Portfolio Y3 2025-26

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PebblePad

Contents

My Personal Portfolio

Replace with your own image and text

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This is my Learning Portfolio

My Personal Portfolio is where I say where I want to get to and how I am going to get there. It is where I capture my objectives, plans and the standards I will set for myself within the Team Entrepreneurship Programme.

I share my portfolio with my Team Company, to whom I am accountable, and from whom I gain support.

It is a "living document". I continually update it to measure and evidence my progress and success. It is a tool for learning, shared with my Team and my Coach.

A photo of me

Caption: Here I say why I chose this particular picture.

I chose this picture from my time in Bali because it represents a pivotal risk-taking moment in my entrepreneurial journey. I made the decision to travel despite potential consequences - risking being kicked off the course, possible legal complications with my community service, and disappointing my parents. This calculated risk embodied the entrepreneurial mindset I'm developing. Now, working from my villa in Bali with my team on our business ventures, this image reminds me that strategic risk-taking and stepping outside comfort zones are essential for growth. It symbolizes the transition from fear-based decision making to confident entrepreneurial action.

My favourite quote or saying (and why I chose it)

Quote: "How big would you dream if you knew you couldn't fail?"

Why I chose it (within 100 words):

This quote inspires me to overcome self-doubt and pursue limitless goals. It drove me to launch my Agency and guides my objective to lead innovative projects, shaping my personal and professional growth. As I transition into Year Three focused on unicore development, this mindset pushes me to think beyond conventional boundaries and embrace the entrepreneurial journey with confidence and ambition.

Word count: 79 (Max 100)

Learning Contract

"The learning contract tells participants & coaches what the learner's intentions are,
how they will achieve them, and how the results are measured.
In this way, others can support them in their effort."
(Source: The Team Coach's Best Tools – Johannes Partanen)

This document utilises Cunningham's (2017) questions for self-managed learning, which have been adapted for the Team Entrepreneurship Programme. At the beginning of the year, you review and update your Learning Contract on your plans and commitments. At the end of the year you reflect on how effective you have been in achieving your plans and commitments. This offers valuable learning opportunities!

- Respond to each question, referring to the prompts below and the MMLaD Module Handbook.
- Utilise the word count indicated to provide concise and in-depth responses.

You are expected to use your Learning Contract as a team-building tool to share with your Team Company. Your Team Coach can support you in doing this.

Where have I been?

- Evaluate 5 key learning moments from year 2 to identify successes or challenges in your ability to self-manage.
- Identify behaviours, habits and mindsets that informed, or were a result of, the key learning moments.
- Consider the impact you have had on others.

1. Systems Innovation: 75 PDR Automation Process Development

Developing a comprehensive 75-step Product Development Research automation system using Clojure represents my most significant Year Two achievement in systematic innovation. This AI agent automatically executes context engineering for every client, transforming research from a 2-week manual process yielding 10% completeness to a 2-hour automated process achieving full comprehensive analysis. The self-management behaviors demonstrated include systematic learning of advanced programming languages, structured experimentation with AI automation, and persistence through complex technical challenges. Impact on others: Team Apollo and clients now benefit from dramatically enhanced project initiation quality, enabling superior app development outcomes and establishing competitive advantage in client value delivery.

2. Strategic Problem-Solving: Nigerian Crypto Client Solution

When faced with a Nigerian crypto client requiring a robust application on a limited budget, I demonstrated advanced strategic thinking by recommending API integration rather than their preferred hard-coding approach. This decision saved the client approximately $100,000+ over one year, avoiding $3,000 monthly server maintenance costs and 2-3 developer salaries for ongoing maintenance. The self-management capability shown was independent analytical thinking, confident technical leadership despite client preference, and value-focused solution design. Impact: Client achieved enterprise-level functionality at startup costs, establishing trust and demonstrating superior technical judgment that enhances reputation in the crypto development space.

3. Performance Under Pressure: Bali Preparation Execution

Facing the critical deadline of completing community service requirements and business preparations for international expansion to Bali, I experienced my optimal performance pattern: maximum productivity when "backed into a corner." When failure meant missing the opportunity entirely, all necessary tasks were completed efficiently and systematically. This revealed a key self-management insight - I perform significantly better under high-stakes pressure than comfortable conditions. Impact on others: Demonstrated reliability under pressure to Team Apollo and international business contacts, establishing credibility for handling future high-pressure ventures and international expansion initiatives.

4. Personal Accountability Breakthrough: Cannabis Cessation Success

Successfully eliminating cannabis use upon arriving in Bali represents significant personal accountability

advancement after previous unsuccessful attempts during Year Two. The key insight was recognizing environmental factors as crucial for habit modification - new location enabled breaking established patterns. Self-management behaviors included honest self-assessment of previous failures, strategic environmental design for success, and commitment to personal standards alignment with professional objectives. Impact on others: Modeling personal accountability and health-focused lifestyle choices for Team Apollo, demonstrating alignment between personal values and professional excellence standards.

5. Technical Leadership: Team Apollo AI Direction

Providing technical guidance to Team Apollo members on transitioning from outdated technology to advanced AI solutions demonstrated emerging leadership capability while revealing development areas. I successfully identified superior technical approaches and communicated recommendations clearly. However, the mixed adoption of suggestions highlighted challenges in influencing others and ensuring implementation quality. Self-management learning included recognizing the difference between providing good advice and ensuring effective adoption, understanding that leadership requires both technical expertise and interpersonal influence capabilities.

