



Ship Happens.

Two founders. Three days. Something real, made together.
Possibly excellent coffee.

Your Koh Tao Basecamp, 15-17 October. Our practice run for the main event: the inaugural SideEye Labs Founders Retreat in Singapore, 25-27 November 2026. Three days to create something meaningful together.

Your mission

By Saturday at 18:00, have a working first version you both feel excited to show someone, a clear offer and a realistic path to selling it. Choose the idea together on Thursday. A tool, digital product or small manual service all count.

What we will have created

- [] One chosen customer, problem, offer and price.
- [] One usable first version and a clear offer you are happy to show potential customers.
- [] A clear route to payment and delivery using SideEye Labs infrastructure; test checkout if the product is ready.
- [] Useful feedback from a few relevant people; aim for three conversations, without turning it into a quota.
- [] A shared demo, notes on what you learned and a next step you both want to take.

Something we are excited to keep making

You are equal partners in this creative project: equal voice, shared decisions and meaningful ownership of the work. Success means a real product and a shared desire to explore it further. Revenue can come later; use customer feedback to improve what you make.

Your protected rhythm

Dog walk 06:30. Breakfast 07:15-08:15. Settle in 08:15-08:30. Work starts 08:30. Lunch 12:00-13:00. Workout 14:30-16:00. Work ends 18:00. Dinner 19:00. 6 hours 15 minutes focused work per day; 18 hours 45 minutes total. Saturday closes with a celebration dinner at 19:00.

Suggested base: Tropico mornings, home afternoons. Check hours, Wi-Fi and laptop suitability in advance; home is the fallback. No venue is booked.

Work budget: US\$300 to get shit done. Spend to unlock progress: a useful domain, API credits, licensed assets, a small outsourced task or a targeted customer test. Define the expected return first: time saved, product quality or useful evidence. This is a ceiling, not a spending target. Dinner and meals are separate.

Thursday / Find & validate

06:30-07:15	Dog walk Fresh air. No product meeting required.
07:15-08:15	Breakfast & get ready A slow start; breakfast stays protected.
08:15-08:30	Travel & settle in Travel or settle in. Handle larger chores at lunch or after 18:00.
08:30-10:30	01 / Find the spark / TOGETHER 15 min welcome + interests; 20 min solo problem lists; 30 min share with equal airtime; 30 min generate ideas; 25 min reflect on excitement and fit. Output: three ideas you both want to explore.
10:30-10:45	Coffee break Leave the table. No pitching.
10:45-12:00	02 / Pick & test / TOGETHER 15 min choose one idea by mutual yes; 20 min define customer, offer and price; 40 min interview/message five relevant people. Output: one offer + five test requests sent.
12:00-13:00	Lunch & life admin Eat, do a small chore, check replies. No compulsory working lunch.
13:00-14:00	03 / Make the call / TOGETHER 20 min review evidence; 20 min simplify scope; 20 min agree owners and acceptance criteria. Output: build / adjust / stop decision + three essential features max.
14:00-14:30	Travel & change Buffer for getting to training.
14:30-16:00	Workout Protected. Laptops shut.
16:00-16:30	Shower, snack & reset Return home or to a quiet work spot.
16:30-18:00	04 / Make it real / SHARED SPRINT 10 min agree tasks; 60 min work side by side with distinct ownership; 20 min demo to each other. Output: rough usable flow + offer page draft. Leave a clear Friday build list.
18:00-19:00	Dog, chores & decompress Evening walk as needed; finish small jobs. Hard stop on work.
19:00 onward	Recap & post mortem, Dinner & off duty A relaxed 10-minute recap: what worked, what we enjoyed, what to adjust tomorrow. Then dinner and off duty.

Friday / Build & test

06:30-07:15	Dog walk Fresh air. No product meeting required.
07:15-08:15	Breakfast & get ready A slow start; breakfast stays protected.
08:15-08:30	Travel & settle in Travel or settle in. Handle larger chores at lunch or after 18:00.
08:30-10:30	05 / Build the core / SHARED SPRINT 15 min check-in and replies; 80 min create the smallest useful customer flow; 25 min joint demo. Output: a usable core, including a manual service if simpler.
10:30-10:45	Coffee break Leave the table. No pitching.
10:45-12:00	06 / Complete the journey / SHARED SPRINT 10 min assign outcomes; 45 min build page, content and delivery flow; 20 min joint review. Output: complete draft from offer to customer value.
12:00-13:00	Lunch & life admin Eat, do a small chore, check replies. No compulsory working lunch.
13:00-14:00	07 / Test with people / TOGETHER 15 min invite three relevant testers; 30 min observe a walkthrough or test together while awaiting replies; 15 min log confusion and blockers. Output: feedback requests + priority fixes. Real users are the target, not guaranteed attendance.
14:00-14:30	Travel & change Buffer for getting to training.
14:30-16:00	Workout Protected. Laptops shut.
16:00-16:30	Shower, snack & reset Return home or to a quiet work spot.
16:30-18:00	08 / Fix & prepare / SHARED SPRINT 10 min select blockers; 50 min fix and set up payment; 20 min test the transaction and fulfilment in test mode; 10 min prepare launch copy. Output: launch-ready draft + Saturday checklist.
18:00-19:00	Dog, chores & decompress Evening walk as needed; finish small jobs. Hard stop on work.
19:00 onward	Recap & post mortem, Dinner & off duty A relaxed 10-minute recap: what worked, what we enjoyed, what to adjust tomorrow. Then dinner and off duty.

