



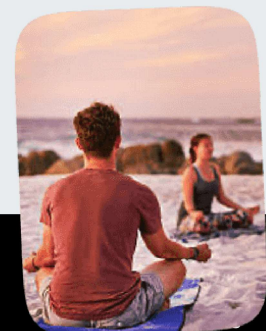
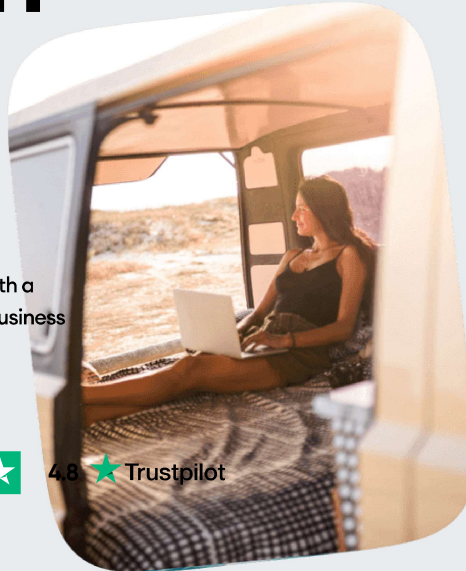
# Launch your idea & earn an MBA.

Start Part-time. No startup investment required.

Build your idea 1:1 with a pro-entrepreneur

Create a life-long entrepreneur network on trips to our global launch-houses

Graduate with a successful business



**Get started**



4.8 Trustpilot

Join a cohort of other creators



Choose the right idea to launch



your values

For those who feel  
“there’s got to be more to life than this”

So many of us are stuck in conventional careers that don’t fit our values. But launching your own idea, doing your own thing... is hard. The path is unclear, often alone, and university options are outdated & overpriced for people who want to launch real startups.

That’s where we come in...



Help

# Traditional MBA

- Reading lists, essays & assignments •
- Academics and scholars •
- 1 to many lectures •
- Students •
- Local Campus •
- Degree •

# What is Oneday?

A welcome message from CEO

# Oneday MBA



- Building a business •
- Pro Entrepreneurs •
- 1:1 hands-on building •
- Founders •
- International campus •
- Degree + Startup •

# Partner 1:1 with a pro entrepreneur

- Build your idea 1:1 with a pro entrepreneur who has scaled businesses to above £1M in revenue.
- You'll be matched with a startup founder whose experience best fits your idea.

Jamie Gotz  
 Co-founder of Shepherd, a SAAS business

mentor  
 Brian Cho  
 Founder of Resonado Labs & startup coach

mentor  
 Steph Hamill  
 CEO & Founder of

You  
 An aspiring entrepreneur

- Meet weekly as they build your idea with you as a partner.



# Build fast & learn

A global campus (IRL + WFH)

optional



Portugal  
Weekend campus

## Season 1: Launch

- Identify the type of business you'd like to build
- Match with the right mentor
- Talk to customers to understand painpoints
- Launch demand MVP and get first sales

optional



Spain  
Weekend campus

## Season 2: Pivot

- Identify learnings from demand MVP
- Tweak customer segment, value proposition & marketing funnels
- Find first 'super user' groups
- Launch next MVP to validate that users are happy with the product

optional



Germany  
1 week campus

## Season 3: Land

- Build a production version of the product & marketing funnels
- Ship to users
- Hire first employees to help day-to-day processes
- Register the company
- Now we're a real business

optional

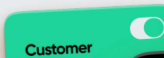


USA  
1 week campus

## Season 4: Scale

- Create a financing plan for future scaling
- Build pitch deck for fundraising
- Plan for management layer & team
- Create robust financial & accounting infrastructure

# Earn an MBA by building, not



# reading

- Get your MBA after 18 months as a bi-product of building your business.
- A fully recognized and accredited Masters in Business Administration degree
- Average salary increase 3 years post-MBA is \$70k/year – Financial Times

development

Produce marketing creatives

Launch minimum viable product



## No upfront funding required

- Save £10's of thousands by building your business in a lean method.
- Launch your idea with as little as £100 to see how customers respond to the value proposition, and use revenues and orders to fund the next steps in the journey.

### Don't

- Invest all your savings 😞
- Quit your job immediately 😞
- Build product in one go 😞

### Do

- Test the idea in small steps 😊
- Invest <£100 per step 😊
- Learn from users as you go 😊
- Use revenues for funding 😊
- Turn full-time when ready 😊

# Join a global network of leaders & CEOs

- Don't go it alone. Join others like you, selected for their curiosity and drive to make things happen.
- Meet at stunning in-person entrepreneurial retreats throughout the year. Alongside weekly online workshops & monthly local meetups.
- Find your next friend / cofounder / co-conspirator.



## Hear What Our Members Have To Say



Anna

Founder of Hobi

Very engaging.  
Love the community



Ola

Founder of Vineleaf

My experience with Onday has been mind blowing. In the first two weeks, I was allocated to a top-rated founder and



Stephen

Founder of Luff Sleep

Working closely with my mentor,



Mo

Founder of Mix & Grab

Having a great coach and a group of founders who share the struggle with me has helped me stay motivated and carry on.