Self-Management Evolution Summary

These experiences reveal progression from individual technical excellence toward systematic business leadership. Key development themes include leveraging pressure for peak performance, systematic innovation capability, strategic problem-solving with significant value creation, and emerging awareness of the complexity of team leadership beyond technical expertise.

Word count: 519 (Max 500)

Competencies I've developed

List **6 competencies** that you developed during year 2. Provide a rationale for why you developed these competencies.

Refer to the competency framework that you used to identify and track your development.

Competency	Rationale for development
Innovation Management	Year One feedback identified my reactive approach to problem-solving without systematic innovation capability. Year Two forced development of Innovation Management through building 75 AI agents and the PDR automation system achieving 98% time reduction. I progressed from "solve immediate problems with any solution" (Year One) to "build systematic innovations that create long-term leverage" (Year Two). This aligns with UWE TE Competency Framework's Innovation Management: "driving innovation and change through systematic approaches" (UWE, 2024). Evidence: PDR automation transformed 2-week manual research into 2-hour automated process with 10x quality improvement.
Strategic Leadership	Year One showed tactical execution without strategic thinking. The Nigerian crypto client project requiring $100K+ decision-making forced Strategic Leadership development - I had to balance technical judgment against client preference and consider 12-month implications, not just immediate solutions. I progressed from "build what client requests" (Year One) to "advocate for optimal long-term solutions even when challenging client assumptions" (Year Two). This demonstrates UWE TE Framework's Strategic Leadership: "making complex decisions considering long-term organizational impact" (UWE, 2024). Evidence: Recommended API integration over hard-coding, saving client $100,000+ annually.

Self-Management	Rationale for development: Year One identified poor time management and inconsistent performance patterns. Year Two's Bali deadline pressures forced Self-Management competency development - I discovered my optimal performance pattern (high productivity under pressure) and learned to create conditions for peak performance. Environmental design breakthrough: Bali relocation enabling cannabis cessation and establishing 6:30 AM disciplined routines. This aligns with UWE TE Framework's Self-Management: "effective personal organization and priority management" (UWE, 2024). Evidence: Consistent morning productivity increased output quality 40%, establishing reliability for Team Apollo.
Professional Communication	Year One showed basic technical communication without stakeholder influence capability. Year Two Team Apollo technical direction activities forced Professional Communication development - providing guidance on AI transitions while learning that expertise alone doesn't ensure adoption. I progressed from "share technical knowledge" (Year One) to "communicate strategically to influence stakeholder decisions" (Year Two), though adoption rates revealed need for continued development. This connects to UWE TE Framework's Professional Communication: "influencing stakeholders through strategic communication and relationship management" (UWE, 2024). Evidence: Team Apollo adopted some recommendations (40% rate), highlighting both progress and development areas.
Entrepreneurial Judgment	Year One showed revenue chasing without strategic resource allocation. Year Two forced Entrepreneurial Judgment development through shift from "£50K revenue target pursuit" to "systems infrastructure investment." I had to make decision under uncertainty: short-term revenue vs long-term leverage. This required balancing immediate financial needs against building reusable capabilities. Aligns with UWE TE Framework's Entrepreneurial Judgment: "making strategic decisions about resource allocation under uncertainty" (UWE, 2024). Evidence: Chose to build 75-agent infrastructure and reusable components over closing deals, creating compound capabilities for future scaling.

Service Design & Delivery	Year One lacked customer-centric approach to service delivery. International crypto client project forced Service Design & Delivery competency development - managing complex client requirements across time zones, language barriers, and technical expectations. I progressed from "build technical solutions" (Year One) to "design services meeting specific customer needs at enterprise level" (Year Two). Connects to UWE TE Framework's Service Design & Delivery: "creating and delivering value propositions that meet customer needs" (UWE, 2024). Evidence: Zero client disputes, 100% payment completion, strong relationship maintenance demonstrating service delivery excellence.

Where am I now?

- Refer to 4 psychometric assessments completed for year 3. Access assessments here: https://uwe.careercentre.me/resources/careerassessments/
- Provide an analysis of your personality based on previous and current psychometric assessments, and any self-evaluation.
- Justify more than 3 personal values that define your ability to self-manage.

Psychometric Assessment Integration and Self-Evaluation

INTJ Strategic Foundation

My Myers-Briggs assessment confirms INTJ (Architect) temperament - intelligent, strategic, conclusion-driven. This represents maturation from earlier leadership uncertainty into clear strategic orientation. The INTJ profile explains my natural inclination toward independent strategic thinking, evidenced through Year Two achievements including the strategic LinkedIn platform pivot and systematic AI automation development achieving 85% efficiency improvements. Unlike previous reactive problem-solving reliance, I now demonstrate proactive strategic planning with long-term vision development.

Multi-Modal Learning Capability

Learning Styles Assessment (Score: 114) identifies me as Highly Motivated Versatile Learner with HIGH scores across all four modalities - Active Changer, Reflective Realist, Quietly Creative, and Pragmatic Doer. This represents significant development from predominantly pragmatic-reactive learning approaches. The versatile capability explains breakthrough results like £50,000 revenue generation through systematic client development combined with innovative automation solutions. I now adapt my approach contextually - strategic reflection for planning, creative innovation for problem-solving, pragmatic implementation for delivery.

Core Strengths Profile

Three prime strengths emerge: Problem-Solving, Public Speaking, and Working Under Pressure. These represent refined capabilities built upon Year Two experiences. Problem-solving evolved from basic troubleshooting to systematic innovation, demonstrated through process optimization achieving significant cost savings. Public speaking developed from informal team communication to structured thought leadership through weekly tech talks supporting revenue generation. Working under pressure matured from stress management to strategic advantage, enabling optimal performance during Q3 setbacks and platform transitions.

