



PMA Industry Presentation Project

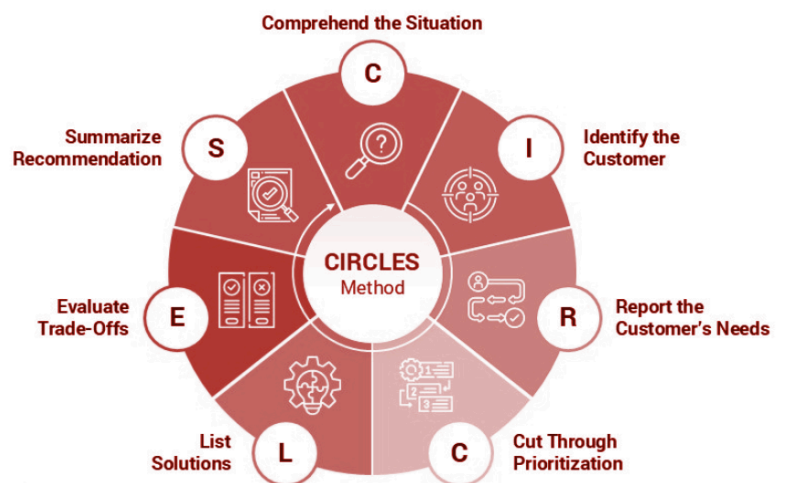
PROJECT OVERVIEW

In this project, you will emulate the work of real-world Product Managers by creating and presenting a professional slide deck that offers a solution to a specific product pain-point for a company of your choice (see resources).

Your task is to create an **Industry Design Slide Deck** that you will deliver to a panel of industry professionals. The goal is not only to propose a solution, but to demonstrate your product thinking: how you define the problem, evaluate opportunities, and design features that make sense for both the user and the firm.

PROJECT SPECIFICATIONS

- 5-7 minutes.
- Includes visual mockup or user flow walkthroughs.
- **Up to 8** slides total, not including title and ending slides.
- Provides a final recommendation and solution to the chosen pain point.
- Utilizes the **CIRCLES** method to provide sufficient reasoning and analysis.
 - [Click for more information](#)



RESOURCES

- Past Presentations:
 - [FINAL] Ariel PMA
 - Microsoft Nexus
 - PMA: Nike
- Company List
- Ask exec members if you need any help or advice!