

# FIRESTARTER FOR B2B PRODUCT STARTUPS



## ***What is Firestarter?***

Firestarter is a cohort based training and coaching program designed to ignite B2B product founders and entrepreneurs into clearly defining their product, strategy and direction.

## ***Who is it for?***

- Founders and startup leaders
- Want to get to PMF faster
- Want to level up growth

## ***Why Firestarter?***

- Help create a well-defined strategy
- Define a path to PMF and scaling

## ***What do you get?***

- Clarity – problem solving and business model analysis
- Design - user personas and use cases
- Product strategy and roadmap
- Definition of target segment
- Build experiments for validation
- Ideas for messaging and positioning
- Review of value proposition
- Buyer personas, working GTM plan
- Sales strategy and structured sales

## **Product to PMF and Scale**

The ProdZen 3E approach:

*Educate*

*Evaluate*

*Elevate*

- Training sessions, exercises and group discussions
- 8 key topics over 8 weeks
- Individual exercise review sessions with feedback

## **Expert coaches**



### **KAUSTUBH PATEKAR**

Product Management, Design, Tech, Strategy. 20+ years of experience in US and India



### **BHAVISHH SOOD**

GTM, Product Marketing and Inside Sales Expert, Venture Capitalist, Former Gartner analyst, Speaker at Global conferences

## **Ready to level up your startup?**

Just click below!

<https://www.theprodzen.com/firestarter/>

# WHAT OUR PAST COHORTS HAVE SAID!

"It was an amazing experience! Thank you Kaustubh Patekar and Bhavish Sood for your insights and prodding us to get out of our comfort zones to find scalable, repeatable, and profitable business models."

**Navin Thangiah**  
**Co-founder MobileOffice**  
Video Feedback



"I am elated and eternally grateful to be a part of Cohort 3. It helped me get a birds-eye perspective of my business as well as learn the small intricacies that I have always missed out on."

**Nish Gosalia**  
**Co-Founder Mavent Tech**  
Video Feedback



"The Firestarter program has been a great learning experience. We learnt to keep speaking to the customers, build user personas and undertake risk assessments. The program was personalised enough to provide a great learning experience. I highly recommend this to founders and entrepreneurs."

**Aparna Sridhar**  
**Founder Financial Literacy Campaign**  
Video Feedback



"ProdZen's training sessions helped make the complex simple. The ability to break down the different parts into simple, understandable modules and deliver them in a clear working session was a massive boost in my understanding..."

**Kiran Ramakrishna**  
**Founder Text Mercato**



## Ready to accelerate your startup!

No Gyan, personalized sessions to solve real-world challenges  
Schedule a no-obligation consultation with us!

Calendly