

KEDAI Ready

Programme outline: confirmed exercises, outputs and coaching tasks. Cohort dates: To be determined.

Facilitator	Soo Hoo Yoon Hunn facilitates the programme and group coaching.
Who it is for	People who want to build their own income by starting a small business or improving an early business idea, including people exploring a business alongside employment.
Learning objectives	Apply entrepreneurial purpose and the programme's income and profit concepts to business decisions. Develop a business identity and a customer engagement approach. Construct a business model using team and negotiation decisions. Design and pitch a product with a reasoned pricing approach. Design an operating procedure and a 90-day plan to test your own business idea.
Planned outputs	A business model for your idea A product pitch with cost and pricing notes A draft operating procedure A 90-day business test plan
Confirmed format	Two days plus 90-day implementation. WhatsApp peer coaching, half-day group coaching on days 30, 60 and 90, and graduation on day 90.
Confirm before booking	Daily times, venue, group size, entry requirements, preparation, equipment and any paid accounts. See the programme page for the current fee and booking terms.

Adapted from D'Olde Kopitiam. Four Kopitiam phases: build and brand; team and business model; product, pricing and pitch; operating systems. The main application is testing your own small business idea to develop an income source.

Day 1: Connect purpose, customers and the business model

Entrepreneurial Fundamentals: connect purpose to business decisions

Practise	Apply WTF: Way To Freedom and Knowing Your WHY to a business purpose Analyse choices using the source Income Formula and Profit Formula
Activity	"Purpose and Profit": opening case and reflection, followed by the trainer's original entrepreneurial frameworks.
Feedback and review	Compare initial choices with the original frameworks; identify the assumption each participant needs to test.
Application	Use the purpose and decision notes to choose a small business idea and identify its income and cost assumptions.
Learning outcome	Connect a stated business purpose to income and profit decisions.
Output	A purpose statement and business decision notes.

Getting Started: build a business customers can recognise

Practise	Define the business name and brand position Design a customer engagement approach around Creating Raving Fan
Activity	"Kopitiam Phase 1": use the original simulation to build and brand the business and engage with other participants.
Feedback and review	Review what others noticed and how they responded; connect those responses to branding and engagement choices.
Application	Revise your business introduction for a prospective customer.
Learning outcome	Build a business identity and explain how it engages others.
Output	A business identity and customer engagement statement.

Business Building: connect the team and business model

Practise	Allocate team responsibilities Negotiate resources and construct a business model using business fundamentals
Activity	"Kopitiam Phase 2": use the original simulation to build the business model and address business problems.
Feedback and review	Trace results to team choices, negotiation and model assumptions; identify a revision.
Application	Map roles and one business model assumption to test outside the workshop.
Learning outcome	Construct a business model and justify team and negotiation decisions.
Output	A business model and team responsibility map.

Day 2: Develop the product, systems and application plan

Product Development: turn the offer into a customer decision

Practise	Apply the original 5P of Marketing and develop a unique selling proposition Identify costs, set a reasoned price and pitch the product to a consumer
Activity	"Kopitiam Phase 3": use the original simulation to develop and deliver the product and pitch it to consumers.
Feedback and review	Compare the pitch, price and customer response; identify the product or message revision supported by feedback.
Application	Test the revised offer and price with a prospective customer; record their questions and response.
Learning outcome	Develop and pitch a product with a reasoned pricing approach.
Output	A product concept, USP, cost and pricing notes, and pitch.

Business Systems: make delivery repeatable

Practise	Map a business process into an SOP Apply the source Law of Lowest Common Denominator to system design
Activity	"Kopitiam Phase 4": use the original simulation to design business systems; a peer checks the resulting SOP.
Feedback and review	Identify where the process depends on unwritten assumptions and revise the steps.
Application	Choose one business process for a small operating test.
Learning outcome	Design an operating procedure and explain the business need it addresses.
Output	A process map and draft SOP.

Putting It All Together: turn the simulation into action

Practise	Analyse a case and select a small business idea to test Formulate customer, pricing and delivery tests in a 90-day action plan
Activity	"Traction Steps": case discussion and brainstorming, followed by an action-planning exercise with a peer reviewer.
Feedback and review	Connect each action to a simulation lesson and specify the evidence needed to review it.
Application	Start a small business test, record customer feedback, costs and any sales, and review it at days 30, 60 and 90.
Learning outcome	Produce an application plan with actions, evidence and review dates.
Output	A 90-day business test plan.

Apply and review over 90 days

Use these tasks to prepare for each coaching session. Agree how to apply them to your goal with Soo Hoo.

Day 30	Bring your business idea, offer, initial cost and pricing notes, and feedback from prospective customers.
Day 60	Review a small offer or delivery test, customer feedback, costs and any sales; revise the offer, price or operating process.
Day 90	Present what you tested, the feedback and financial records available, and your decision to continue, change or stop the idea.

Between sessions, test your chosen actions and record attempts, feedback and revisions. The programme does not guarantee jobs, income, clients, business growth or professional certification.

Programme details: <https://riseupasiasia.com/kedai-ready/>