

PUBLIC: 2 000 € Excl. VAT*

PRIVATE: from 10 400 € Excl. VAT*

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

2 DAYS (14h)

BUSINESS FUNDAMENTALS

FOR DIGITAL PRODUCT CREATORS

Build broad business expertise to collaborate with commercial teams and build financially successful products

Target audience and prerequisites

- ✓ **Digital Product Creators:** Any person working on digital products that work in cross-functional environments and are expected to create financially successful products. Applies to Product Managers, Product Owners, Product Marketers and Product Designers.

Participants are expected to have intermediate level knowledge of product management and/or design practices such as user research, opportunity discovery and agile delivery

Training objective

Gain a foundational understanding of business principles crucial for building and selling successful digital products.

Improved ability to make data-driven product decisions, strategize effectively, and communicate with stakeholders using appropriate business language.

Familiarity with key digital business concepts and their application.

- ✓ **BUSINESS CONCEPTS:** Understand key business principles required for building and selling successful digital products
- ✓ **FINANCE:** Be comfortable with financial KPIs such as CAC, LTV or ARPU
- ✓ **STAKEHOLDERS:** Learn how to engage business stakeholders and build joint goals
- ✓ **VIABILITY:** Build strategies that combine user value and financial viability



Business Fundamentals

Training program



Training program

2 DAYS (14h)

MODULE 1 Digital Business Models

- Understand different digital business models
- Know about the pros and cons of different models
- How to align product strategy and business model

BUSINESS MODELS

PRODUCT STRATEGY

MODULE 2 Markets, Users and Positioning

- Estimate the addressable market
- Build an understanding of the competition
- Understand core customer problems
- Differentiate your audience with personas and user segments

TARGET MARKET

COMPETITION

AUDIENCE

MODULE 3 Financial Viability

- Understand the concept of unit economics
- Calculate key metrics such as CAC, LTV or ARPU
- Identify the direct and indirect costs of your product
- Evaluate product viability through margin analysis

KPI

REVENUE

COSTS

MODULE 4 Growth and Retention

- How do products “grow”?
- What is the difference between product-led and sales-led?
- Use the AAARR framework to measure your performance
- How can I build my product to prevent churn?

PRODUCT-LED

ADOPTION

ENGAGEMENT

RETENTION

Business Fundamentals

Training program



MODULE 5 Pricing, Marketing and Sales

- How do I define my pricing strategy?
- How can I define my messaging strategy?
- What marketing channels should I use?
- How do I best sell my product? Is it different in B2C and B2B?

PRICING

MESSAGING

CHANNELS

ENTERPRISE SALES

MODULE 6 Go-To-Market

- How to build your go-to-market strategy
- Launch and land your product on the market effectively
- What is sales enablement?
- How can customer support help making my product successful?

GO TO MARKET

PRODUCT LAUNCH

METRICS

SALES ENABLEMENT

MODULE 7 Measuring Financial Success

- What is a P&L statement and how do I read it?
- How is profit calculated?
- Create a business case based on financial data

P&L

PROFIT

COSTS

BUSINESS CASE

MODULE 8 Dealing with Business Stakeholders

- Identify relevant business stakeholders and their motivations
- Communicate product strategy and performance to the business
- Use business language effectively
- Build long-term, effective relationships

STAKEHOLDERS

COMMUNICATION

WIN-WIN

RELATIONSHIPS

Thiga Academy

Our support



Teaching method

Practical work accounts for around 40% of the course. This is complemented **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

PRIVATE



Sessions are designed for groups of **6 to 10 people**. We can organize training on **our premises in Paris, on your premises**, or **remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training** session, subject to availability of places and to receiving the **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
- ✓ Internal transformation support
- ✓ Retain talents
- ✓ Create internal career paths

Thiga Academy

Our trainers and alumni



Our trainers



Our training courses are led by one of our **experts**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

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 our trainer. Her feedback was very enriching, and she was able to adapt certain elements to her audience (including 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 à 2 ans

Product Manager
2 days

PRIVATE PUBLIC

Product Marketing
2 days

PRIVATE PUBLIC

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

PRIVATE PUBLIC

Product Builders 2-4 years

Data Informed PM
2 days

PRIVATE PUBLIC

Advanced Product Manager
2 days

PRIVATE PUBLIC

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 great 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.

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