

# 2ND ACT BUSINESS STRESS TEST BOOTCAMP

Test the Business Idea Before You Risk Years of Time and Capital

Structured business evaluation for professionals, second-career explorers, and cautious first-time founders.



TEST EARLY



REDUCE RISK



MAKE BETTER DECISIONS



BUILD WITH CONFIDENCE



## A MORE GROUNDED APPROACH TO ENTREPRENEURSHIP

Many people do not fail because they lack effort, intelligence, or ambition. They fail because critical business assumptions were never tested early enough.

For mid-career professionals, retrenched PMETs, cautious first-time founders, and individuals with limited financial runway, pursuing the wrong business idea can become extremely costly. Time, savings, confidence, and career momentum are often affected long before the business itself stabilises.

The **2ND ACT BUSINESS STRESS TEST BOOTCAMP** was designed for individuals who want a more structured and commercially grounded way to evaluate whether a business idea can realistically survive before making larger financial or career commitments.



**This is not a motivational startup workshop.**

It is a structured business evaluation and stress-testing programme focused on helping participants make smarter business decisions before committing serious time, money, and energy.



## WHAT THIS PROGRAMME HELPS YOU EVALUATE

Participants are guided through a practical business stress-testing process that examines:

- ✓ Whether a meaningful customer problem actually exists
- ✓ Whether customers are realistically willing to pay
- ✓ Whether the business model can survive operational pressure
- ✓ Whether the idea can withstand Singapore's demanding market conditions
- ✓ Whether the concept has adaptability beyond the local market

The programme combines:



Strategic Business Review



Validation-Driven Thinking



Commercial Realism



Measured Market Testing



Operational Stress-Testing



Practical Execution Planning



Regional Exposure and Observation

## PROGRAMME STRUCTURE

SESSION 1 PROBLEM REALITY	SESSION 2 BUSINESS MODEL REALITY	SESSION 3 SINGAPORE FRAGILITY TEST	SESSION 4 FIX & EXECUTE	SESSION 5 ASEAN / CHINA GROUND EXPOSURE
Validate whether a genuine and commercially meaningful customer problem exists.	Evaluate whether the business model can realistically sustain itself under real market conditions.	Stress-test the business model against Singapore's high-cost and highly competitive environment.	Redesign weak areas of the business model and prepare a measurable 30-day market validation sprint.	Observe how business assumptions behave under regional market realities.
<b>Participant Outputs</b>	<b>Participant Outputs</b>	<b>Participant Outputs</b>	<b>Participant Outputs</b>	<b>Participant Outputs</b>
<ul style="list-style-type: none"> <li>✓ Defined customer segment</li> <li>✓ Refined problem statement</li> <li>✓ Validation interview framework</li> <li>✓ Initial customer testing questions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lean business model framework</li> <li>✓ Revenue and cost projections</li> <li>✓ Preliminary break-even analysis</li> <li>✓ Business viability assessment</li> </ul>	<ul style="list-style-type: none"> <li>✓ Business fragility assessment</li> <li>✓ Structural risk identification</li> <li>✓ Operational pressure mapping</li> <li>✓ Priority redesign focus areas</li> </ul>	<ul style="list-style-type: none"> <li>✓ 30-day validation sprint plan</li> <li>✓ Weekly execution roadmap</li> <li>✓ Offer positioning statement</li> <li>✓ Success measurement criteria</li> </ul>	<ul style="list-style-type: none"> <li>✓ Regional market observations</li> <li>✓ Challenged or disproven assumptions</li> <li>✓ Regional feasibility reflections</li> <li>✓ Initial ecosystem insights</li> </ul>



## WHO THIS PROGRAMME IS SUITABLE FOR

This programme may be suitable for individuals who:

- ✓ Are considering a second career direction or income pathway
- ✓ Want to explore entrepreneurship more carefully before committing significant resources
- ✓ Prefer structured validation over high-risk trial-and-error
- ✓ Have limited financial runway and require clearer decision-making
- ✓ Are reviewing whether an existing side-hustle or business idea is commercially sustainable
- ✓ Prefer a more grounded and commercially realistic approach to business exploration



## ENQUIRIES

Before You Commit More Time, Money, or Career Energy — Stress Test the Business First.



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<https://2ndactreadiness.psytec.com.sg/>

Scan to learn more and get started!



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