Saturday / Launch & celebrate

06:30-07:15	Dog walk Fresh air. No product meeting required.
07:15-08:15	Breakfast & get ready A slow start; breakfast stays protected.
08:15-08:30	Travel & settle in Travel or settle in. Handle larger chores at lunch or after 18:00.
08:30-10:30	09 / Ready to sell / TOGETHER 20 min review new feedback; 65 min final purchase/delivery test and fixes; 35 min publish the offer. Output: live link, price, payment route and delivery/refund terms.
10:30-10:45	Coffee break Leave the table. No pitching.
10:45-12:00	10 / Open for business / TOGETHER 15 min choose a few relevant people; 45 min personally invite them to buy or try; 15 min log results. Output: a small set of thoughtful invitations sent. Take turns leading conversations.
12:00-13:00	Lunch & life admin Eat, do a small chore, check replies. No compulsory working lunch.
13:00-14:00	11 / Listen & improve / TOGETHER 20 min gather replies; 30 min fix one repeated blocker or deliver the first order; 10 min update the evidence log. Output: one evidence-led improvement. Avoid a new feature sprint.
14:00-14:30	Travel & change Buffer for getting to training.
14:30-16:00	Workout Protected. Laptops shut.
16:00-16:30	Shower, snack & reset Return home or to a quiet work spot.
16:30-18:00	12 / Demo, decide, celebrate / TOGETHER 20 min demo end to end; 20 min review evidence, sales and costs; 20 min continue / pivot / park; 20 min Singapore review and one next experiment each; 10 min closing screenshot. Output: launch record + joint next steps.
18:00-19:00	Dog, chores & decompress Evening walk as needed; finish small jobs. Hard stop on work.
19:00 onward	Recap, celebration dinner & off duty Briefly reflect on what we made and want to take to Singapore. Dress up a little, toast what you made and enjoy a proper closing dinner together. Choose and book your restaurant together before Saturday; no booking is included.

Partners. Equal voices.

01 / Equal partners from the start. Both shape the idea, priorities and product. Take turns facilitating; both have equal voice in decisions.

02 / Both must say yes to the idea. Reflect separately before comparing; either person can decline an idea.

03 / Choose meaningful work by interest and strengths. Each owns a concrete outcome, has room to create it and reviews the other's work. Technical skill does not confer the final say.

04 / When stuck: name the question, allow two minutes each, then pick the smallest reversible test. Park debates after ten minutes.

05 / Anyone can call a ten-minute reset. Say when you will return; finish one decision at a time.

06 / Protect training and the 18:00 finish. Cut scope when behind. Keep the 19:00 recap brief, then enjoy dinner and switch off.

Wednesday: 20-minute pack check

Check the venue, chargers, headphones, notebook and backup connection. Confirm account access without sharing credentials. List essential chores and dog care needs. Agree the experiment budget. Leave product selection for Thursday.

AI facilitator prompt

Ask each founder the same questions. Summarise both views fairly. Separate facts, assumptions and preferences. Offer a small test when we disagree. Do not choose for us. Keep us within this session's time.

Our work base / owners / budget approvals

Keep the session moving.

Alternate who facilitates and presents. Both speak before decisions. Each owns meaningful work.

01 / Find the spark

QUESTION / What would we both enjoy making that solves a real problem?

RUN IT / Use the opening reflection, solo writing, sharing, idea generation and shortlist timeboxes in the agenda. Alternate who speaks first. Keep a visible list.

PROMPTS / Write separately before sharing. Ask: when did this last annoy someone? What do they do today? What makes each of us excited?

LEAVE WITH / Three shared candidates, each with a customer and a problem.

MOVE ON WHEN / Both can explain why at least one idea is interesting.

IF STUCK / If ideas are too broad, choose one customer and one recent frustration; do not choose the technology yet.

02 / Pick & test

QUESTION / Which small idea deserves a first test?

