KLM SERVICES



FOUNDERS IN TRANSITION · JOURNEY 1

North by train. *Change one thing for good.*

Kuala Lumpur · Ipoh · Penang

5 days
4 nights, Monday to Friday

Jan 2027
dates set with the first group

5 to 6
founders, partners welcome

3 trains
nobody drives, one small bag

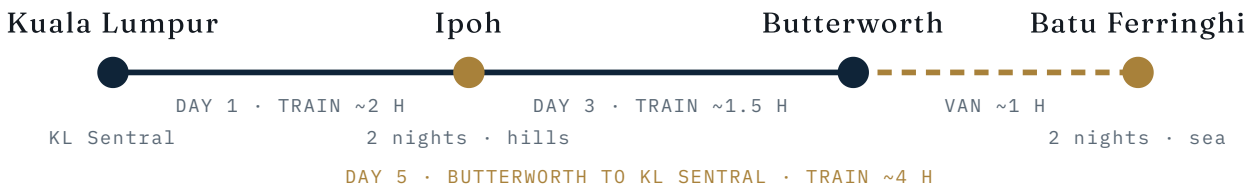
THE FULL DAY-BY-DAY PLAN

KLMONASH.COM/JOURNEYS

YOUR FIVE DAYS AT A GLANCE

Three trains, two retreats, one change.

You leave your car at home. We travel by the fast electric ETS train, stay two nights in the hills of Ipoh and two nights by the sea in Penang, and work on your business on the way.



DAY	WHERE	WHAT WE WORK ON	SLEEP
1 · Mon	KL Sentral, train to Ipoh	Where your business stands today	Ipoh hills
2 · Tue	Ipoh	Find what repeats, and what leaks	Ipoh hills
3 · Wed	Ipoh, train to Penang	Change one thing, on the train	Penang, by the sea
4 · Thu	Batu Ferringhi, George Town	Bring your people along	Penang, by the sea
5 · Fri	Train home to KL Sentral	Show what changed, plan the next 90 days	Home

Where you stay

Nights 1 and 2: a hot springs retreat in the limestone hills of Tambun, Ipoh. Our first choice is The Banjaran Hotsprings Retreat.

Nights 3 and 4: a beach resort at Batu Ferringhi, Penang. Our first choice is Shangri-La Rasa Sayang.

Both are planned, not yet booked. If a hotel is full on our dates we choose one of the same standard nearby and tell you first.

What it costs you

Trains, three rides	about RM 170
Hot springs retreat, 2 nights	about RM 1,500 to 2,400
Beach resort, 2 nights	about RM 600
Vans and meals, 5 days	about RM 800
Per founder, sharing a room	**about RM 3,000 to 4,000**

You pay each hotel and the train company yourself. We hold no money and add nothing on top. The internet and the planning are on us.

Can you really work on the ETS?



Inside an ETS coach, with tables for four by the window. Photo: Cmglee, Wikimedia Commons, CC BY-SA 4.0.

