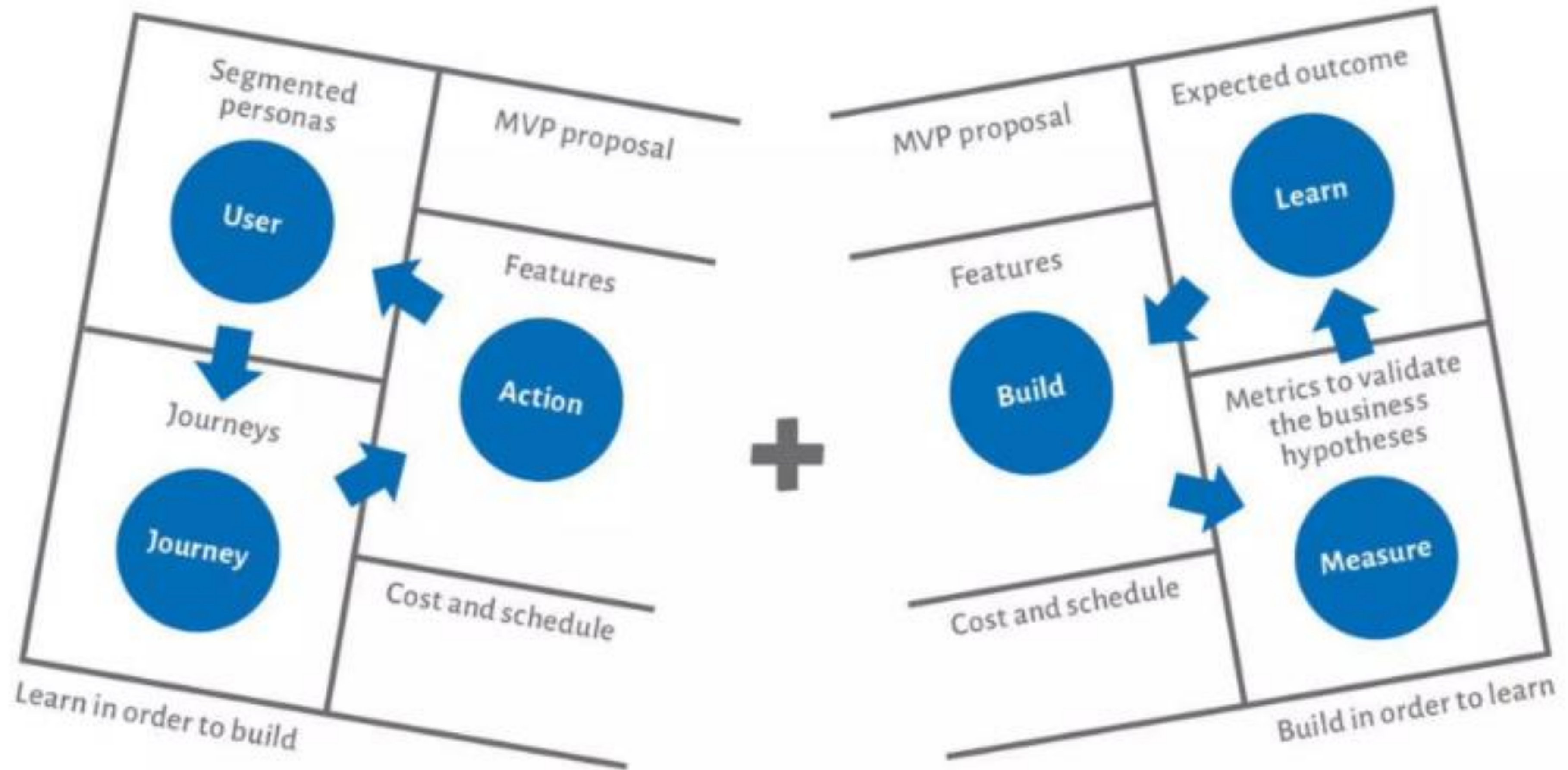
TECH, UX &
BUSINESS
REVIEW



SEQUENCER

SHOWCASE





**“Think Big, Start Small,
learn fast.”**



Thank you!



in Coca Pitzer

🐦 @cocapitzer

📷 ●● Medium @cocapitzer