

KNOWLEDGE SHARING WITH PRODNA DEVELOP YOUR PRODUCT - LAUNCH FOR SUCCESS!

Are you developing a product? Listen here!

Product development in established companies as well as startup initiatives, small and large, have full focus on developing their new products and fail because they use way too little effort in developing the Market Launch preparation

ProDNA offers a fully proven and scalable solution to address Market Launch preparation in product development.

Join me when I talk about ProDNA solution for Market Launch!
We will talk about how you can create effective strategy and plan for your product launch!

- ▶ Product Development process, with focus on the Launch swim lane.
- ▶ Key challenges - why Product Launches fail
- ▶ Key roles in projects and launch
- ▶ The journey to enable selling value
- ▶ Effective Launch Strategy and plan creation, a walk through a key element, the Launch Strategy Workshop

The presenter:

Einar Runarsson, founder and Senior Consultant of ProDNA ApS brings over 20 years of experience within product development and management.

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The meeting

Date and Time: February 15th from 16:00-18:00

Venue: Skeifan 11b Reykjavik in education premises of



The meeting is a face-to-face meeting, but you can also join virtually.

Register via link: [Event: Develop your Product - Launch for success](#)

Contact Einar for more information on LinkedIn, [Initiate a meeting](#), email: einar@prodna.dk or call +45 24435180.



ProDNA
Product Navigation
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