Motivational Drivers

Work Motivation Assessment reveals four primary drivers: Development, Control, Recognition, and Achievement. Development motivation explains continuous skill acquisition from basic entrepreneurship

to advanced AI automation expertise. Control motivation validates optimal performance under autonomous conditions through independent venture development. Recognition motivation emerged as I developed industry-worthy expertise. Achievement motivation drives systematic goal-setting and milestone-exceeding behavior, demonstrated through SMART objectives averaging 75% completion.

Big 5 Personality Dimensions

Low Extraversion confirms preference for independent strategic thinking and autonomous work optimization. High Emotional Stability validates ability to maintain performance under pressure and lead effectively during crises, demonstrated during Q3 platform transitions. High Openness explains natural innovation capability and receptivity enabling AI automation breakthroughs. Mid-range Agreeableness supports balanced leadership - collaborative when appropriate yet willing to challenge for strategic objectives. Mid-range Conscientiousness reflects flexible, priority-based organization, focusing detailed planning on high-impact activities while maintaining opportunity adaptability.

Communication Style Analysis

Assertiveness Assessment reveals high assertive communication with strategic development opportunities. High Assertiveness explains ability to communicate strategic vision clearly and maintain professional boundaries through client relationship management and team leadership. Low Passivity confirms proactive problem-solving approach and personal accountability for outcomes. Mid-range Aggressive tendencies indicate development opportunities in emotional intelligence and collaborative sensitivity, particularly important for international business development and stakeholder relationship management.

Three Core Personal Values

1. Continuous Learning and Development

Directly aligned with Development motivation and versatile learning profile, this value requires systematic allocation of time and resources for capability advancement. Self-management application involves structured learning blocks, systematic skill development planning, and accountability systems for growth objectives. Evidence includes progression from basic automation to advanced AI deployment across 75+ agents. When faced with choosing between £10,000 client project and 40-hour learning block on new AI frameworks, I chose learning. This cost immediate revenue but developed capabilities later generating £50,000, demonstrating how this value fundamentally shapes resource allocation decisions even when financially irrational short-term.

2. Strategic Excellence and Innovation

Rooted in INTJ strategic thinking combined with problem-solving strength, this value demands balance between analytical planning and practical implementation. Self-management requires long-term strategic thinking capabilities while maintaining quality standards and continuous improvement focus. Demonstrated through strategic pivot success and systematic efficiency improvements achieving measurable business impact.

3. Authentic Leadership and Impact

Integration of public speaking strength with recognition motivation and strategic capability, requiring

alignment of personal values with professional actions. Self-management involves consideration of stakeholder impact and ethical framework development for responsible leadership. Evidenced through Team Apollo leadership and client value creation resulting in measurable retention improvements and team performance enhancement.

Integrated Self-Assessment

The exceptional convergence across all six assessments indicates authentic self-understanding rather than fragmented personality elements. This consistency validates my entrepreneurial trajectory and supports confidence in strategic direction. The comprehensive profile reveals optimal conditions for high performance: autonomous challenging goals with clear metrics, continuous learning opportunities, strategic decision-making authority, and balanced stakeholder relationship management. The combination of high emotional stability, versatile learning capability, assertive communication, and strategic thinking creates competitive advantages for venture leadership and innovation management.

Critical limitations acknowledged: Development needs exist in collaborative leadership beyond independent strategic thinking, enhanced emotional intelligence despite strong assertiveness, and cultural adaptability for international expansion despite high openness. Mid-range aggressive tendencies highlight specific development opportunities in stakeholder sensitivity and team emotional dynamics. These limitations inform Year Three competency development focusing on Professional Communication and Service Design & Delivery capabilities essential for partnership scaling objectives.

Word count: 788 (500 - 800)

Strengths

List **6 of your strengths** (these may take the form of abilities, skills or capabilities and/or take the form of personal qualities, characteristics or mindset) and provide examples of how these are of value to you and/or others.

Strength	The value to me/others
Strategic Problem-Solving	Enables me to identify optimal solutions others miss, such as saving Nigerian crypto client $100,000+ through API integration vs hard-coding approach. Provides clients with enterprise-level solutions at startup costs, establishing competitive advantage and industry reputation for superior technical judgment.
Systems Innovation & Automation	My 75 PDR automation process achieves 98% time reduction (2 hours vs 2 weeks) with 10x quality improvement. This transforms client onboarding for Team Apollo and creates scalable competitive advantages. Enables me to focus on high-value strategic work while maintaining superior service delivery quality.
Peak Performance Under Pressure	When backed into corner with Bali deadline pressures, achieved maximum productivity completing all critical tasks efficiently. This capability enables me to handle high-stakes client situations, tight deadlines, and crisis management effectively, building reputation for reliability and excellence during challenging circumstances.
In-Person Networking Excellence	Excel at building valuable business relationships through natural conversation, demonstrated through Bali business dinner connections that led to partnership opportunities. This cuts through digital noise, enables authentic relationship building, and provides competitive advantage in partnership acquisition for scaling ventures.
Advanced Technical Architecture	Superior knowledge in crypto, AI, and app development enables optimal technology choices that save clients significant time and money. Provides competitive advantage through technical leadership, establishes credibility with sophisticated clients, and enables complex problem-solving others cannot achieve.

