

BUILDING BUSINESS FROM

SCRATCH

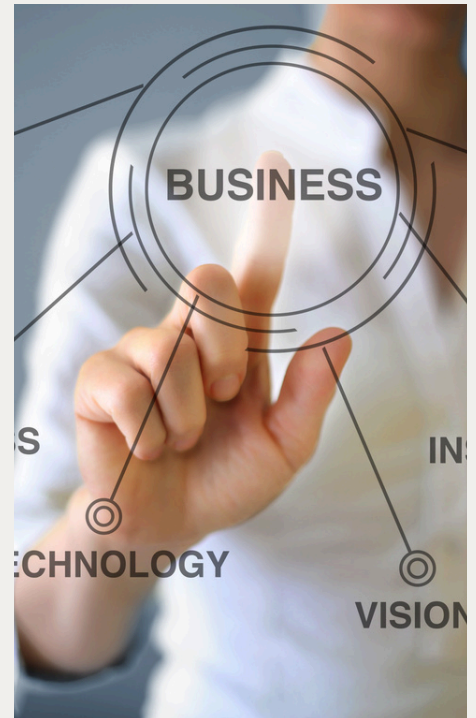


A New Program for Would-Be Entrepreneurs

Program Brochure

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What is this?



According to the US Department of Labor,

- ~30% of new businesses fail within the first two years
- 45% - 65% of new businesses don't survive the fifth year
- ~90% of new startups fail during the first 10 years
- About 5% of American startups are still in business after 15 years!

“Without doubt, entrepreneurship has much to offer, **ONLY IF ONE KNEW THE DNA OF BUSINESS.** This program is designed to help you learn that DNA.”

With such grim statistics, why would anyone want to even CONTEMPLATE running their own business? According to LivePlan, the reasons are:

- Freedom to pursue passion
- Create generational wealth
- Support the community
- Challenge the status quo
- Flexibility and balance
- Being their own boss

Without doubt, entrepreneurship has much to offer, **ONLY IF ONE KNEW THE DNA OF BUSINESS.** Yet many people jump onto the bandwagon without much thought or thorough investigation, and they end up being the statistic. This is avoidable. This program is designed to help you learn that business DNA, providing you with the keys to jump into business with full knowledge.

Why are we doing this?

Many people know SCALA is the Program Partner for the Singapore Government Agency, Workforce Singapore (WSG), in running the Career Conversion Program (CCP) for logistics and supply chain professionals. In our role as Program Partner, we also help individuals find a job in the sector through our job-matching services. Indeed, it is only when an individual attains employment in the industry, can they qualify for the CCP.

But what happens to those who do not end up being employed? What other avenues of help can SCALA provide for them? Indeed, entrepreneurship is a great avenue for those who decide to take matters into their own hands and who want to plot the pathway for themselves. And SCALA has the wherewithal to help!

By combining SCALA's expertise in supply chain optimisation, and SCALA's CEO's entrepreneurial successes, SCALA can provide another avenue for midcareer switchers, or even fresh graduates, to fully uncover the DNA of Business, and strike out on their own with better knowledge and confidence!

That will help one stave off the failure rates that are so common!



Who is this for?

Another reason why SCALA is doing this is that the CCP is only for Singaporeans and Singapore Permanent Residents. And it is catered solely for those in the workforce. Hence, we have not had the chance to help non-Singaporeans or fresh graduates. Hence, this program is important for SCALA because this is the first time that we can open our doors to **anyone from ALL walks of life**.

After all, entrepreneurship is blind to age (Zuckerberg was 19 when he started Facebook, and Sanders was 80 when he started KFC!), to nationality, to education level.

From Fashion to Food



Two of the more popular types of business in Singapore are fashion and food. Yet, almost every week, we read of such businesses shutting down or scaling back, owing their suppliers and creditors lots of money. When you dive deeper into the problems, you can immediately see their issues with the supply chain. Without a full understanding of economic order quantity (EOQ), inventory optimisation, multimodal distribution, and supply chain risks, these entrepreneurs expose themselves to too much risk, and ultimately pay the price in business failure. We address all these problems in the program, and help them see alternative business models like luxury upcycling.

“Step your customers back in time and immerse them in the world of vintage fashion through luxury upcycling”

What is SCRATCH?

Obviously, when we start from scratch, it means that we will helping you understand the fundamentals of business building from the very beginning.

