



Find Your Breakthrough AI Business Idea

Starting in less than a minute...



Find Your Breakthrough AI Business Idea

w/ Rob Howard
InnovatingWithAI.com

What you'll learn today...

- The AI Business Model Matrix
- The AI Venture Mindset
- The 4-Week AI Launch Framework
- The AI Marketing Cookbook

What to expect...

- Presentation – About an hour
- Short break
- Q&A – About an hour

Use the Zoom chat/Q&A to post questions!

About Rob Howard

- CEO: HDC, MasterWP, Understrap, Innovating with AI
- Clients: Harvard, MIT, The World Bank

We've been featured in...

WIRED

Newsweek

TechCrunch

Entertainment
WEEKLY

QUARTZ

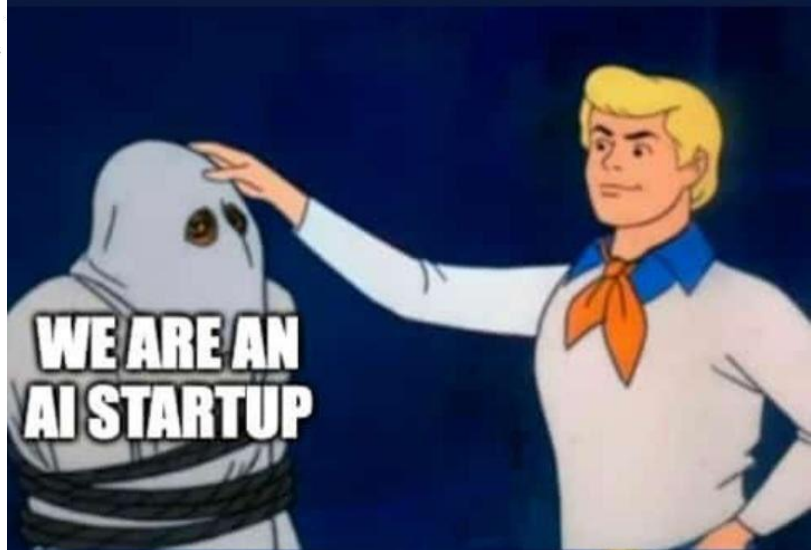
U.S. News
& WORLD REPORT

Mashable

HACKERNOON

Entrepreneur

The AI Business Model Matrix



The AI Business Model Matrix

- Unique to your skills and interests
- A unique mix of AI tools
- An outcome in which you have domain-specific expertise
- A clear niche user base to get you started with marketing

The AI Business Model Matrix

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- Future-Proof Your Software Career
- 8 hours of video lessons
- 3 more live webinars and Q&A
- Members-only Discord
- Ready-to-use code samples

