



Meritlume.

SYLLABUS · CURRICULUM C2

Business Models in Practice

Seven ways this work earns. Costed honestly.

One course per business model, each with its real economics, the place where AI actually helps, and the first paid step. No model is declared the winner — the numbers are laid out so you can pick the one that fits your starting position.



7

full courses

7.1 h

of teaching

1

verifiable certificate

€349

one price, once

What you can do afterwards.

Not a list of topics — a list of things you will be able to do. Each one is checked by the final exam at the end of the curriculum.

- 1 Describe each of the seven models in one sentence a stranger understands — and name what each one rules out.
- 2 Compute cost per delivery and find the two steps that actually carry the margin.
- 3 Recognise the wrapper trap: a tool whose entire value is one prompt has the half-life of one model release.
- 4 Run the utilisation arithmetic that decides an agency: billable hours, the hours you will never bill, and when hiring beats working longer.
- 5 Sell to a local business in a language that has nothing to do with AI: fewer missed calls, faster quotes, evenings back.

FIT

Who this is for

- You have decided to build something and now need to choose the shape it takes.
- You keep hearing that one model is the answer and want the arithmetic instead of the enthusiasm.
- You already earn something and are wondering whether a second model belongs next to it.

And who it is not for

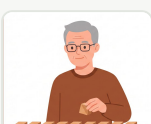
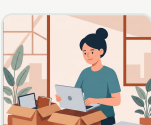
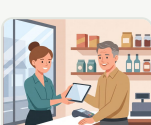
Not for you if you have not yet found anyone who would pay for anything. Start with AI-Powered Business — choosing between seven models is the wrong problem before the first client.

The story it is taught in: Sam Okafor works through the models one at a time, taking each far enough to price it honestly — including the two that turn out not to fit.

THE COURSES

Every course, in order.

Each one is a full course with chapters, exercises, a final test and its own course certificate. The first episode of course 1 plays on the website without an account.

COURSE		LENGTH
1	 The Productized Service: Systems, Economics & First Delivery One outcome, one price, one written process — and why margin rises with the process rather than the model.	60 min · free
2	 Building Sustainable Client Retainers Done-for-you against done-with-you, a retainer that survives a quiet month, and the utilisation arithmetic behind both.	60 min
3	 Digital Products in Practice Production decoupled from delivery — the one real advantage, and the brutal condition attached to it.	60 min
4	 Building Sustainable Micro-SaaS and AI Tools What actually carries a small software product: proprietary data, integrations, and boring reliability.	65 min
5	 Building a Sustainable Audience and Content Business Reach and engagement as a business, four revenue lines with very different reliability, and the platform as supplier risk.	60 min
6	 Building Marketplaces and Data Products The cold-start problem as the defining constraint — and the directory as the cheap way to test a marketplace.	60 min
7	 The Local Business Upgrade: Practical AI Implementation The shortest path to a paying customer: an existing business, an existing budget, a problem someone already feels.	60 min

PRICE

One price. Then it is yours.

This curriculum

€349

All 7 courses, all tests and the curriculum certificate. No subscription, no upsell, nothing to cancel.

Single purchases would be €553

Single course · €79

Course, final test and course certificate – credited in full towards this curriculum within 90 days.

Track “Choose & Run” · €599

C1 + C2

The full programme · €999

C1 + C2 + C3 + C4

THE PROOF



This is the certificate.

Not a mock-up: the picture is rendered from the same stylesheet the portal issues the real document with. Only the name, the date and the number are examples.

Verify this
certificate

[meritlume.com/?
cbcert=ML-...](https://meritlume.com/?cbcert=ML-...)

The curriculum ends in a real exam — one you can fail. The certificate carries a public identifier, so a client, an employer or a partner can check it themselves. That is the whole point of this school.

Start with the first episode. It is free, it needs no account, and it tells you in ten minutes whether this is for you.

Meritlume is a brand of Press Sensation UG (haftungsbeschränkt). Prices are consumer prices. In Germany we launch only once the curricula carry the state distance-learning approval (ZFU) — the free first episodes are available regardless.