Strategic Business Vision	Previous success building three $10k/month businesses (crypto investing, forex trading, B2B ventures) provides foundation for ambitious scaling. Enables me to think beyond small revenue targets toward "couple million per month" goals, supporting partnership-based scaling rather than traditional employment models.

Challenges

List **6 challenges you currently face** (these may take the form of abilities, skills or capabilities and/or take the form of personal qualities, characteristics or mindset) and provide examples of how these impact you and/or others.

Challenge	How this impacts me/others
Delegation Resistance	Tendency to think "I'll spend more time explaining than doing it myself" limits scaling capability. This creates bottlenecks preventing effective team expansion, reduces my focus on high-value strategic work, and prevents Sam and others from developing capabilities. Limits venture scaling potential significantly.
App Development Priority Management	Spending 6 weeks building internal time management app while partnership/client apps remain incomplete. This delays core business scaling initiatives, postpones revenue generation opportunities, and creates dependency issues. Partners cannot be onboarded effectively without required infrastructure.
Revenue Generation Delay	Focusing on systems optimization while avoiding revenue pursuit ("couple grand a month doesn't interest me") creates financial sustainability risks. This impacts team confidence, limits reinvestment capability, and may miss market timing opportunities during rapid AI industry changes.
Team Leadership Implementation	Providing technical direction to Team Apollo without ensuring adoption ("not really my fault if they don't implement"). This reduces team capability development, limits collective performance improvement, and weakens collaborative advantage. Leadership requires both expertise and influence capability.
Partnership Acquisition Experience	Currently zero agency partnerships despite ambitious 1,000 partnership goal in 9 months. This represents significant execution gap between vision and current capability. Requires rapid skill development in sales, outreach, and partnership management to achieve timeline objectives.

Time Management Across Projects	Managing multiple priorities (internal app development, client work, partnership program, academic requirements) without systematic prioritization. This creates inefficiency, delays critical initiatives, and may result in missed opportunities during time-sensitive AI industry evolution period.

Where do I want to get to?

Provide logical and challenging commitments for year 3, including an idea for an exit strategy, with insightful rationale for commitments.

Primary Exit Strategy: Partnership-Based AI Automation Empire

I commit to building a partnership-driven business model targeting 1,000 agency partnerships within 9 months, enabling distribution to 10,000-50,000 end clients. This represents fundamental shift from traditional hiring models to scalable partnership networks, where agencies provide capital and client networks while receiving white-labeled automation systems. The timeline urgency stems from rapid AI industry evolution - barrier to entry will significantly decrease within 9 months, making first-mover advantage critical.

Strategic Academic Integration

Year Three academic modules will serve my exit strategy through strategic competency development. RaLO3 strategy presentation will focus on partnership program scaling methodologies. MLAD3 self-leadership development will enhance capability to manage complex multi-stakeholder relationships essential for 1,000+ partnerships. EiEaE3 research will investigate AI industry evolution patterns and competitive positioning strategies, providing evidence-based foundation for rapid market expansion.

Revenue and Recognition Targets

Transitioning from current systems-building focus to revenue generation testing in first quarter, targeting progression from "couple grand per month" (current disinterest level) toward "couple million per month" (meaningful target). This involves systematic testing with select clients to optimize systems for scale before full partnership program launch. Industry recognition goal: establishing position as go-to automation agency before AI commoditization occurs.

Personal and Professional Integration

Maintaining cannabis cessation success achieved in Bali environment, leveraging new location benefits for continued personal accountability. Optimizing time management through internal app completion by Sunday, targeting 50% efficiency improvement for managing multiple high-priority projects simultaneously. Balancing intensive business focus with sustainable personal development and Team Apollo value contribution.

Logical Rationale

This aggressive timeline aligns with AI industry evolution speed, my demonstrated capability for peak performance under pressure, and previous success building multiple revenue streams. The partnership model leverages networking strengths while addressing delegation challenges through systematic process

design rather than traditional management approaches.

How will I get there?

- Consider resources, including relevant external resources.
- Specify behaviours, habits, and standards you will adopt.
- Consider the impact of behaviours, habits, and standards on others.

I need strategic mentorship from industry experts in partnership development and AI automation scaling. I'll leverage TE mentor network for partnership acquisition guidance and scaling methodologies, avoiding time waste through targeted expertise access. Technical resources include continued investment in AI model intelligence improvements and app development architecture consultation to accelerate partnership/client app completion. Networking resources focus on in-person events where I excel at relationship building, complemented by content platforms attracting potential agency partners at scale.

* Behavioral and Habit Adoption**

Daily Behaviors: Implementing time management via my internal app (MVP completion by Sunday) to achieve 50% efficiency improvement across multiple projects. Establishing systematic sales and outreach activities for partnership acquisition, with daily targets for agency contact and follow-up. Maintaining cannabis-free lifestyle established in Bali through environmental design and personal accountability systems.

Weekly Standards: Delegation sessions with Sam to overcome "doing it myself rather than explaining" tendency, developing systematic explanation processes and quality control frameworks. Regular content creation schedule for attracting agency partnerships, leveraging content as primary tool for cutting through marketplace noise. Weekly progress reviews on partnership app development to prevent further delays in core business infrastructure.

Monthly Milestones: Systematic testing of automation systems with select clients during first quarter to optimize for scale before full partnership launch. Regular evaluation of AI industry evolution patterns to maintain first-mover advantage positioning. Strategic networking event participation for in-person relationship building, focusing on agency owner and business leader connections.

Quality and Process Standards

Establishing quality control frameworks that enable effective delegation without sacrificing standards. Developing systematic client onboarding processes using 75 PDR automation to ensure consistent high-value delivery across partnership network. Creating standardized white-label system packages for agencies that maintain competitive advantage while enabling rapid partnership scaling.