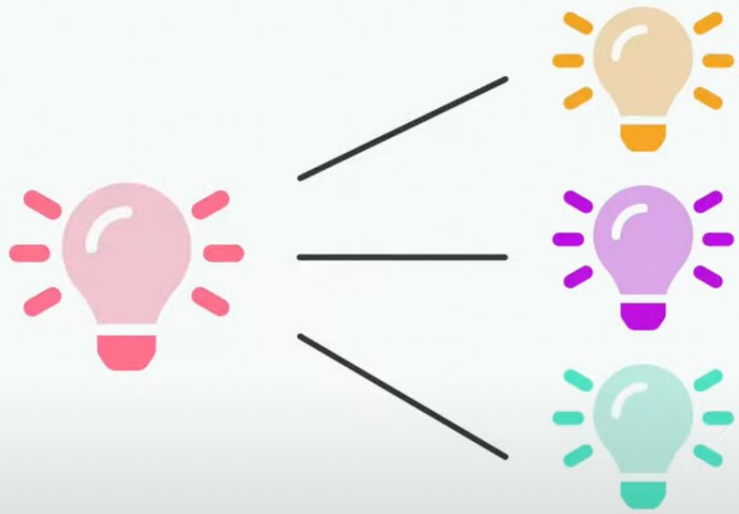
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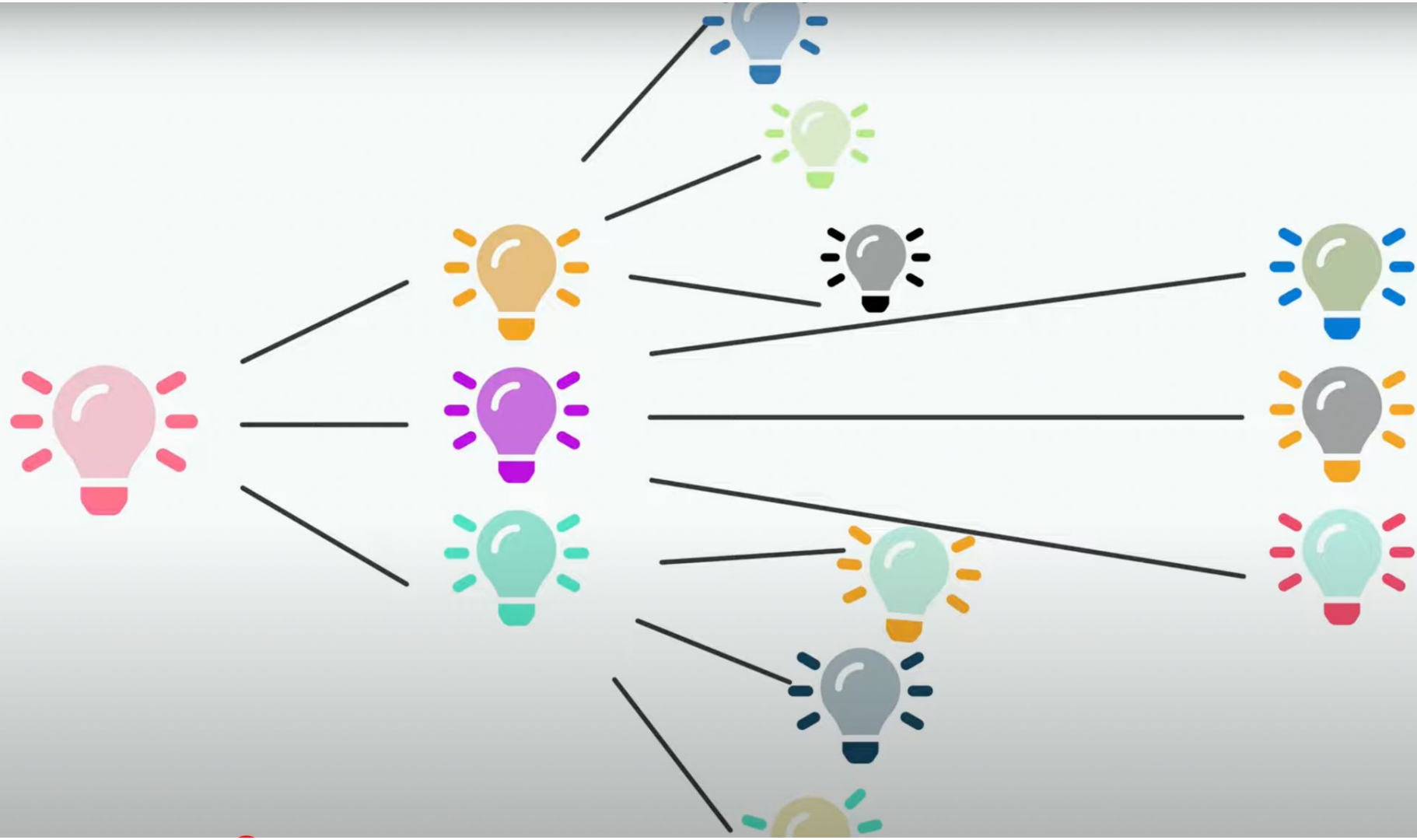
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The AI Venture Mindset

- Rapid Experimentation
- Low-Cost Launches
- The 'Adjacent Possible'





The Adjacent Possible

- Stephen Johnson: 'Where Good Ideas Come From'
- Cal Newport: 'So Good They Can't Ignore You'
- YouTube: 'A Better Computer'

The 4-Week AI Launch Framework

How We Built EveryAlt

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The AI Product Marketing Cookbook

Focus: AI Newsletters

- BuiltWithAI.co
- Ben's Bites
- You Probably Need a Robot
- Prompt Engineering Daily
- Unwind AI

Messaging: Innovator, Disruptor

Focus: Press Coverage

- Help a Report (HARO) – helpareporter.com
- Op-Eds and Submissions
 - The “local to national” method
- Publications for your unique Matrix area of expertise

Friendly Messaging: Helper, Assistant

Aggressive Messaging: Disruptor, Change-Maker

Don't be the 'crazy AI guy'

- Focus on innovation that helps the world
- Be aware of your audience – and assuage AI skeptics by showing that you're not reckless

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Q&A

[Current Question Here]

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