

Joanne Ayebo
Oparo Eriaku

Service Menu

COACHING. SPEAKING. WORKSHOPS.
WRITING. MASTERCLASSES.

VOS

A Million Thriving

What if a million founders, venturers, small biz-preneurs were equipped with the tools to thrive...

What if they had access to those tools, those tactics, those techniques currently locked behind walls of privilege and wealth...

What if the overlooked, the underserved, those clawing for survival, had what it takes to move from victim to victor, faltering to soaring....

What if the collective *WE* might just be able to pull that off...

What if...

[TheVentureOS.com/
meet-the-founder](https://TheVentureOS.com/meet-the-founder)

Ayebo Oparo
Chief Inquisitor



It was the fourth time at the graveyard...the business graveyard. You'd think I'd be battle-hardened and immune by the fourth, but no...this one smelted my insides... scorched every ounce of peace my rational self could cling to. This was all we had left in the world, absolutely everything, including the kid's milk money...There is not a rule we didn't rehearse, not a process we didn't perfect. And yet we still ended up in the graveyard. I was tired... bone tired. My highest and best was done. I was done.

But my soul...my soul flourished in the manure of my messiness...My mistakes were made for someone else's learning...my stumbling blocks were someone else's stepping stones. And so begun the call, the quest to lift others up as I climb.

Hello, my name is Joanne Ayebo Oparo Eriaku and I am on an audacious, scary, exhilarating, uncomfortable, existential mission to equip a Million Venturers to Thrive. If they're building it from scratch, or from scraps – they are my mission. If their business venture is stagnant, freefalling or floundering – they are my mission.

My mission is to move them from flapping to soaring. From busyness to business. My mission is to equip them with the tools they need to thrive. I don't empower. I equip. For empowering implies I give power. That's not right. We all came self-contained ingredients-all-in. Mine is to guide, coach, teach, equip how to turn them into a masterpiece.

I am not for everyone. Come to me for onward motion, not for maintaining the status quo. I'm here to facilitate transformation, not conformity. Expect my sessions to be disruptive, my energy infectious, and my drive to push you to be more... refreshing.

We are going to write a great story together....a story that ends with thriving, flourishing, extraordinary entrepreneurs. You can walk or be pushed. I'll accommodate either. Join Me

Select Your Bundle, or Mix & Match: Here Are The 4 Main Ways We Can Collaborate

Guided Workshops & Training Programs



Masterclasses for your Small Business Clients. Masterclasses for your Team. I am your fractional CIO(Chief Innovation Officer).

Content Contribution



Write for you, with you. Write prose, poetry, narratives... Useful copy that unpacks the real, the raw, the rubies of strategy, business design and innovation. As a guest blog or a running column. Depends on your need...

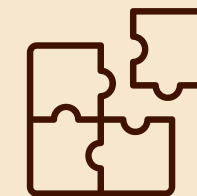


Business Clinics

Deep Diagnosis: 90-minute laser-focused 1:1 highly intrusive, highly effective root cause analysis session.

Solvable: Cut-to-the-chase rapid resolution session to pressing business challenges.

Unstuck Me: Like 911 but for small businesses. Voice note call in. Unstuck Me experts and peers weigh in.

