

[BUILD THEORY FELLOWSHIP · CASE STUDY / 001]

Proof that builders can be made.

Two students with zero technical background found a real problem and built Tuition OS. This is the record of what happened between Day 0 and Day 29.

DAY 0

No code. No idea. No product.

DAY 29

Tuition OS, live inside a real institute of roughly 100 students.



≡ Ch Sreemayee

FELLOW 004



≡ Sanjana Labishetty

FELLOW 005

Where they started.

Both had just finished **Intermediate**. Before anything was built, this was everything they had.

01 Students, fresh out of Intermediate. **No coding background. No technical training.**

Neither had written software, and neither had studied it.

02 No startup idea on day one. No product in mind.

They arrived with a willingness to build, and nothing more specific than that.

03 No prior experience with product documentation, design tools, or software deployment.

No PRD, no wireframe, no deployment had ever been attempted by either of them.

[FELLOW 004]

Ch Sreemayee

EDUCATION Completed Intermediate

CODING None

PRODUCT WORK None

DAY 0 STATUS Student

[FELLOW 005]

Sanjana Labishetty

EDUCATION Completed Intermediate

CODING None

PRODUCT WORK None

DAY 0 STATUS Student

This is the honest starting point. What follows is what changed in twenty-nine days.

They didn't invent a problem. They noticed one.

Sreemayee's parents run a tuition institute with **roughly 100 students**.

She had seen the work every day. She had never looked at it as a system.

Phase 01 taught her to look at that same environment differently: to treat a familiar room as a system, and to ask where it loses time.

Sanjana worked the same problem from the outside, interviewing and mapping what the institute actually does in a week.

[INEFFICIENCIES IDENTIFIED]

- 01 Manual daily log keeping
- 02 No structured record of student progress
- 03 Parents couldn't clearly see student progress
- 04 Repetitive administrative work consuming teaching time
- 05 Fragmented communication between institute, teachers and parents

100

STUDENTS SERVED

05

INEFFICIENCIES MAPPED

01

REAL BUSINESS, NOT A
CASE STUDY

“I, even growing up, did not really see this many problems in my own parents' tuition institute until I started to see them as **clients** and did customer interviews.”

Ch Sreemayee • FELLOW 004

The timeline.

DAY 0

Fellowship begins.

No idea. No technical background.

DAYS 1-14

Phase 01. Entrepreneurship training.

Problem identified. Ideation Document, PRD and MVP definition completed.

DAYS 15-28

Phase 02. Build.

Product designed, built, iterated and deployed.

DAY 29

Tuition OS onboarded into the institute.

Live inside the institute.

[TOTAL ELAPSED]

From no idea to a working product running inside a real business with roughly 100 students.

Phase 01 runs 10–14 days depending on the fellow's pace. This team completed the full cycle in 29 to 31 days.

29
DAYS

Phase 01.

Learning to see problems.

Fellows are trained using frameworks drawn from practising founders and top business school methodology, adapted through Build Theory's proprietary frameworks so a student with no prior exposure can apply them fully, **not just study them.**

01 Ideation Document

Structured capture of the problem: who has it, why it persists, and what it currently costs them. Written before any solution is allowed on the page.

02 Customer interviews

The problem is taken back to the people who actually have it. What they say, not what the fellow assumed, decides what gets built.

03 Product Requirements Document

What will be built, for whom, and to what standard. The specification the build is measured against, and the reason scope stops moving.

04 Defined MVP

The smallest version worth putting in front of a real user. Everything outside it is deliberately deferred, in writing.

- ≡ These are the same artefacts produced inside modern product companies before a single line of code is written.

Phase 02.

Building without becoming a programmer.

We do not teach students to code. We teach them to **direct AI** to build products.

Fellows work across a stack spanning UI/UX, frontend, backend infrastructure, deployment and AI integration.

The constraint that used to stop non-technical builders no longer exists. The fellowship is built around that fact.

01

Design

Screens and flows defined against the PRD.