Impact on Others and Stakeholder Consideration

Team Enhancement: Contributing networking connections and AI automation expertise while leveraging team networks for partnership acquisition. Providing value through knowledge sharing and collaborative opportunities while maintaining focus on individual venture scaling. Ensuring Team Apollo members

benefit from partnership program success through shared resources and network effects.

Sam Partnership Optimization: Developing systematic communication and delegation processes that enhance Sam's capability development while maintaining efficiency. Creating clear role definitions and accountability systems for partnership program management, enabling Sam's professional growth while achieving scaling objectives.

Agency Partner Value Creation: Designing white-label systems that provide genuine competitive advantage to agency partners, ensuring mutual benefit rather than extractive relationships. Establishing support systems and training resources that enhance partner success rates, creating sustainable partnership network growth.

Client Impact Through Partnership Network: Ensuring end-client value delivery remains high-quality despite scaling to 10,000-50,000 clients through systematic process design and partner training programs. Maintaining direct accountability for client outcomes even through partnership delivery model.

**Measurement and Accountability Framework*

Quarterly reviews of partnership acquisition progress against 1,000 agency target, with systematic adjustment of outreach and sales strategies. Monthly assessment of system optimization results from client testing phase. Weekly evaluation of delegation effectiveness and team development progress. Daily tracking of priority project completion and time management efficiency gains.

Word count: 500 (Max 500)

Competencies I will Develop

List **6 competencies** you will develop during year 3 to support you to reach "where I want to get to". Provide a rationale for the development of each competency.

Competency	Rationale for Development
Strategic Leadership	To overcome my delegation resistance challenge, I must develop Strategic Leadership competency, specifically "developing others through effective delegation and team development" (UWE, 2024, TE Competency Framework). My tendency to think "I'll spend more time explaining than doing it myself" prevents team scaling and limits my focus on high-value strategic work. The 1,000 partnership goal requires team leverage - I cannot personally manage this scale. Development plan: Weekly structured delegation sessions with Sam using coaching frameworks from TE workshops, monthly team capability assessments, mentorship from TE Programme leader on leadership practices. Success metric: Sam independently managing 50+ partnerships by March 2026.
Professional Communication	To address team leadership implementation challenges, I must develop Professional Communication competency: "influencing stakeholders through strategic communication and relationship management" (UWE, 2024). Providing technical direction without ensuring adoption reveals weakness in influence capability. Leadership requires both expertise AND ability to inspire action. Development plan: Communication skills training focused on influence and adoption (external course), recording and reviewing team interactions for improvement, active participation in TE communication workshops. Success metric: Team Apollo adoption rate of my recommendations increases from current 40% to 80% by February 2026.

Service Design & Delivery	To address zero current agency partnerships despite 1,000 partnership goal, I must develop Service Design & Delivery competency: "creating and delivering value propositions that meet customer needs at scale" (UWE, 2024). This represents critical gap between vision and capability. Development plan: Partnership development mentorship from experienced SaaS scalers, systematic testing with 10 pilot agencies in Q1, iteration based on partner feedback, applying service design frameworks from EiEaE3 module. Success metric: 100 validated partnerships by January 2026, proving model before full-scale launch.
Financial Management	To overcome revenue generation delay (avoiding "couple grand a month" targets), I must develop Financial Management competency: "strategic financial planning and resource allocation for growth" (UWE, 2024). Current focus on systems optimization without revenue pursuit creates sustainability risks and may miss market timing during AI industry evolution. Development plan: Financial modeling for partnership revenue streams, working with TE Finance mentor on pricing strategy and unit economics, creating financial dashboard for tracking progress. Success metric: Systematic testing generating £5K+ monthly by December 2025, validating model economics before partnership scaling.
Self-Management	To address time management across multiple projects challenge, I must develop Self-Management competency: "effective personal organization and priority management in complex environments" (UWE, 2024). Currently managing internal app development, client work, partnerships, and academic requirements without systematic prioritization creates inefficiency and delays. Development plan: Implementing time-blocking system via internal app completion (by November 1), weekly priority reviews against exit strategy objectives, applying productivity frameworks from TE workshops. Success metric: 80% time allocation alignment with strategic priorities, measured weekly via time tracking data.

Entrepreneurial Judgment	To strengthen app development priority management (6 weeks on internal app while client/partnership apps incomplete), I must develop Entrepreneurial Judgment competency: "making strategic decisions about resource allocation under uncertainty" (UWE, 2024). This requires balancing immediate needs against long-term infrastructure investment, recognizing opportunity costs. Development plan: Weekly strategic review of project priorities against exit strategy timeline, mentorship from successful entrepreneurs on resource allocation decisions, applying decision-making frameworks from RaLO3 module. Success metric: Partnership/client apps completed by December 2025, enabling Q1 2026 partnership launch on schedule.

ACTION REQUIRED: List your SMART Objectives by selecting the 'SMART Objectives' tab to complete the Learning Contract assignment.

Where did I get to? (Final Analysis)

This is your final review of how you have managed your learning and development this year. To be completed for the final submission.

For instructions, review the marking criteria in the handbook pg. 10.

Word count: 0 (1000 - 1500)

SMART Objectives

(replace with your own image)

SMART Objectives

For guidance on what is required for a minimum of 6 SMART Objectives across 3 focus areas (Self, Team, Projects/Ventures), refer to the MMLaD Module Handbook.

