

The Founder's Toolkit — What To Keep + Demo Day + What Happens Next

The stage. The moment. The proof.

Theme: Demo Day • Homework: Ongoing • Project: 3 hours

WHAT'S INSIDE

01 **Take-home assignments**

Missions to complete tonight.

02 **Project steps**

Ship one thing before Demo Day.

03 **Reflection prompts**

Write, don't just think.

04 **Master checklist**

Tick it. Prove it. Done.

After Demo Day — Your First 30 Days

Estimated time: Ongoing

01 Write the recap

One long-form post: what you built, what you learned, what's next. Publish it.

02 Ship weekly

One meaningful update per week for the next 4 weeks. Post it. Every time.

03 Get to 100 or \$100

100 real users OR \$100 in real revenue. Whichever suits your business.

04 Stay in the room

Join the alumni chat. Weekly check-ins. You are each other's unfair advantage.

REFLECTION — WRITE, DON'T THINK

☐ What are you most proud of from these 10 days?

☐ What surprised you about yourself?

☐ If you had to bet on one classmate to build something huge — who, and why?

BONUS ROUND

Come back to camp next year and mentor the new batch. That's how legends are made.

Project Kit — The Founder's Portfolio

Estimated time: 3 hours

THE GOAL

A single public link that shows: your product, your story, and your journey — everything from these 10 days, one page.

MATERIALS

Lovable / Notion / any site builder	All your assets from Days 1-9	
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STEPS

01 Pick the hero

Top of the page: your name, tagline, 1-line pitch, one photo of you.

02 The product

Live demo embed or Loom + CTA.

03 The journey

Day 1 → Day 10 recap. 10 photos. 10 sentences.

04 The ask

One clear next step for visitors — sign up? feedback? mentor me?

DELIVERABLE

One public URL, shared to alumni chat.

RUBRIC — HOW WE JUDGE

✓ First impression

Do the first 5 seconds make me stay?

✓ **Story**

Can I feel the 10-day journey?

✓ **Product proof**

Do I actually understand what you built?

✓ **Call to action**

Do I know exactly what to do next?

Tick each box only when it's actually done.

HOMEWORK MISSIONS

- ☐ Write the recap
- ☐ Ship weekly
- ☐ Get to 100 or \$100
- ☐ Stay in the room

PROJECT STEPS

- ☐ Pick the hero
- ☐ The product
- ☐ The journey
- ☐ The ask

SHIP IT

- ☐ Reflection questions answered in writing
- ☐ Deliverable submitted: One public URL, shared to alumni chat.
- ☐ Posted to the camp gallery / shared with a friend
- ☐ Bonus round attempted

Done? Sign it. Date it. Show up tomorrow ready to build.

Signed _____ Date _____