02

Build

Frontend and backend directed through AI tooling.

03

Iterate

Tested against the real institute, then corrected.

04

Deploy

Shipped to a live environment and handed over.

Twenty-nine days is only possible because the bottleneck was never intelligence. It was access.

Eight skills. One builder.

Not subjects to memorise. Capabilities your child carries into everything they make.



01

AI fluency

Research faster, build assistants, and use AI with real judgement.

PROMPTING

ASSISTANTS



02

Productivity

Plan projects, organise work, and automate the repetitive parts.

PLANNING

AUTOMATION



03

Design

Visual storytelling: posters, decks, and clean interface basics.

POSTERS

BRANDING



04

Websites

Build and publish real sites, landing pages, and portfolios.

LANDING PAGES

NO-CODE



05

Apps

Ship simple web and mobile apps that people can actually use.

WEB APPS

LAUNCH



06

Communication & storytelling

Content, video, and the confidence to present an idea well.

STORY

SPEAKING



07

Entrepreneurship

Validate ideas, talk to real users, and think like a founder.

VALIDATION

PITCHING



08

Collaboration

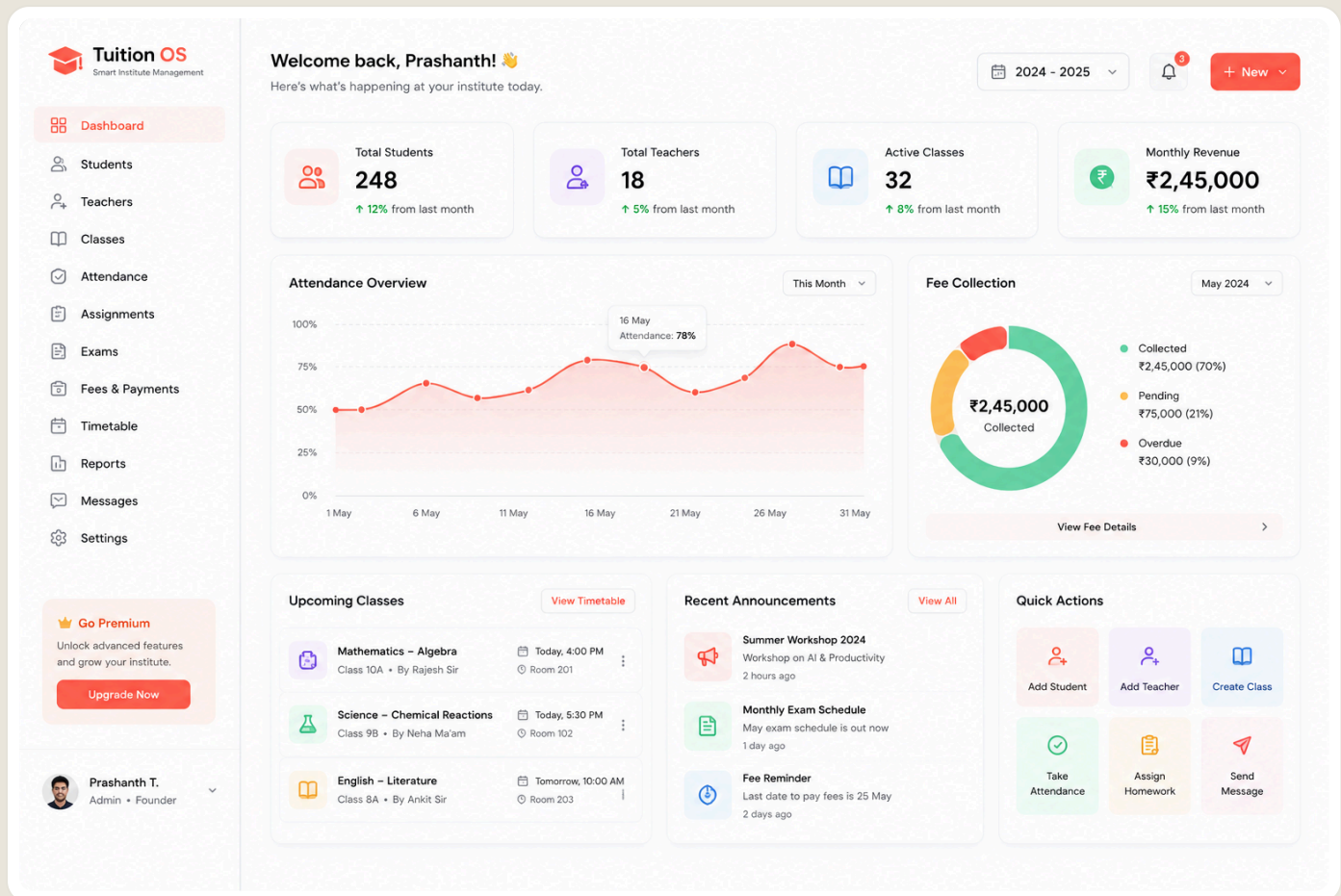
Teamwork, communication, leadership, and genuine confidence.