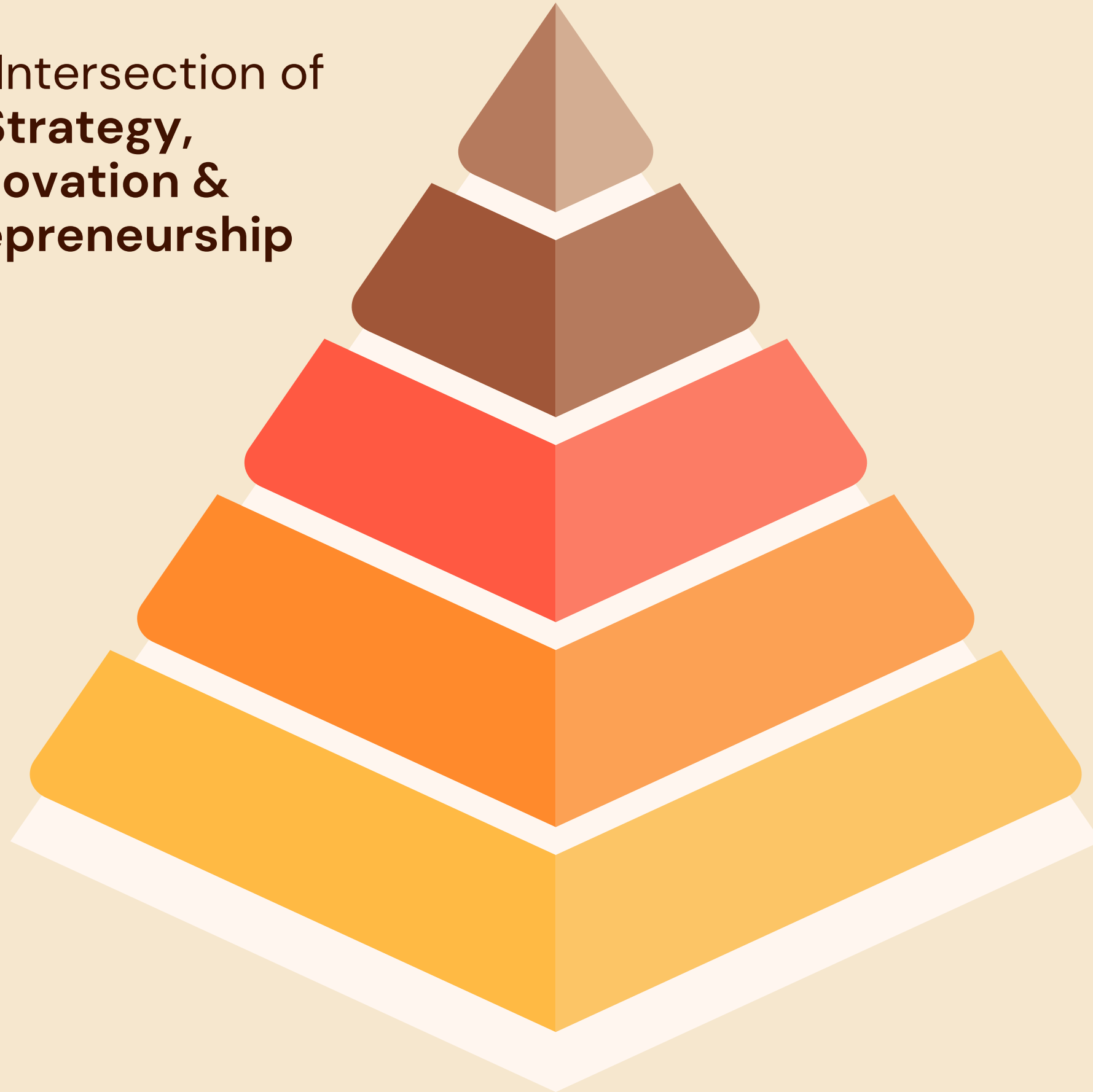


Special Programs

How might we collaborate and get creative ? Need a 30-day **small business challenge**? Or maybe a **hackathon**? How about a really **creative IRL experience** that needs props and pageantry? Maybe a **research project**, maybe a **randomized controlled trial**, maybe you don't know. You got questions, I got answers.

The 4+ 1 Main Topic Areas

At The Intersection of
**Strategy,
Innovation &
Entrepreneurship**



05

Power Skills

Business Experimentation. Design Thinking. Creative Problem Solving.

04

Strategy & Foresight

Systems Thinking. Business Model Innovation. Business Environment Mapping.

03

Business Model Design

Business Modeling. Value Generation Canvas. Business Model SWOT & Analysis.

02

Value Proposition Design

Product / Service Design: Job-Centered Value Design. Outcome-Driven Innovation.

01

Founders foundation

Founder preparation: The Existence Strategy, The Good Soil Assessment, The DFVA Framework.

01.

The Founders Foundation

In the embryonic stage of business, the founder is the most crucial ingredient; the deepest relationship the business has. When the founder is tired, the business is tired, when the founder is energized, the business is energized yet the founder is the most overlooked, most sidelined aspect of business support.

We start deep in the soil—with the founder, the guardian of the garden, the architect of the vision. It's not about the product or the business. This is the introspection, the preparation of the soil, the parenting pre-check. This is about the ability to carry an entity to full term.

This is the place where we ask: Is This Founder Good Soil? And if not, what do we need to do help them become good soil. This is the difference between victory and victimry. The genetic encoding from which everything else flows.