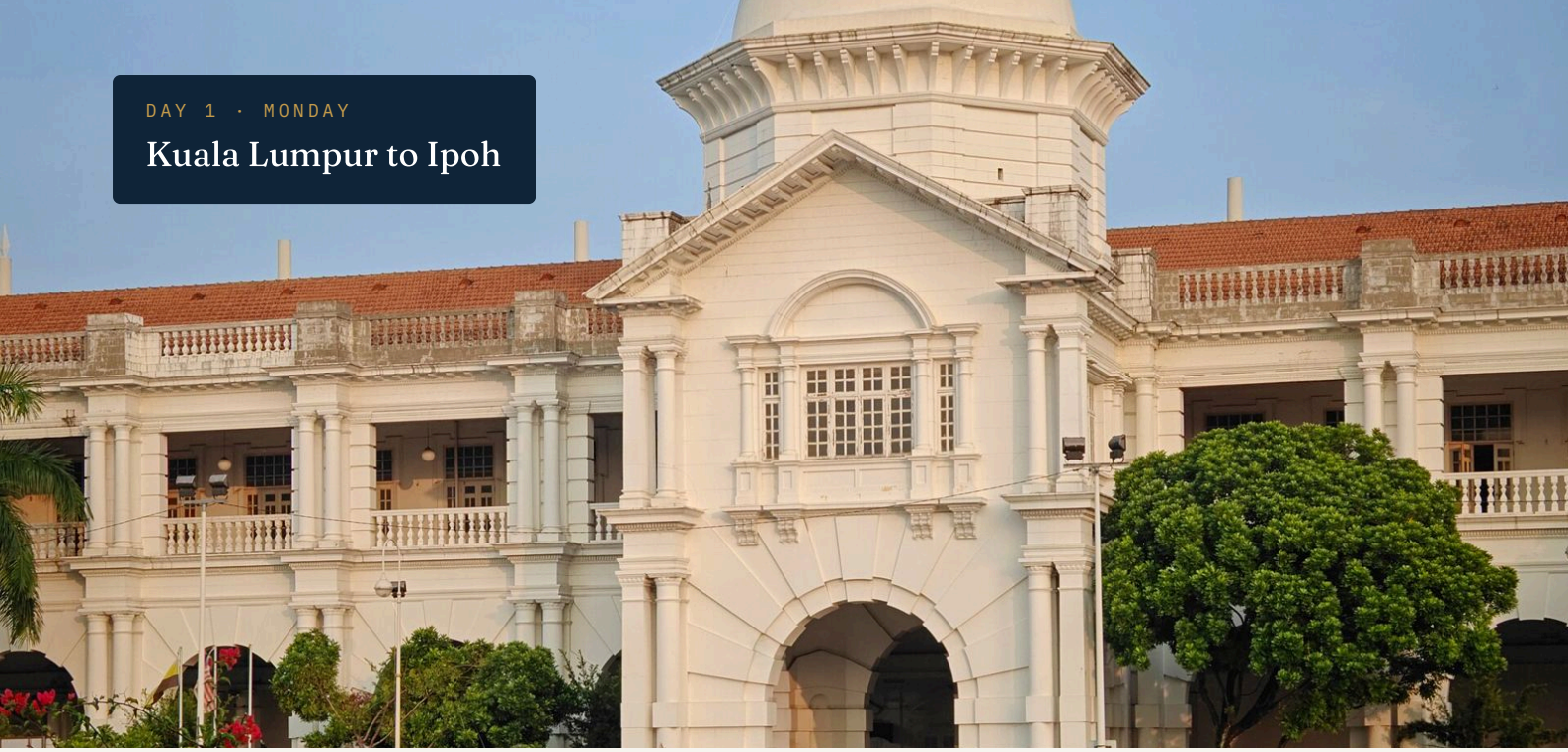
Yes. The ETS is a good place to work for two to four hours at a time: a power socket at every seat, a solid table, a quiet electric ride. The one weak point is the internet, so we bring our own.

✅	**Power**	A three-pin socket at every seat, in standard and business class. Your laptop and phone charge all the way.
✅	**Table**	A fold-down table at every seat, small but solid: a 13 or 14 inch laptop fits. Some rows have a table for four, which suits a working group best.
✅	**Quiet and smooth**	Electric, double track, up to 140 km/h. Reviewers rate the ride smooth and the seats well padded. Newer trains have seats that turn to face each other.
⚠️	**Internet**	Phone signal covers most of the line but drops in places in the hills. Train wifi is only in business class and is patchy. We bring two pocket 5G routers on two different networks.
⚠️	**Food**	A bistro counter in coach C sells simple hot meals and instant coffee. We bring proper coffee and snacks for the work rides.
✅	**Toilets, bags**	Clean toilets in three coaches. Racks overhead and at the end of each coach: one small bag each is easy.

Our seats: a coach of our own, or the tables for four

When the group is set we ask the railway for a coach of our own, so the whole group works together. If that is not possible, we book the standard class tables for four, all in one coach. Business class (36 seats, a lounge at KL Sentral, a meal) costs about RM 70 more for KL to Butterworth. Two independent reviews found it not worth the extra for most travellers, and its armrest table is smaller for a laptop. For working together, the tables for four in standard class are better. Train fares change with the time and day; we book when the group is set.

