## **Welcome to your journey in building a scalable business**



The journey of a thousand miles begins with one step. Today, you have taken the first step towards building a **scalable and profitable business**.

The following course is designed to provide entrepreneurs and managers with the knowledge and tools necessary to make informed, **strategic decisions** that optimize the business's financial performance. First, let's find out if you are familiar with the concept of unit economics.

Building a successful business depends on the **strategic choices** made by its leaders. To succeed, these decisions must be grounded in **solid data**. Our course will equip you with the skills to make **data-driven decisions** for your products and services, ensuring that you **maximize profits** while scaling your business.