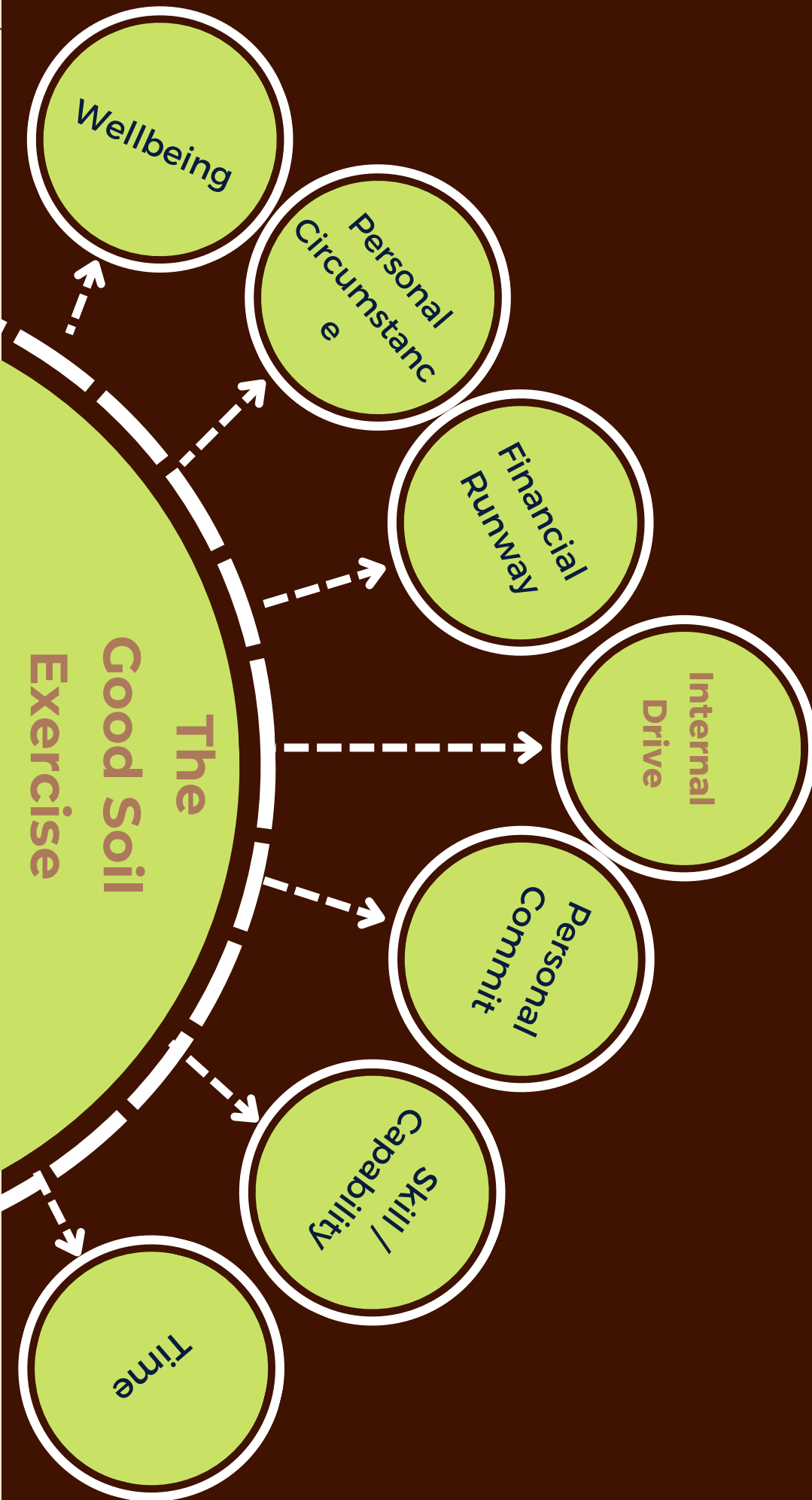
The EXISTENCE STRATEGY



Founders Foundation Themes

All convertible to workshops, masterclasses, blogs, articles, columns, hackathons & challenges...