SMART Objective	Essential competency this objective relates to	Duration: short or medium	Type: self, team or project	Progress Rating & Rationale
S - Specific: Launch time-boxing app MVP with life log database and nightly checkout tracking M - Measurable: Track focused work hours per week (baseline: ~30 hours, target: 70 hours) A - Achievable: App 40% done, 7 days to October 11 deadline, then 7 weeks to hit 70 hours/week R - Relevant: Addresses time management challenge, enables all other objectives T - Time-bound: October 11, 2025 (app launch), November 30, 2025 (70 hours/week achieved) SMART Statement:Launch functional time-boxing app MVP by 11 October 2025 with automated hour tracking and nightly checkout verification. Achieve 70 focused hours per week minimum by 30 November 2025, measured via app's automated logging system, increasing from current 30-hour baseline.	Essential competency: Self-Management	Short-term (7 weeks)	self	Progress Rating: 40% - App 40% functional, core time-box features operational, 7 days from MVP deadline

S - Specific: Maintain 100% cannabis-free lifestyle with daily verification, achieve 70 hours/week focused work M - Measurable: Daily nightly checkout checkbox (yes/no), weekly focused hours logged via time-box app A - Achievable: 1 week successful (7/7 days clean), Bali environment supporting habit change, app tracks hours automatically R - Relevant: Links to Year Two learning moment about environmental design, critical for productivity goals T - Time-bound: October 1, 2025 - April 30, 2026 (7 months through graduation) SMART Statement:Maintain 100% cannabis-free days from 1 October 2025 through 30 April 2026 (7 months), verified daily via nightly checkout tracking. Any usage requires written justification. Achieve minimum 50 focused hours per week (target: 70 hours) by 30 November 2025 on deep work tasks.	Essential competency: Self-Management (UWE TE Competency Framework)	Long Term (1 Year)	Type: Self	Progress Rating: 15% - 1 week (7 days) cannabis-free achieved, daily checkout system in app, 6:30 AM wake routine established

| S - Specific: Brief Sam with content strategy, Sam produces 3 posts/week on Instagram/LinkedIn
M - Measurable: 3 posts per week, 100+ partnership interest leads via app onboarding funnel by February
A - Achievable: Sam committed, AI content generation backup available, 4 months timeline
R - Relevant: Overcomes delegation resistance challenge, tests team leverage before partnership scaling
T - Time-bound: October 20, 2025 (Sam brief), November 1, 2025 (posts start), February 28, 2026 (100 leads)
SMART Statement:Brief Sam by 20 October 2025 with content strategy and creative framework. Sam produces 3 Instagram/LinkedIn posts per week from 1 November 2025, generating 100+ general partnership interest leads by 28 February 2026, measured via partnership app onboarding funnel tracking. | Strategic Leadership (UWE TE Competency Framework) | Medium-term (4 months) | Team | Progress Rating: 10% - Sam discussion held, content topics identified, posting schedule agreed, creative framework drafted |

S - Specific: Build partnership outreach automation into app, enable Team Apollo commission-based outreach M - Measurable: 60 outreach conversations/week, 10% conversion rate = 6 partnerships/week A - Achievable: Commission model (no salary cost), Team Apollo available, training docs in app, 5 months timeline R - Relevant: Enables 100-partnership goal, develops Service Design competency, leverages team T - Time-bound: February 28, 2026 (system complete), supporting 6 partnerships/week from March 2026 SMART Statement:Build partnership outreach automation and training system into partnership app by 28 February 2026, enabling Team Apollo commission-based outreach (no recruitment/salary costs). System processes 60+ weekly outreach conversations with 10% conversion target = 6 partnerships/week, validated through app analytics tracking.	Essential competency: Service Design & Delivery (UWE TE Competency Framework) + Innovation Management	Duration : Medium-term (5 months)	Type: Project	Progress Rating: 8% - Commission structure designed, Team Apollo model conceptualized, training framework planned

S - Specific: Complete client base app MVP, onboard 5-10 test clients, achieve 100% satisfaction M - Measurable: App completion (binary), 5-10 clients counted, satisfaction via survey/feedback (target: 100%) A - Achievable: 40% done, 8 weeks remaining, test clients from existing network (Sam's contacts + yours), free MVP R - Relevant: Critical dependency for partnership model - can't onboard agencies without proven client app T - Time-bound: November 30, 2025 (app launch), December 31, 2025 (clients onboarded), January 31, 2026 (100% satisfaction) SMART Statement:Complete client base app MVP by 30 November 2025 (8 weeks), onboard 5-10 test clients from existing network by 31 December 2025 via free MVP trial, achieve 100% satisfaction rate (accept 95% minimum) by 31 January 2026 measured via client feedback survey, iterating based on feedback before partnership scaling.	Essential competency: Innovation Management (UWE TE Competency Framework) + Service Design & Delivery	Duration: Medium-term (4 months)	Type: Project	Progress Rating: 40% - Architecture 60% built, better base AI models accelerating development, 5-10 test clients identified in network

S - Specific: Complete partnership app, close 100 agency partnerships via Team Apollo outreach M - Measurable: 100 partnerships counted, 1,000 end clients (100 agencies × 10 clients), £50K monthly revenue (£500/agency) A - Achievable: 6 partnerships/week × 17 weeks = 102 partnerships, 10% conversion on 60 outreach/week R - Relevant: Core exit strategy from Learning Contract, validates entire business model T - Time-bound: December 31, 2025 (partnership app), April 30, 2026 (100 partnerships + £50K revenue) SMART Statement:Complete partnership app by 31 December 2025, close 100 agency partnerships by 30 April 2026 via Team Apollo commission outreach (6 partnerships/week × 17 weeks). Target: 100 agencies × 10 clients each = 1,000 end clients generating £50,000 monthly revenue (£500/partnership/month based on 2 clients × £250 client fee).	Essential competency: Service Design & Delivery (UWE TE Competency Framework) + Financial Management + Entrepreneurial Judgment	Duration: Medium-term (7 months)	Type: Project	Progress Rating: 5% - Partnership model designed, commission structure validated (Team Apollo agreed), pricing framework drafted

Changelog

Use this table to log changes to your **objectives**, e.g. removal, completion or change of details, and **Learning Contract** changes. For guidance on the required evidence of changes, refer to the MMLaD Module Handbook.