👑 5/5

freedom to join convo aspect. Felt like I'm part of something important and I have a voice vs being 1 in 1000 people.

👑 5/5

got cracking on re-defining my idea.

😄 5/5

Steph, we've launched a new website, started running d2c campaigns and secured new contracts with TK Maxx & Wayfair

👑 5/5

# When you're ready, we'll get you access to funding

Investors don't invest in ideas, they invest in execution. Hit your targets & we'll invite you to pitch your startup idea to angel investors at one of our demo days

Concept ventures

PLUGANDPLAY

PLAYFAIR Capital

## How To Begin

### Step 1 Apply

Do a quick application to get more info and see if we're a good fit.



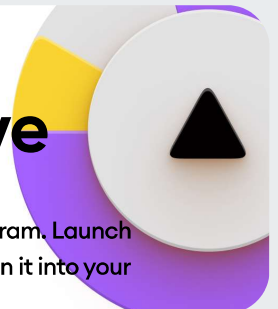
### Step 2 Interview

An online call to get to know each other and ask any questions.







### Step 3 Thrive

Join the program. Launch your idea. Turn it into your lifestyle.



Get started

# 10x more practical, 10x lower cost

				
Who is it for?	Entrepreneurs	Corporate workers	Corporate workers	Corporate workers
Process	Building a business	Essays + theory	Essays + theory	Essays + theory
Personalization	One-on-one	Mass lectures	Mass lectures	Mass lectures
Outcomes	Company + MBA Degree	MBA Degree	MBA Degree	MBA Degree
Price	£250/mo *	£234,000	£97,500	£134,000

\* price is shown with a payment plan broken down across 60 monthly payments. Total price if paid up front is £14,999.

## Trustpilot Reviews

7 days ago

**I always thought I had what it takes to...**

★★★★★ 5.0

I always thought I had what it takes to be successful in business, but oneday has helped me to reshape

4 days ago

**The mentorship I have received from...**

★★★★★ 5.0

The mentorship I have received from OneDay is everything I expected and more. I matched with Taras and he has continually

3 days ago

**Oneday is a very useful platform if...**

★★★★★ 5.0

Oneday is a very useful platform if you're fully committed to your mentor's plan of action. I found that by leaving my pride and

my ambitions. I now realise I was naive and unfocused when it came to achieving my outcomes, something I've put to rest since my time here. I'm now super motivated and only engage in activities that actively contribute to my success. I've learnt so much from my mentor, who has even recorded videos so I can relisten to his advice whenever I see fit. Really pleased with how my Prime membership has turned out.

“ Ryan Bain

offered incredible business insight into what it takes to be successful. The tips and tricks he's taught me along the way are invaluable so I can't thank you enough for elevating my career path. If you're seeking that bit of additional guidance and support to fulfil your full potential then I'd definitely recommend giving this a go.

“ Bailey Rogers

stubbornness at the door, I was able to transform my business approach to better resonate with my target audience. In a rapidly evolving market, being responsive and listening to my squad's practical advice has enabled me to unlock my true potential. Thanks Oneyday for all your help so far!

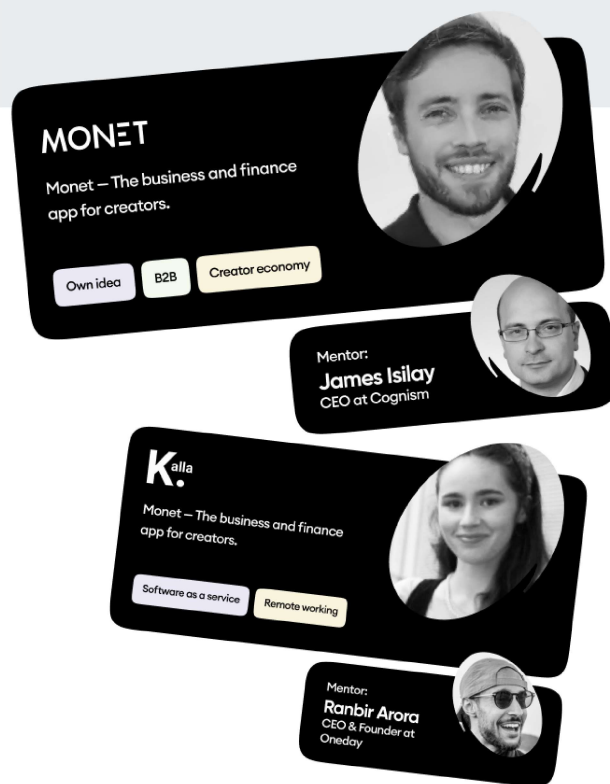
“ Marvin Stabile

Learn more

# Who It's For

We exist to help aspiring entrepreneurs to put their ideas into action.

For this program, we're careful to only select people who are ready take action. Who are open to learning. And who are ready to find out what their 'best life' looks like.



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