




● **Venture Business Foundations**

▼ <b>Introduction to The Venture Way (Week 1 -2)</b>		<b>7 lessons</b> ● <b>2 hr 24 min</b>
<input type="radio"/>	What makes a Startup, a Venture Business?   Lifecycle of Startup	59:54
<input type="radio"/>	 Learning Checkpoint 1	
<input type="radio"/>	7 Aspects of Approaching Innovative Business Safely   Mitigating Venture Risks Using The VANGUARD Framework	01:03:14
<input type="radio"/>	 Learning Checkpoint 2	
<input type="radio"/>	The Startup Style   Startup Language & Communication	21:42
<input type="radio"/>	Should I Carry Someone’s Product or Build My Own?   Kicking Off Your Entrepreneurial Pathways	
<input type="radio"/>	 Learning Checkpoint 3	
▼ <b>First Steps &amp; Getting Started (Week 3 -8)</b>		<b>5 lessons</b> ● <b>1 hr 42 min</b>
<input type="radio"/>	Be in tuned with the Market   Market Validation & Product Market Fit (Basics)	18:02

ABOUT VENTURE BUSINESS FOUNDATIONS

OVERVIEW

PROGRAMME STRUCTURE

INTRODUCTION TO THE VENTURE WAY (WEEK 1 -2)

FIRST STEPS & GETTING STARTED (WEEK 3 -8)

GETTING INTO MOTION (WEEK 9 -12)

CHECK-INS & OFFICE HOURS

WHO IS IT FOR

INSTRUCTOR PROFILE

..... 3

..... 4 - 7

..... 8

..... 9

# A community-powered early-stage company building knowledge hub for founders to crack the product-market fit stage in building modern and valuable enterprises.

This 3 month hybrid course helps early stage founders build clarity, structure and momentum in their startup journey. You'll explore real world venture frameworks, shape your business fundamentals and apply practical tools to grow with confidence. Instructor led check-ins are included throughout.

## ● WHAT TO EXPECT

A self paced experience paired with community check ins to support early stage founders in turning ideas into ventures.

Learning happens through modular learning sprints, guided reflections and virtual office hours. All content is grounded in real world venture building across Asia.

## ● ACCESS PERIOD

3-months learning experience and venture resource access upon enrolment.

## ● ADMISSIONS MECHANICS

No requirements. Starts immediately upon enrolment. Open to founders, executives, and operators at any stage of their journey.

What you will learn:

- Understand the lifecycle of a startup and how venture businesses differ from traditional models.
- Learn to identify and mitigate key venture risks using the VANGUARD Framework.
- Gain orientation into startup language, culture, and the unique rhythm of venture operations.
- Explore two entrepreneurial pathways: carrying an existing product or building your own, and learn the trade-offs, risks, and long-term advantages of each.

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# What you will learn:

- Discover how to validate your business idea and achieve product-market fit by testing assumptions and de-risking your venture.
- Learn how to build and grow teams that complement each other, adapt as the company scales, and create an environment where everyone shines.
- Understand how to win your first customers by identifying early adopters, building trust, and leveraging social proof to drive sales.
- Explore how to design meaningful product and service experiences that uncover customer needs and foster long-term loyalty.

✓ First Steps & Getting Started (Week 3 -8)		5 lessons • 1 hr 42 min
<input type="radio"/>	Be in tuned with the Market   Market Validation & Product Market Fit (Basics)	18:02
<input type="radio"/>	Build a company that everyone shines   Team Dynamics & Formation	25:34
<input type="radio"/>	🚩 Learning Checkpoint 4	
<input type="radio"/>	Trust gets you first sales   First Adopter Sales	19:45
<input type="radio"/>	Walking your own customer journey   Product & Service Experience	39:08
<input type="radio"/>	🚩 Learning Checkpoint 5 (Office Hours)	

## What you will learn:

- Understand the fundamentals of profit and loss as a first-time business manager, and learn to balance profitability, scalability, and growth.
- Master the structure of an effective pitch, crafting compelling scripts and decks that resonate with different audiences.
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### ● OFFICE HOURS

For this programme, you will have access to both group and private office hours. These sessions are designed to support your journey, giving you the space to ask questions, share challenges, and receive tailored guidance.

