

PRODUCT-POWERED ACCELERATION

Founder Education from The Product Bus



**THE
PRODUCT
BUS.**

We help accelerator programs teach founders the product mindset they need to validate ideas and get to market efficiently, without giving away unnecessary equity. Our practical, hands-on approach transforms how entrepreneurs build successful, sustainable startups.

Program Design



We transform accelerator programs from generic topic rotations to milestone-driven journeys where founders make real progress. Our framework ensures startups receive actionable feedback, meaningful accountability, and achieve measurable outcomes at each stage.

We deliver engaging workshops on product validation, customer discovery, MVP scoping, and go-to-market strategies. Our sessions blend theory with practical exercises where founders immediately apply concepts to their own startups, creating tangible outputs with each lesson.

Program Delivery



Support Services



Our team provides personalised mentoring, helps assess applicant potential, delivers pitch coaching, and facilitates founder connections. We can join selection panels, conduct technical evaluations, and help programs identify which founders have the greatest potential for success.



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CONTENT CATALOGUE

Where The Product Bus can add value



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1 Idea Validation

- Customer discovery techniques
- Problem validation
- Market size assessment
- Competitor analysis
- Value proposition design
- Unique product positioning

2 Prototyping and Testing

- Designing experiments to test assumptions
- Low/no code prototyping
- Market testing
- Feature prioritisation
- True MVP scoping
- User testing methods
- Early Adopter Programs

3 Go-To-Market

- Revenue models
- Investor readiness
- Pricing strategies
- Partnerships
- Marketing channels
- Customer acquisition costs
- Sales conversion frameworks

4 Growth & Scaling

- Product roadmaps
- Scalable sales methods
- Continuous improvement
- Teams and Hiring
- Metrics that matter
- Acquisitions and Exits



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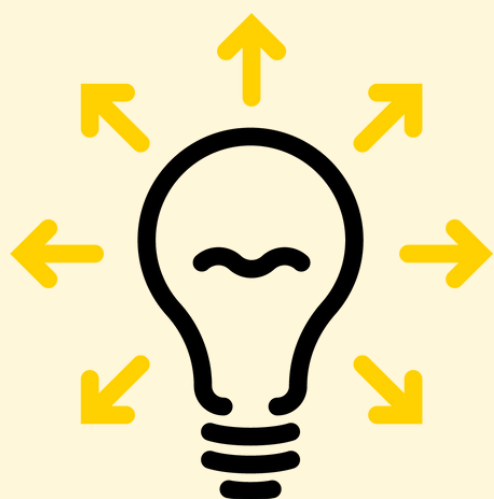
ABOUT US

The Product Bus started as a simple idea to help founders make smarter decisions using the customer-focused thinking that good product people bring to the table - expertise most startups can't afford until much later than they need it.

Today, we run hands-on cohort learning experiences, design and deliver programs with innovation centres and accelerators, and work directly with founders who want to test ideas, build their first products, and find real customers, all while keeping control of their businesses.

We're just product people who really want to see founders succeed.

WE WORK WITH



STARTUPS

We help individual founders validate ideas, scope MVPs, and navigate growth decisions.

Our product-focused approach ensures you're building the right thing for the right customers while maintaining control of your venture.



PROGRAMS

We enhance existing startup support programs through curriculum design, workshop delivery, and mentorship.

Whether it's an university incubator or a VC-backed accelerator program, we bring industry experience and proven methodologies to help your participants validate ideas and build sustainable businesses.



PARTNERS

For development agencies and venture studios, we provide white-label product strategy services and startup validation frameworks.

Our consulting expertise helps you expand your service offering with proven methodologies for idea validation, customer discovery, and product roadmapping.