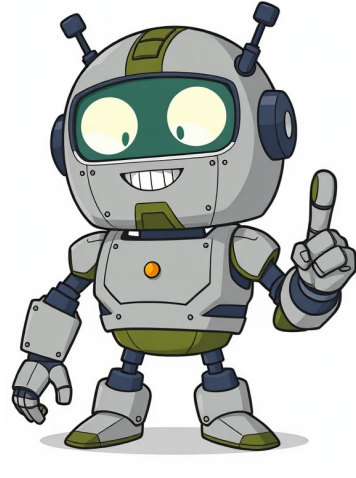


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The Mom Test is a highly recommended book for entrepreneurs seeking product market fit, praised by world-class investors such as Simon Murdoch and Eric Migicovsky. This book offers practical guidance on structuring customer conversations to uncover real customer pain, as highlighted by Connor Murphy, Venture Partner at TechStars. Early stage founders can benefit from reading The Mom Test, which has been instrumental in changing the way companies structure customer conversations, according to Philipp Heuberger, Founder of a company that had a transformative experience with the book. John Mullins, author of The New Business Roadmap, praises The Mom Test as an ounce-for-ounce guide for learning what customers want and will buy. Practitioners in the industry swear by The Mom Test, citing it as one of the few great practical books they've ever read, a sentiment echoed by Emre Güney, Global Senior Lifecycle Manager at Skyscanner. The book is particularly useful for identifying customer pain points, as highlighted by Bryan Harris, Founder, who credits it with helping him have open and productive conversations with customers. Justin Jackson, Founder, notes that The Mom Test offers a crucial "big idea" - the notion that you can't trust what customers say they'll do in the future. S.K., Founder, concurs, stating that the book is 100% practical guidance, making it an essential read for entrepreneurs and business leaders. Rob Fitzpatrick, a tech entrepreneur with 10 years of experience, created short videos answering questions about The Mom Test to share his insights on how to get better information from customers. Rob has raised funding from top investors like YCombinator and has built successful products used by brands such as Sony and MTV. The Mom Test is now part of the curriculum at top universities like Harvard and UCL, EU startup accelerators like Seedcamp and Microsoft Ventures, and businesses alike. Its practical guidance and emphasis on customer pain points have made it a go-to resource for entrepreneurs seeking to build successful products and businesses.Looking forward to sharing The Mom Test with your class, as many top universities already do.I am always excited to hear about classrooms that are using the book.If you have picked it up and we haven't chatted about it, I'd really love if you'd let me know.Contact, questions, and supportRob Fitzpatrickrob@robfitz.com@robfitzRecommended teaching topicsThe Mom Test is well-suited for a classroom environment.As a core set of teaching topics, I suggest:Chapter 1 (pgs. 11-26): using 'The Mom Test' to identify bad questions and turn them into good onesChapter 2 (pgs. 27-46): recognising and fixing the 3 major causes of bad and biased dataChapter 5 (pgs. 73-84): using commitment and advancement to validate early customer interest.Some activities you can use include:Good question / bad question (20 minute interactive lecture or 40 minute group exercise based on examples in chapter 1)Risk analysis and big 3 learning goals (20-40 minute individual or group exercise based on the "important questions" concept in chapter 3)Plan the appropriate commitments to ask for in a series of meetings (10-20 minute individual or group exercise based on the types of commitments in chapter 5)Mock conversations (10-30 minute group exercise based on the example conversation at the beginning of chapter 1)Purchase optionsIf your students will be buying the ebook directly, I can provide classroom-specific discount codes.If you'd like the book to be stocked in the campus bookstore, just have them contact me at rob@robfitz.com and I'll arrange for the appropriate number of copies to be sent over.I can also print a special run of university-branded copies if you'd like to give them away as a gift or at an extracurricular event (100 copy minimum).In general, the bulk price is €10 per copy.However, if you're teaching students in the developing world (or anyone else for whom its difficult to buy books), please let me know and we'll try to work out a way to offer free (or very steeply discounted) copies in exchange for a case study of how your students use it.