

PROGRAM ORIENTATION & PREVIEW

Turn your expertise into a business that runs without you.

A live, 13-week cohort — inside look at the program, the full syllabus, and Lesson 1.

This package is your glimpse inside the Founding Cohort: what you'll build, the week-by-week arc, a real lesson with its homework and quiz, the toolkit you'll get, and everything to have ready before Week 1.

FORMAT

13 Weeks · Live Cohort

STRUCTURE

4 Phases · 8 Modules · 32 Lessons

SEATS

8–10 · Two Pods

COMMITMENT

~3–5 hrs / week

FOUNDING COHORT 1
OCT 5, 2026 - JAN 15, 2027

APPLICATIONS CLOSE SEPT 18, 2026

01 What this is

13 weeks to turn your domain expertise into a product ecosystem that runs without you — an app, a course, and a licensing business — delivered as a live, cohort-based certification.

WHO IT'S FOR

Domain experts who are trapped in delivery

Consultants in quality, compliance, safety, operations, engineering, or any regulated field — with **10+ years** of expertise and clients who call *them* when things go wrong. If you're trading time for money and still deliver your system by hand, this compresses the Consultant → Course Creator → App Builder → Enterprise Operator journey into a structured 13 weeks.

WHAT YOU LEAVE WITH

A graded Architect Blueprint

One execution-ready document that synthesizes all eight modules for *your* domain — your business plan, product spec, and operating manual in one place — plus two sample deliverables, a live presentation, and the **Aegis Architect™ Certification** at 85/100.

The journey arc

STAGE	THE SHIFT IN YOUR OWN WORDS	WHERE THE PROGRAM BUILDS IT
1 • Consultant	"I do the work myself."	Phase A • Weeks 1-2
2 • Course Creator	"I teach others to do the work."	Phase C • Weeks 7-10
3 • App Builder	"I build a system that does the work."	Phase B • Weeks 3-6
4 • Enterprise Operator	"I run a network of people using my system."	Phase D • Weeks 11-13

The stages are the arc of the book. The program works them in a deliberate order: you *spec* the system in Phase B, then build and launch the course in Phase C — because the course validates the market and earns while the app is still being built. Building the app first is the trap Chapter 3 names by name.

THE WORKED EXAMPLE RUNS THROUGH EVERYTHING

Every concept is shown end-to-end in **AeroAssure®** — a real product this program reverse-engineers: 42 microservices, a four-tier academy, 87% automation, ~3.5 hrs/week of owner time, ~\$10K build cost. You watch a real ecosystem get built, then build your own alongside it.

"The community is the product. Peer accountability is what drives completion — and it's what a blank page can never give you."

02 Your cohort calendar

Founding Cohort 1 — dates are fixed. Seats are 8-10 in two pods of 4-5, at about 3-5 focused hours a week.

Fri · Sept 18, 2026	Applications close. The founding cohort is small on purpose.
Wed · Sept 23	Decisions sent — an invitation to enroll, or an honest note on timing.
Sept 28 - Oct 2	Onboarding week — join Skool, meet your pod, complete pre-work.
Fri · Oct 2	Enrollment closes. After this the next Architect cohort is April 2027.
Mon · Oct 5	Week 1 begins — Phase A, Module 1: Ideation & Vision.
Oct 5 - Dec 18	Instruction — Weeks 1-11 across Phases A-D. (Thanksgiving week Nov 23-27 is a work week — no live session.)
Dec 21 - Jan 1	Holiday break — no sessions.
Jan 4 - Jan 15, 2027	Capstone — Weeks 12-13. Build and present your Architect Blueprint.
Fri · Jan 15, 2027	Graduation & certification.

How a week works

DAY	WHAT HAPPENS
Monday	New lesson(s) unlock — video + materials
Tuesday	Pod check-in (your 4-5) · 30 min
Wednesday	Live lab / workshop · 60-90 min
Friday 5pm	Homework deliverable due

Live sessions are scheduled with the cohort — evening-friendly for working professionals — live labs run **Tuesdays, 8:00-9:30 PM ET (5:00-6:30 PM PT)**, with office hours **Thursdays, 8:30-9:30 PM ET**.

How you're graded

COMPONENT	WEIGHT
Homework deliverables (32)	40%
Module quizzes (8)	20%
Capstone — Architect Blueprint	30%
Participation & peer reviews	10%

85 / 100 earns the Aegis Architect™ Certification.

