

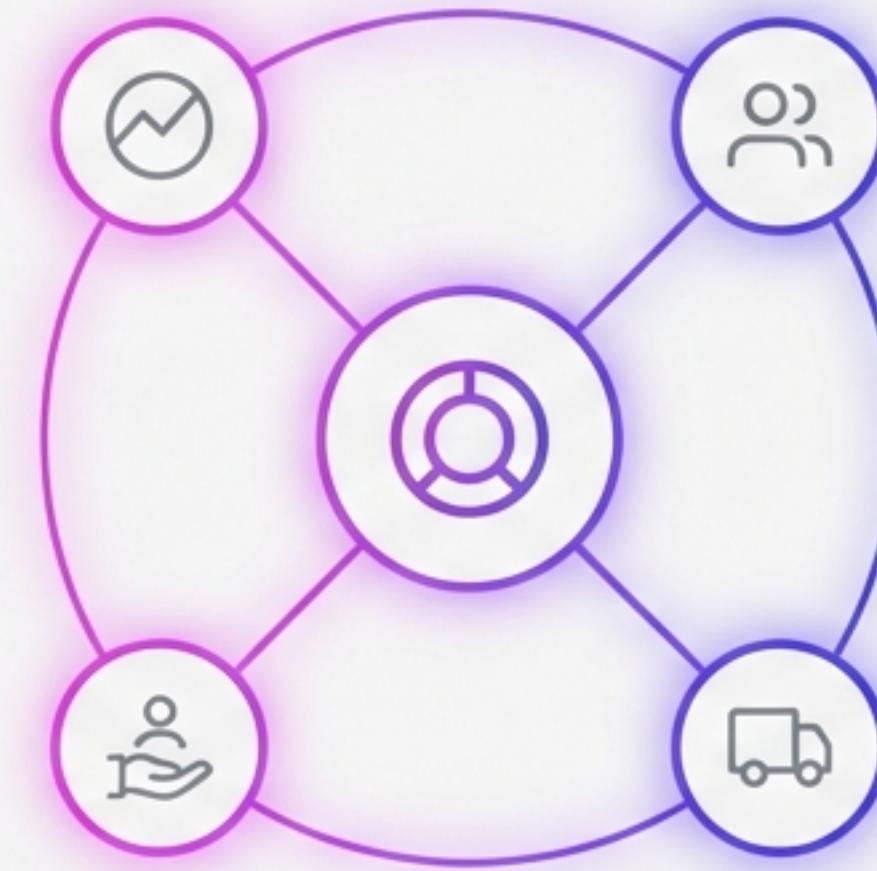
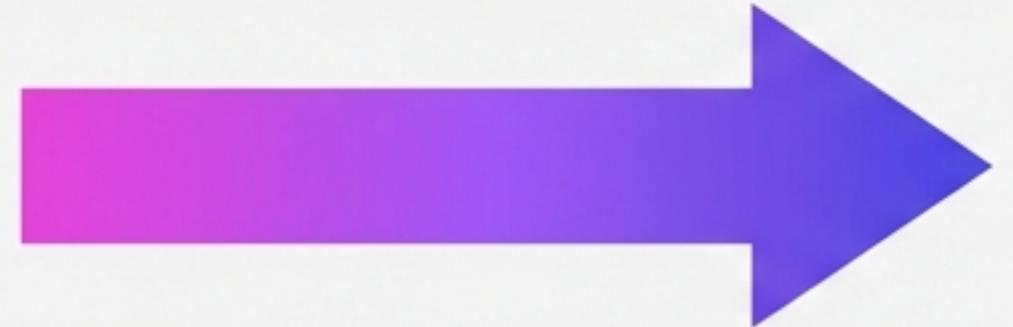
BMC Town:

Democratizing Strategy for Under-Resourced Entrepreneurs



Selected Track: Augment Career Opportunities

From Passive Templates to Proactive Consulting.