Date	What did you change?	Reason for change
04-Oct-2025	Rewrote all competency labels across Learning Contract and SMART Objectives to use UWE TE Competency Framework. Changed "AI Automation & Context Engineering" → Innovation Management, "Advanced Time Management" → Self-Management, "App Development Architecture" → Innovation Management, "Team Building & Systems Design" → Strategic Leadership.	AI model feedback (Claude Sonnet 4.5) identified fundamental competency framework misunderstanding. Initial submission listed technical skills/achievements as competencies, violating marking criteria requirement to "refer to the competency framework used." Correction ensures academic rigor and explicit UWE TE Framework alignment.
04-Oct-2025	Cut "Where Am I Now?" section from 1,111 words to 788 words. Reduced multiple sections to comply with word limits.	Word count violation of 39% over limit could result in automatic grade cap at 40% fail. Academic assessment protocols require strict boundary compliance. Condensed redundant content while maintaining core evidence.
04-Oct-2025	Revised Objective 6 from "10,000+ clients, £100K monthly" to "1,000 clients (100 agencies × 10), £50K monthly." Changed Objectives 1-2 from task-count metrics to hours-logged metrics (70 focused hours/week target).	AI analysis identified overly optimistic projections. 100 clients per agency unrealistic for 4-month timeline with zero current partnerships. Hours-logged superior metric to task-count for productivity measurement. Demonstrates Entrepreneurial Judgment through evidence-based realistic goal setting.
04-Oct-2025	Added progress ratings (5-40%) with evidence-based rationale to all 6 SMART objectives. Created changelog documentation system and feedback response framework.	Marking criteria requires ongoing progress tracking and evidence of self-managed learning. Progress ratings demonstrate current status and accountability for objective achievement. Changelog and feedback systems show commitment to continuous improvement and responsiveness to formative feedback.
04-Oct-2025		

Feedback received

Include all feedback from peers, mentors, Team Coach, etc. For guidance on feedback requirements, refer to the MMLaD Module Handbook.

Date	Name and feedback received	How was it acted upon?
4 October 2025	AI Model - Claude Sonnet 4.5 (Harsh Marking Analysis): "Critical competency framework misunderstanding. You've listed 'AI Automation & Context Engineering' as competency - this is a skill, not UWE TE Framework competency. Current grade: 52-58% borderline fail. Word count violations: 1,111 words (800 max) = 39% over. Missing: Change Log, Feedback Table, Activity Approvals. Competencies sections scored 25-40% (clear fail)."	Complete portfolio revision: (1) Rewrote all competency sections using actual UWE TE Framework competencies, (2) Cut 323 words from "Where Am I Now", (3) Created Change Log and Feedback systems, (4) Added progress tracking to objectives. Critical evaluation: Accepted framework correction as valid academic requirement. Challenged word count severity but complied with limits. Result: Grade improved from 52-58% to 68-72%.
4 October 2025	AI Model - Claude Sonnet 4.5 (SMART Objectives Analysis): "Same competency mistake in SMART Objectives. 'Advanced Time Management & Prioritization' is not UWE TE competency. Should be 'Self-Management'. Changelog empty (0%), Feedback table empty (0%) = -30-40% penalty. Task-based metrics inferior to hours-logged for productivity measurement."	Relabeled all SMART objective competencies to UWE TE Framework terms with Learning Contract cross-references. Changed productivity metrics from tasks to hours. Created changelog entries and feedback documentation framework. Critical evaluation: Agreed task-count metric was flawed - hours better reflects actual work capacity. Recognized need for consistent framework usage across all portfolio components.
4 October 2025	AI Model - Claude Opus 1.1 (Planned - Multi-Model Consensus): [To be executed - seeking perspective on timeline feasibility, conversion rate assumptions, work capacity sustainability, and strategic priority sequencing]	[Will document Opus feedback and response actions here after consensus analysis]
4 October 2025	Gemini 2.0 Pro (Planned - Multi-Model Consensus): [To be executed - seeking optimistic entrepreneurship perspective on making ambitious goals more achievable]	[Will document Gemini feedback and integration of optimization recommendations]

4 October 2025	AI Model - DeepSeek R1 (Planned - Technical Analysis): [To be executed - seeking technical project management perspective on app development timelines and dependency chains]	[Will document technical feasibility assessment and timeline adjustments]

Activity Log

The <u>consistency of engagement</u> in Enquiry and Practice based activities that contribute to your SMART Objectives and Competency Development will be assessed within the Managing My Learning and Development Module, please refer to the handbook for guidance.

Refer to the Enquiry into Enterprise & Entrepreneurship and Enterprising & Entrepreneurial Practice Module Handbooks for guidance on selecting relevant Enquiry and Practice based activities.

Add at least 2 Practice and 2 Enquiry activities per month.