RUN IT / 15 min mutual choice; 20 min one-sentence offer + rough price; 40 min send five discovery requests or hold conversations.

PROMPTS / For each candidate: who needs it, can we reach them today, what could we make by Saturday, and do we both want to? Ask customers about the last time they faced the problem.

LEAVE WITH / One candidate, one offer and a short list of assumptions with requests sent.

MOVE ON WHEN / Both say yes; the customer and first deliverable are specific.

IF STUCK / If nobody replies, use known examples and mark assumptions clearly. Arrange later conversations; do not pretend silence is validation.

Keep the session moving.

Alternate who facilitates and presents. Both speak before decisions. Each owns meaningful work.

03 / Make the call

QUESTION / What is the smallest useful version we will actually make?

RUN IT / 20 min evidence; 20 min scope; 20 min owners and acceptance criteria. Keep three essential features maximum.

PROMPTS / What did we learn? Which assumption matters most? What must happen for someone to get value? What can be manual?

LEAVE WITH / A one-page brief: customer, promise, price hypothesis, scope, owners and spend limit.

MOVE ON WHEN / Both know their next task and how we will tell it is done.

IF STUCK / Cut a feature or choose a manual delivery. If the customer problem has collapsed, revisit the strongest alternative together.

04 / Make it real

QUESTION / Can we turn the brief into something we can demonstrate?

RUN IT / 10 min task agreement; 60 min side-by-side making; 20 min shared demo. Put unrelated ideas in a parking list.

PROMPTS / What will we show each other in 60 minutes? Who owns the actual deliverable, offer and customer experience?

LEAVE WITH / A rough usable customer flow, offer draft and Friday build list.

MOVE ON WHEN / Show an actual artefact; both contributed to a visible part.

IF STUCK / If setup consumes the sprint, switch to a manual sample and simple page. Save technical extras for later.

Keep the session moving.

Alternate who facilitates and presents. Both speak before decisions. Each owns meaningful work.

05 / Build the core

QUESTION / Does our first version solve the one problem we chose?

RUN IT / 15 min check-in; 80 min focused making; 25 min joint demo. Ask for help early, without taking over ownership.

PROMPTS / Run one realistic example from start to finish. What would the customer get? What can we reuse from existing tools?

LEAVE WITH / A usable core with one worked customer example.

MOVE ON WHEN / The example delivers the promised result, even if some steps are manual.

IF STUCK / Remove automation and deliver the value directly. Do not spend the whole session perfecting architecture.

06 / Complete the journey

QUESTION / Can someone understand the offer and receive the result?

RUN IT / 10 min agree tasks; 45 min page, content and delivery; 20 min review as a new customer.

PROMPTS / What do they see first? What do they need to provide? What happens next? Is the promise honest?

LEAVE WITH / Complete draft: clear offer, input, result, delivery timing and support.

MOVE ON WHEN / One founder can use it without instructions from the other.

IF STUCK / Fix the confusing step first. A clear small experience beats adding another feature.

Keep the session moving.

Alternate who facilitates and presents. Both speak before decisions. Each owns meaningful work.

07 / Test with people

QUESTION / Where does the experience confuse a real person?

RUN IT / 15 min invite three testers; 30 min walkthroughs or a founder test while waiting; 15 min capture observations.

PROMPTS / Ask a tester to try a realistic task. Observe before explaining. What did they expect? What would they change?

LEAVE WITH / Evidence log and three highest-impact blockers.

MOVE ON WHEN / Separate observed behaviour from opinions and our own guesses.

IF STUCK / If testers are unavailable, record the founder walkthrough as internal testing; schedule external feedback for Saturday.

08 / Fix & prepare

QUESTION / What is genuinely blocking a usable first release?

RUN IT / 10 min prioritise; 50 min fixes and payment setup; 20 min transaction/fulfilment test; 10 min launch copy.

PROMPTS / Which issue stops value or payment? What is merely cosmetic? What must be tested before sharing?

LEAVE WITH / Launch-ready draft, test record and Saturday checklist.

MOVE ON WHEN / No known blocker in the main flow; the offer matches actual delivery.

IF STUCK / If checkout is not ready, share a demo and collect interest with honest pricing. Do not take money for a broken journey.

Keep the session moving.

Alternate who facilitates and presents. Both speak before decisions. Each owns meaningful work.

09 / Ready to sell

QUESTION / Are we comfortable putting our names on this first version?

RUN IT / 20 min review feedback; 65 min end-to-end test and fixes; 35 min publish and check the live link.

PROMPTS / Run the customer journey on mobile. Verify price, payment, receipt, delivery, support and refund wording where applicable.

LEAVE WITH / Live product or shareable demo, clear offer and tested journey.

