

The One Person Company Blueprint

Niche, Offer and Business Foundations

Design a one person business the market has already asked for: a validated niche, a tested brand promise, priced services, and the legal foundations to trade.

DURATION	FORMAT	CLASS SIZE	ASSESSMENT
40 hours • 5 days	In person, hands on	12 to 16	Project + Oral Interview

ABOUT THIS COURSE

Most solo businesses fail before they start: built on an untested idea, priced by guesswork, and structured as an afterthought. AOP 101 runs the foundation work properly, in five consecutive days, with a deliverable gate at the end of each one. You do not move on until the asset is built.

The course applies the operator method from Kydon's flagship One Person Company programme: every concept is applied immediately on a real business. Participants with a venture of their own work on it directly; everyone else builds on Brightleaf Bookkeeping, the fully prepared reference business supplied in the starter pack, so no exercise ever runs on a blank page.

WHO THIS COURSE IS FOR

Professionals planning a move into self employment, career transitioners exploring a solo venture, and freelancers who want to move from ad hoc gigs to a structured business.

No prerequisites beyond basic computer literacy and a personal laptop. Participants without their own venture build on Brightleaf Bookkeeping, a fully prepared reference business supplied in the course starter pack.

WHAT YOU WILL BUILD

- A validated niche statement with 3S Filter scorecard
- Three evidence backed personas and a problem validation report
- A brand promise at version three or better with an indicative pricing model
- An entity decision memo and draft service agreement

LEARNING OUTCOMES

On completion, participants can:

- L01 Select and validate a business niche using the 3S Filter and real market evidence
- L02 Build evidence backed customer personas and a competitor gap analysis
- L03 Write a brand promise that passes four quality checks and survives customer scrutiny
- L04 Construct an indicative pricing model grounded in client return on investment and revenue per hour
- L05 Choose a business entity structure and prepare a draft service agreement covering IP and data

COURSE OUTLINE

DAY	THEME	WHAT HAPPENS	HRS
Day 1	Finding the niche	The operator mindset, opportunity discovery, and the 3S Filter. Participants leave with a scored niche shortlist.	8
Day 2	Validating the market	Synthetic personas, pain point mapping, and competitor intelligence. Evidence replaces assumption.	8
Day 3	Brand promise and pricing	The brand promise formula, four quality checks, and unit economics. A promise reaches version three or better.	8
Day 4	Legal and compliance awareness	Entity choices, the entity decision memo, and a draft service agreement with personalised IP and data clauses.	8

Day 5	Blueprint panel	Each participant presents the full foundation to a panel and receives written feedback against five criteria.	8
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ASSESSMENT

Project

Blueprint portfolio, 3 hours. The complete foundation set assessed against published criteria.

Oral Interview

Panel presentation, 1 hour. The blueprint defended live before a panel, with written feedback.

Of 32.5 contact hours: 16.5 instructor led classroom, 12 practical hands on, and 4 assessment, plus 7.5 hours of scheduled breaks. No asynchronous or self directed hours: every hour is facilitated. A Certificate of Completion is issued by Future Edge Institute on meeting every deliverable gate, passing each declared assessment at the 70 percent threshold, and attending at least 75 percent of scheduled hours.

Day 4 provides awareness and structured reasoning on legal and entity matters, not legal advice. Participants are directed to qualified professionals for jurisdiction specific decisions.

FEES AND FUNDING

This is a premium commercial programme. Fees and intake dates are confirmed at enquiry. Future Edge Institute is working on obtaining its licence as a Registered Training Provider from SkillsFuture Singapore (SSG); until that registration is granted, this course is not eligible for SkillsFuture Credit or other government subsidies.

Enquire about this course

Fees, intake dates and private runs: sales@kydongrp.com