



**PROD MBA**

## **We Fast-Track POs & PMs to Head of Product**

Gain the autonomy & experience to build great products that give you purpose with our part-time, 6-week training programme:



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

# Welcome to the Prod MBA



STEFANOS, PRODUCT OWNER

*"Emphasizing that our daily product work should be focused on the impact our product has on our customers, the Prod MBA taught me some really actionable frameworks for validating product ideas, improving Product/Market Fit & bringing an entirely new product to life."*

## ROI Of the Prod MBA

- ✓ Learn the key skills you're missing to become a Head of Product, accelerating your path to more autonomy, more purpose & product success within just 2 years
- ✓ Make yourself invaluable to your company by understanding how to deliver massive value with minimal resources & become a "Product Rainmaker"
- ✓ Learn how to launch a new, profitable product 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...

## Become A 'Product Rainmaker'



**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! 💪



Products need to deliver value for the customer and for the business (i.e. revenue) to succeed. This is the essence of your role as a Product Manager or Owner. Ultimately, the responsibility to make your product work for your customer and for your business comes down to you.

Unfortunately, failing to not only deliver value for the customer, but to get them to love that product, is the single biggest reason startups fail.

Understanding how to make customers love your product - how to achieve "Offer/Market Fit", then "Product/Market Fit" - through our framework for move towards this with your product team, will dramatically change your career.

It will help you become a "Product Rainmaker", leading to rapid promotion, autonomy in your work & the purpose that comes from building great products that customers love.

With the Prod MBA, you will learn - and practice - the skills of a true product leader, helping you to get to senior management in 1-2 years, rather than 5-10.

## Stop the Feature Factory

Frustrated in your current role? Expensive Scrum certification or 'Agile Coach' haven't helped? Feel unable to prioritise or influence what you work on?

Escape the repetitive cycle of building an endless list of features that don't create value.

Learn how to align stakeholders & product teams around a product strategy that makes sense through prioritised, high-value feature experiments.

Unlock greater profit & growth with our framework to achieve Product/Market Fit in the process.

# Curriculum

Our part-time, 6-week programme will consist of building a product idea through from concept to validation & beyond. Each week is structured as follows:

- 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 3 mentors, who specialise in entrepreneurship, acquisition & product management:



**HENRY**  
Product & Entrepreneurship



**SOFI**  
Product & Product at Scale



**DOM**  
Product & Marketing



**ADAM**  
Community



**FELIX**  
Community

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 Manager, Product Owner, Head of Product or founder - 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).

### Heads of Product

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

### Founders

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

## 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 3 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
- ✓ Bonus: Content for Week 7 & 8 on building out an MVP & 'Product at Scale'

## How Much Does It Cost?

The Prod MBA Early Bird price is **£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 **11 Jan 2021**, with **Early Bird pricing offered from Nov 1st 2020**. There are only 20 places in total - and these fill up fast - so apply now to book your place:

