

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.productmastery.co

Prod MBA 2020

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.

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.

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).

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 5 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

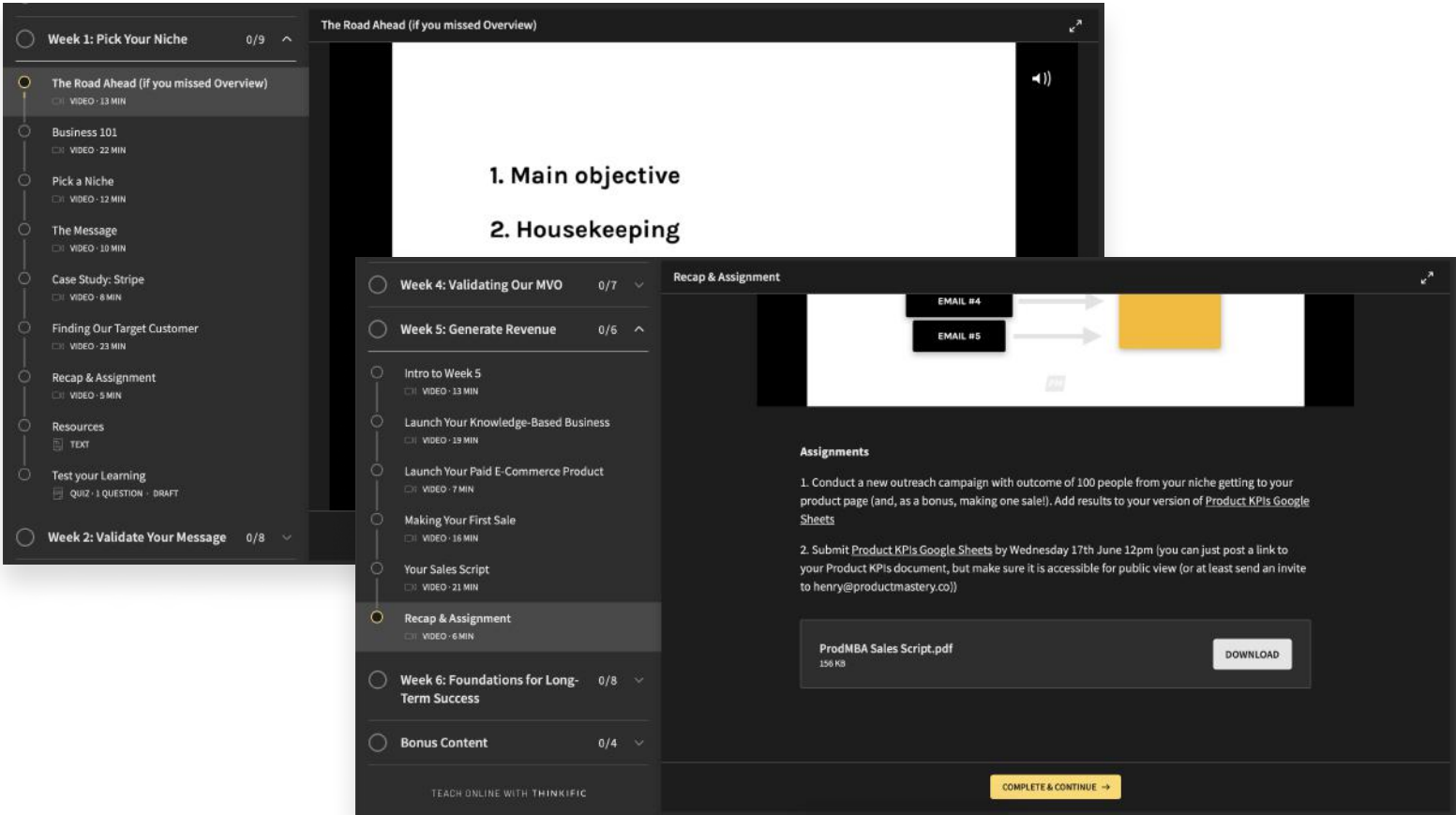


Our 100% Moneyback Guarantee

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.

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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

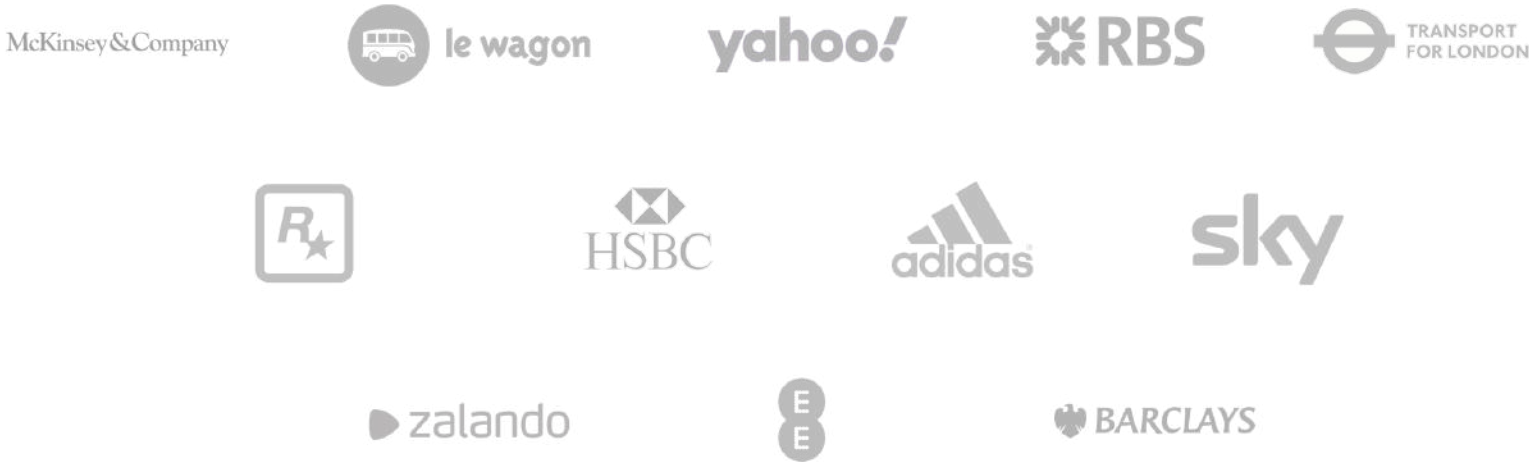
Recommended Resources & Further Reading
Using SEO to Identify Blue v. Red Oceans by Steve Rose
CV & LinkedIn Optimisation Leveraging "The Hero's Journey"
Design Systems To Save A LOT of Planning, Design & Frontend Development Time

Our Happy Students

Some Statistics



Our alumni work at...



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

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