

PRODUCT MASTERY PRESENTS THE

# Prod MBA

We Train You To Build a Profitable Product in 6 Weeks  
With Our Part-Time Training Programme



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[www.prod.mba](http://www.prod.mba)

# Prod MBA 2020



RICHARD, EX-HEAD OF PRODUCT, NOW FOUNDER AT PRODUCTPEERS

*"60 LinkedIn conversations started, 30 website visitors, 2 newsletter subscribers and 1 sale!"*

## ROI Of the Prod MBA

- ✓ Learn the key skills you're missing to become a product leader, accelerating your path to more autonomy & double the salary as a Head of Product within just 2 years
- ✓ Make yourself invaluable to your company by understanding how to deliver massive value with minimal resources
- ✓ Learn how to launch a new, profitable product or your dream business with \$50 or less, rather than \$500k

## This is Not Just "Another Course"

The Prod MBA is an intense 6-week, part-time training programme crafted by a team of experienced product mentors, run in small groups of carefully selected applicants, to take you through the process of product discovery & validation in practice.

If you're looking for an ineffective Scrum certification or overly-theoretical Udemy course to put on your CV, then you've come to the wrong place.

But we're guessing you're probably here because you realise most product courses aren't effective, and you're ready to level-up your career...

## A Curriculum For A New World



**Antonia** 8:43 PM

Can I just say that I love this programme. I know we're only a week and a bit in, but this is the most hands-on thing I've ever done. It's even more hands-on than my actual full-time job (which is a whole other problem, but let's not get into that).

Thank you for building this course, and I'm so glad Felix messaged me on LinkedIn about it. Onwards and upwards! 💪



**As we move further into 2020, one important question will be on the minds of founders, product leaders & investors alike:**

### **Profitability.**

How can we go beyond users, not just building a product that is useful & delightful to use, but that, ultimately, makes the company more money than it costs to build?

Whether you are looking for a new job, a promotion, or even thinking of starting a new business, learning how to build profitable, high-value products extremely quickly will give you a massive competitive advantage.

And you'll be left behind if you don't adapt, with ever more companies realising that effective product management isn't about getting things done quickly (tickets, story points & sprints), but about getting the right things done:

Things that help you move your product further along its path to profitability.

During our programme, we want you to forget everything you know about product.

We want to start with the right foundations for product success, returning to gain a deep understanding of what a business really is - and how product ties into one.

We will take you from planning to action each week, supported by a group of other product people (PMs, designers, developers, founders), to build your own profitable product.

Each week in our part-time, 6-week programme will consist of:

- 2-3 training videos to watch in your own time (2hrs)
- A hands-on weekly assignment, with results posted on Slack for feedback (1-3hrs)
- A live Q&A session (1hr)
- A group workshop to put theory into practice (1hr)

As part of the package, you will also get 3x mentorship calls. These calls will consist of 30-minute 1-on-1s with any of our 4 mentors, who specialise in entrepreneurship, acquisition & product management:



**HENRY**  
Product & Entrepreneurship



**SOFI**  
Product & Product at Scale



**DOM**  
Product & Marketing



**ELVIS**  
Growth & Acquisition

Our learning approach is designed to be as effective as possible, combining theory with putting theory into practice in the real world, with a real product. The support of our mentorship & the community is half of the value as well, providing motivation & answering any questions you may have throughout & beyond the programme.

The weekly schedule:

MON	TUE	WED	THU	FRI	SAT	SUN
Weekly Content & Assignment						
Course Content Released 9am		Optional Q&A Session	Optional Workshop			Submit Weekly Assignment 5pm
Week 1 Only: Welcome Call						
Go through this week's content, work on your assignment, engage with Slack community						

## Who is the Prod MBA for?

The Prod MBA has been designed for ambitious product people - whether Product Managers, CPOs or founders - to learn critical strategic & business skills that are integral to the success of any venture, whether that be of your business, or an individual product line within a business:

### **Product Manager / Product Owner**

Learn the fundamentals of business & strategy to build great products & move away from "the build trap" of busily getting as many features done as possible, rather than building the right features (earning yourself promotion or helping you land your dream job in the process).

### **Founders**

Define & execute on a clear "path to profitability" to create a sustainable future for your business without risking everything on unrealistic, arbitrary growth targets set by investors.

### **CPOs / Heads of Product**

Learn a repeatable framework for quickly moving from opportunity to validated, revenue-generated product line without the risk of months of building an MVP & an expensive product team you may not even need.