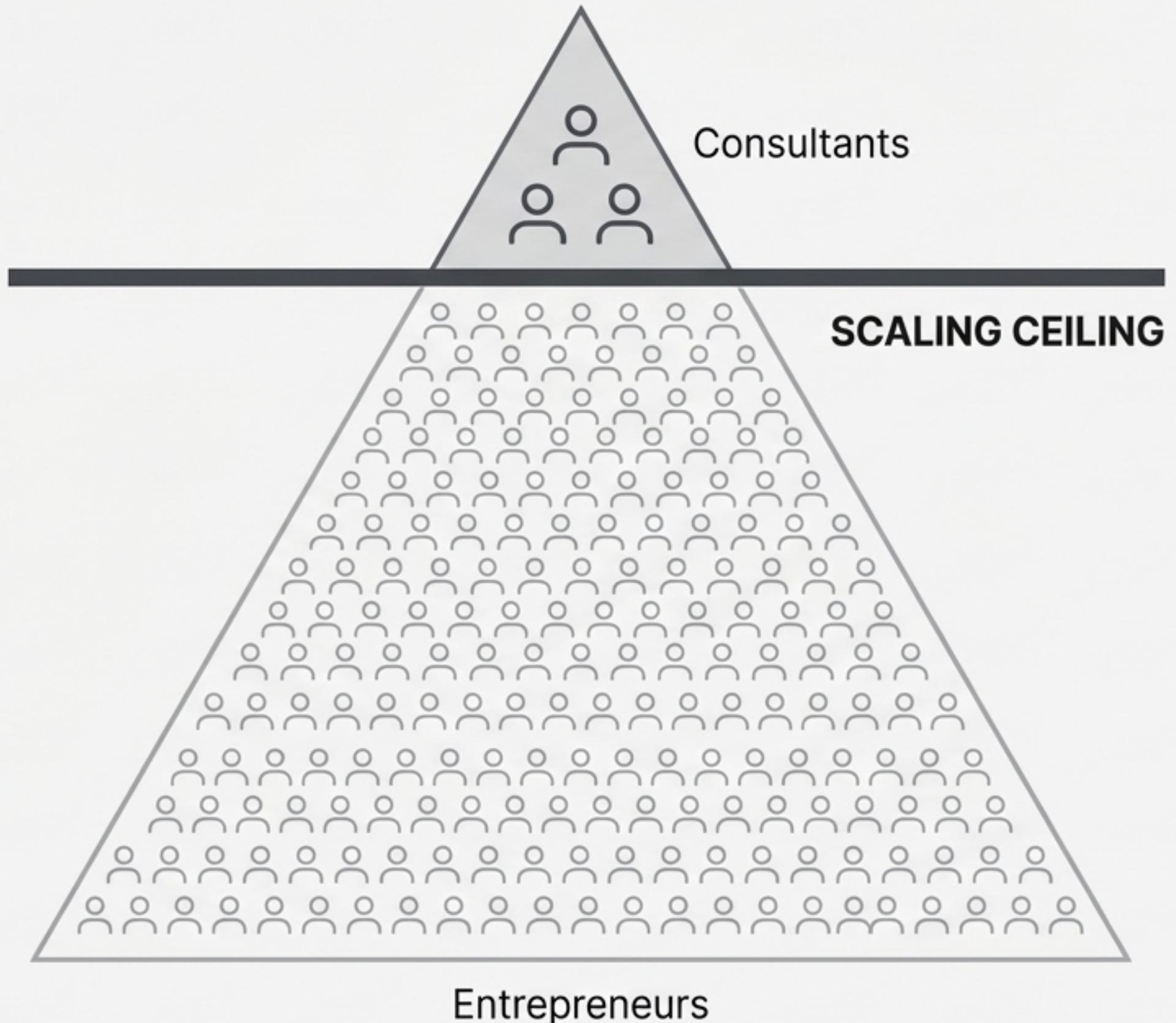


A virtual town where AI experts help you build, validate, and export your business model—with a Canvas Advisor that surfaces strategic connections you might miss.