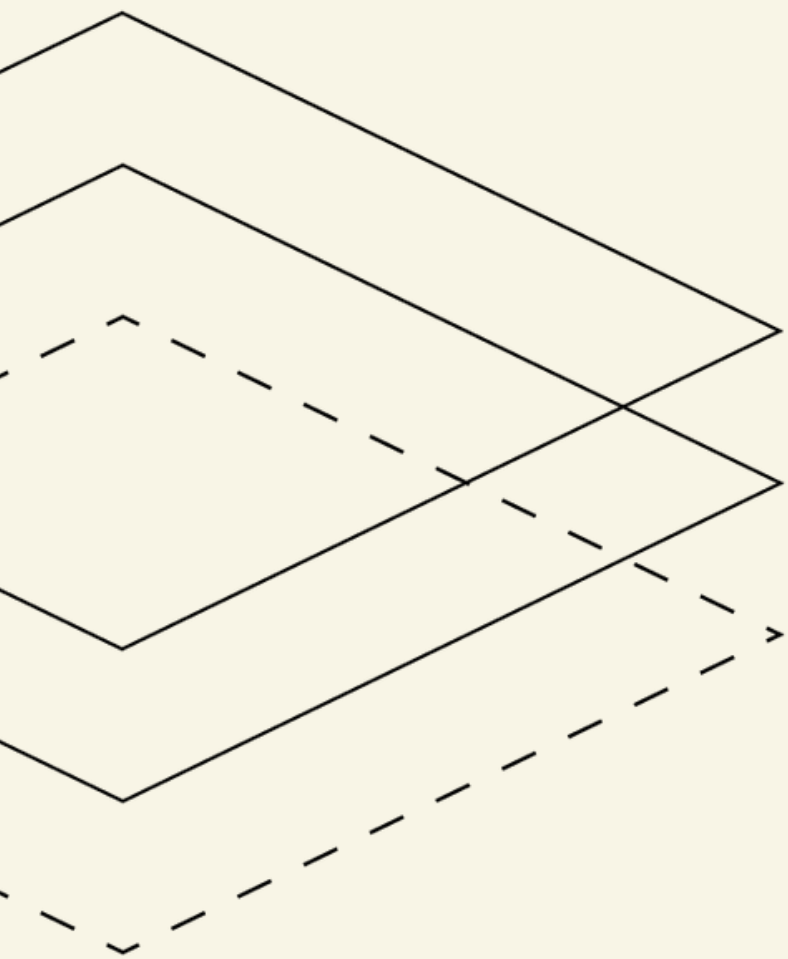
✓ Getting into Motion (Week 9 -12)		3 lessons • 1 hr 50 min
○	Take full control of your financial levers   Manage Profit & Lost As A First Time Business Manager	39:16
○	Personalising a pitch that suits you and your audience   Pitching Structure And Narrative Arcs	36:43
○	Your brand starts with you   Building A Brand From Scratch	34:54

# Check-ins & Office Hours

October 2025							November 2025							December 2025							January 2026						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
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20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31					26	27	28	29	30	31	

 CIRCLE Checkpoint |  LIVE Check-Ins |  1-1 Private Office Hours

**Note:** Group check-ins are designed as core learning touch-points. Participants are strongly encouraged to make full use of these interactive activities and live check-ins to deepen understanding and apply key concepts in real time. At the end of the programme, each participant will also have a dedicated private office hour to discuss individual progress, challenges, and next steps.

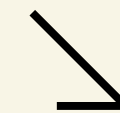


**Ideal for startup and venture founders and executives seeking actionable insights, proven tactics, and community-driven learning experiences to accelerate their success.**



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For **aspiring and emerging founders** at the earliest stage, Learning Pass provides structure, clarity, and support.



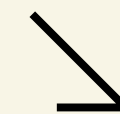
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For **innovation and venture professionals**, Learning Pass builds strategic thinking and execution skills relevant to your role.



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For **investors and advisors**, Learning Pass deepens your understanding of founder challenges and early-stage dynamics.



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For **career pivoters and ecosystem builders**, Learning Pass offers the frameworks to navigate new venture paths.





