

# HARDWON LABS

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AI-powered business education for people  
who took the long way around.

## PROGRAM OVERVIEW

Hardwon Labs is a 12-week intensive program that transforms entrepreneurial spirits into AI-fluent business builders. We are living through what may be the most significant technological shift in history. AI is fundamentally changing how businesses operate, how value is created, and who gets to participate in the economy. This program puts you at the center of that shift.

This is not just automation training. It is a comprehensive business education delivered through an AI-first lens. Participants learn how businesses actually work, master AI as a thinking partner, understand the mechanics behind the technology, build real tools and systems, and launch their own ventures.

**Format:** 3-day in-person orientation (NYC) + 11 weeks remote

**Commitment:** Full-time, 40+ hours per week

**Cohort Size:** 15–20 participants

**Cost:** Fully funded — no tuition

# Curriculum

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## DAYS 1–3 — IN-PERSON ORIENTATION (NYC)

### Foundation Setting

- Program orientation, accountability frameworks, and expectations
- Technical assessment and individualized learning plan
- Tool setup: laptops, accounts, AI platforms (Claude, ChatGPT, Perplexity)
- The AI landscape: why this moment matters and where the opportunities are
- Team building and peer accountability pairing

## WEEKS 1–2 — BUSINESS FUNDAMENTALS THROUGH AN AI LENS

### How Businesses Actually Work

- Core business functions: operations, finance, marketing, and sales
- Reading and interpreting financial statements (P&L, balance sheet, cash flow)
- Business models, unit economics, and competitive positioning
- Using AI to analyze real companies — dissect 10-Ks, model revenue, benchmark competitors
- Case studies: how AI is creating new businesses and transforming existing ones

## WEEKS 3–4 — AI MASTERY

### Thinking Partners, Not Just Tools

- Prompt engineering: structuring requests, iterating on outputs, chain-of-thought reasoning
- LLM fundamentals — understanding capabilities, limitations, and when AI is wrong
- Deep fluency with Claude, ChatGPT, and Perplexity as daily thinking partners
- Turning business problems into AI-assisted solutions using natural language
- Building real tools: research systems, outreach engines, analysis pipelines

## WEEK 5 — UNDERSTANDING THE MACHINE

### Python Fundamentals for AI Literacy

- What code is and why it matters — understanding what your prompts are actually doing
- Python basics: variables, functions, loops, and data structures
- Reading and modifying scripts — enough to debug, customize, and extend AI outputs
- APIs: how AI tools connect to each other and to business systems
- Practical exercises: writing scripts that automate real business tasks

## WEEKS 6–7 — APPLIED AUTOMATION & OPERATIONS

### Building Systems That Run Without You

- Agentic workflows: designing multi-step AI processes that execute autonomously
- Connecting AI to business tools — CRMs, email, calendars, databases, spreadsheets
- No-code automation platforms: Zapier, Make, and n8n for production workflows
- Data extraction, transformation, and reporting automation
- Client communication automation: follow-ups, scheduling, intake forms
- Building and documenting SOPs for repeatable AI-powered operations

## WEEKS 8–9 — BUILD YOUR OWN TRACK

### Choose Your Industry, Build Your Expertise

Participants choose an industry vertical that aligns with their interests and build a complete portfolio of real, working tools and systems within it. There are no fixed tracks — you design your own. Examples include but are not limited to:

- Healthcare Operations — patient intake, scheduling, insurance verification, compliance
- Real Estate & Property Management — tenant communications, deal sourcing, maintenance routing
- Small Business Operations — bookkeeping, invoicing, customer service, inventory
- Creative & Digital Services — content creation, social media, client onboarding
- Trades & Field Services — dispatching, estimates, job tracking, customer follow-up

The beauty of this program is that you build something that is yours. Your track. Your portfolio. Your future business.

## WEEK 10 — ENTREPRENEURSHIP & VENTURE LAUNCH

### AI as Your Co-Founder

- How to start a business with AI — from idea validation to first revenue
- Finding clients, pricing services, and building a personal brand
- Packaging your skills as a freelance AI operations consultant
- Each participant develops a business plan for an AI-powered service or product
- The solopreneur advantage: how one person with AI can outperform a team of ten

## WEEKS 11–12 — CAPSTONE & CAREER LAUNCH

### Prove It, Ship It, Launch It

- Deploy a production system for a real partner business
  - Build a professional portfolio showcasing completed projects and tools
  - Resume, LinkedIn optimization, and personal narrative development
  - Mock interviews and negotiation preparation
  - Graduation showcase with partner businesses and hiring managers
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## THROUGHOUT THE PROGRAM

- Weekly 1-on-1 mentorship with industry professionals
- Peer accountability groups and collaborative projects
- Recovery support resources and community

## OUTCOMES

Graduates leave with the skills to work as AI operations specialists and business automation consultants, or to launch independent practices serving small businesses. The tools and systems you build during the program become your portfolio and your competitive advantage.

## ADMISSION REQUIREMENTS

Technical aptitude assessment • Personal statement • Two references  
Full-time commitment required • Must demonstrate readiness and motivation