TEAMS

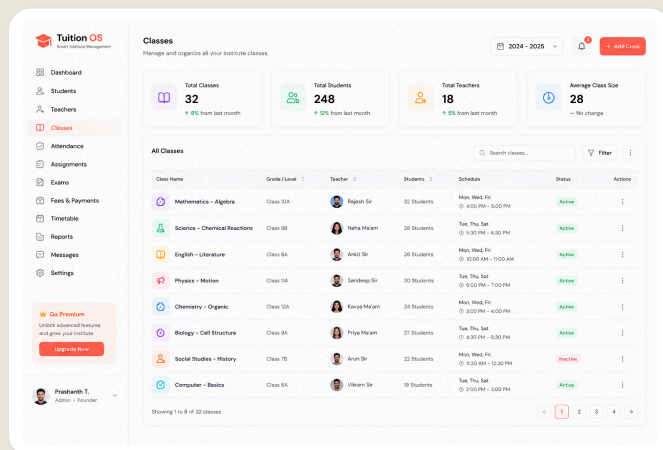
SPEAKING

Tuition OS.

Built by Ch Sreemayee and Sanjana Labishetty.

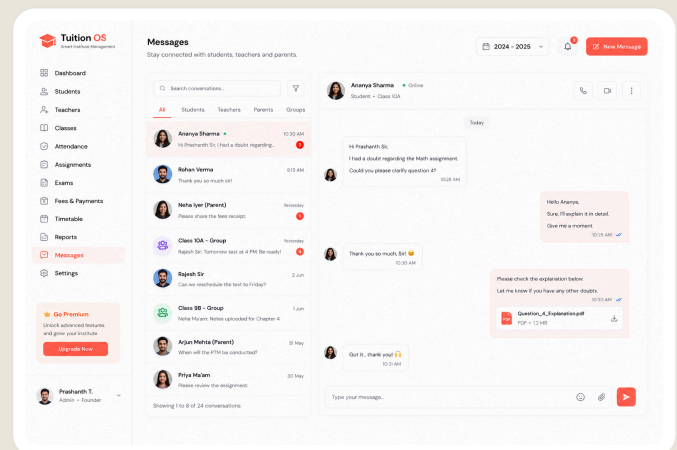


DASHBOARD Replaces manual daily log keeping. Institute health visible at a glance.



CLASSES

Structured records of sessions, attendance and student progress.



MESSAGES

A direct line to parents, with outcomes made visible.

[LIVE TODAY]

Used by teachers every day.



What changed.

Five statements that were true on Day 0. **None of them are true now.**

DAY 0	DAY 29
No technical background	Built and deployed a working product
No idea what to build	Identified a real problem in a real business
Never written a product document	Authored an Ideation Document, a PRD and an MVP spec
Never used a design or deployment tool	Working fluently across a full build stack
Used software.	Built software people actually use.

