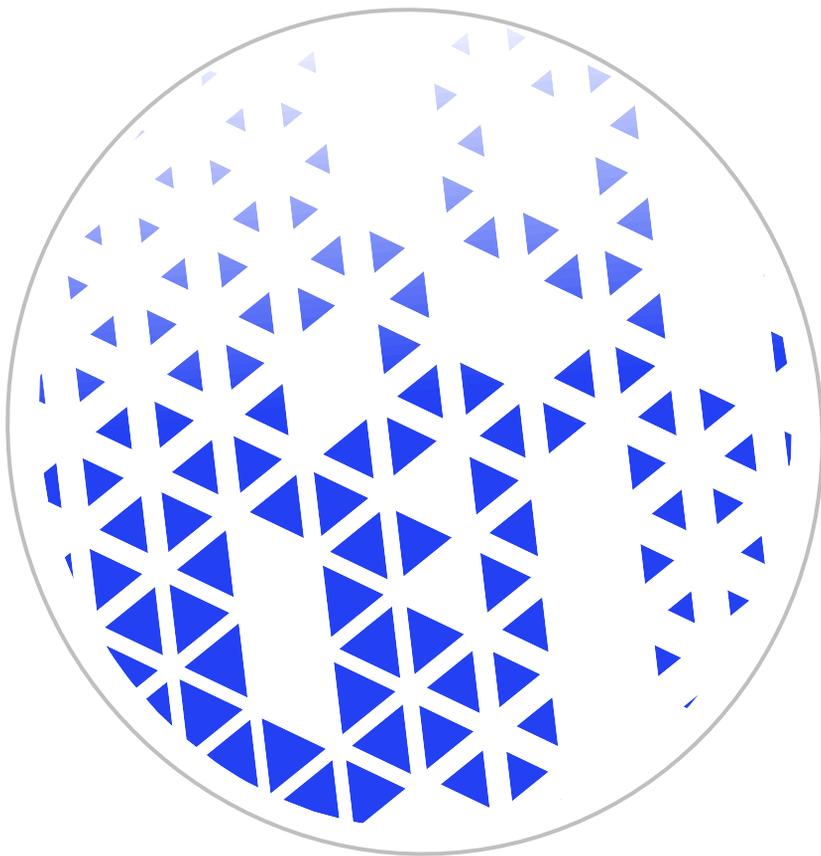


# LAUNCHING BUSINESS TRANSFORMATION, AT SCALE.

How executives can embark on  
**Project-to-Product** journeys.



# ACCELERATING BUSINESS TRANSFORMATION

## Leadership in Product Management

### Our Services



#### Product Manager Sessions

- › Analyze the market and customers segmentation
- › Roadmap planning, Identify the target audience
- › Unique selling proposition (USP)



#### Product Strategy and leadership

- › Gain insights via artificial intelligence (AI)
- › Design and architect product casing (PRD)
- › Manage project stakeholders and teams



#### Scale Product To Market

- › Monitoring engagement and adaptation
- › Evaluation of distribution channels
- › Product Lifecycle management

## Breakthrough Product delivery, From Zero-To-One

Product Roadmap Execution is critical to outline, from timeline, priorities, and milestones for product development.

The balance of competing priorities, managing resource allocation, and tracking progress against the project goals enables us to unlock bottlenecks from the early backend to production.

We support clients throughout the product ideation phase, to execute new strategies, and validate processes via go no go analysis and architecture solutions.

# TAILORED BUSINESS SOLUTIONS

## Startups

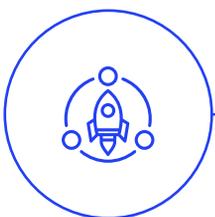
- › Product Strategy and Road-mapping.
- › Minimum Viable Product (MVP) Development
- › Market Research, Positioning and Competitive Analysis
- › Go-to-Market Strategy, Product Marketing Launch Support
- › Collaborate with cross-functional teams. Including UX & UI Design, And development.

## SMBs

- › Market research to identify SMB customer pain points ( Customer-Centric Approach)
- › Engage with customers through surveys, interviews, and feedback sessions insights
- › Validate ideas by lean Development, rapid prototyping, and continuous feedback loops.
- › The goal is to develop and release minimum viable product methodology(MVPs) quickly
- › Gather customer feedback, and make incremental improvements based on client responds

## Enterprise

- › Product Strategy and Road-mapping.
- › Develop and executes a comprehensive product strategy that aligns with the overall business goals and objectives of the organization.
- › Identify market opportunities, define target markets and customer segments, and create a project for product development and enhancement.
- › Hands-on Market Research, Competitive Analysis and AI Data collection automation.
- › Product Development and Management, overseeing the end-to-end product development lifecycle, from concept to launch and beyond.



Startups



SMBs



Enterprise

## About Herman Technologies

At Herman Technologies we are leveraging the power of artificial intelligence (AI) skill set of cutting-edge sys-ops to modernize legacy business operations in order to implement new products and innovation methodologies.

# GET IN TOUCH



Lior Herman

**Founder & Managing Director**

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## How To Measure Product Development Effectiveness?

We support our clients throughout the product planning and lifecycle, providing KPIs for ideation, strategy, and architecture design. From development to launch, optimization, and ongoing lifecycle improvements to maximize agility and generating revenue at scale.