Sources read on 26 Nov 2026: Urbanist Wanderer reviews of ETS Platinum standard class (KL Sentral to Butterworth) and business class; OnPenang, "Penang to Kuala Lumpur business class train"; Wikipedia, KTM ETS.



DAY 1 · MONDAY

Kuala Lumpur to Ipoh

Where your business stands today

We meet, we listen, and we take the train north. By the evening everyone knows the one trouble each founder came to fix.

08:30 — **Meet at KL Sentral**
A meeting room in a hotel joined to the station. Coffee, name cards, one small bag each.

09:00 — **Welcome and the plan**
Your host walks through the five days, safety, the group chat and the internet. Everyone signs in to the pocket routers.

09:30 — **Round one: fifteen minutes each**
Your company in one minute, then the one trouble you came to fix. The group asks, nobody advises yet.

12:30 — **Lunch together**
Near the station.

14:00 — **ETS train to Ipoh, about 2 hours**
Our own coach, or tables for four in one coach. Set up your work, check your AI tools run, write down the trouble in two lines. Your host helps by chat.

16:30 — **Ipoh station, then a van to Tambun**
A look at the white station, then about 20 minutes to the hills.

17:00 — **Check in, rest, hot springs**

19:30 — **Dinner together**
One question each for tomorrow's walk.

TONIGHT
The hot springs retreat in the Tambun hills, Ipoh (planned: The Banjaran Hotsprings Retreat).

YOUR ONE JOB TODAY
Name the one trouble you will fix this week, in two lines anyone can understand.

HOST'S NOTE
The ETS boards like a plane: the gate opens about 10 minutes before the train. Be at the gate 20 minutes early.

Photo: Ipoh railway station, FBilula, Wikimedia Commons, CC BY-SA 4.0



DAY 2 · TUESDAY

Ipoh, a day in the hills

Find what repeats, and what leaks

A full working day, outdoors where we can. We map the work your team does again and again, and where sales slip away.

07:00 — **Walk among the limestone hills**
In twos, talking as we go. Each pair takes one question from last night. With everyone's OK the talk is recorded, and your own notes reach you by the next morning.

08:00 — **Breakfast**

09:00 — **Work block 1: what repeats**
In the garden or a meeting room, online by satellite. List the jobs your team does every week, by hand. Your host shows how an AI assistant takes one of them over.

12:30 — **Lunch**

14:00 — **Work block 2: what leaks**
Where enquiries go unanswered, quotes go out late, customers go quiet. Each founder picks the one leak to close first.

16:30 — **Thirty minutes each with the host**
Your own questions, your own business. The others take a van to Ipoh Old Town for a walk and white coffee, about 20 minutes, or stay for the hot springs.