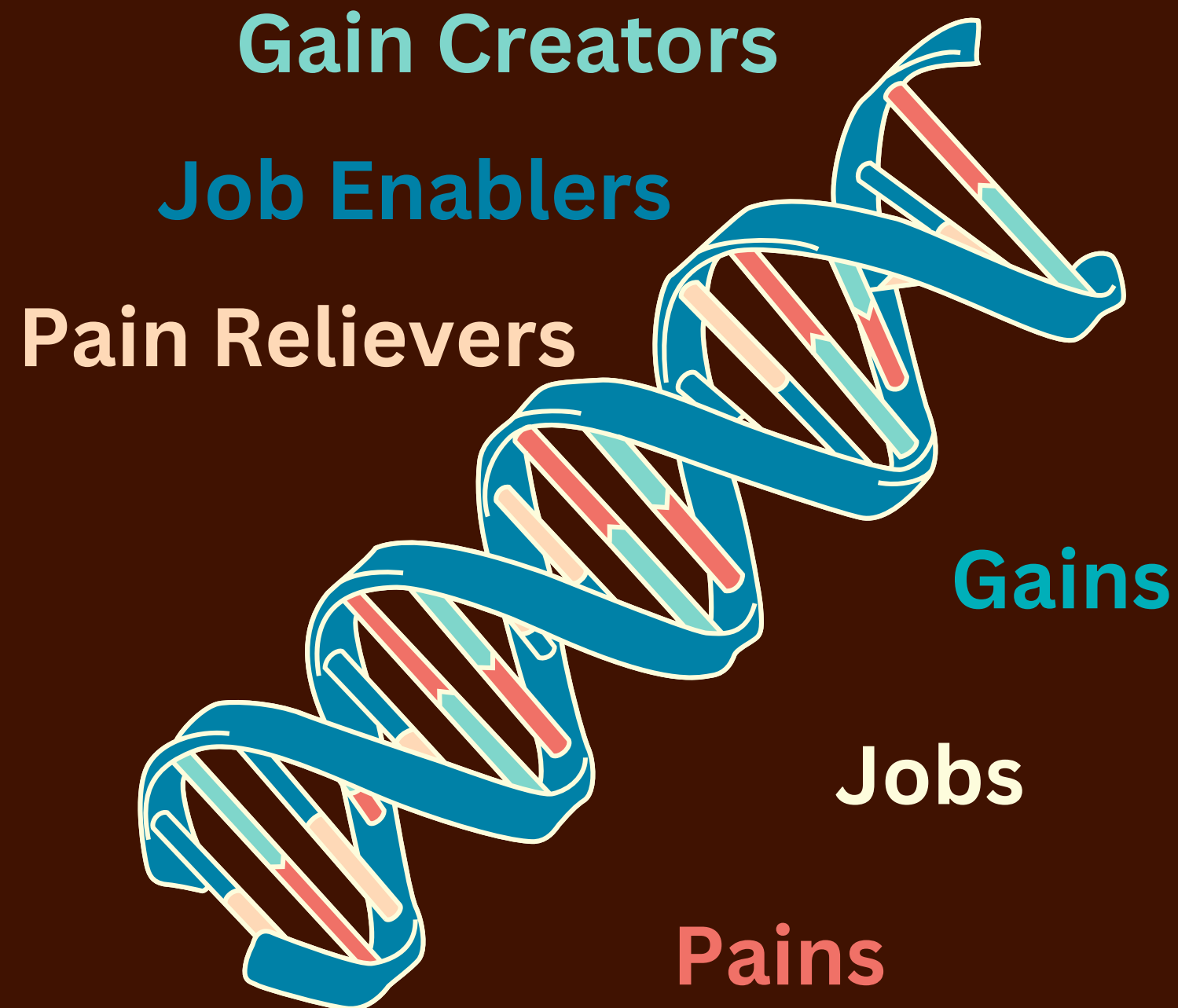
- The Strategy Before the Strategy
- Know Before You Go
- The Good Soil Exercise: Checking Your Foundations
- Knocked Down But Not Out
- Time to Quit: When & How To
- Is It Worth It: Assessing Your Core



02.

Value Design

The DNA of Value



Creating value is not a game of guesswork, nor is it throwing spaghetti on the wall to see what sticks. Lack of perceived value is the most prevalent reason why most businesses fail.

People produce products that people actually don't love or need. It's not that the founders are stupid- on the contrary, they are quite brilliant. The problem lies in the process.