The Problem: The “Consulting Gap”

Human-led support at nonprofits like our partner, The Acceleration Project (TAP), provides vital guidance but hits a scaling ceiling. These resources are finite, and support often ceases when a session ends.

Entrepreneurs need persistent, always-on guidance and the holistic view that connects strategy across all business areas—a perspective that existing, siloed tools fail to provide.



Our Focus: An Underserved Engine of the Economy

2,000+

Small business owners in The Acceleration Project (TAP) network.



90%

Woman-Owned Businesses



60%

Black-Owned Businesses

The Need

These founders require persistent, high-impact strategic tools that go beyond reactive Q&A to build sustainable, thriving businesses.

The Solution: A Virtual Town of AI Strategy Experts

An engaging pixel-art world (built in Phaser 3) featuring nine specialized AI Business Experts—like “Victor Value” and “Ryan Revenue”—who act as persistent, 24/7 consultants.

- ✓ **Personalized Guidance:** The experts “remember” you and your business context across sessions.
- ✓ **Proactive Insights:** They suggest cross-canvas connections to strengthen your strategy.
- ✓ **User Authority:** The platform guides your thinking while preserving your final decision-making authority.



Our AI Innovation: The Proactive Canvas Advisor (Built)

Core Technology: We use Google Gemini and LangGraph to generate cross-canvas suggestions in real-time.

1. User Input

A user discusses their customer segments. (e.g., "My customers are enterprises.")

2. AI Analysis

The Proactive Canvas Advisor analyzes this input in the context of the entire Business Model Canvas.

3. Staged Suggestion

The system generates a relevant insight for another part of the canvas. (e.g., `[SYS] Consider adding "Direct Sales" as a channel to reach enterprises?`)

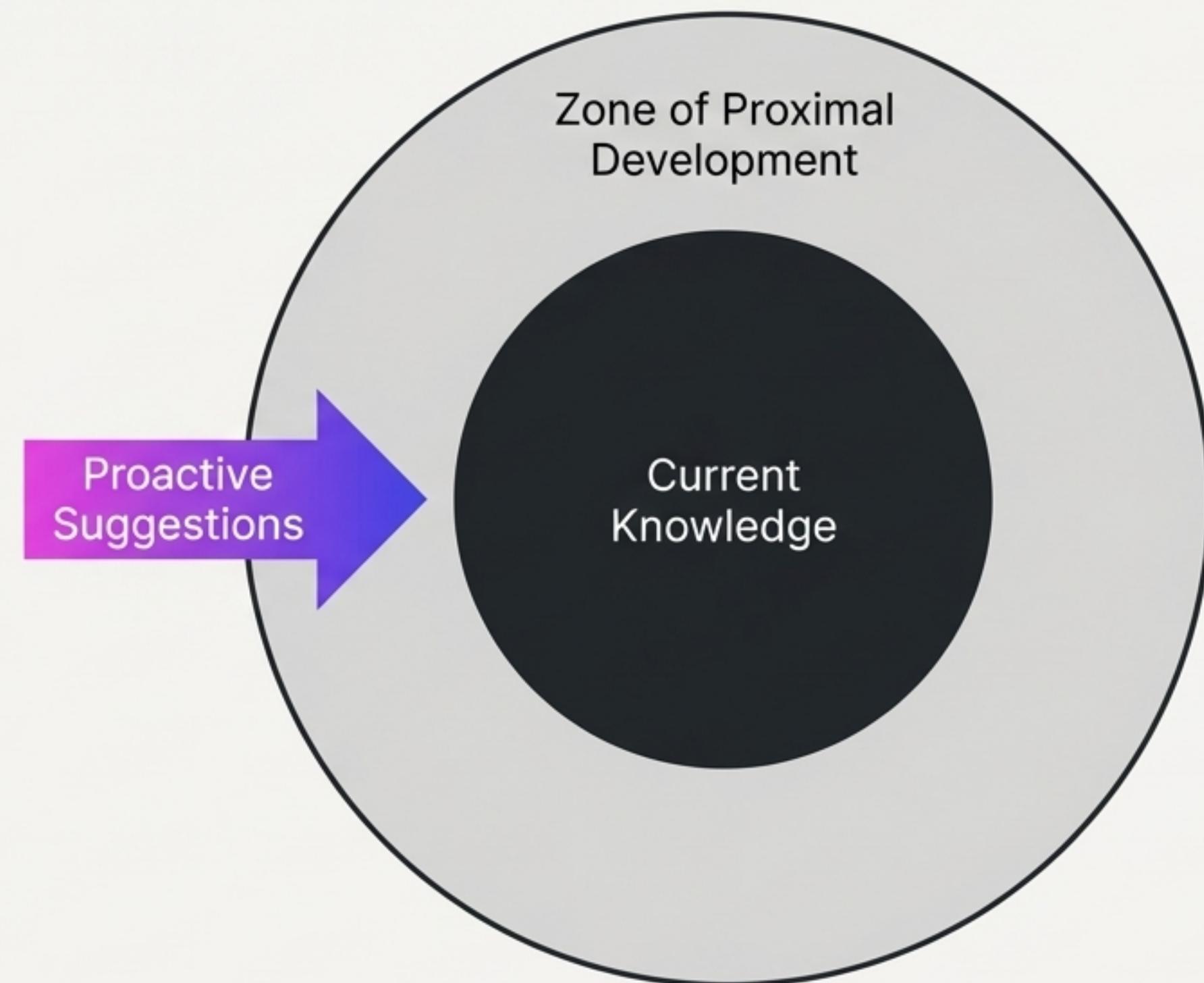
Critical Detail:

