

Running Better Experiments Training

Make better product and business decisions with actionable data in our five-week Running Better Experiments program.



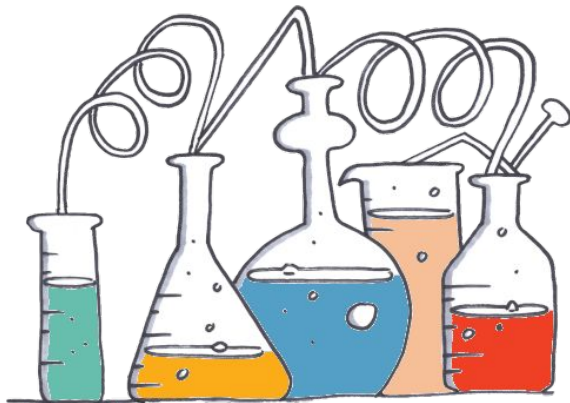
Who Should Join

INNOVATION PROJECT LEADERS who want to refine their experiments to reduce bias, produce actionable results, and provide clear next steps.

EXECUTIVES who want their innovation teams to learn quickly, make data-driven decisions, and get to Product / Market Fit.

Why This Course

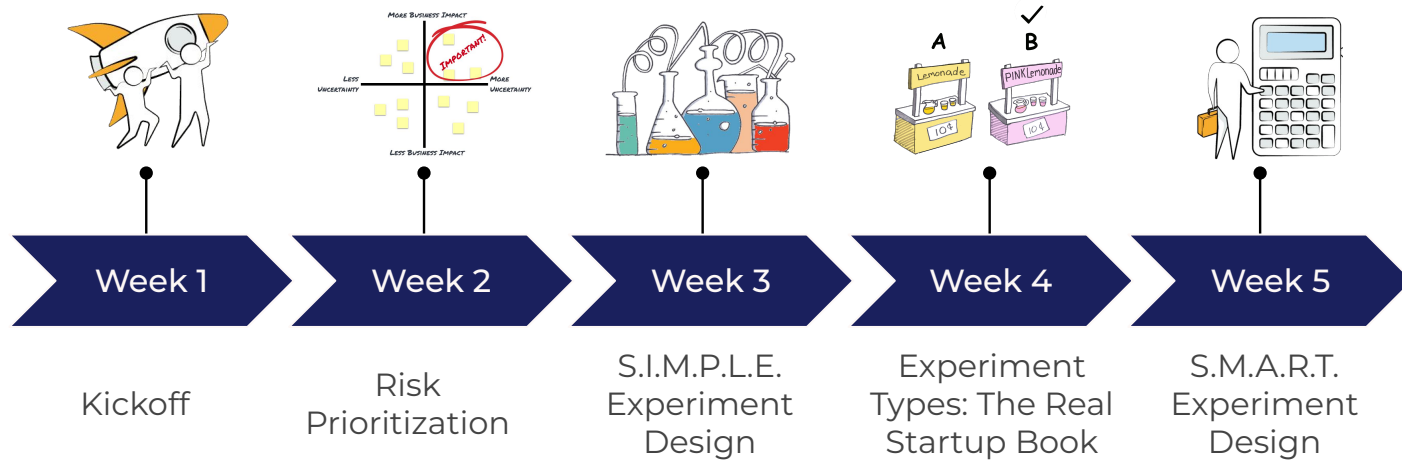
- ✓ Taught by real entrepreneurs with real experience
- ✓ Work on your real-world project
- ✓ Get feedback from fellow innovators in a peer-to-peer group



What You Achieve

- ✓ Prioritize your risks and focus on the most important next step
- ✓ Learn to draft experiments and produce actionable data
- ✓ Get to Product / Market Fit faster
- ✓ Avoid decision-making biases by using quantitative data
- ✓ Get real answers to hard questions about your innovation project
- ✓ Define the data you need to collect to reach your learning goal
- ✓ Run experiments in weeks, not months
- ✓ Learn how to identify the right type of experiment for your most urgent questions

Our Five-Week Program



Participants meet with their coach once a week for 90 minutes in an online, interactive session alongside their peers.

Between each meetup, you'll complete up to three hours of self-study with our online material and activities to help you develop your project, including video lectures, templates, an interactive whiteboard, and interactive games.

Define clear, data-based next steps for your project



Your Takeaways

- ✓ A prioritized list of project assumptions to de-risk via experimentation
- ✓ An experiment designed using the Learn S.I.M.P.L.E. template
- ✓ An experiment designed using the Learn S.M.A.R.T. template
- ✓ A playbook of different tests you can run in different circumstances
- ✓ Get more product insights faster by running rapid experiments in a week
- ✓ Increase your team's efficiency working on risky and uncertain projects
- ✓ Practice a hypothesis-driven mindset when working on your own project
- ✓ A certificate of completion for your HR records



Pricing & Discounts

\$1,500 USD per person

Joining as a team working on a single project? We offer a 30% team discount. Reserved for groups of 3 or more

Contact us for early-stage startup, non-profit, or other discounts



Contact Us

For more information about the program, please contact us.



TRISTAN KROMER

tristan@kromatic.com



MEGAN KENNEDY

megan@kromatic.com

Reserve your seat today!



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