Same two students. Same twenty-nine days. The column on the right is the only thing the fellowship is judged on.



The artefacts.

What every fellow physically walks away with at the end of the cycle.
Not certificates. Evidence.

-
- | | | |
|----|--|---------------|
| 01 | A completed Ideation Document
The problem, who has it, and why it persists. | PHASE 01 |
| 02 | A Product Requirements Document
What gets built, for whom, and to what standard. | PHASE 01 |
| 03 | A defined and executed MVP
Scope set in writing, then delivered against. | PHASE 01 - 02 |
| 04 | A deployed, working product
Running in a live environment, used by real people. | PHASE 02 |
| 05 | A portfolio project
Something they can show any institution or employer. | OUTCOME |
-
- Five documents and **one running product**. Every one of them produced by the fellow, not for them.

In their words.

We asked at the end of the cycle, unprompted and unedited. These are the only three people who watched the twenty-nine days from the inside, so their read on it is the one we hold ourselves to.



“

I have been using AI for so much stuff, and if the world is changing I would want Sreemayee to really be adaptive and have an upper hand than others. I am seeing how Build Theory is making that possible.

Supriya • PARENT OF CH SREEMAYEE • FELLOWSHIP 1.0

“

When I started diving deeper into my idea, I uncovered problems I didn't even know existed. Every session gave me a new lens. I genuinely don't think I would've reached this level of understanding if I hadn't been a part of Build Theory.



Ch Sreemayee
FELLOW 004

“

I never thought in just this much time I would learn so much about product building, what stays behind in the total process, and I am enjoying the whole process a lot.



Sanjana Labishetty
FELLOW 005

Three people, one cycle: the two who built it, and the parent who watched it happen.

The product is not the point.

Tuition OS is evidence, not the objective. What the fellowship installs is a way of working: notice the inefficiency, frame it, define the smallest fix, build it.

Your child does not finish with one product. They finish with a **method that works on any problem**, for the rest of their life.



STEP 01

Notice

See the inefficiency other people have stopped seeing.



STEP 02

Frame

State it as a problem, in writing, with a real owner.



STEP 03

Define

Decide the smallest solution worth building first.



STEP 04

Build

Ship it, put it in use, and correct from reality.

Build once, and it was a project.
Learn to build, and it becomes how you think.

What parents actually bought.

Not the product. Not AI. Not coding. What a parent is really paying for is what their child becomes by the end of the twenty-nine days.



My child now talks to business owners confidently.

Customer interviews, in a real institute, with real adults on the other side of the table.



My child built something people actually use.

Not a submission, not a mock-up. A product running inside a business every day.



My child can use AI as a builder, not just a user.

Directing the tools to produce work, rather than asking them for answers.



My child now thinks like someone who solves problems.

The method transfers. It works on the next problem, and the one after that.

Every page before this was
evidence. This is what it adds up to.

For parents considering the fellowship.

Does my child need a technical background?

No. Neither fellow had one. Both had just completed Intermediate.

What if they don't have an idea?

Nobody starts with one. Phase 01 exists for exactly this.

How long does it take?

This team completed the full cycle in **29 days**.

What do they actually leave with?

A deployed product, five documented artefacts, and eight transferable skills.

Is this a course?

No. It's a build cycle.

What happens after the fellowship?

They leave with a working product, the documentation behind it, and a repeatable way to build the next one.

Applications and contact details are on the next page.

[15 / 15]

Two students. Twenty-nine days. One product used every day. The next one starts where they did.

Twenty-nine days from now, this story could belong to your child. Applications for the next cohort are now open. No technical background required, and no idea needed on day one.

[APPLY · LIMITED SEATS AVAILABLE]

edupodx.com/apply/build-theory-fellowship

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29

DAYS, START TO LIVE

05

ARTEFACTS OWNED

08

TRANSFERABLE SKILLS

[MENTORS FROM]



Bower
School of Entrepreneurship



Founders First Network



ISB



Poditivity