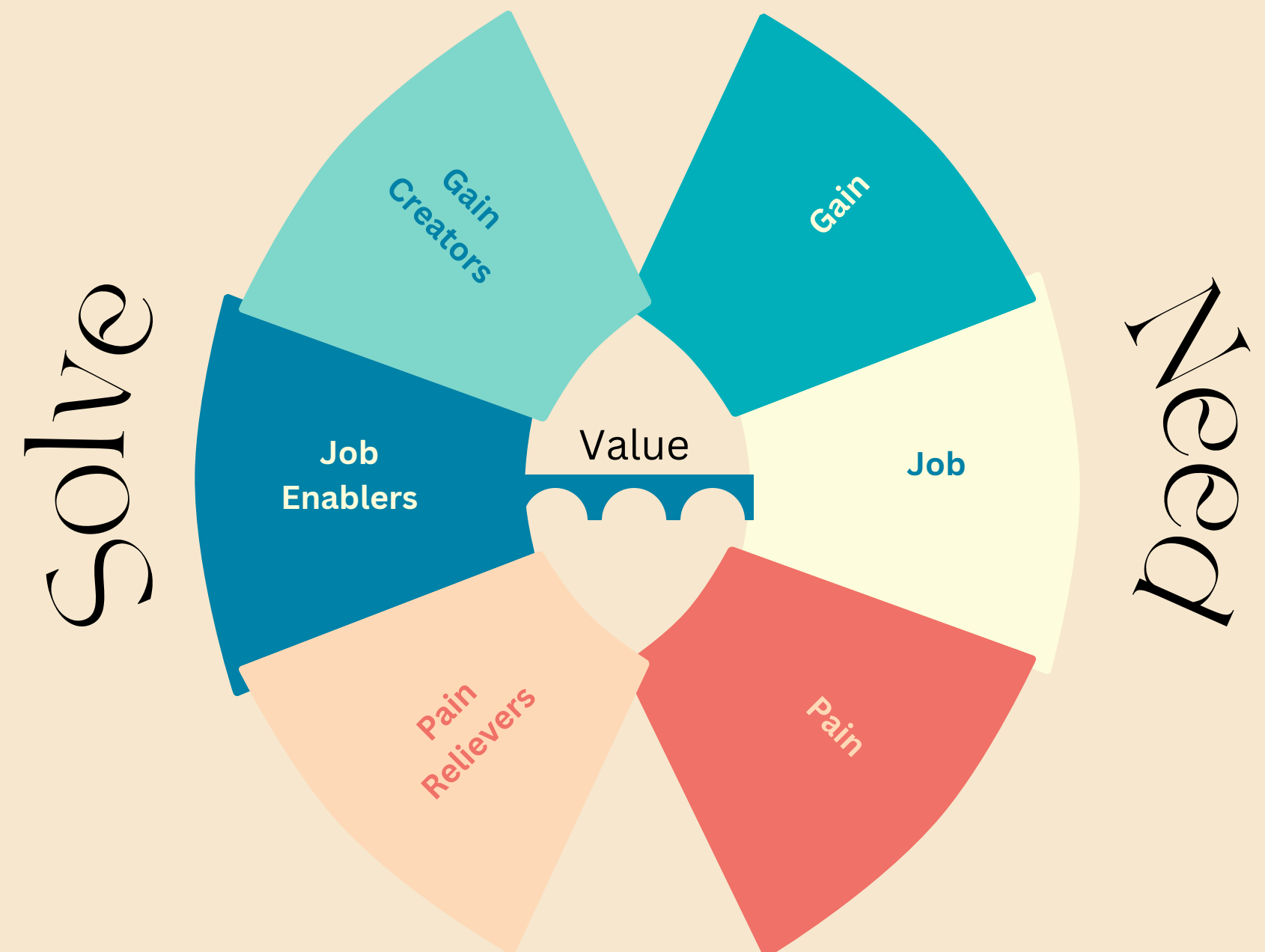
Few are taught the empirical methodologies, the science of creating value. Job-Centered Value Design is a methodology we use to equip entrepreneurs to stop guessing and to start creating real value.

The main tools and approaches include the Jobs-to-be-done playbook, outcome-driven innovation, and value (proposition) design.

