



# Syllabus: Product - market fit



## SYLLABUS

---

- ≡ Objectives
- ≡ Skills
- ≡ Criteria for participation and approval

## TOPICS

---

- ≡ Module 1. Business model patterns
- ≡ Module 2. Key growth metrics
- ≡ Module 3. Cohorts
- ≡ Module 4. Product - Market Fit measurement

# Objectives

---

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

## General objective

---

Introducing topics related to the entrepreneurship in the sports area in a broad and general way, exposing the students to various approaches to validate their projects, getting to know their prospects well, providing them with a more suitable proposal for them to increase their chances of success. These will be practical tools able to be applied to their projects in a simple and quick way.

---

CONTINUE

# Skills

---

The skills we hope you will develop throughout this course are:

## General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

## Specific skills

---

- Validating the problem or need to address.
- Discovering early adopters of the product or service.
- Finding the fit between the product and the market.
- Validating the solution through the development of a Minimum Viable Product.
- Building multiple versions of the business model through empirical iterations.
  - Designing customer development strategies.

CONTINUE

# Criteria for participation and approval

---

## Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

## Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

**CONTINUE**

# Module 1. Business model patterns

---

**Unit 1.1 Typology of successful business models**

**Unit 1.2 Application cases**

**CONTINUE**

## Module 2. Key growth metrics

---

**Unit 2.1 The key growth metrics**

**Unit 2.2 KPI and OPI**

**CONTINUE**

# Module 3. Cohorts

---

**Unit 3.1 Cohort development**

**Unit 3.2 Cohort analysis: Retention and viral coefficients**

**CONTINUE**

# Module 4. Product - Market Fit measurement

---

**Unit 4.1 Sean Ellis methodology**

**Unit 4.2 Growth factors - Growth hacking**