

# PRODUCT CATALOGUE

Where can The Product Bus take you?




## 1 The Station

Free community hub offering resources, networking events, and foundational content for early-stage founders, with pathways to premium programs as your startup grows.



## 2 The Roadworthy Check

One-off evaluation of your startup idea examining product/market fit, ideal customer profile, and commercialisation strategy to provide actionable next steps.

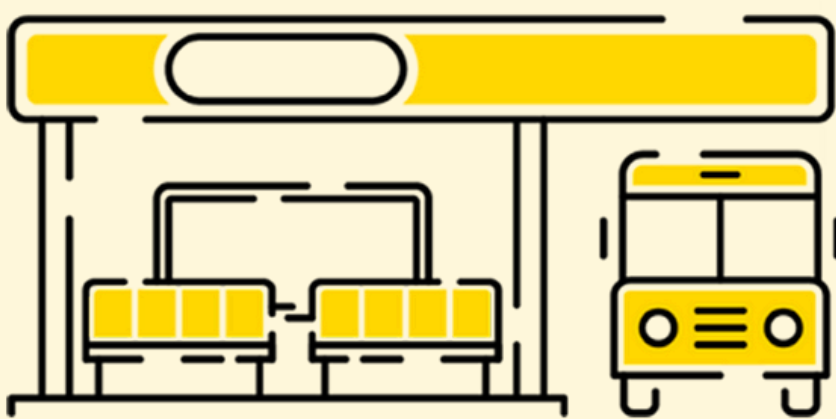
 from 2.5K AUD

## 3 Cohorts

Focusing on action rather than talk, our Cohort programs help founders test business concepts with real customers, refining value propositions and preventing resource waste on unproven ideas.

 from 450 AUD

## THE STATION.




## 4 Pit Stops

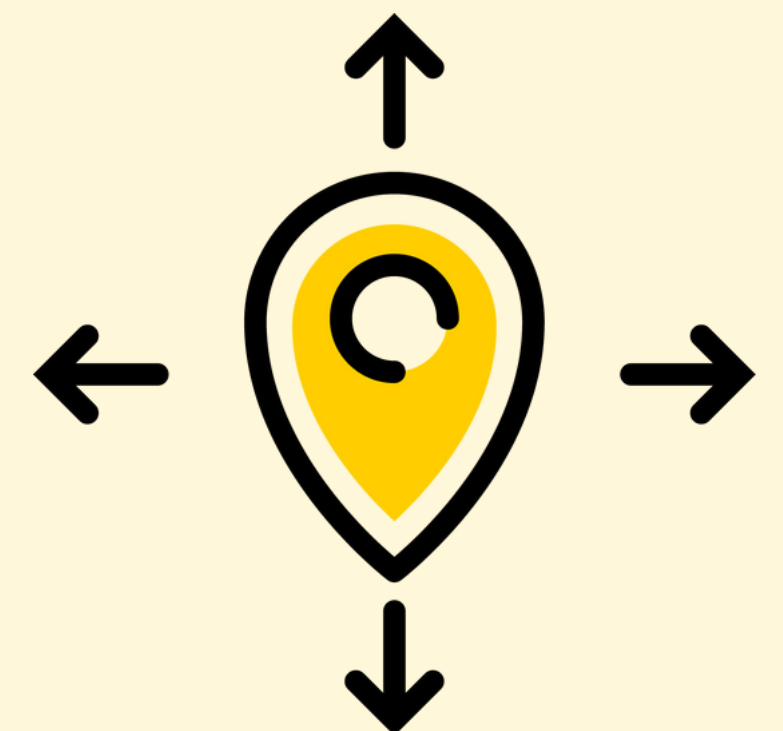
Targeted consulting projects addressing specific challenges like competitor analysis, market research, funding strategies, pitch development, or pricing strategy to overcome immediate obstacles.

 from 3.5K AUD

## 5 Pathway to MVP

A full-service three stage package that guides founders from idea, problem, and solution validation to rapid prototyping, customer interviews, and the scoping of a full build with one our development partners.

 from 5K AUD per stage



## 6 DIY Program

We partner with universities, startup hubs, investors, and more to design and deliver workshops, accelerators, and more.



**THE  
PRODUCT  
BUS.**



[www.theproductbus.com](http://www.theproductbus.com)

[hello@theproductbus.com](mailto:hello@theproductbus.com)



**THE  
PRODUCT  
BUS.**

L1, 793 Burke Road  
Camberwell VIC 3124  
[www.theproductbus.com](http://www.theproductbus.com)  
[hello@theproductbus.com](mailto:hello@theproductbus.com)

## 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.