## What is included in the price?

- ☒ Step-by-step video course teaching the theory of effective product strategy & discovery (you will have indefinite access to this content)
- ☒ Course documents & presentations, such as our user interview guide & Prod MBA Sales Script
- ☒ A weekly review of each student's assignment by our team of mentors
- ☒ A weekly 1hr workshop, on different product & leadership topics
- ☒ A weekly Q&A session for students to ask questions on their project, the course or product management in general
- ☒ 3x 30-minute, 1-on-1 sessions with any of our 4 Prod MBA mentors, who are experts in product management, leadership, personal development, entrepreneurship & acquisition
- ☒ Access to our Slack alumni network indefinitely, where we post bonus videos, live workshops & in-person Meetups every month

## How Much Does It Cost?

The Prod MBA costs **£1,397** & includes 6 weeks of weekly video content, assignments reviewed by our mentors, Q&A sessions & workshops, as well as lifetime access to the Prod MBA alumni network (including events & workshops).

The next cohort starts on **14 Sep 2020**. There are only **12 places** in total - and these fill up fast - so apply now to book your place:

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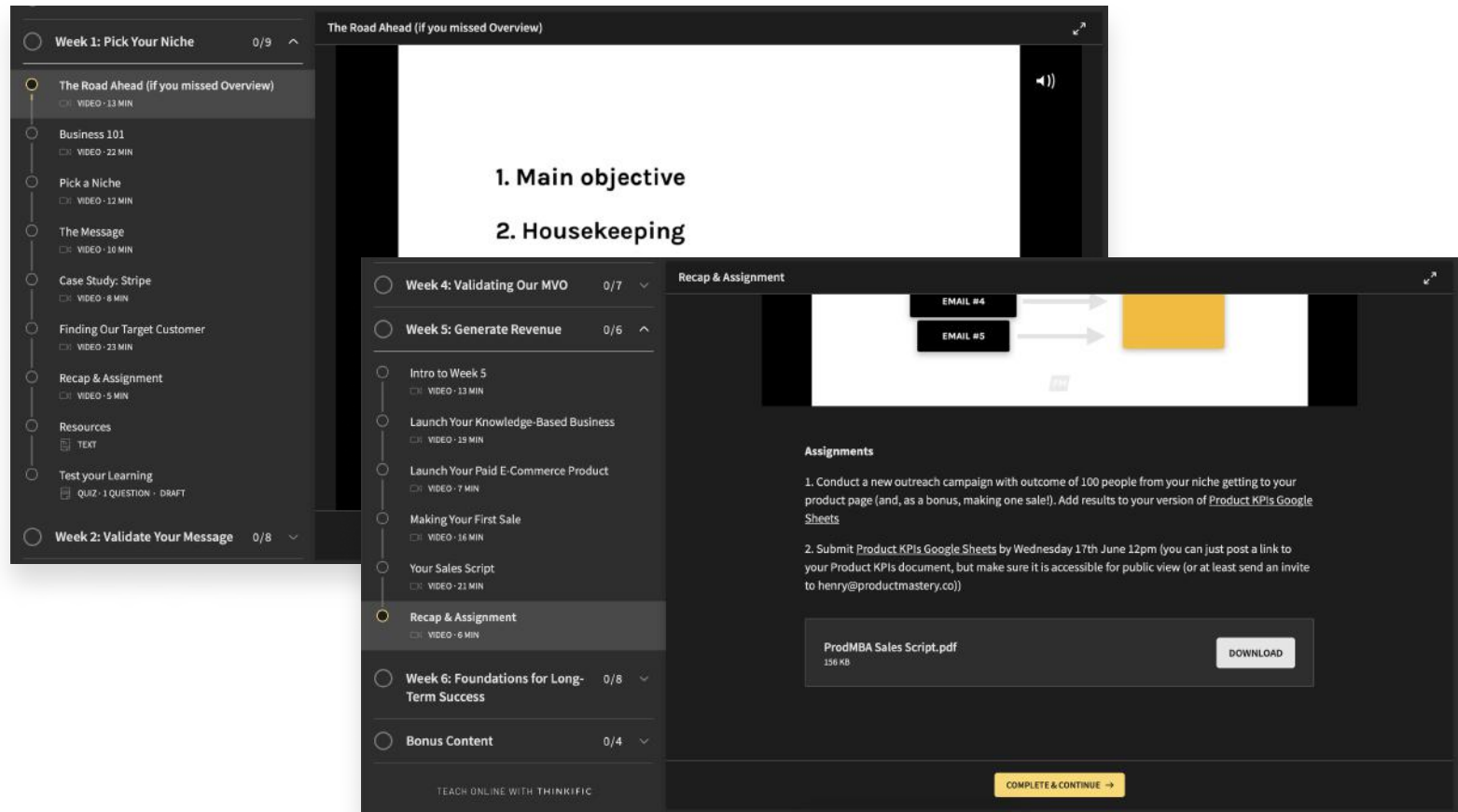


**MONEY BACK  
GUARANTEE**

## Our 100% Moneyback Guarantee

If you engage with the Prod MBA &, after a few weeks, do not feel it is a good fit, then you can get a 100% refund - no questions asked.

