

From Expertise She Could Teach to a Business Model With Multiple Revenue Streams

CLIENT

A fashion-industry veteran, nine months into a for-profit studio teaching technical fashion skills to teens.

THE PATH

STEP 1 · DIAGNOSTIC

ProfitPath™

Verdict: Adjust. The idea could be profitable. The gap was structure, not expertise.

STEP 2 · MAP

PathFinder™

A three-stage path, Solidify, Prove, Pitch, and five or more revenue streams.

EXIT

[Confirm]

[What she chose after the walkthrough]

THE SHORT VERSION

BEFORE

A seasoned designer with deep expertise and a strong network, but no business structure to make money from either.

DURING

ProfitPath™ confirmed the idea could be profitable. PathFinder™ positioned her against established schools and mapped five or more revenue streams.

AFTER

She left with a business model, a three-stage path and a pitch that turns her contacts into partners.

Before, During, After

BEFORE

Where she started

- Deep expertise, decades of production know-how and a full curriculum. She knew how to do the work.
- No business structure to turn that into income: one revenue stream (tutoring), low prices and only a few students.
- A long list of industry contacts, but nothing to pitch them. No partnerships, internships or collaborations.
- Students had clear goals, an industry career or their own label, but no pathways were built around them.

DURING

What the work surfaced

- The idea could be profitable. The gap was structure, not expertise.
- Formal programs cost \$15,000 or more, run on rigid semesters and teach mostly theory. Her edge: practical production training, personal attention, flexible delivery and a real network.
- Tutoring was rebuilt as an apprenticeship model: brand internships, a student-run line sold direct, retail placement and collaborations.
- With proof to show, she had a reason to go back to past contacts: pre-trained talent, less recruiting and products ready to stock.

AFTER

What she walked away with

- A business model that turns her expertise into income.
- A three-stage path: Solidify the course, Prove it with a live student-run line, Pitch it through her network.
- Positioning she can use against established schools with parents, partners and funders.
- Two student pathways, career and entrepreneur, each tied to revenue for her.
- Findings that stand on their own, so any advisor could pick up the plan and build it with her.

MEASURED AT DELIVERY

By the Numbers

1 → 5+

Revenue streams mapped, from tutoring alone

3

Stages: Solidify, Prove, Pitch

2

Student pathways, each tied to revenue

3

Kinds of competitor compared to find their blind spots

6–12 mo

Student readiness commitment built into the partner pitch

WHAT MADE THE DIFFERENCE

Expertise is knowing how to do the work. A business is the structure that gets you paid for it.

ProfitPath™ confirmed the idea could be profitable. **PathFinder™** turned one teaching idea into several revenue streams that serve her goals and her students' goals, and gave her network a reason to say yes.

*Measured at delivery: what was surfaced and what the client walked away with. No post-delivery results are claimed. **More case studies: seanmatkinson.com/case-studies***