

On The Ground.

Working with Claude

— A hands-on AI workshop

A hands-on introduction to working with Claude AI — live demos, real workflows, and time to try it yourself.

THU 16 JUL 2026 · 2-5PM

FRI 31 JUL 2026 · 2-5PM

MIT SPACE, SINGAPORE

EVENT BOOKLET

Beyond the room

On The Ground builds practical, AI-powered products for SMEs, professional firms and social-impact organisations across Singapore. Four ways we work:

01 Websites with AI functions

Sites that actually work for you — on-page chat, AI search, lead capture, and content that stays current instead of going stale.

02 Web apps

Our Functional App Sprint takes you from idea to a deployed, AI-powered application in about a week — fixed scope, no drift.

03 Enterprise AI consulting

Consulting for enterprise AI development and deployment — from first pilot to production, fitted to your systems.

04 Corporate training

A top-down decision to upskill your team — hands-on training that gets everyone building with Claude, not just watching a demo.

BESPOKE · GUEST SPEAKERS

The C-Suite AI Playbook

A closed-door session for boards and leadership teams — scenario planning and horizon scanning to build the far-sightedness AI now demands of every industry. Then we roll up our sleeves: leadership works the tools hands-on, guided by guest voices beyond Haojun.

Timeline Of Events

2:00 Welcome & the Claude mental model

2:20 Scaffold your site by conversation

2:55 Content, SEO, AEO & GEO

3:25 Break

3:35 Deploy to Vercel + custom domain

4:20 Search Console & your 30-day plan

4:45 Q&A, wrap & group photo

BRING THESE

Laptop + charger

Namecards

A Claude account

(Pro recommended)

Curiosity

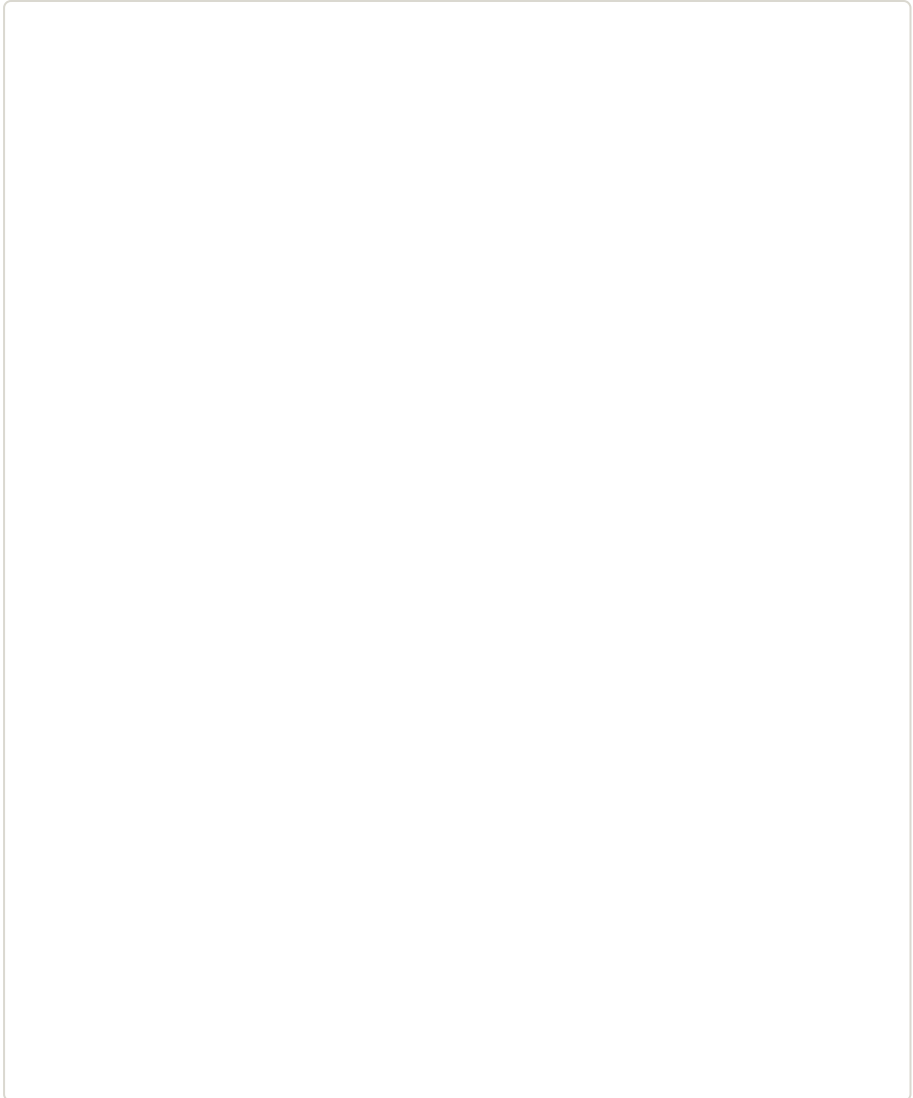
What we'll cover

Tick each one off as we go — by 5pm you'll have done all of it, live.

- ☐ **The Claude mental model**
Building by conversation — no code.
- ☐ **Your CLAUDE.md & brand brief**
- ☐ **Scaffold a real site by conversation**
Home, about, services, contact.
- ☐ **Content that doesn't read AI-generated**
- ☐ **SEO foundations**
Meta, Open Graph, sitemap, robots.
- ☐ **AEO & GEO — getting cited by AI engines**
So ChatGPT, Claude & Perplexity point to you.
- ☐ **Deploy live to Vercel**
- ☐ **Custom domain, end-to-end**
Namecheap → Vercel, SSL working.
- ☐ **Search Console + your 30-day plan**

Your notes

Jot down what stands out, questions for later, or your own 30-day plan.



This space is yours

The rest of this booklet is open for our partners. Put your business in front of a room of founders, professionals and decision-makers.

While you network, break the ice with one of these:



“What’s the most surprising thing you’ve had AI do for your business?”



“If you could automate one task forever, what would it be?”



“AI co-pilot or ghost writer — which would you trust more with your inbox?”

Brochure ad

A full page in A5 booklet.

S\$50 /page

F&B sponsor

Feed the room + a 5-min pitch.

S\$200

RESERVE A PAGE

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Discover · Develop · Deploy

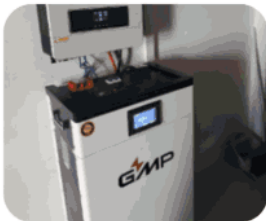
 **Myanmar's best and brightest talent,
working remotely for you**

Founded in 2018, Crossworks is an HR-as-a-Service company that helps international companies to engage Myanmar's top talent remotely, stopping the brain drain. Think of us as a 'Netflix-like' subscription in service of **long term employee retention and development**, because its more expensive to replace vs retain talent.

4-6x

**savings in manpower costs vs. onshore hires,
100% of salary & bonuses reach your team**

Crossworks Benefits:



Backup Power



Workshops



Community events



Essential Goods



Learning Credits



Paying-it-Forward

IMPACT

L&D

ENGAGEMENT

INFRASTRUCTURE

REMOTE WORK

Crossworks 'Stack':

*Our focus on the marriage
(work relationship) vs.
the wedding (placement)*

On The Ground.

JOIN OUR MAILING LIST



Weekly notes on building
with AI, from the ground.
onthegroundinsingapore.substack.com

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