

# Weekend Startup Lab.

*A Practical Course and Workshop for Non-Technical Founders  
Conducted by Serial Entrepreneur Erik Ingvaldstad  
Built on the Humanistic Thinking Framework + AI Augmentation Tools*

## Build Now!

This is your time

**Do you have a problem you think is worth solving? Are you unsure it's real but curious enough to find out? Do you want to build something, but you don't know how to code, and you don't have a technical co-founder? Are you willing to listen to customers before you start building? Do you have 4 weekends that you can dedicate to your future? If you answered yes to any of these questions, this course is designed for you.**

Most people with a good idea never build anything. Not because the idea is wrong, but because they don't know where to start, and they're waiting for a technical co-founder who never shows up. This programme exists to close that gap.

AI tools have fundamentally changed what a solo founder can do. Building a working product no longer requires a development team or a technical co-founder. What it requires is clarity about the problem you're solving, the discipline to talk to real people before you start building, and the judgement to build only what matters. Those are learnable skills, and they're what this programme teaches.

Most founders fail not because they can't build, but because they build the wrong thing. They fall in love with their idea, skip the customer conversation, spend weeks on a product, and launch to silence. The pattern is remarkably consistent. The fix is also consistent: listen first, understand the problem deeply, then build the simplest possible version of a solution and put it in front of real people as fast as you can.



## Our Method Empowerment

The Humanistic Thinking framework sits at the core of every weekend. It has four stages. Listen: go out and talk to real customers before you write a line of code or design a single screen. Not to validate your idea, but to genuinely understand their world. Feel: process what you heard with honesty. Strip away what confirmed your assumptions and pay attention to what surprised you. That's where the real problem usually lives. Think: synthesise your findings, define what you're actually building and why, and make the hard decisions about what gets cut. Do: build it, deploy it, and get it in front of real users. Not a mockup. Not a prototype. Something that works.

Claude Code is the build tool we use throughout the programme. It allows founders with no coding background to build and deploy real, functional web products. You don't need to understand how it works under the hood. You need to know what you want to build and why, and we'll help you get there. By the end of Weekend 3 you'll have a working product. By the end of Weekend 4 you'll have user feedback on it.

The cohort is deliberately small. Fifteen founders maximum, which means every participant gets genuine attention throughout the four weekends, not just during structured sessions. You'll work alongside people who are at the same stage, facing the same challenges, and the peer dynamic that develops over four weekends is one of the most consistently valuable parts of the programme.

The programme runs in Singapore across four consecutive weekends. No prior coding experience is required. You need a laptop, a problem you think is worth solving, and the willingness to have your assumptions challenged early. If you're not ready to talk to real customers before you start building, this programme isn't the right fit. If you are, it's probably exactly what you've been looking for.

## Facilitator

Founder like you

**Erik Ingvoldstad** is a serial entrepreneur and product builder based in Singapore, with over two decades of experience spanning fintech, digital product design, and venture building across Europe and Asia. He is not a coder in the traditional sense, and that's precisely why he's the right person to teach this.

Erik builds functional, deployed products using AI tools like Claude Code, approaching every build the way a founder should: starting with the problem, designing with the user in mind, and shipping fast. His background is broad by design: strategist, designer, ideator, and now AI-augmented builder, and he has founded and co-founded multiple ventures across different industries. He knows what it feels like to have an idea and no clear path to building it, because he has been there himself. ***What he teaches in Weekend Startup Lab is not theory. It's exactly how he works.***

## The Programme Workshop

### ***Weekend 1: 27 & 28 June 2026: Customer Discovery***

The first weekend is about getting out of your own head. You'll define your problem space, identify who you think is affected by it, and spend meaningful time talking to real people: not friends and family, but genuine potential customers. Saturday morning is structured around problem framing and research methodology. Saturday afternoon and Sunday morning you're out doing interviews. Sunday afternoon you're back in the room synthesising what you heard, separating assumption from insight, and beginning to shape what you're actually going to build. Most participants find this weekend the most uncomfortable and the most valuable. You will almost certainly come back with a different problem than the one you walked in with. That's the point.

### ***Weekend 2: 4 & 5 July 2026: Problem Framing and Product Design***

With real customer insight in hand, the second weekend is about making decisions. You'll define the problem you're solving with precision, identify the specific people you're solving it for, and design the simplest possible version of a product that addresses it. Saturday is spent on problem definition and solution framing, working through what the product needs to do and, critically, what it doesn't need to do. Sunday is product design: user flows, core screens, and a clear feature set for the build. You'll finish Sunday with a product spec that's tight enough to build from and a clear rationale for every decision in it.

### ***Weekend 3: 11 & 12 July 2026: Build***

The third weekend is where you build. Using Claude Code, you'll take your product spec and turn it into a working, functional web product. The pace is fast. The sessions are structured to move you through the build systematically, with facilitators available throughout to help you get unstuck. Saturday covers the core product build. Sunday is integration, testing, and getting the product into a deployable state. You don't need to know how to code. You need to know what you want the product to do, and

Claude Code will help you build it. By Sunday evening you'll have something real.

**Weekend 4: 18 & 19 July 2026: Ship and Validate**

The final weekend is about putting your product in front of real people and learning from what happens. Saturday morning you deploy. Saturday afternoon you're back out with users, watching them interact with what you've built, gathering feedback, and identifying what works and what doesn't. Sunday is synthesis and next steps: what did you learn, what does it mean, and where do you go from here. You'll finish the programme with a live, deployed product, a body of customer insight, and a clear view of what the next iteration looks like. You'll also have spent four weekends alongside fourteen other founders who are building in the same conditions, and that network doesn't disappear when the programme ends.

**The first cohort of the Solo Founder Track starts 27 June 2026 in Singapore. Fifteen spots.**

**Early bird pricing is S\$1,800 with code EARLYBIRD at checkout, we offer five spots at that price. Full price is S\$2,500. Use code FRIENDS300 if you and a friend are registering together and you'll both save S\$300.**

Register and find out more at [weekendstartuplab.com](https://weekendstartuplab.com). If you have questions before committing, write to us at [hello@weekendstartuplab.com](mailto:hello@weekendstartuplab.com) and we'll get back to you directly.

**Weekend Startup Lab is a training programme from**

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