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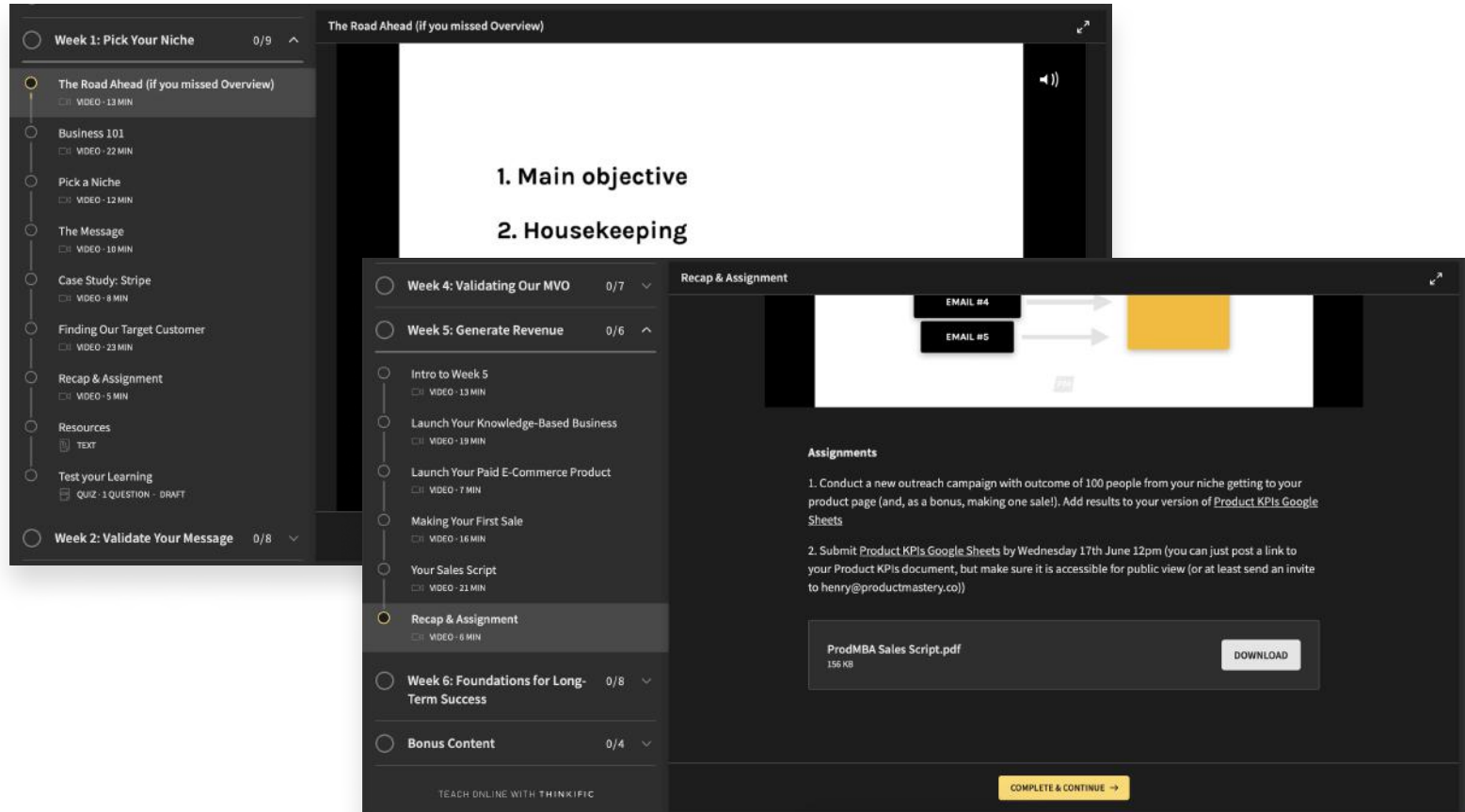


**MONEY BACK  
GUARANTEE**

## 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 High Experience Customer

The Road Ahead  
 Why Startups Fail  
 The Feature Factory  
 Steps of Product Success  
 What is a High Experience Customer?  
 Finding Our Target Customer  
 Case Study: Stripe  
 Recap & Assignment: 5 HXC Interviews  
 Workshop: Discovery Interviews  
 Resources

### Week 2: Managing Yourself

Intro to Week 2  
 Building Resilience  
 Overcoming Ego  
 10 Lesson of Effective Leadership  
 Recap & Assignment: Interview Results

### **Week 3: Define a Unique Product Insight**

Intro to Week 3  
The pursuit of Offer/Market Fit  
Defining your unique insight  
Growth hacks for acquisition  
Case Study: Blinkist & AJSmart  
Assignment: Test your offer

### **Week 4: Building your Minimal Viable Offer**

Intro to Week 4  
Intro to Jobs-To-Be-Done  
Defining your MVO  
Revenue v. retention  
Business models  
Assignment: Choose different product module & build out your MVO or MVP

### **Week 5: Offer/Market Fit**

Intro to Week 5  
MVO as a vehicle for Offer/Market Fit  
The Growth Machine  
Making Sales  
Assignment: Evaluate Offer/Market Fit

### **Week 6: Product/Market Fit**

Intro to Week 6  
Managing Iterations  
The Importance of Your "Core Value"  
How To Build Product Teams  
How To Build Product Organisations  
Assignment: Survey, segment & analyse your High Experience Customers

### **Bonus Videos: Pursuing Product/Market Fit**

Looking to the future...  
Product strategy & initiatives  
UX Principles  
Building Design Systems  
No-Code Prototypes  
When To Commit to Code  
Assignment: Analyse HXC Feedback &  
Implement HXC Features in your MVP