03 The full syllabus

4 Phases · 8 Modules · 32 Lessons · 1 Capstone. Each lesson ships a video, a fillable template, and a graded deliverable.

#	LESSON	DELIVERABLE YOU PRODUCE
PHASE A · FOUNDATION Weeks 1-2 (Oct 5-16) · Modules 1-2 — who you serve & what they need		
L01	Domain Expertise Audit	Expertise inventory + unique-ability statement
L02	Ideal Customer Profile (ICP)	ICP Profile (9 dimensions) + 5 real companies
L03	Market Gap Analysis	Competitive landscape + whitespace + positioning
L04	Vision Statement & Revenue Model	Vision paragraph + revenue model sketch
L05	Pain-Point Mapping	Top 8 pains ranked by urgency + category
L06	Desired Outcomes Matrix	Outcomes translation (features → results)
L07	Success Metrics Definition	Before/after metrics for top 5 outcomes
L08	Client Journey & Objection Handling	Journey map + top 5 objections + responses
PHASE B · BUILD Weeks 3-6 (Oct 19-Nov 13) · Modules 3-4 — what to build & how		
L09	Process Inventory	50+ client processes w/ frequency & effort
L10	Automation Scoring	Top 20 processes scored (5-dimension scorecard)
L11	Build vs. Buy Analysis	Build/buy/integrate call for top 10
L12	MVP Scope Definition	MVP Scope Canvas (5-8 features)
L13	Information Architecture	Sidebar structure + section groupings
L14	Page & Route Inventory	Page inventory w/ routes, data, actions
L15	Service Decomposition & Data Models	Service map + ER diagram
L16	UI/UX Principles & Integrations	UI pattern guide + integration inventory
PHASE C · CREATE Weeks 7-10 (Nov 16-Dec 11) · Modules 5-6 — the content & materials		
L17	Curriculum Structure Design	Module/lesson outline w/ learning arc
L18	Lesson Design & AI Content Creation	2 lesson scripts (AI + expert review)
L19	Video Planning & Assessment Design	Recording plan + rubric for 1 module
L20	Content Calendar & Production Workflow	8-week production schedule
L21	Homework & Playbook Design	4 homework assignments + 1 playbook outline
L22	Templates & Quick-Reference Cards	2 templates + 1 quick-reference card
L23	Data Pack Design	1 company data pack (8-12 documents)
L24	Consulting Toolkit Assembly	Toolkit inventory + 1 SOW template
PHASE D · SCALE Week 11 (Dec 14-18) → Capstone · Modules 7-8 — automate, launch, operate		
L25	Admin Dashboard Design	Cockpit page wireframe + KPI list

L26	Licensee & Financial Systems	Revenue model + royalty structure + payment flow
L27	Automation Setup	30 processes classified GREEN/YELLOW/RED
L28	Reporting & Analytics	Dashboard wireframe + weekly owner rhythm
L29	AI & Development Tool Selection	AI + dev stack sections of the checklist
L30	Course Delivery & Business Operations	Delivery + business-ops sections
L31	Launch Checklist	Pre-/launch-day/post-launch task lists
L32	Maintenance Rhythm & Go-Live	Maintenance calendar + capstone plan
CAPSTONE Weeks 12-13 (Jan 4-15) · The Architect Blueprint — 30% of your grade		
—	The Architect Blueprint	Execution-ready doc (all 8 modules) + 2 sample deliverables + 15-min live presentation

04 Inside Lesson 1

A real lesson from Week 1 — exactly as it appears in the classroom. This is the level of every one of the 32.

MODULE 1 • PHASE A — FOUNDATION • WEEK 1 • 45-MIN VIDEO + ACTIVITY

L01 — Domain Expertise Audit

You can't build a scalable product on a topic you find interesting. You build it on the 10,000 hours you already have. Lesson 1 inventories your real expertise and names the one problem clients call *you* about.

