Business Plan

## **Business Plan: Fae Intelligence**

**1. Executive Summary**

Fae Intelligence is an AI training consultancy dedicated to empowering manufacturing teams with practical AI skills. Leveraging 30 years of industry experience, we provide customized on-site workshops and training. Our focus is on low-cost/free AI tools to drive immediate impact, boost productivity, reduce costs, and foster innovation within manufacturing operations.

**2. Company Description**

Fae Intelligence specializes in making artificial intelligence accessible and actionable for the manufacturing industry. We bridge the gap between traditional manufacturing processes and modern AI capabilities. Our core offering is hands-on training designed to equip teams, often new to AI, with the confidence and skills to implement AI solutions effectively and sustainably. Our unique value proposition lies in combining deep manufacturing expertise with practical, tool-based AI education.

**3. Services**

* **Training Packages:**
  + .
* **Flagship Workshop Name:**
  + "Future-Proof Your Factory: Practical AI for Manufacturing Leaders"

**4. Market Analysis**

* **Target Market:** Manufacturing companies of varying sizes, with a particular focus on operational teams, engineers, and managers who are new to AI or looking to enhance their existing AI capabilities.
* **Market Need:** Many manufacturing firms struggle to understand how AI can be practically applied to their specific challenges. They need guidance on identifying opportunities, selecting appropriate tools (especially low-cost options), and implementing solutions that deliver tangible benefits.

**5. Strategy and Implementation**

* **Marketing & Positioning Messages:**
  + **Tagline:** "Smart Manufacturing, Real Results: AI Training Rooted in 30 Years' Experience."
  + **Value Proposition:** "Fae Intelligence translates 30 years of hands-on manufacturing insight into practical AI empowerment for your team. We deliver customized training that demystifies AI, leverages accessible tools, and equips your personnel to drive real operational improvements and competitive advantage."
* **Addressing Manufacturing Pain Points:**
  + **Pain Point 1: Inefficient Processes & Bottlenecks:**
    - **Articulation:** "Tired of hidden inefficiencies slowing you down? Our AI training shows your team how to use data you already have and accessible AI tools to identify bottlenecks, streamline workflows, and optimize production processes, often without significant new investment."
  + **Pain Point 2: Unplanned Downtime & Maintenance Costs:**
    - **Articulation:** "Unexpected equipment failures disrupting your schedule and budget? We teach your team how to apply practical AI for predictive maintenance, helping you anticipate issues, reduce unplanned downtime, and cut maintenance expenses by shifting to proactive strategies."
* **Delivery Method:** Primarily through customized on-site workshops and training sessions, allowing for direct interaction and tailored content specific to client needs.

**6. Core Curriculum Content**

* **Essential AI Concepts for Manufacturing Personnel:**
  + What AI is (and isn't): Dispelling myths and focusing on practical applications.
  + Machine Learning Basics: Supervised vs. Unsupervised learning, and how it applies to manufacturing data (e.g., quality control, anomaly detection).
  + Data for AI: Understanding the importance of data quality, collection, and preparation in manufacturing contexts.
  + AI Ethics and Responsible Implementation in Manufacturing.
* **Low-Cost/Free AI Tools Relevant to Manufacturing:**
  + **Google Sheets/Excel with AI Add-ons:** For data analysis, basic forecasting, and pattern recognition (e.g., using built-in functions or free plugins like "GPT for Sheets").
  + **Orange Data Mining:** A visual programming tool for machine learning and data visualization, excellent for understanding workflows without heavy coding.
  + **Teachable Machine (Google):** For creating simple machine learning models for image recognition (e.g., visual defect detection) or sound recognition.
  + **Python with Libraries (e.g., Pandas, Scikit-learn):** For more advanced data analysis, predictive modeling, and process optimization (introducing the basics and pathways to further learning).
  + **Microsoft Power Automate / Power Apps (with AI Builder):** For automating workflows and incorporating AI capabilities like form processing or prediction into existing processes (often available within existing Microsoft licenses).
* **Simple, Hands-on Exercises for In-Person Workshops:**
  + **Exercise 1 (Process Optimization with Visual Tool):**
    - **Tool:** Orange Data Mining.
    - **Task:** Using a sample dataset of production line metrics (e.g., cycle times, defect rates, machine settings), participants will visually build a simple model (e.g., a decision tree or clustering) to identify key factors influencing output quality or efficiency.
    - **Benefit:** Demonstrates how AI can uncover insights from existing data to suggest process improvements, without needing to write code.
  + **Exercise 2 (Basic Defect Detection with Teachable Machine):**
    - **Tool:** Teachable Machine.
    - **Task:** Participants use their smartphone cameras or provided images to train a simple image classification model to distinguish between "good" and "defective" manufactured parts (e.g., based on visual characteristics like scratches, misalignments).
    - **Benefit:** Shows the ease of creating a basic AI model for a common manufacturing task (quality control) and understanding the concept of training data.

**7. Ensuring Actionability & Impact**

* **Method for Pilot AI Project Initiation Post-Workshop:**
  + **"AI Opportunity Prioritization Matrix":** At the end of the workshop, teams will use a guided framework (a simple matrix worksheet) to list 2-3 potential AI pilot projects identified during the training. They will score these based on criteria like:
    - Potential Impact (e.g., cost savings, efficiency gain)
    - Data Availability & Quality
    - Implementation Simplicity (using tools learned)
    - Team Enthusiasm/Buy-in  
        
       The highest-scoring idea becomes their priority pilot project. Fae Intelligence will provide a template for a one-page project charter for this selected pilot.
* **Simple Follow-Up Resource/Engagement Strategy:**
  + **"AI Implementation Q&A Huddle":** A 60-minute virtual group Q&A session offered 4-6 weeks post-workshop. This allows client teams to ask follow-up questions, share early progress or challenges with their pilot projects, and receive further guidance. It fosters a community of practice and helps maintain momentum. A curated list of online resources and relevant articles will also be shared.

**8. Management Team**

Fae Intelligence is led by Richard Snyder bringing 30 years of operational management experience. This deep industry knowledge is combined with expertise in applied AI, ensuring that training is not just theoretical but grounded in the realities and needs of modern manufacturing.

**9. Financial Plan**

(Initial focus will be on lean operations, leveraging the low-cost/free tool philosophy to minimize startup expenses. Revenue will be generated through workshop fees. Detailed financial projections will be developed based on market research and pricing strategies for the defined service packages.)