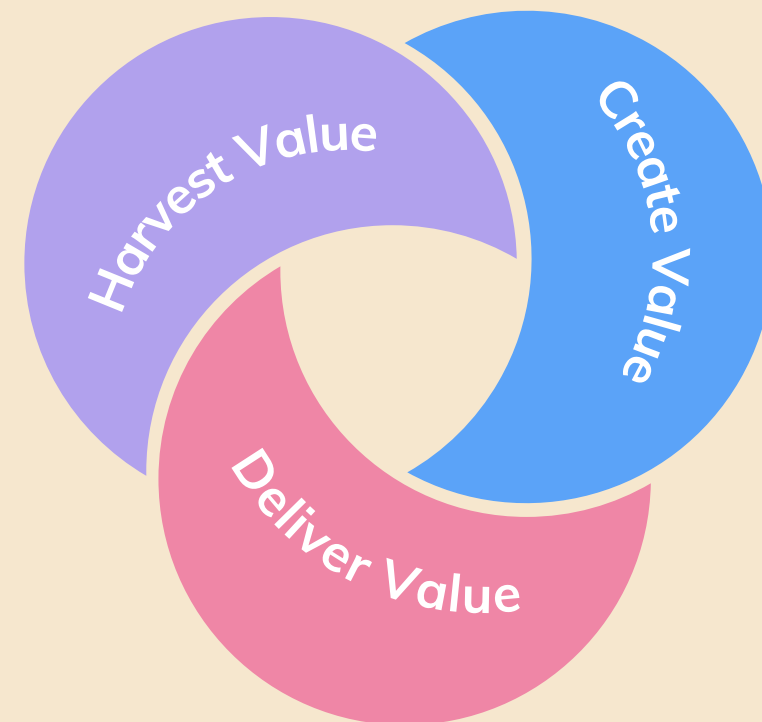
Value Design Themes

All convertible to workshops, masterclasses, blogs, articles, columns, hackathons & challenges...

- Designing Products People Actually Love
- Evaluating Your Idea Before It's Too Late
- More Evidence, Less Guessing: How To Know If You're Really Onto Something
- Value Proposition: Fundamentals for Small Businesses
- The Science of Designing Value
- Good Ideas, Bad Ideas
- Innovate with Insight: Get Good at Business Experimentation



Most have beautiful ideas, create beautiful products and stop at that. The myth that great products make great businesses is pervasive. Business Design takes business owners to that deeper level, where an entity of systems and structures and processes wraps itself around the product. These are the systems that actually create, deliver and harvest value on repeat. Now that's the point from which it becomes an actual business.