Learning objectives

- Inventory your expertise across every domain you've worked in
- Identify your “unique ability” — the problem clients seek *you* for
- Separate surface familiarity from genuine 10,000-hour depth
- Articulate why that depth is the foundation for a scalable product

Key concepts

- **Domain Expertise Audit** — a structured inventory of what you know professionally
- **Unique Ability** — what you do better than anyone × what clients seek you for
- **The 10,000-Hour Rule** — build where you have depth, not 100 hours of interest
- **Expertise vs. Interest** — interesting ≠ enough depth to build on

IN-LESSON EXERCISE

Work it live in the session, then continue in your homework using the fillable module template. Close with the **Pod Discussion Prompt**: post your one-sentence unique-ability statement, and reply to two pod-mates — is their ICP narrow enough to name 10 real companies?

05 Sample homework — Lesson 1

EA-M1-HW-01 Deliverable: expertise inventory + a one-paragraph unique-ability statement. Due Friday 5:00pm, Week 1.

Step-by-step

- 1. **Create your expertise inventory.** List every professional domain you've worked in for 5+ years. For each: years of experience, number of clients/projects, certifications, frameworks you've developed, and quantified results.
- 2. **Identify your “call list.”** Across your last 20 engagements, what specific problem did they call *you* about — not your company, not your team? Write the top 3-5.
- 3. **Find the pattern.** What's the common thread — the problem you solve more consistently and effectively than anyone in your network?
- 4. **Write your unique-ability statement** (3-5 sentences): the problem you solve, who for, why you're uniquely qualified, and what makes your approach different.
- 5. **Validate with the “Masterclass Test.”** If you had to teach a 2-hour masterclass tomorrow with zero prep, what's the topic? That's usually your unique ability.

Worked example — James / AeroAssure

DOMAIN	YEARS	CLIENTS	KEY CREDENTIAL
AS9100D Quality Management	15+	50+ suppliers	Lead Auditor certified
Supplier Recovery Programs	12	30+ recoveries	90-day methodology
CAPA Management	15+	Hundreds of CAPAs	Custom 5-phase framework
Internal / External Auditing	15+	100+ audits	AS9100D, Nadcap
Aerospace Special Processes	10	20+	Nadcap audit support

“I help aerospace suppliers who are failing AS9100D audits recover their quality management systems within 90 days. Over 17 years and 30+ recovery engagements, I've developed a 4-phase methodology that takes companies from audit failure to certification. What makes my approach different is the integration of hands-on CAPA management, structured phase-gate governance, and a recovery playbook that works across different failure modes.”

DELIVERABLE

- Expertise inventory table (3+ domains)
- Top 3-5 problems from your call list
- One-paragraph unique-ability statement
- Answer to the Masterclass Test

HOW IT'S GRADED

Complete: all four present; inventory has 3+ domains with quantified results; statement is specific and defensible.

Partial: statement is vague or too broad (“I help companies improve”).

Incomplete: missing inventory or statement.

06 Sample quiz & your toolkit

Every module closes with a 10-question quiz — 80% to pass, quizzes are 20% of your grade. A few from Module 1:

1. The Domain Expertise Audit is built on the principle that your product must be grounded in:

A) Whatever topic is trending · B) Genuine depth — ~10,000 hours · C) The broadest possible audience · D) A technology you're excited to learn

2. A “pain trigger” is best described as:

A) A chronic, low-grade annoyance · B) An acute event that makes the ICP look for a solution *now* · C) The price a buyer will churn at · D) A competitor's campaign

3. “No competition” in a space is usually a sign of:

A) A guaranteed win · B) A red flag — often no market, because nobody will pay · C) Your ICP is too narrow · D) You should raise your price

4. A good validation test for an ICP is:

A) You can imagine a large hypothetical market · B) You can name 10 real companies that fit right now · C) A competitor exists that's bigger · D) The trigger already fired for everyone

Answers are revealed after your attempt in the classroom. (For the record: depth, the acute event, the red flag, and ten real companies.)

The documents you'll get

Every lesson pairs with a fillable template. Across the program that's **32 deliverable briefs, a full template library, worked data packs, and quick-reference cards** — a real consulting toolkit, not slides. A sample:

SAMPLE DOCUMENT · EA-M1-TPL-01 — ICP PROFILE BUILDER (EXCERPT)

FIELD	YOUR ANSWER	AEROASSURE EXAMPLE
Primary industry	—	Aerospace & Defense manufacturing
Sub-segment	—	AS9100D-certified suppliers (Tier 2 & 3)
The buyer keeps them up at night	—	Failing the next surveillance audit; losing customer contracts
Pain trigger (rank by urgency)	—	Failed AS9100D surveillance audit (5)

Each template ships with the AeroAssure column already filled — so you always see exactly what “done” looks like before you fill your own.