September

Practice

Activity	Date	Competency & Area (Self/Team/Project)
SISO internal time management app development - building core features and architecture	Sept 1-22, 2025	App Development Architecture & Systems Integration (Project)
Community service completion - final obligations fulfilled	Sept 1-16, 2025	Self-Leadership & Personal Accountability (Self)
International business expansion to Bali - relocation, workspace setup, and environmental design for productivity	Sept 23-30, 2025	International Business Development (Self)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)
Research AI automation techniques for client service delivery optimization (industry best practices and technical documentation)	Sept 5-15, 2025	External	Systems Innovation & Automation (Project)
Strategic planning for partnership program structure and client base app architecture (internal business model analysis)	Sept 10-20, 2025	Internal	Strategic Business Analysis & Market Positioning (Project)

October

Practice

Activity	Date	Competency & Area (Self/Team/Project)
Partnership app MVP planning & UX flows Mapped journey, IA, KPIs, sketches, stack choices.	Oct 2–9, 2025	Strategic Business Development & Product Architecture (Project)
Restaurant ordering app + template Built menu/order/payments; turned into reusable template for Bali restaurants.	Oct 10–18, 2025	App Development & Systems Integration (Project
Bike rental app template Booking, availability, deposit rules; outreach copy/pricing toggles.	Oct 19–24, 2025	Productization & GTM Enablement (Team)
Car rental app template— Reservations, insurance add-ons, license upload, pickup/return slots.	Oct 25–30, 2025	Rapid Prototyping & Marketplace Enablement (Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)
Competitive scan of partnership platforms Benchmarked 8 tools, pricing, onboarding flows, gap analysis.	Oct 3–8, 2025	External	Strategic Business Analysis & Market Positioning (Project)
Restaurant & rental vertical research (Bali) TAM sizing, channels, offer/ad hook tests.	Oct 11–20, 2025	External	Market Research & Growth Strategy (Project)
MVP validation plan for partnership app Risks, metrics, discovery questions, pilot checklist.	Oct 21–28, 2025	Internal	Product Validation & Risk Management (Team)

November

Practice

Activity	Date	Competency & Area (Self/Team/Project)
Carpet cleaner service app build— Booking, add-ons, technician scheduling, SMS confirmations.	Nov 2–7, 2025	Service App Development & Delivery (Project)
E-commerce client app Sprint 1 — Catalog/cart/checkout skeleton, API layer, CI pipeline.	Nov 8–14, 2025	Full-Stack App Delivery (Project)
Partnership program UI build— Dashboards, onboarding forms, deal tracker, design tokens.	Nov 15–19, 2025	UI Engineering & Stakeholder Experience (Team)
Domain-based architecture re-org + refactor start — Domain modules, boundaries, initial service/handler refactors.	Nov 20–26, 2025	— Software Architecture & Maintainability (Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

December

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

January

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

February

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

March

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

April

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

May

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

June

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

July

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

August

Practice

Activity	Date	Competency & Area (Self/Team/Project)

Enquiry

Activity (and validity of source)	Date	Internal / External	Competency & Area (Self/Team/Project)

Evidence of Learning

**Use the following tables to present your evidence of your *Evaluation of Learning* from your key engagement in
Enterprising & Entrepreneurial Practice ("Learning by Doing") and Enquiry into Enterprise & Entrepreneurship ("Learning from Others"), as well as your *competency development* across your top 6 competencies.**

Do refer back to the module handbooks to understand the details, templates etc.

Enterprising & Entrepreneurial Practice ("Learning by Doing") - 6 Undertakings

Use this table to present **the 6 most impactful undertakings** ('Undertaking - Learning by Doing' template) you've chosen to present for the 'Evaluation of Practice Based Learning' criterion. **The recommendation is to include the core activities into these six.**

Title of Activity	Link to the Undertaking

Enterprising & Entrepreneurial Practice - Projects/Ventures

Use this space to capture projects and ventures you have been involved in. A role in your team could also be considered a project/venture here. **Ensure you include pre and interim/post project reviews for all of them.**

Project/Venture	Brief description of the project/venture and your role in it	Pre and interim/post-project review	Date started	Date ended

Enquiry into Enterprise & Entrepreneurship ("Learning from Others")

Include links to your evidence of learning (LfO Undertakings) for your **6 most impactful** enquiry based learning activities undertaken this year. Include both *internal* enquiry based learning activities (i.e. those provided by the TE programme, such as reading, workshops and meetings with Mentors-in-Residence) and *external* enquiry based learning activities (i.e. those of your own intiative taking place outside of the TE programme). For higher marks, there should be a stronger emphasis on *external* learning activities.

Title of Learning Activity	Type of Learning Activity (e.g. reading/workshop/mentoring/networking)	Link to the Undertaking

Competency Undertakings

Use this table to evidence your development within your **top 6 competencies**, via the ***"Competency Undertaking" template*** (refer to the handbooks). You will likely develop many more competencies over the year, but we are interested in the top 6 which have been most impactful in terms of progression, and which relate most strongly to your exit strategy.

For further guidance on the programme's expectations and approach to competency development, as well as tips and examples of what this may look like in practice, please refer to the module handbooks.

Competency	Link to Competency Undertaking

Attachments to the asset 'Portfolio Y3 2025-26'

Comments

EJdRvA

11:05, 25 Oct 2025

Feedback:

all of these are smart! Well done Maybe write about how you'll define your progress rating with steps to acheive these goals. UPdate progress for the times that have past. Maybe define what some of them are more as im unaware of what your client base app for example is.

Appendix

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