

Help build a more *inclusive era* of entrepreneurship.

01 MISSION

Who gets to build *decides what gets built.*

For decades, a real shot at turning an idea into a business often required a team, money and months of runway. That shaped who got to build, and which ideas ever got a chance.

Now one person can research, test and build what once took a funded team. That opens the door to founders of every age, background and circumstance, building businesses of every shape, from the small company that funds a life to the next giant. A world where more people get to build is more inclusive, more diverse and, frankly, more interesting.

The future won't happen on its own. We have the opportunity and responsibility to shape it.

02 BEHIND IT



Led by Maria Chilikov. Over more than a decade in tech, Maria bootstrapped and exited her own company, led product through growth and exit, most recently as CPO at Beauty Pie, and advised tech CEOs and the investors backing them.

03 THE PROGRAM

Six weeks from "what if?" to a clear *hell yes or hell no.*

A structured way to test whether an idea could become a business, decide what to do next, and learn skills you can use again. Designed to be done alongside work or study. Free to join, no equity taken.

The challenge turns methods Maria has used with founders, CEOs and their teams into a digital program, now being delivered to its first cohort of 25 aspiring founders.

What the six weeks cover

01 Could this be a business?

Develop an initial view of how the business could work and identify what needs to be tested first.

02 Is the problem real?

Replace your assumptions about the customer with firsthand evidence.

03 Does anyone want your solution?

Put the proposed solution in front of real people before investing heavily in building it.

04 Can you reach customers, and will they pay?

Find out whether interest extends beyond friendly conversations and warm introductions.

05 What is the smallest thing worth building?

Use what you have learned to create something real enough to test and improve.

06 Should you build this business?

Bring the evidence together and decide whether the idea has earned more of your time.

The method does the heavy lifting. *AI makes it possible.*

Maria developed this zero-to-one method over more than a decade in high-growth tech. Her AI agents speed up the research, synthesis and building, so no technical skills are needed. Each bespoke agent draws on Maria's method to provide personalised guidance at scale.

No more wondering what if! #WhatIfChallenge