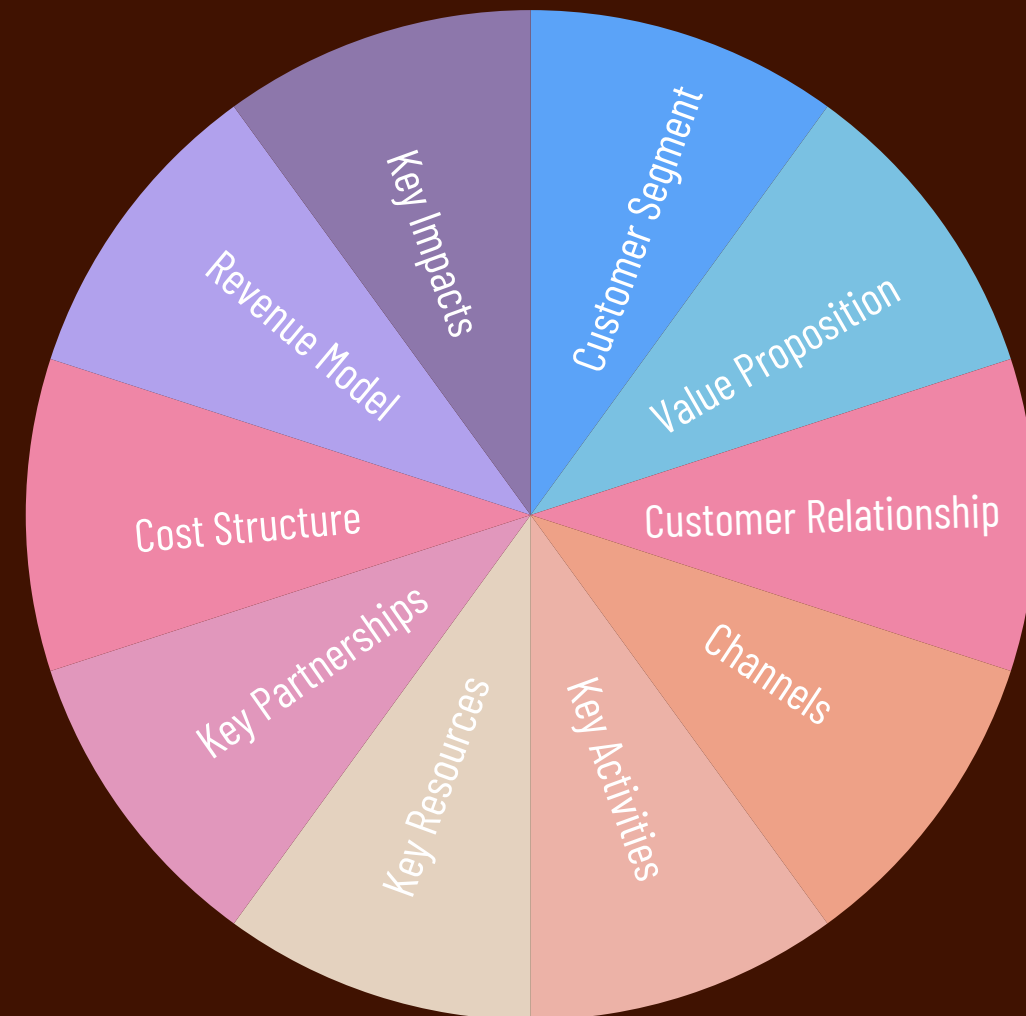


03. Business Model Design

Using The Value Generation Canvas, we immerse founders into each of the 10 core fundamentals critical for to not just grow but to thrive. And we don't just stop at enumerating the 10 building blocks, we then show them how to design, prototype, test, SWOT and get innovative with their business model. That's the literal definition of Business Model Design.

Business Design Themes

All convertible to workshops, masterclasses, blogs, articles, columns, hackathons & challenges...



- No More I Don't Know Business Design Bootcamp
- Business Model Design: Fundamentals for Small Business Owners
- Advanced Business Modeling: Tools & Techniques for the Next Level
- Business Renovation: The 30-Day No Excuses Bootcamp
- Launching Again & Again
- Triage: A Comprehensive Business Health Check

04. Strategy & Foresight

- Strategy is Not Planning: A Guide to Strategy for Business Owners
- What To Do With The Future: Planning, Preparation & Positioning
- Strategy & Small: Essentials for Small Business Owners
- Trends vs Trendy: Decoding The Future
- Thinking in Systems
- Strategy in a Fast-Changing World: Tools for Small Businesses

Systems Thinking, Strategy, Strategic Foresight; all crucial muscles to have – rarely taught or expected of small businesses.

Most just have stuff happen to them, most are rarely in a position to position themselves. Not because they are smaller but because they lack the know-how, the skills to methodically zoom out, make sense of the macro in the midst of the micro.

It is my mission to change that narrative. Through the sessions below– the skills to understand the macro and create the future are taught. The future is partly made of clay.

Those who know-how to : shape it – and the rest just get shaped into it.

Why Ayebo?

01.

The Learning Experience

Designed to move folks from learning to applying. Hear – Try – Reflect is the methodology Ayebo applies to curate each session. The focus is not on session delivery but instead on knowledge retention. This is not about think only but Think-Do.

The Challenger

02.

while Ayebo is damn good at what she does. That's not why you need her. You need Ayebo because she's unafraid to make you laugh (or cry, just being honest), and confront you to do more, be more, know more. You can't see the spinach in your teeth, that's why she won't rest on her laurels and she won't let you either. Otherwise what's the point?

03. Non Cookie Cutter

Ayebo doesn't do boring, nor does she do cloning. Approaching people, projects and possibilities with a 'What's the aspiration?' curiosity, first, before 'Then what?' to curate solutions to meet your need.

04.

Cultivating You Deep

Ayebo will equip you, build you up with the relevant knowledge. Her purpose is to equip you so well that you become your own expert, that you don't need to go finding expensive consultants who are detached from your work every single time...This is what Ayebo does. She propels you forward. This is what you seek, right?

Breath of Fresh Flair

If it's not fun, it's not interesting, if it's not interesting it's not retained by the brain. Ayebo brings the engagement, the experiences, the zing. Powering you through challenges with a refreshing kind of horsepower you probably didn't know you had.

05.



Connect With Ayebo



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Let's Get To

Work

Book Ayebo

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VOS