MOVE ON WHEN / Both approve the promise; someone can get useful value.

IF STUCK / Release a limited pilot with clear boundaries or a demo. A payment deadline never overrides product readiness.

10 / Open for business

QUESTION / Who would benefit, and how will we show them personally?

RUN IT / 15 min choose a few relevant people; 45 min thoughtful invitations; 15 min record replies. Take turns leading.

PROMPTS / Explain the benefit, scope and price simply. Ask for a specific next step: try, reply, book or buy. Who is a good fit?

LEAVE WITH / A few personal invitations and an evidence log.

MOVE ON WHEN / People understand what is offered; no revenue quota.

IF STUCK / If outreach feels vague, pick one community and a more concrete use case. Do not replace relevance with mass messaging.

Keep the session moving.

Alternate who facilitates and presents. Both speak before decisions. Each owns meaningful work.

11 / Listen & improve

QUESTION / What should change based on the feedback we actually received?

RUN IT / 20 min collect feedback; 30 min one improvement or first fulfilment; 10 min update the log.

PROMPTS / What repeats? Is it a problem with clarity, value, price or delivery? What is the smallest improvement?

LEAVE WITH / One evidence-led improvement and recorded before/after.

MOVE ON WHEN / The change addresses a real observation, not a new pet feature.

IF STUCK / If replies are sparse, improve one observed usability issue and record the unanswered question for next week.

12 / Demo, decide, celebrate

QUESTION / What did we create, and what do we want to carry to Singapore?

RUN IT / 20 min demo; 20 min evidence and costs; 20 min continue/pivot/park; 20 min Singapore lessons and owners; 10 min closing record.

PROMPTS / Demo it. What excited each of us? What worked about our collaboration? What evidence supports the next step?

LEAVE WITH / Working demo, shared decision, one next experiment each and a Singapore carry-forward brief.

MOVE ON WHEN / Both can name their contribution, what they enjoyed and the next step.

IF STUCK / If we disagree on continuing, park it with a defined test and review date. Celebrate the work we did, not a sales number.

Find the spark.

01 / The spark

Write separately, then share. Three frustrations you know well; two communities you can reach; two things you would enjoy creating.

Dan's problems / communities / interests

Stef's problems / communities / interests

Our possible ideas

02 / Choose the smallest bet

Discuss each idea: do we both care about it, who needs it, could they pay, can we reach them and can we make a useful version in three days? Choose by mutual enthusiasm; use ratings only if helpful.

Idea / what excites Dan / what excites Stef

Why this customer would pay; where we can reach them

Mutual yes / veto; chosen idea; assumptions to test

Make the smallest bet.

03 / Customer evidence

Ask about their last experience, existing workaround and what it costs. Then show a specific offer and price. Record behaviour and exact feedback; distinguish interest from payment.

Customer / channel / last problem / workaround

Our offer + price / response / next action

Build, adjust or stop? What evidence supports it?

04 / The one-page brief

Complete together before building. Promise only what you can deliver. A small manual service or digital product is welcome.

We help ____ do ____ without ____ . Price: ____ .

Three essential features; things we will leave out

Owner A outcome / Owner B outcome / acceptance criteria / budget

Open for business.

05 / Launch checklist

Before taking payment: specify what is delivered, by when, support contact and refund terms. Use test mode first; test live payment only with an agreed real purchase. Never paste credentials into prompts.

Live link / payment route / tested date / delivery steps

Mobile check / purchase check / receipt / support & refund text

People to show / owner / invitation / response / next step

Invitation prompt

We are making [offer] for [customer]. It helps with [specific problem]. It costs [price] and includes [deliverable + timeframe]. Would you like to try it? [Link]. Ask personally and respectfully; avoid generic mass messages.

Make the money work.

Budget / Make the money work

US\$300 to get shit done. Use it for a useful domain, API credits, licensed assets, a small outsourced task or a targeted customer test. Spend for an expected return, not because the budget is there. Dinner and meals are separate.

Item / cost / expected return / owner / approved?

Actual cost USD / date / receipt / running total

Did it deliver the expected return? / remaining budget

Spending rules

Before buying: name the obstacle, expected benefit and how you will check it helped. ROI can be time saved, a stronger product or evidence that prevents wasted effort; immediate revenue is not required. Use existing tools first. No vanity spend or default subscriptions. Keep receipts; unused funds stay unused.

Bring home the learning.

06 / Debrief & Singapore

Review the experiment, not each other's worth. Discuss what you enjoyed, what you made and whether you want to continue. Sales are useful feedback, never a condition for celebration.

What shipped? What works / what we enjoyed / feedback / costs / any sales

Continue / pivot / park; why? One experiment each + date

Keep / change for Singapore: pace, roles, venue, tools, scope
