### Mission Statement

Traditional large consulting firms often present a mismatch for startups and smaller organizations seeking to develop generative AI solutions. These larger firms typically offer inflexible, broad-spectrum service models that may not align with the agile, specific needs of smaller entities. They also have high minimum engagement costs and longer timelines, which can be prohibitive for startups operating with limited budgets and under tight deadlines. This mismatch limits the ability of startups and small organizations to effectively leverage advanced AI technologies crucial for their innovation and competitive edge. The need for tailored development teams and flexible, focused project scopes is critical to these companies' rapid development cycles and scaling efforts. Our generative AI consulting company offers flexible development solutions tailored specifically to the needs of startups and smaller companies; our goal is to promote growth and technological advancement. We provide fractional development teams that can be scaled up or down based on project requirements, as well as end-to-end MVP delivery services. This model allows us to offer personalized attention and rapid deployment of AI technologies, ensuring that our clients receive exactly the support they need, exactly when they need it.

### Competitive Analysis

* Tailored AI Solutions: Unlike larger firms that offer generic, one-size-fits-all solutions, we focus exclusively on generative AI. This specialization allows us to provide more advanced, precise, and innovative AI solutions tailored to the specific business objectives and technological needs of our clients.
  + Academics at heart
* Flexible Engagement Models: We offer modular service options including both fractional development teams and comprehensive end-to-end MVP development. This flexibility is ideal for startups and scale-ups that need to adapt quickly to changing market demands without the burden of long-term, inflexible contracts.
  + Build and maintain
  + Build and transition
  + Build and hiring
* Rapid Deployment: Our streamlined processes and expert teams enable us to execute projects significantly faster than larger competitors. This rapid deployment capability ensures our clients can accelerate their time to market, a critical factor for maintaining competitive advantage in fast-paced sectors.
  + agile
* Cost-Effective Solutions: We maintain a lean operation with low overhead, allowing us to offer more competitive pricing than larger firms. This cost structure is particularly attractive to startups and small to medium enterprises that are conscious of budget but require high-quality AI consulting services.
* Client-Centric Approach: Each client engagement is led by senior AI experts who ensure personalized service, from initial consultation to project delivery. This contrasts with larger firms, where client projects may sometimes be managed by less experienced consultants due to scale.
  + Concept to delivery and maintenance
  + Right solution and long term success

## Competitive Advantage

* Seamless handoff process
* Expertise in bioinformatics and health data
* Comparative cost analysis
* Assessment of product need and fit (fractional CPO and CTO roles)
* Bring stakeholders to the table
* Support underserved smaller organizations with adaptable service models

## Services Offered

* Infrastructure design and management
* MVP and rapid development
* Web and mobile app development
* Product engineering and management
* Generative AI integration and deployment
* Generative AI application development
* AI agent development
* AI copilot development
* AI chatbot development
* Retrieval-Augmented Generation
* LLM development and fine-tuning
* AI staff augmentation
* CTO as a service

## Competitors

Key Competitors: Our primary competitors include major consulting firms like Accenture, McKinsey, and Deloitte

<https://itrexgroup.com/services/digital-transformation-services/>

<https://www.n-ix.com/generative-ai-consulting/>

<https://www.leewayhertz.com/services/>

<https://www.softwebsolutions.com/generative-ai-consulting-services.html>

<https://www.strong.io/expertise/generative-ai>

## Previous Partners

* Harvard University
* Northwestern University
* Cook County Dept. of Public Health
* Mass General Brigham
* Provisio Partners
* Zakool

## Potential Partners

* HealthTech/GenAI accelerators/incubators/venture studios
* City, State, and Federal Government agencies
* Venture capital firms
  + https://www.racap.com/venture
* Universities/Institutions (Core Center Services)
* Small/medium enterprises

### Pricing Structure

Average hours available in a year: 2000

US resources: $85/Hr

India Tech Team: $15/Hr

Total work hours available: ~15000

1. Overheads: ~100K/Y = $5/Hr
   1. Offices: $15K/M
   2. Accounts: $6K/Y
   3. Insurance: $4K/Y
   4. Technology
      1. Cloud Hosting: $40K/Y
      2. Subscriptions/licenses: $10K/Y
      3. Hardware: $10K/Y
   5. Travel/Other: $10K/Y
2. Management (Administration)
   1. Satyender, Rebecca, Sindhu, Vibhuti, Emma

10000 Hrs projects required per year.

$50/Hr/per person (Average)

1. Margin

50% - 200%

60/40 (India/US) mix resourcing:

**Example: 100 hr project**

**1($1500 + $3400) + 2($500) + 3($5000) + 4(@50% = $5200) = $156/Hr (Cost - $100/Hr)**

### Engagement Models

Actual cost = tech team and management cost

Management cost = CTO/CPO cost

1. Fractional CTO/CPO and tech team:
   1. Cost: tech team cost + equity: 2% - 4%
   2. Continuation: Actual cost + 20% (post phase 1 delivery)
2. Contracting
   1. Cost Coverage: actual cost + margin (15-20%)
   2. Payable: 50% during the development, 50% post delivery
3. Hybrid

