

Certificate of completion

GERTJAN MELGERS

is hereby award this certificate of completion for the successful completion of the “Master Product-Market Fit” course offered by Learning Loop ApS



COMPLETED

On May 7th, 2019
in Copenhagen, Denmark

INSTRUCTOR

Anders Toxboe


Learning Loop

LEARNING OBJECTIVES

· Escape tunnel vision: when business plans are a waste of time · Forget the solution and embrace the problem · The hill chart: Search vs. execution · The experimentation mindset · Start with questions rather than data · How does an experiment look like? · What will make your idea work? · Prioritizing experiments · Pivot, Persevere or abandon? · Discovery backlog · Experiment pairing · Summing up customer research · De-risking and certainty thresholds · Continuous Product Discovery · Opportunity Solution trees · Building an experiment team · Organizational implementation: transition framework · Improvements, growth hacking & incremental redesigns · Defining outcomes & KPIs · Mashups: building no-code MVPs · Discovering critical assumptions ·