

MANAGEMENT DEVELOPMENT PROGRAMME

Innovation Incubator

Turn your expertise into products



Grow

4

half-day sessions

Ideate
Validate
Price
Launch

Create new income from what you know

For self-employed consultants, coaches and wellness solopreneurs who want to diversify their income by creating and selling products built on their expertise.

Four collaborative, interactive sessions help you identify product opportunities, validate ideas, balance services and products, and price and market your new offerings.

THE PROGRAMME

Ideas and market evidence

01

SESSION 1

Ideation & Opportunity Identification

Identify viable product ideas that align with your expertise and client needs.

- Understand productisation: turn your knowledge into scalable products such as online courses, e-books, templates and membership programmes.
- Use guided brainstorming to identify core strengths and expertise that could become products.
- Explore product models including digital downloads, workshops and subscriptions.

YOUR ASSIGNMENT

Create a list of 5 potential product ideas and select 2 for further research and validation.

02

SESSION 2

Market Research & Validation

Test your product ideas against market demand to assess their potential.

- Use surveys, interviews and online communities to gauge interest in your product ideas.
- Assess competing products, their strengths and weaknesses, and your unique edge.
- Explore the minimum viable product (MVP) approach: create a simple version to test with your audience.

YOUR ASSIGNMENT

Develop a brief survey or interview script and collect feedback on your top product idea.

THE PROGRAMME

Pricing and launch

03

SESSION 3

Pricing & Profitability

Price your products effectively and integrate them into your service offerings.

- Explore costing and pricing models, including value-based pricing, and determine what your product is worth.
- Calculate costs, profit margins and potential profits for digital products.
- Balance time spent on one-to-one services with product-based income to create a sustainable mix.

YOUR ASSIGNMENT

Develop a pricing plan and map a potential revenue stream using a simple financial projection template.

04

SESSION 4

Marketing & Launch Strategy

Create a marketing plan to launch your product alongside your existing services.

- Build a launch plan covering pre-launch activity, the launch event and post-launch follow-up.
- Introduce products to existing clients through upselling, exclusive offers and bundles; encourage word-of-mouth and shared experiences.
- Explore social media, email and content strategies, including effective ad campaigns and email sequences that drive sales.
- Integrate your products into your overall marketing for a cohesive launch.

YOUR ASSIGNMENT

Create an integrated marketing plan.

OUTCOMES AND BOOKING

Your product development toolkit

The four sessions build your understanding of how to create, test, price and market products alongside your existing services.

- Identify product opportunities grounded in your expertise and client needs.
- Gather market feedback and explore a simple product to test.
- Develop a pricing plan and a potential revenue projection.
- Create an integrated marketing plan for your product launch.

Programme at a glance

Duration	4 half-day sessions
Delivery	Delivered online via Zoom
Ideal group size	12–20 participants
Dates and times	20 th October, 27 th October, 3 rd November, 10 th November 6.30pm–9.30pm
Programme fee	€75

Booking and enquiries

Booking link: <https://www.localenterprise.ie/dublincity/training-events/online-bookings/innovation-incubator-for-self-employed-consultants-coaches-and-wellness-solopreneurs-tuesday-20th-october-2026.html>

Programme contact: info@leo.dublincity.ie

General information: [localenterprise.ie/DublinCity](https://www.localenterprise.ie/DublinCity)

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