# Our Happy Students

## Some Statistics

9.1

Average Student Rating

86%

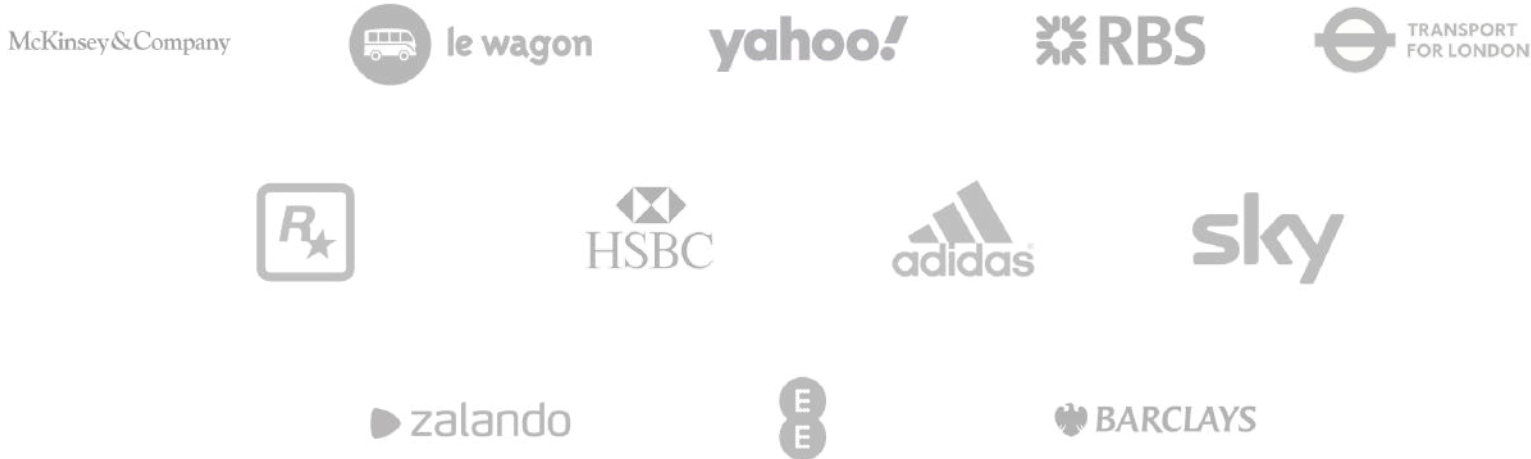
Completion Rate\*

(Industry average is 10-30%)

39



Students

## Our alumni work at...






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## A few student testimonials:










**Danijel Cajic** • 1st  
Product Owner at Quentic  
2w • Edited • 





Completing the Product Mastery MBA program helped me to further my knowledge on bringing a product from idea to life. It is very well structured and its hands on approach in real-time, with real people and potential customers shows you how to approach your project from the very beginning to the point of first sale and how to stay on a good track.



I was able to learn how to use different tools for thorough research, marketing and sales strategy and how to bring more value to the product. Learning more about my weaknesses and how to overcome them and seeing other participants going through similar learning was inspiring. The program also shows the importance of listening to the people you want to help and to whom you want to bring value with your product.

   29 • 9 Comments




Reactions

         +21










 Like  Comment  Share  Send





**Jack Maddock** • 1st  
Senior Digital Product Owner at Barclays  
2w • 



Great to say I've completed the **Product Mastery** ProdMBA programme. Learnt an unbelievable amount that I will be able to take into my role, listened to some brilliant speakers and had the best fellow participants along the way

   35 • 9 Comments

Reactions



         +27

 Like  Comment  Share  Send










**Stefanos Kyriakou** • 1st  
Open for new opportunities  
1w • Edited • 





Just completed the **Product Mastery** - Prod MBA programme:) Aside from emphasizing that our daily product work should be focused on the impact our products have on our users, I also got to learn a new framework to quickly validate product ideas, improve product-market fit and bring an entirely new product to life.



Thanks **Henry Latham** and **Felix Howes** , really enjoyed the hands-on approach!!!

  29 • 2 Comments



Reactions

         +21










 Like  Comment  Share  Send





**Richard Illig** • 1st  
We turn product managers into successful product leaders.  
3w • Edited • 



Just finished ProdMBA with the aim to pick a niche, find a problem, build a solution and generate revenue in 6 weeks! I came up with **product-peers.com** and already have the first product managers on board on our journey to turn into successful product leaders! Thanks **Henry Latham**

  40 • 2 Comments

Reactions



         +32

 Like  Comment  Share  Send










**Daniele Morisco** • 1st  
Product Lead at Whitbread  
2w • Edited • 





Few weeks ago I completed the **Product Mastery** Prod MBA programme. In 6 weeks I've learned how to validate business hypothesis/ideas with little resources by actively reaching out to potential customers to test your hunches. if you are looking to improve your PM/PO skills do consider this course. You won't regret it



Thanks to **Henry Latham** for reaching out to me with this programme.

  50 • 2 Comments

Reactions



         +42

 Like  Comment  Share  Send









**Antonia Landi** • 1st  
Product Manager @ LivingPackets, International Speaker, Quality Enthus...  
3w • 





I just received my certificate for the ProdMBA by **Product Mastery**! What a wild ride it's been.

Six weeks ago I could've never imagined that I'd successfully bootstrap a business from scratch. The amount of confidence and knowledge I've gained over the past month and a half have been invaluable and I can't wait to apply them wherever possible.

  19 • 4 Comments

Reactions

        +32

 Like  Comment  Share  Send



PROD MBA

**Ready to dramatically accelerate your product career by learning product strategy & true leadership in practice?**

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