We've been delivering results with around 90% of our students, so are very confident that, if you trust the process, the Prod MBA will deliver results for you.



A SNEAK PEAK OF OUR VIDEO COURSE

## Curriculum

### Week 1: Pick Your Niche

The Road Ahead  
 Business 101  
 Pick a Niche  
 The Message  
 Case Study: Stripe  
 Finding Our Target Customer  
 Recap & Assignment  
 Resources

### Week 2: Validate Your Message

Intro to Week 2  
 Pivot or Persist?  
 The Offer

Feasibility Risk & Going Beyond The MVP  
The Pitch  
Validating Our Offer  
Recap & Assignment (Resources below the video)  
Case Study: Blinkist & AJSmart

### **Week 3: Overcoming Yourself**

Intro to Week 3  
Managing Oneself  
10 Lesson of Effective Leadership  
Iterating Your Offer  
Recap & Assignment

### **Week 4: Validating Our MVO**

Intro to Week 4  
What Does Success Look Like For You?  
Intro to Jobs-To-Be-Done  
Select a Product Model  
Select a Business Model  
Launch Your Full Offer!  
Recap & Assignments

### **Week 5: Generate Revenue**

Intro to Week 5  
Launch Your Knowledge-Based Business  
Launch Your Paid E-Commerce Product  
Making Your First Sale  
Your Sales Script  
Recap & Assignment

### **Week 6: Foundations for Long-Term Success**

Intro to Week 6  
Managing Product Iterations  
Building Cross-Functional Teams  
The Product Kata  
Align & Rally Stakeholders  
Bonus: Managing Digital Product Iterations  
Recap & Assignments  
2-Minute Survey



**Bonus Content**

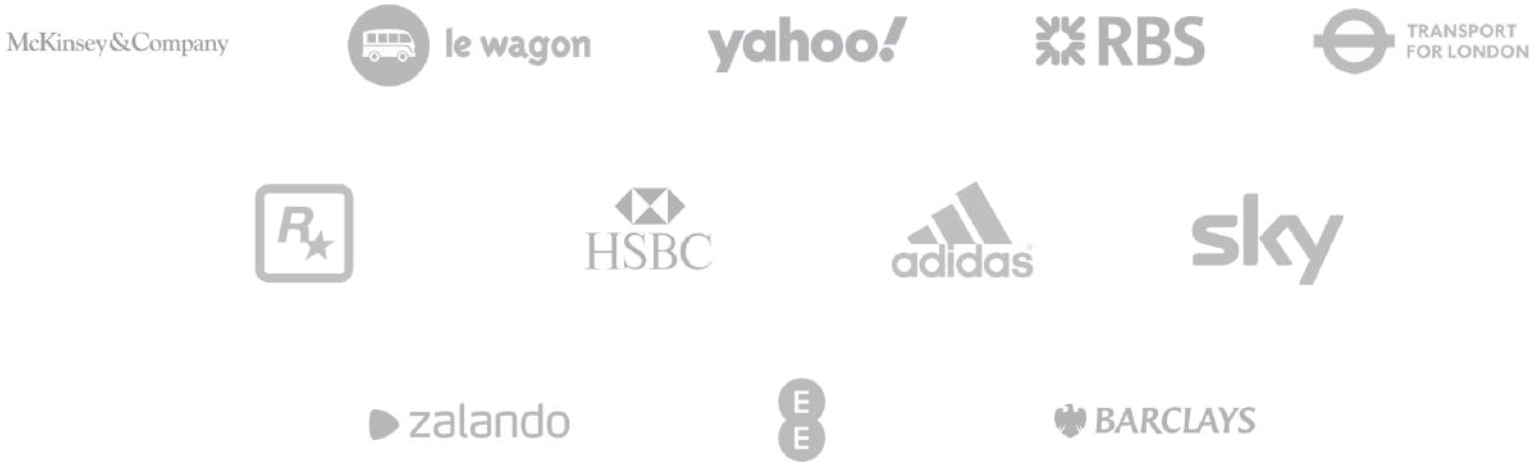
Recommended Resources & Further Reading  
Using SEO to Identify Blue v. Red Oceans by Steve Rose  
CV & LinkedIn Optimisation Leveraging "The Hero's Journey"  
Design Systems To Save A LOT of Planning, Design & Frontend Development Time

**Our Happy Students**

**Some Statistics**



**Our alumni work at...**



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**Ready to dramatically accelerate your  
product career by learning product strategy  
& “the entrepreneurial mindset” in practice?**

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