



BUSINESS!GO

BUILD A REAL BUSINESS USING ONLY YOUR PHONE
STEP BY STEP

Business!GO, a Canadian Tech startup, runs practical workshops that help people go from “I want to start a business” to their first real steps — in just 10 days.

It’s designed specifically for early-stage participants (including newcomers and career switchers) who feel stuck, overwhelmed, or don’t know where to begin.

This program is ideal for:

- ✓ newcomers and immigrants exploring income opportunities
- ✓ individuals considering self-employment or small business/side hustle
- ✓ people feeling stuck in a career transition
- ✓ community members who want more independence but lack clarity



Why organizations partner with us:

- ✓ we help your members move from uncertainty to action
- ✓ supports employment, self-employment, and integration goals
- ✓ increases engagement within your community
- ✓ provides practical, structured value (not just inspiration)



Format:

- ✓ 1 interactive workshop (60–90 minutes)
- ✓ optional structured program (10-day format)
- ✓ additional workshops (Target, ICP, Pricing, etc.)
- ✓ can be delivered online or in-person



From idea to your first client in 10 days

build your business idea step by step in 10 days



Over 10 days, participants will

- ✓ define a clear business idea that fits their situation
- ✓ identify a real customer and problem
- ✓ build a simple, realistic business concept
- ✓ understand how to start without large investments
- ✓ take their first actionable steps
- ✓ build brand basis for their project
- ✓ define target audience and ICP
- ✓ get understanding about pricing and value
- ✓ define and check channels for the first clients
- ✓ plan the next 30 days of actions

We’d be happy to explore how this program can be adapted to your community and discuss the best format for collaboration. Let’s connect and see how we can make this work together.

Reach us directly

[in](#) [Yana Vdodovych](#)

[in](#) [Oleh Redko](#)

BUSINESSGO.ONLINE

Why Business!GO works:

Unlike traditional programs, this format is designed for people at the very beginning — those who feel overwhelmed, unsure, or stuck. We focus on simplicity, clarity, and immediate action, helping participants move forward without overcomplication or large financial risk.

What makes us different:

- ✓ simple, structured approach — no jargon, no overwhelm
- ✓ focused on real-life situations and practical decisions
- ✓ designed for people with limited time, energy, or resources
- ✓ combines clarity, structure, and immediate action

In addition to the main workshop, we can include a series of follow-up sessions that help participants go deeper into key areas such as idea validation, understanding their customer, basic marketing, and first sales. These sessions are designed to turn initial clarity into real progress and confident action.



Business Idea in 5 Minutes

A fast, practical session where participants generate a business idea that actually fits them. Great for those who feel lost or overwhelmed by too many options (What is a strong business idea? How to check it? What is a business concept? What is a business model?)



Find Your Ideal Customer

A focused workshop on understanding who to sell to and what problems to solve. Helps turn ideas into something people are ready to pay for (Who is your client? Why it is not “everyone”? How to define your target? What is the problem and solution?)



Dream Big: Tech Startup

An introduction to building low-cost, no-code startups without technical skills. Perfect for beginners who want to explore tech and online business. (How to start your tech startup? What do you need? How to prepare yourself to launch? Options I have.)



Am I on the Right Path?

A diagnostic session for people who already started but feel unsure about their direction. Helps identify gaps and next steps to move forward. (Do I have personal fit? Do I have market fit? Do I have money fit? Checking the basics before starting.)

Flexible format:

The program can be adapted to your audience, schedule, and goals — whether as a one-time workshop, a short series, or a structured program with follow-up support.

Expected outcomes:

- ★ participants gain clarity on their business direction
- ★ leave with a structured idea and next steps
- ★ feel more confident taking action
- ★ increased engagement within the community

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