**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:**
  + AI Kickstart for Manufacturers
  + Operational AI Excellence
  + AI-Driven Predictive Maintenance Primer
  + Flagship Workshop: "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. Solution: Data-driven identification of bottlenecks and workflow optimization using AI.
  + **Pain Point 2:** Unplanned Downtime & Maintenance Costs. Solution: Predictive maintenance strategies using practical AI.
* **Delivery Method:** Primarily through customized on-site workshops and training sessions.

**6. Core Curriculum Content**

* **Essential AI Concepts for Manufacturing Personnel:** Dispelling myths, machine learning basics, data importance, AI ethics.
* **Low-Cost/Free AI Tools Relevant to Manufacturing:** Google Sheets/Excel with AI Add-ons, Orange Data Mining, Teachable Machine, Python with Libraries, Microsoft Power Automate/Power Apps.
* **Simple, Hands-on Exercises for In-Person Workshops:** Process Optimization with Visual Tool (Orange Data Mining), Basic Defect Detection with Teachable Machine.

**7. Ensuring Actionability & Impact**

* **Method for Pilot AI Project Initiation Post-Workshop:** "AI Opportunity Prioritization Matrix".
* **Simple Follow-Up Resource/Engagement Strategy:** "AI Implementation Q&A Huddle".

**8. Management Team**

Fae Intelligence is led by Richard Snyder bringing 30 years of operational management experience combined with expertise in applied AI.

**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. Financial Projections are under ‘05 - Financials’ in ‘Fae Intelligence - Document Index & Organization Plan’

**Strategic Goals:**

* Establish Market Presence & Brand Recognition in the PNW.
* Deliver High-Impact Client Outcomes.
* Sustainable Business Growth.

**Key Performance Indicators (KPIs) for Year 1 include:**

* Number of Unique Companies Trained/Consulted: 5-10.
* Post-Workshop Satisfaction Score: 4.5/5.
* Repeat Business Rate: 20%.
* Revenue Targets: To Be Determined.

**Google Drive Folder Structure (from Fae Intelligence - Document Index & Organization Plan):**

* Fae Intelligence - Business Plan & Operations/
  + 00 - Master Index & Project Plan/
  + 01 - Business Foundation & Strategy/
  + 02 - Service & Curriculum Development/
  + 03 - Marketing & Sales/
  + 04 - Operations & Legal/
  + 05 - Financials/
  + 06 - Web Presence & Technology/
  + 07 - Client Engagements/ (For future use)

Sources:

* [# Fae Intelligence - Strategic Goals & Key Performance Indicators (KPIs)](https://drive.google.com/open?id=1DP5FkFU47f6nzz1vgheHcQRg3kVMSbGbYQvGhpvJF5U)
* [# Fae Intelligence - Business Planning and Strategy](https://drive.google.com/open?id=1xLWI3vSvSlELmyNd-KsC3ZufXw2M_SgUSnAf7p6Rhtw)
* [# Fae Intelligence - Document Index & Organization Plan](https://drive.google.com/open?id=1xJytlYUPGXrAFXABa6OLGIg3BbR_hidxnB4McESmRuk)