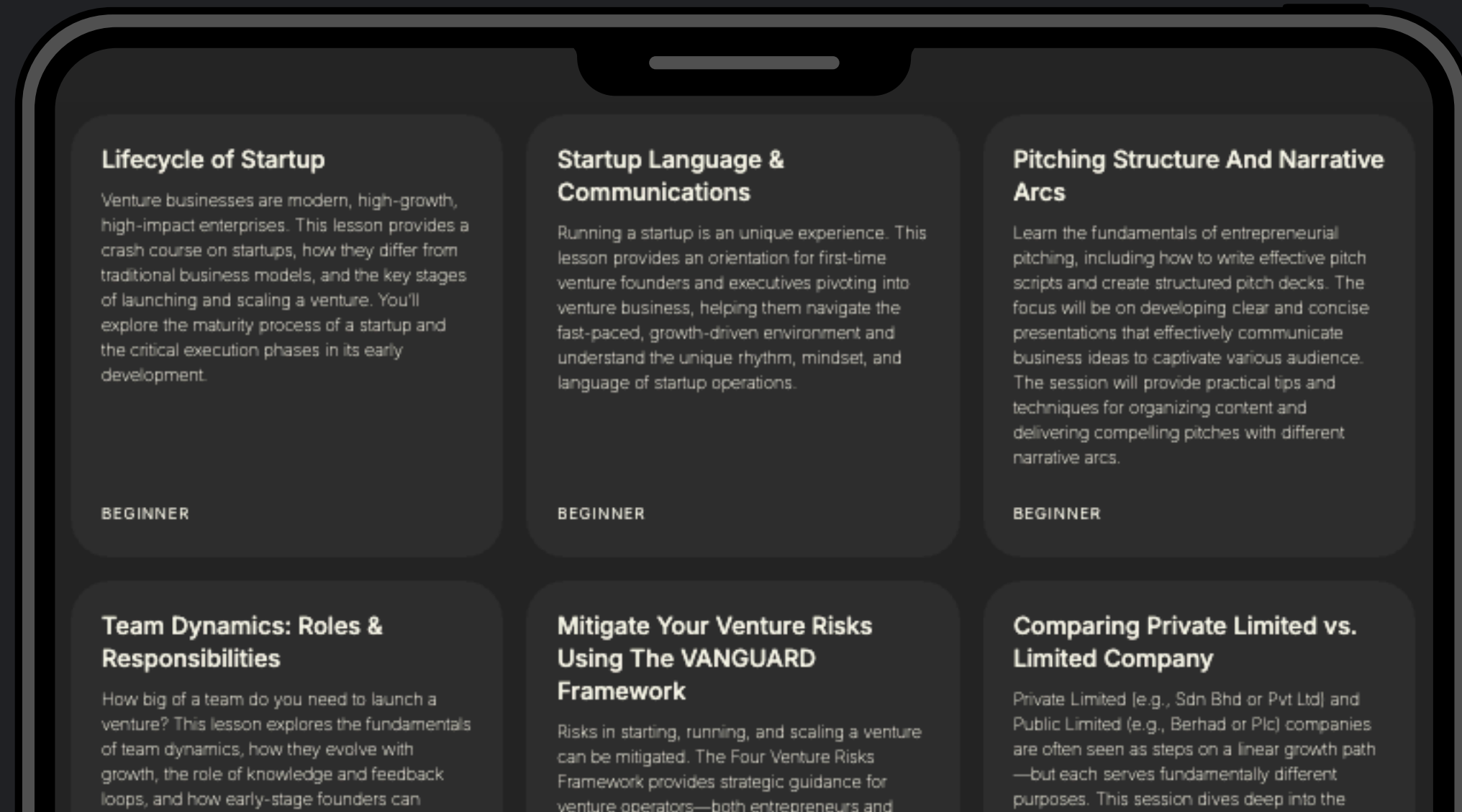
# Neil Cheong

Lead Instructor, Program Director  
for Learning Pass



**Neil is a seasoned startup operator who transitioned into entrepreneurial development programmes, venture education, and community building**—accumulating nearly 10 years of experience supporting entrepreneurship growth and bridging operational knowledge and network gaps across Southeast Asia. As the Founding Managing Director of GUIDE, he oversees learning experience design and materials development across all venture programmes and ecosystem initiatives led by GUIDE and its partners.

Neil has served as a mentor and judge for several innovation programmes, including Malaysia’s sovereign wealth fund initiative—the Khazanah Innovation Impact Challenge—for which he led the design of the inaugural programme in 2021. He is also the founder of a regionally based venture studio and one of the creators of the Chief of Staff School. Previously, Neil founded a boutique digital marketing agency and held turnaround leadership roles in two local startups before joining the global entrepreneurial network Endeavor, and subsequently establishing GUIDE.



# GUIDE Learning Pass

All You Need To Start  
To Build And Run A Startup  
*Like A Seasoned Operator*

TRUSTED BY PRESTIGIOUS ACADEMIC INSTITUTIONS, VENTURE CAPITAL FIRMS, AND INTERNATIONAL DEVELOPMENT BODIES

