# UniCult Internship Assignment Submission

## Task A: Structured Lesson Content

### Lesson Reading Material

Ben Kelly explains the strategy for acquiring businesses that generate immediate positive cash flow. The key lies in targeting underperforming small businesses with stable cash flow and motivated sellers. Buyers should focus on due diligence, understanding financials, and identifying opportunities to improve operations. Ben emphasizes creative deal structuring, such as seller financing, to reduce upfront capital. His approach reduces risk by prioritizing businesses with proven revenue and room for growth. This model enables even first-time buyers to purchase profitable ventures, increase value, and earn from day one.

### Learning Objectives

- Understand Ben Kelly’s method for buying cash-flowing businesses

- Identify key steps in due diligence and deal structuring

- Apply creative financing strategies to business acquisitions

### Quiz

1. What type of businesses does Ben recommend buying?

a) Startups  
 b) Public companies  
 c) Underperforming small businesses ✅

➤ Explanation: These offer stable cash flow and opportunity for improvement.

2. What is a key benefit of seller financing?

a) Reduces need for due diligence  
 b) Avoids legal paperwork  
 c) Reduces upfront capital needed ✅

➤ Explanation: It helps minimize the initial investment.

3. Why is due diligence critical before buying a business?

a) To avoid taxes  
 b) To inflate the price  
 c) To assess business viability ✅

➤ Explanation: Due diligence helps evaluate risks and opportunities.

### Practical Exercise

1. Choose a local business and assess whether it fits Ben Kelly’s acquisition model.

2. Draft a basic seller-financing deal structure for that business.

### Slug

buying-cash-flow-businesses

### Prompt Used

Prompt: 'Generate Structured Lesson Content based on the video "Ben Kelly - How to Buy a Business That Will Cash Flow from Day 1". Include reading material (120–150 words), 3 learning objectives, 3 multiple choice questions with answers and explanations, 1–2 practical activities, and a slug in lowercase-hyphenated format.'

## Task C: Ops Reflection

An automation combining Airtable and Zapier can streamline structured content creation. Airtable can serve as a central form to collect YouTube URLs and prompts. Zapier can then trigger OpenAI API calls to generate lesson components (reading, quiz, exercises). The outputs can be stored back in Airtable or Google Docs. A second Zap could review and QA content using a checklist (grammar, length, relevance) before flagging for human review.

## Task B: Not Completed

Task B could not be completed because the assignment did not provide the required Google Docs link to submit prompts and AI outputs. Therefore, we could not fulfill this part of the instruction.