Information for ProSky + BEST Program PRODUCT MANAGEMENT TRAINING

**Why ProSky?** It is important for you to explore industry and understand how your skill-sets can propel innovation outside of academia. In addition, the experience you receive from industry will elevate the knowledge you have gained from higher education and give you a different perspective from your current workload. You will be trained in Product Management, network with actual companies, gain real industry experience and have the opportunity to network and collaborate with other like-minded individuals across the nation. Past BEST participants have been hired by companies like Kraft and Silicon Valley firms.

**How it Works:** The entire ProSky Product Management Training Program is done online. Candidates will create an online account with ProSky where they will be able to learn from trainings, be placed in a team of 5-6 candidates and collaborate with their team on the project.

ProSky has created a collaboration tool that allows candidates to work with their team, in real-time, online. Trainings can be watched at the candidate’s own time and group work is flexibly scheduled with the candidate’s team. Candidates will also be able to schedule online meetings with professionals from specific industries to help mentor them through projects and in turn, widen their networking opportunities.

**Time Commitment:** School and professional life is hectic so we know not to add anything impossible on top of your plate. ProSky candidates typically spend between 5-30 minutes a day watching the online training. Candidates spend varying amount of time on projects; however, expect to spend between 7-10 hours a week on the actual project. Lectures are done on your own time, group work is flexibly scheduled, as are any additional mentoring meetings.

**Program Length:**
- Application: open September 26 to October 7
- Onboarding: October 12-14
- Program: October 17th - November 29th
- Presentations: November 30th - December 2nd

**Who should apply?**
PhD students and post-docs in any STEM fields who would like to build their skills, gain experience, widen their network and showcase their knowledge and skills to companies in industry.

**Who else is there?**
This is going to be an exclusive program for Cornell BEST students. If there’s a need to add other candidates to fill teams, ProSky will add only top candidates, from Universities across the nation to join the teams.

**Who is teaching the content?**
Steve Larson is a lead Product Manager for Extron, an AV solutions company, based in over 30 different countries. Based in Extron’s headquarters, Steve is an expert in researching and analyzing markets, creating product vision that delivers unique value, leading cross-functional teams and ensuring that products meet market demand. Steve has been selected to be part of the FBI’s agent training program, Quantico, where he will specialize in Product Management and Computer Forensics. This accomplishment is evidence of Steve’s expertise as Quantico boasts a 2% acceptance rate. Steve is an
expert in his field and is excited to share his knowledge with you through his exclusive training via ProSky.

**Cost:**
$199 charged to your credit card. No limit to qualified participants.

If you are a Cornell BEST Program participant, with approval there is a $199 total charge. On successful program completion you may request full reimbursement. Limited to the first 10 applicants. Direct questions to Susi Varvayanis at sv27@cornell.edu

**List of companies:**
1. STANCE
   a. **Link to Website:** https://www.stance.com/
   b. **Link to Crunchbase:** https://www.crunchbase.com/organization/stance

**Why Product Management:**
Product Managers are responsible for defining the ‘why’, ‘what’ and ‘when’ of a product. Product managers are responsible for the healthy functioning of the core technology, connecting users with the technology, and connecting users with the business. It is the only role, other than the CEO, that allows an individual to intensely focus on and touch all realms of a business.

Product Managers accomplish this by analyzing markets and laying out a product vision that is differentiated and delivers unique value based on customer demands. Product Managers’ activities span from strategic to tactical and ultimately provide cross-functional leadership which in turn, bridge gaps within the company between different functions.

**Testimonials from Cornell Students:**
“I hoped to learn some business skills… and I learned A LOT! I also hoped to have some practical experience to put on my resume, and I got it. Before, networking was a concept, now I understand its reality and I learned why it is so important. It was the perfect balance between learning and hands-on experience. I will do this again in a heartbeat!” — Elodie Gazave; Cornell Post-Doctoral Scholar

“ProSky took the time to learn about me and what I wanted to get out of the program in order to give me skills and experience I could add to my resume. Our mentor helped me realize that many of the skills I have can be applied to industry, such as: my ability to carry out research, brainstorm with teammates, receive critics through consultation with the client, and creating a cohesive final presentation. It was a great opportunity to build my network in a meaningful way.” — Ezen Choo; Cornell PhD Student

**Link to Cornell + ProSky event video:** https://youtu.be/4UZpV5dEW28