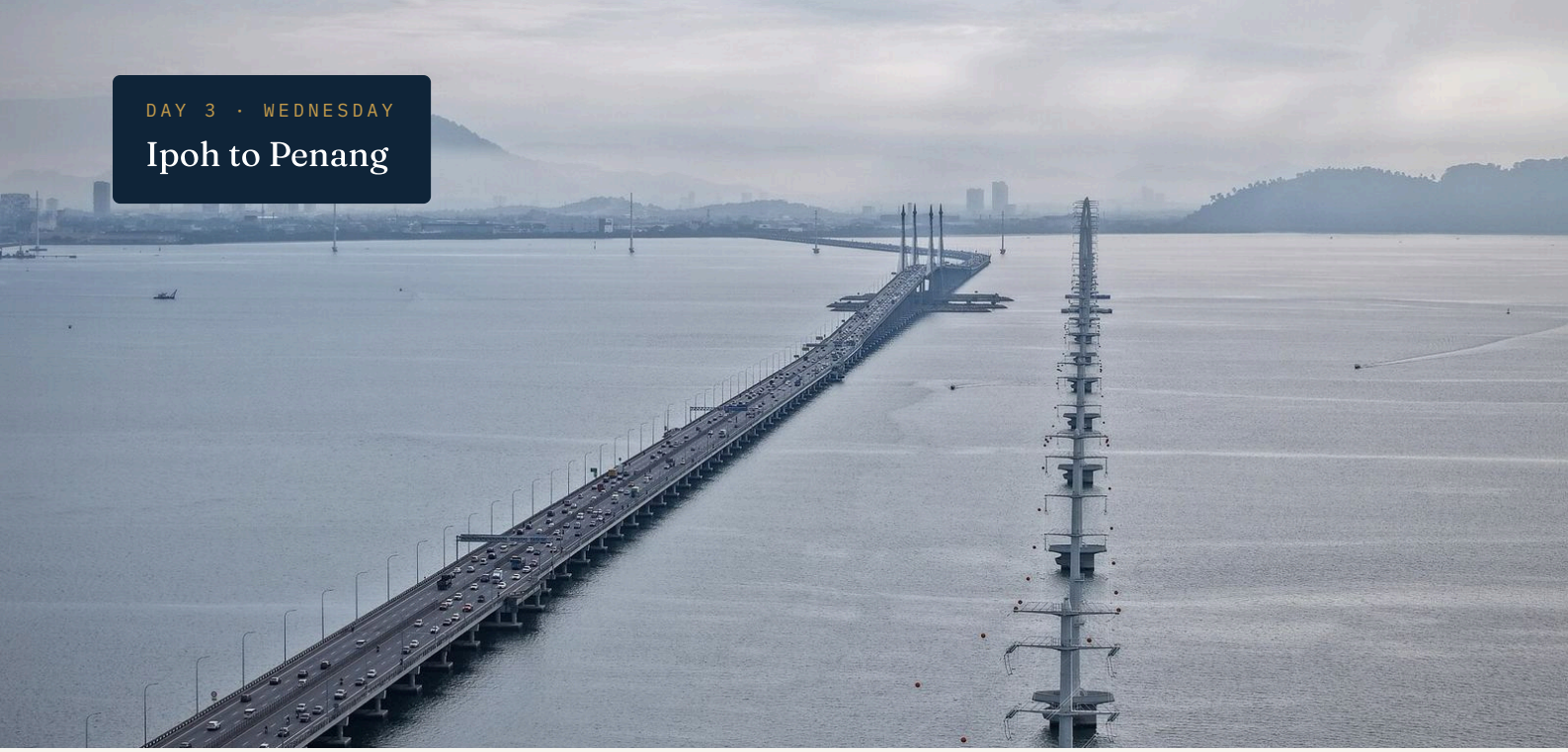
19:30 — **Dinner, then the hot springs at night**

TONIGHT
The same hot springs retreat in the Tambun hills.

YOUR ONE JOB TODAY
Choose the one piece of repeat work you will change tomorrow on the train.

HOST'S NOTE
Bring walking shoes and swimwear. Mornings in the hills are cool and the paths can be wet.

Photo: Gunung Lang, Ipoh, Michael, Wikimedia Commons, public domain



DAY 3 · WEDNESDAY

Ipoh to Penang

Change one thing, on the train

Today the work becomes real. On the ride north, each founder changes one real piece of work with AI, and shows it before dinner.

07:00	**Morning walk or stretch**	
09:00	**Short session: the plan for the ride**	Each founder says the one thing they will change, and what "done" looks like.
11:00	**Check out, van to Ipoh**	Lunch in Ipoh town before the train.
13:30	**ETS train to Butterworth, about 1.5 hours**	The work ride. Heads down in our coach, your host on hand to unblock. Power at every seat, our own routers for the internet.
15:00	**Butterworth, then a van over the Penang Bridge**	About an hour to Batu Ferringhi on the north coast of the island.
16:30	**Check in, sunset on the beach**	
18:30	**Show and tell, five minutes each**	What you changed on the train, working, on your own screen.
19:30	**Dinner by the sea**	

TONIGHT

The beach resort at Batu Ferringhi, Penang (planned: Shangri-La Rasa Sayang).

YOUR ONE JOB TODAY

Change one real piece of work with AI, and show it working before dinner.

HOST'S NOTE

Keep your laptop and charger in your small bag, not in the van's boot. The ride is the work.

Photo: Penang Bridge, HundenvonPenang, Wikimedia Commons, CC BY-SA 4.0



DAY 4 · THURSDAY

Penang, by the sea

Bring your people along

A change only lasts if your team takes it up. Today we work on the hardest part, then see it done for real inside a Penang company that has already changed.

