Foundiro: an overview for universities

A complete entrepreneurship programme in which students take a venture of their own from a first idea to an evidence-informed launch decision: taught in class, tested with real customers, reviewed by a named person, and supported by the student's own AI assistant under clear rules.

Who it is for

Universities that teach aspiring founders, as a full programme, an elective, or one stage inside an existing course. Students work alone or in teams of two or three on a venture of their own. No prior business training is assumed.

The student journey

Nine stages, each ending in a human review that records what was checked. The core programme (Stages 0 to 6, 68 lessons) runs over about 30 teaching weeks and ends with a launch decision and an AI workflow the founder can defend. Stages 7 and 8 (16 lessons) continue with ventures that are trading. Students leave with an evidence-backed venture record: who they serve, what those people do and spend today, a business model with every number labelled as evidence or assumption, the tests they ran, and a launch plan.

Stage	The question it answers
0 Explore an opportunity	What need, improvement or new possibility is worth my next few weeks, and why me?
1 Founder and opportunity	What am I trying to do, with what means, and what do I believe that could be wrong?
2 Customers and value	Does a defined group really have this need, and what do they do and spend about it today?
3 Solution and value	Which solution creates value that is clearly different, and how will we test it?
4 Business model	Can this become a viable, responsible business on paper, and which assumption could sink it?
5 Prototype and tests	Will real people act: sign up, use, pay?
6 Sell, form and launch	What does it take to sell, operate and launch responsibly?
7 and 8 (advanced)	Can we keep customers month after month, and what limits sustainable growth?

What is different

- **Evidence before opinion.** Students write claims that could be wrong, set the criterion before collecting data, and record every piece of evidence with its source and the commitment it shows.
- **AI as a bounded partner.** Foundiro runs no AI of its own. For each exercise it prepares a briefing the student copies into the assistant they already use, and a return format that brings proposals back to accept or reject one by one. The student attempts first, the AI proposes, the student decides and records what the AI did. Every exercise has an equal route without AI; synthetic people and figures are never evidence.
- **A person decides.** Weekly feedback comes from the facilitator; the decision at the end of each stage is made by a named reviewer against a fixed submission. Learning, venture evidence and commercial results stay three separate records, never one score. An evidenced decision to stop is a full learning outcome.
- **Built for real ventures.** Branches for service, product, food and regulated, marketplace, business-to-business and impact ventures; a country addendum for local rules.

What a university receives

A classroom system that runs on paper: 84 lessons with worked examples, guided practice, model answers and knowledge checks; teaching slides; worksheets and 32 blank forms; the Methodology and Fieldbook; facilitator guides with session plans, failure modes and worked review decisions; calendar, delivery record, agreement schedule and certificate template; the UAE and Dubai country addendum. Alongside it, a hosted workspace with the same lessons, where students read, practise, submit worksheets, work with or without AI, and move on when a facilitator continues them. Invitation-only; no email; no AI model inside.

Scope, delivery and where things stand

About 30 teaching weeks in two blocks, with a review at the end of each stage. Hours are planning estimates, not yet measured: about 300 to 325 student hours in a team or 335 to 355 working alone, about 117 to 131 of them contact, review and lab hours. First deliveries are led by Kalle Sarraj with university staff alongside, so that staff can take over; before any fieldwork the university completes a short delivery record. The package and the workspace exist, were reviewed twice in November 2026 and tested with fictional data. No cohort has yet been taught, so there are no outcomes to quote. Completing Foundiro does not guarantee a launch, revenue or investment; no accreditation or academic credit is implied.

See it for yourself

We invite you to a supervised demonstration: the sample lesson in this folder taught as in class, a live walk through the workspace with a fictional cohort, and a conversation about the scope that fits your calendar. The methodology guide (file 07) has the framework in detail.

Foundiro. Designed and led by Kalle Sarraj. November 2026.