Updated 9/3/2026
https://bit.ly/ABCourseBulkDiscounts

Bulk discounts for Accelerating Innovation with A/B Testing

The Maven purchase box has a discount of 20% for 2-9 people and 25% for 10+ people.
Use https://bit.ly/ABClassRKLI to register small groups.

For bulk orders of 20+, email ronkohavi@outlook.com and provide details. Please provide any information (e.g., name, company address, PO) that you would like to appear on the invoice. I will set up an invoice in Stripe, which you can pay with several common methods, including bank transfer / ACH and wire.

For the advanced course (https://bit.ly/AdvancedABRKLI), the same percentage discounts apply.

The following table provides the details for bulk orders per seat:

Seats	Price per student for flagship class	Discount	Notes
20-29	$1,399	30%	Plus: optional private 30 minutes Q&A after the class
30-49	$1,199	40%	Plus: optional private 1-hour Q&A after the class
50+	$999	50%	Private online class at date/time we coordinate. Payment must be prepaid. Class typically done as two days of about 5-6 hours of content each day + breaks = 6-8 hours/day. Students that miss the classes, or prefer a public class, can attend the next Maven cohort (or cohort before private class, if relevant). Payment must be made through Stripe (ACH or credit card) with a one-page speaker agreement, no complicated contractor/vendor onboarding. For contractor/vendor onboarding, a $5,000 additional charge will apply. Each seat must be associated with email. Material (slides, recordings) will be permissioned for emails that are recognized by Google drive. Option for one-day class (6 hours of content in 8-hour day) with some of the material: $650 per seat.

Updated 9/3/2026
https://bit.ly/ABCourseBulkDiscounts

Private classes are online and by default using Zoom. Physical class depends on location, but $5K additional in the Bay Area and about $15K additional (total, including flights and expenses) for a two-day class anywhere in the US with a non-stop return flight to San Francisco or San Jose, CA after 6PM on the second day. Most of the cost is not the business class flight and hotel, but due to the door-to-door overhead time. Instructor flies a day prior, stays at hotel, teaches day 1, stays at hotel, teaches day 2, flies back after end of day 2.

Notes:

1. Payment must be made in advance of the start of class.
2. For 20+ seats, you can pre-purchase bulk seats and use them over two consecutive cohorts. For 30+ seats, you can pre-purchase bulk seats and use them over three consecutive cohorts. Prorated refunds will be issued if the class is canceled, or no cohorts are given for 6 months.