

Turn your idea into *reality* — in ten hours.

Format

**4hr in-person • 6hr
online**

We'll Cover

**Migraines • AI tools • Vibe
coding**

Today

**Spotting the right
problem**

THREE THREADS, TEN HOURS

Spot the problem, pick the tools, *vibe* the build.

01 / Diagnose

Spotting migraine problems

Find the pain people will actually pay to make stop.

02 / Equip

AI tools that fit the job

Get through the noise. Pick what's useful for your idea today.

03 / Build

Vibe coding solutions

Ship a working prototype without a CS degree.

STRUCTURE

Four hours in-person, six hours online with backup.

IN-PERSON

4^{hr}
S

2hrs presentation + 2hrs
hands-on workshop. We're in it
now

ONLINE • GUIDED

6^{hr}

Your build^S time. Bring messy ideas,
half-broken prototypes, and dumb
questions. ● Mentor office hours • open
the whole way

FIRST, THE TEST

Test your idea *before* you build it.

*Most ideas die in the first honest conversation with a real human— *and that's the whole point.**

3 *m*

Time to kill a bad idea before it costs you 30 hours of building.

People pay for *painkillers*, not vitamins.

VITAMIN

Nice *to* have.

"Cool, I guess."

Wallet stays closed.

You convince them it matters.

Years of education to grow.

vs.

PAINKILLER

Make the *pain* stop.

"How fast can I get this?"

Wallet's already out.

They convince *you* to ship it.

Pulled out of your hands.

Find the *migraine*, not the multivitamin.

01. How often does the problem happen? FREQUENCY	02. What does it cost in time, money, or sanity? SEVERITY	03. Are they already paying for a worse version? URGENCY
---	--	---

YES TO ALL

You've got a migraine. Build it

EXPLAINING WHY IT MATTERS

It's a vitamin. Move on.

THE 1-1-1-1 FRAMEWORK

One *customer*. One offer. One funnel. One channel.

(no, it's not a phone passcode.)

1

CUSTOMER

Can you name a specific person with a specific pain?

A real human — not a market, not a persona, not “small business owners.”

1

OFFER

Can you solve that pain with one thing, not five?

If your pitch needs an “and also” — cut until it doesn't.

1

FUNNEL

Can someone go from “what is this?” to “take my money” without friction?

Every extra click is a doorway out. Count them.

1

CHANNEL

Is there one place these people already hang out where you can reach them?

If you have to invent the channel, you're building two products.

YOUR EIGHT-HOUR BUILD

Ship one *real* thing in eight hours.

A self-contained project you can point at on the internet — not a slide deck about it, the thing itself.

PICK YOUR LANE

Your own idea

Skill Forward

Code For Good

<i>a.</i> Walkthrough video YouTube or Loom. Problem → solution → approach. Under three minutes. REQUIRED	<i>b.</i> Blog or portfolio entry Write it up. Or drop a pointer to it in your portfolio. REQUIRED	<i>c.</i> Deployed solution Vercel, Netlify, anywhere people can actually click on it. REQUIRED	<i>d.</i> GitHub repo link Show the receipts. Encouraged, not required. OPTIONAL
--	---	--	---

TWO DATES. NO EXTENSIONS.

The wall is *real* . Build to it.

DUE • FIRST

Proof of Work Portfolio

May 3^{*rd*}

End of day

DUE • FINAL

Idea to Reality

May 10^{*th*}

Midnight • hard stop

Over to —

Shashi Jain.

UP NEXT

Spotting migraine problems out in the wild

WHAT YOU'LL LEARN

How to find them, interview for them, and know when you've got one.