

BUILD IT PROPERLY

Understand the business behind your idea.

A practical six-week programme for turning business ideas and early-stage ventures into clearer, better-informed business decisions.

ABOUT THE PROGRAMME

Having a business idea and understanding the business behind it are two different things. Build It Properly is a six-week, live online business education programme that helps aspiring founders and early-stage business owners examine how their businesses actually work.

Through structured learning, practical exercises and guided discussion, participants explore customers, offers, financial logic, resources, risks and implementation. Rather than following a one-size-fits-all formula, they question assumptions, examine available evidence and develop a clearer understanding of what makes sense for their particular business.

The objective is to understand the business well enough to make better-informed decisions about what happens next.

WHO IS THIS PROGRAMME FOR?

Aspiring entrepreneurs exploring an idea; early-stage founders developing business foundations; small business owners seeking greater operational clarity; and individuals wanting to examine a venture before making significant commitments. No advanced business or financial knowledge is required, but participants should be ready to question assumptions and apply the learning.

THE SIX-WEEK LEARNING JOURNEY

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| 01 | What Are You Actually Building?
Clarify the business idea, its purpose, current stage and intended direction. Identify assumptions that may influence decisions. |
| 02 | Who Is This Really For?
Explore customers, users, buyers and beneficiaries; the need being addressed; available alternatives; and evidence of demand. |
| 03 | What Are You Actually Selling?
Define the core offer, intended value, delivery approach, revenue model, pricing logic and practical capacity. |
| 04 | Does the Money Make Sense?
Understand revenue, costs, contribution, break-even, cash requirements and potential funding needs. |
| 05 | What Do You Need to Make It Happen?
Identify resources, capabilities, people, systems, relationships, dependencies and risks. |
| 06 | What Happens Next?
Evaluate the business direction, identify priorities and develop a realistic 90-day action plan. |

BUILD A BUSINESS THAT MAKES SENSE.

PROGRAMME FORMAT & RESOURCES

Duration: Six weeks Delivery: Live online, interactive Sessions: One 90-minute session per week Total: Nine hours of live learning

Sessions combine focused teaching, practical examples, discussion, exercises and Business Clinics. Between sessions, participants apply their learning to their own ventures.

Included resources: Course Manual; weekly presentation materials; Business Blueprint (a practical working document developed across the six weeks); and Numbers Tool with its Numbers Companion.

WHAT PARTICIPANTS CAN EXPECT TO GAIN

Through active participation, the programme supports:

- A clearer understanding of their idea or venture and how its key elements fit together.
- A more structured view of customers, the offer and the business model.
- Greater familiarity with essential business financial concepts.
- Better recognition of resource needs, risks, dependencies and important assumptions.
- A practical Business Blueprint reflecting current understanding.
- A more informed decision to proceed, change, test further or stop.
- A realistic 90-day way forward based on identified priorities.

Individual outcomes depend on the participant's starting point, engagement and the evidence available about their business.

PROGRAMME SCOPE

Build It Properly is a structured business education programme. It does not provide individual consultancy, done-for-you business plans, comprehensive financial modelling, investment advice or specialist legal, accounting, regulatory or technical services.

The programme does not guarantee business success, profitability, funding or investment. Its purpose is to strengthen business understanding and decision-making, and to help participants recognise where further research, testing or professional expertise may be required.

ABOUT THE FACILITATOR

Krisztina Konya | Startup Business Architect

Krisztina Konya is a London-based Startup Business Architect and founder of Holistic Growth Solutions LTD. Her work includes strategic business planning, business architecture, financial modelling and investor-facing business development for commercial and social-impact ventures.

Her project experience spans aviation, infrastructure and water security, hospitality, economic development and community-focused initiatives. Drawing on business architecture, education and facilitation, she created Build It Properly to help founders develop the understanding and judgement needed for more informed business decisions.

BUILD IT PROPERLY | Build a Business That Makes Sense.

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