

**PRIVATE:** from **2 200 €** Excl. VAT\*

\*Applicable rates from 1/1/25 to 12/31/25

**1/2 DAY** (3h30)

# UNDERSTANDING THE MVP APPROACH

Understand the MVP approach and learn how to define and communicate your MVP to maximize user value while minimizing business risks

## Target audience and prerequisites

- ✓ **Product People, IT Teams, and Business Stakeholders** looking to understand and apply the MVP approach to validate product hypotheses, minimize risks, and align teams around impactful solutions

## Training objective



Understand the MVP approach and learn **how to define and communicate your MVP** to maximize user value while minimizing business risks

- ✓ **UNDERSTAND** the fundamentals of MVP
- ✓ **LEARN** how to define a product hypothesis and translate it into a testable MVP
- ✓ **ALIGN** stakeholders around your MVP

# Understanding the MVP approach

Training program



## Training program

1/2 DAY (3h30)

### MODULE 1 The basics of an MVP

- What is an MVP?
- What is its purpose? Why build an MVP?
- Difference between MVP, Prototype, and PoC
- Common pitfalls to avoid

INTRODUCTION

PITFALLS

### MODULE 2 Define product hypotheses

- Understanding what a product hypothesis is
- How to formulate strong hypotheses
- Structuring hypotheses with a Lean Canvas

HYPOTHESIS

LEAN CANVAS

### MODULE 3 Build & evaluate your MVP

- Defining the critical path for a minimal but functional MVP
- Identifying key MVP features using story mapping
- Hands-on exercise: In groups, participants design an MVP for a fictional product
- Communicating and aligning your MVP with stakeholders to secure buy-in
- Testing & Feedback Strategies

STORY MAPPING

COMMUNICATION

TEST

# Thiga Academy

Our support



## Teaching method

**Practical work accounts for around 40%** of the course. This is complemented by **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

## Practical information

PUBLIC



Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training** session, subject to availability of places and receipt of a **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

## A tailor-made offer

**Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.**

- ✓ Onboard new team members
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ Create internal career paths

## Acquired skills assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate of completion**.

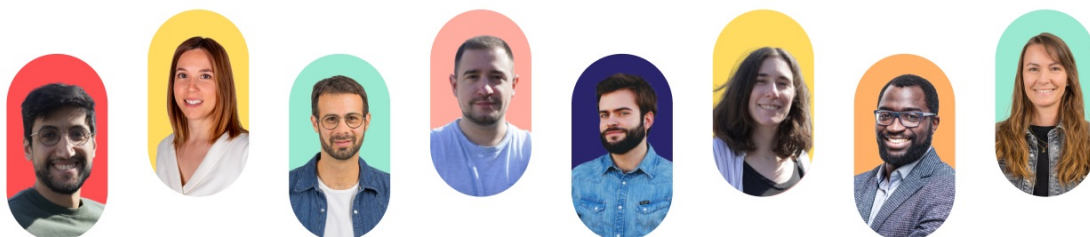


# Thiga Academy

Our Trainers and Alumni

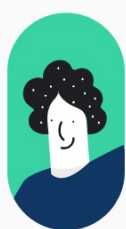


## Our trainers



Our training courses are led by one of our **experts**, who act as **trainers, program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

## What our Alumni say



“A training course given by someone who knows what he's talking about, who's really experienced in the field, in methodology. It's good to get reminded of essential concepts (northern star, metrics, perpetual questioning...)”

**Vincent** — Freelance Product Manager



“A very warm welcome from the members of Thiga, especially from our trainer. Her feedback was very enriching and she knew how to adapt certain elements to her audience (and notably to me)”

**Océane** — Product Designer at RCA

## Our Partners & Clients



# Thiga Academy

Our training path



## Product Basics

Product Owner  
2 days

PRIVATE

Figma Advanced  
1 day

PRIVATE PUBLIC

Product Culture awareness  
1 day

PRIVATE

Advanced Product Owner  
2 days

PRIVATE PUBLIC

Agile Awareness  
1 day

PRIVATE

## Product Builders 0 to 2 years

Product Manager  
2 days

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Product Marketing  
2 days

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Product Designer  
2 days

PRIVATE PUBLIC

Tech for PM  
avec  le wagon  
1 day

PRIVATE

## Product Builders 4-5 years and above

Lead Product Manager  
2 days

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## Product Builders 2-4 years

Data Informed PM  
2 days

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Advanced Product Manager  
2 days

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Design System  
2 days

PRIVATE PUBLIC

Product Soft Skills  
2 days

PRIVATE

Discovery Discipline  
2 days

PRIVATE PUBLIC

## Product Leaders 4-5 teams and more

Building a strong product organization  
1 day

PUBLIC

Unlock your team's power  
avec  WILL  
18 hours

PUBLIC

Create and implement a Product strategy  
1 day

PUBLIC

Scaling your Product organization  
1 day

PUBLIC



# Thiga Academy

About Thiga



## Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

## The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.



## Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles. In short, original content to get you through the doors of the best tech companies.

## Contact



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