However, in our case, SCRATCH also has another meaning. In fact, it is the acronym which describes the 7 modules that we will cover in the program:

Supply chain

We uncover the full end-to-end of the supply chain for the various industries that participants want to enter into so that they appreciate the impact of executional excellence.

Customer

Understand your target market and intimate the pains and gains that they want, and are willing to pay for. From here, you will know what to offer, where and for how much!

Risk

Building out your supply chain allows you to see clearly the points of risk, and from there, to identify trigger points, mitigation plans, and monitoring process.

Assessment

Assess all your business assumptions based on Customer Value, Execution Ability, Scalability and Defensibility. These add to your operational and risk plans.

Technology

Take a look at current technology that can help you. Understand how platforms work to support your business model, and plan the technology integration into you business plans.

Competence

Running a business requires different competencies like finance, marketing, sales, operational excellence, HR. We cover all these topics with some depth so you won't sink.

Health

Many startup founders work so hard and stress about so many things that they neglect their health. We cover the important aspect of mental and physical well-being with neuroscience

It will become obvious to you that this is NO ORDINARY program. It has been meticulously designed to help you increase your odds against the startup failure baseline.

Who is the main facilitator?

IAN DYASON MBA B.ENG. CSSCP



Ian is no stranger to entrepreneurship.

Having started up 5 businesses over the past 3 decades, and exiting two of them with healthy P/E ratios, Ian has experienced the ups and downs of business building.

Having tasted initial success in 1996 through this first venture as co-founder of a shipping company, and later tasting humiliating defeat in the light of the Asian Financial Crisis in 1998, Ian went on to recover through sheer will and determination by building ANOTHER business, one that he went on to steer to great success for over 15 years, before selling it to a larger entity.

He is now into his 5th startup, where he put his old software development skills and his research skills to create a new paradigm for the “growth mindset”, and building the world's first behavioral-based assessment. He then went on to franchise this system to different companies and countries.

Ian has also spent many years consulting with big multinational companies on business strategy and change management, including Brunei Shell Petroleum, UMFG, UBS, SIA, UOB, NUS, NTU.

As the current CEO of SCALA, Ian is instrumental in creating new industry-level training, emphasizing the adoption of digitalisation and AI for operational excellence.

Ian is also a Certified Sustainable Supply Chain Professional from the International Supply Chain Educators Alliance (ISCEA).

Ian will be assisted by a host of PhD experts in this program (which just goes to show that you don't need a PhD to have PhDs working for you! LOL)

What is the Curriculum?

ONLINE

Four online sessions spread over two weeks.
Each session is from 8PM to 10.30PM (SGT) on a week-night.
(Check online for the dates)

SESSION 1:

Articulating our intent . Our Differentiated Value Proposition .
Who is my customer? . Alleviating Pains & Increasing Gains .
Case studies.

SESSION 2:

Understanding the supply chain . Building execution strength .
Assessing assumptions . Case studies

SESSION 3:

Business finance . Marketing & Sales . HR policies .
Operational excellence . Case studies.

SESSION 4:

Identifying technologies . Buy-versus-Make . Capabilities .
Outsourcing . Risk management. Case studies

IN-PERSON

Conducted over one weekend (Saturday and Sunday).
9AM to 5PM @ SCALA.

CURRICULUM:

Mindset strengthening . Building Business Model
Canvas . Creating your prototype . Pitching for the
business . Building your Tribe . Overcoming obstacles
. Personal & group coaching . Wellbeing exercises

RECORDED SESSIONS

Cannot make the sessions? Or joining us from
overseas?

Not to worry!

All sessions are recorded and link shared with you for
continuous review.

Group chat for cohort support and collaboration.



How much per person?

Normal Price **\$\$6,000.00**

less 85% funding
from SCALA **\$\$5,100.00**

net price after
funding **\$\$900.00**

add 9% GST on
net price **\$\$81.00**

**Total fee payable
(for Singapore-
based participant) **\$\$981.00****

GST is payable by all Singapore based participants. Overseas participants who consume the whole program online are exempt of GST payment. However, if they choose to attend the in-person, then the GST payable for the whole program will be charged. Please see full terms and conditions online.

3-month Interest-free installments available to Singapore-based credit card holders through Atome.

SCALA funding is for limited time period and may be withdrawn at any time without notice.



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