Cost Coverage: tech team cost + margin (15-20%)

### Client Contract Management

1. Contract Templates, Drafting & Negotiation:
   * Prepare initial drafts using standard contract templates, customized to client needs.
   * Review for legal compliance and stakeholder approval.
   * Negotiate key terms (pricing, timelines, deliverables).
2. Client Signature & Agreement:
   * Collect signatures from clients (digital or physical).
   * Ensure contract is legally binding and filed securely.
3. Storage & Access:
   * Store contracts in a secure, centralized location.
   * Implement version control to track contract updates.
4. Contract Execution & Monitoring:
   * Track progress against contract milestones and deadlines.
   * Monitor deliverables and ensure adherence to terms.
   * Handle any contract changes or amendments.
   * Track contract renewal dates and ensure timely updates.

### Accounts and Financial Management

1. Billing and Invoicing

* Implement a streamlined invoicing process with clear billing schedules (e.g., advance, milestones, completion-based).
* Use accounting software to track project-based revenues, monitor overdue invoices, and flag receivables.
* Develop templates and workflows for invoicing clients post-contract.
* Define standard payment terms (e.g., net 30, net 60) and policies for delayed payments.
* Create protocols for following up on unpaid invoices, with set timelines for reminders and escalation.
* Ensure that billing complies with local tax laws and client-specific tax requirements.

1. Expense Management and Budgeting

* Track operational and project-specific expenses, such as software licenses.
* Define an approval workflow for expenses associated with client work.
* Set budgets for sales campaigns, travel, and lead-generation activities.
* Implement monthly budgeting reviews to monitor spending against revenue targets.
* Manage expense reimbursement processes for team travel, other project needs.
* Generate regular financial reports on revenue, profit, and cash flow.

1. Financial Reporting and Compliance

* Ensure compliance with tax regulations, payroll requirements, and any regional accounting standards.
* Prepare for end-of-year audits

### Day-to-Day Operations

#### Client Onboarding

* Use a checklist that captures all steps for a smooth onboarding process, from contracting to the first project review.
* Create a repository with client-specific resources, FAQs, and standard procedures for easy access by the team.
* Ensure secure setup of client-related data, adhering to any specific client or industry data security protocols.
* Send a welcome email with all relevant project details, timelines, and a summary of the agreement.

#### Client Communication & Scheduling

* Assign a dedicated account manager or client success manager for consistent communication.
* Set up a communication plan with regular check-ins, milestone meetings, and progress updates.
* Establish clear timelines with key milestones and deliverables to manage client expectations.
* Set up communication channels (email, Slack, project management tools) for client engagement and internal communication.
* Ensure access to shared document repositories (e.g., Confluence, Google Drive, SharePoint) for easy access to project files and updates.

#### Resource Planning

* Confirm and allocate necessary internal resources (e.g., developers, designers, project managers) to support the project.
* Evaluate team bandwidth to ensure project feasibility without overburdening staff.
* Monitor and track resources in real-time to ensure deliverables align with the timeline.

### HR Processes

1. Internal Onboarding of Team Members

* Provide a comprehensive project briefing to all team members involved, including specific client needs and goals.
* Confidentiality and Compliance Training: Ensure all team members sign NDAs and are aware of any compliance regulations (e.g., HIPAA, GDPR). [IF APPLICABLE]
* Train team members on any client-specific workflows, communication protocols, and escalation paths.
* Set up access to required tools (e.g., CRM, project management tools) and provide necessary permissions for team members.

### Traction

* Current Success: Share any successes or milestones your startup has achieved so far.
  + ViaTrav Travel Assistant <http://beta.viatrav.com/chat/>
* Client Testimonials: Include testimonials or case studies that demonstrate the effectiveness of your solution.

**G19Studio: Questions for Clients**

### Tier 1: Strategic Overview & AI Goals

1. **Do you have an AI or GenAI strategy in place?**
2. **Do you have any goals/initiatives in mind or want to explore GenAI use cases relevant to your industry?**
3. **Please share any use case or example of a functional area of the company which is of primary focus.**

### Tier 2: Data Infrastructure & Integration Needs

1. **Do you have an in-house technology team? Please share the approximate size of the team.**
2. **Do you want a stand-alone application for a new product/offering or want to enhance/augment existing product/application with newer/GenAI capabilities?**

### Tier 3: Specific AI Use Cases & Model Types

1. **Do you have any preference or choice of GenAI technology/model (open source vs licensed)?**

### Tier 4: Project Specifics

1. **What is your budget range for this project? Would you prefer a phased implementation depending on the complexity and ROI?**
2. **Do you have any regulatory, or compliance requirements that need to be addressed (e.g., healthcare, finance industry specific compliances)?**
3. **Do you have a timeline for this project in mind? How early you are looking to start.**
4. **Are you the decision maker for vendor engagement or have an internal process.**