ICP PROFILE BUILDER

MARKET-GAP ANALYZER

AUTOMATION SCORECARD

MVP SCOPE CANVAS

SERVICE MAP + ER

CURRICULUM BUILDER

SOW TEMPLATE

COMPANY DATA PACK

HQ DASHBOARD PLANNER

LAUNCH CHECKLIST

07 Before Week 1 — your pre-work

Complete during onboarding week (Sept 28 – Oct 2). Come to Week 1 with your accounts live and your raw material gathered — you'll start building on day one, not setting up.

1 • Set up your accounts

- ☐ Join the Skool group and post your intro (prompt pinned at the top)
- ☐ Create an **Anthropic / Claude** account — your AI build partner all 13 weeks
- ☐ Reserve your handles for a site (**Wix**) and email (**Kit**)
- ☐ Create a **Stripe** account to take payment later
- ☐ Add the first live lab to your calendar (invite comes in onboarding)

2 • Gather your raw material

- ☐ Pull 5+ years of work samples: proposals, SOPs, frameworks, reports
- ☐ List your last ~20 clients / engagements and what they called you about
- ☐ Collect any certifications, methodologies, or IP you've developed
- ☐ Note your quantified results (recoveries, savings, audit outcomes)
- ☐ Feed this into Claude to start building your **“digital twin”** — an AI that knows your expertise

PLEASE READ — TOOLS & SUBSCRIPTIONS ARE YOURS

Your seat fee covers the cohort: the live instruction, your pod, facilitation, all materials and templates, and certification. **The tools you use to build your own business are separate and are your responsibility** — they are not included in tuition. You keep everything you build on them. Plan for modest monthly costs while you're building:

TOOL	WHAT IT'S FOR	TYPICAL COST*	REQUIRED?
Claude (Anthropic)	Your AI build partner	~\$20/mo (Pro) – \$100+/mo (Max)	Yes
Skool	The cohort classroom & community	Included for members during the cohort	Provided
Wix	Your website / landing pages	~\$17–29/mo	When you launch
Kit	Email list & automations	Free tier, then ~\$25+/mo by list size	When you launch
Stripe	Taking payment	No monthly fee — ~2.9% + 30¢ per charge	When you sell

*Indicative third-party pricing as of 2026 and set by each vendor — check current rates. You choose your own plans; nothing here is billed through Aegis. Full terms in your enrollment agreement.

08 Ready to apply?

The founding cohort is 8–10 seats, two pods, direct access to James. It's application-only — not to be precious, but because the right room is the entire value.

What the seat actually buys

YOU GET	THE DETAIL
16.5 hours of live lab	Eleven instruction weeks, 90 minutes each, taught live — not recorded and resold.
Weekly office hours	Thursdays, plus a pod of 4–5 who are building the same week you are.
32 graded deliverables	Every lesson ships a template and a deliverable that is marked, not just watched.
A defended capstone	The Architect Blueprint, with a defense and a revision loop. 85/100 earns the certification.
The whole workbook	All 37 exercises as fillable packets — the \$500 product, included.
A room of 8–10	Two pods. Direct access to James, who has done this once already.

At the \$350/hour James charged as a consultant, the founding seat is about **seven hours** of his time. You get sixteen and a half hours of live instruction, the office hours around them, thirty-two marked deliverables and the workbook — for less than the cost of building the wrong thing once.

Step 1 · by Sept 18	Apply — a few honest questions, about ten minutes.
Step 2 · by Sept 23	Get your decision. Accepted applicants get a short fit call before anyone commits a dollar.
Step 3 · by Oct 2	Enroll and complete onboarding + pre-work.
Step 4 · Oct 5	Build with your cohort.

APPLY NOW

tally.so/r/1A084W

Founding rate **\$2,500** (list \$4,000). Applications close **Friday, September 18, 2026**. After Cohort 1 fills, the next Architect cohort is April 2027.

NOT READY FOR THE ROOM YET?

The Workbook — \$500

Every exercise and template, self-paced, yours for life. The same spine as the cohort — you can upgrade to a seat later.

“Two years from now, the people who read the book split into two groups: one remembered a few ideas, the other built a business that runs in a handful of hours a week. The difference is whether they worked the process — or just read about it.”

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