07:00	**Beach walk**	One question each, from the night before. Recorded with everyone's OK: your notes by the morning.
08:00	**Breakfast**	
09:00	**Work block: your team, the new way**	By the sea, online by satellite. Who uses the new way first, what they stop doing, and the one number you will watch.
12:00	**Lunch, then a van south**	
14:00	**Visit a company that has already changed**	About an hour inside a Penang company that already works with AI: what they changed, what went wrong, what their team says. Host company confirmed before we go.
16:30	**George Town**	A slow walk through the old streets of the heritage city.
19:30	**Dinner together in George Town**	Back at the resort by about 22:30.

TONIGHT

The same beach resort at Batu Ferringhi.

YOUR ONE JOB TODAY

Write who in your team does the new way first, and the one number you will watch.

HOST'S NOTE

George Town is a walking city. Light clothes, comfortable shoes, water. The evening can be warm.

Photo: Batu Ferringhi, YukioSanjo, Wikimedia Commons, CC BY-SA 3.0



DAY 5 · FRIDAY

Penang to Kuala Lumpur

Show what changed, plan the next ninety days

Each founder shows what changed in five days, and leaves with three steps for the office on Monday.

07:00	**Last beach walk**
08:30	**Breakfast, check out**
09:30	**Show and tell, ten minutes each** What changed, what it saves, and your next three steps. The group asks one question each.
11:30	**Van to Butterworth, lunch near the station**
13:30	**ETS train home to KL Sentral, about 4 hours** The planning ride. Write your ninety-day plan with your AI assistant: what, who, by when. Rest for the last hour.
17:30	**KL Sentral, goodbye**
Next day	**Trip notes by email** Every founder gets the trip notes and their own ninety-day plan, ready to share with their team.
30 days on	**One video call together** Did the change hold? Each founder in five minutes.

TONIGHT

Home.

YOUR ONE JOB TODAY

Leave with a ninety-day plan your team can start on Monday.

HOST'S NOTE

Train times on these pages are a guide. Exact times come with your tickets, and any change reaches you by email at once.

Photo: ETS at Butterworth, *angys*, Wikimedia Commons, CC BY-SA 4.0

BEFORE YOU GO

Ready to work from the first train.

Your host, our AI assistant, gets every founder ready by email before we leave, like a tour guide checking every bag at the door.

4 weeks before	**Your place is confirmed.** Links to book the trains and both hotels yourself, at the real price.
3 weeks before	**Your AI tools, set up.** Claude Code on your own paid account, installed and tested on one real task from your company, with your host's help.
2 weeks before	**Your work within reach.** The files, logins and numbers you need, on your laptop, kept safe by you.
1 week before	**Your trouble, written down.** Two lines, shared with the group, so we start on day 1 already knowing each other.
3 days before	**Tickets and the pack list.** Every ticket, booking and time in one email.
The morning	**Last check.** A message at 07:00: laptop, chargers, tickets, medicine. See you at KL Sentral.

One small bag each

- ☐ Laptop and its charger
- ☐ A power bank (carry-on rules apply)
- ☐ Walking shoes for the hills and beach
- ☐ Your own medicine
- ☐ Earphones for the train
- ☐ Phone and its charger
- ☐ A light jacket: the train is cold
- ☐ Swimwear for the hot springs
- ☐ IC or passport, travel insurance
- ☐ Two smart outfits for dinners

Your hosts

KB Lee, founder, travels with the group. Our AI assistant plans the journey, books what we arrange, answers every founder by email, and keeps the day running: times, changes, the next train. Each night it turns the day's talks into your own notes, ready by breakfast.

Next: Journey 2, the east coast

The new East Coast Rail Link, Gombak in Kuala Lumpur to Kota Bharu, opens to passengers in December 2026. Its seats turn to face each other, the tables hold 25 kg, and there is wifi on board. Planned for April 2027, after the flood season. We ride it first and check it the same way.

PLEASE READ

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Who this is for, and how to apply

Founders and co-founders (two per company at most), in business two years or more, RM 2 to 20 million a year in sales, 10 to 100 staff, at a computer every day, with a real trouble to fix. Apply at klmonash.com/journeys. Every application is read, and we reply by email.

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