Suggestions are **staged, not applied**. Users must explicitly confirm or reject them, ensuring they remain in control.

Grounded in Learning Science

Core Principles

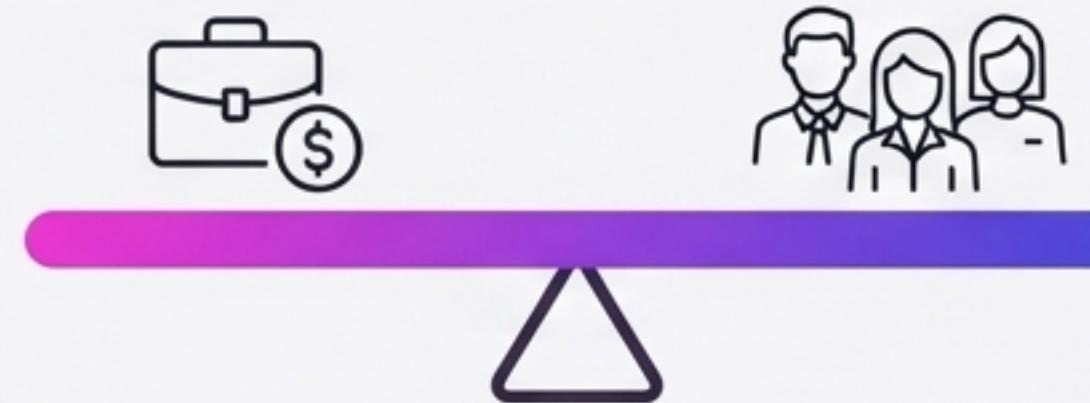
- 🕒 **Cognitive Apprenticeship:** Each AI agent acts as a guide, providing feedback through natural conversation, not rigid forms.
- 🕒 **Zone of Proximal Development:** Our Proactive Canvas Advisor gently stretches users just beyond their current understanding by identifying connections they might miss on their own.



The Outcome: Building professional strategic habits through guided discovery, not instruction.

Engineering Fairness & Inclusion

Leveling the playing field by providing high-touch, personalized consulting—traditionally a luxury—at zero cost to the entrepreneur.



The AI advises; the entrepreneur decides.



Preserving User Agency: All suggestions are staged for user approval. “Remember, Update, Forget” controls give users full authority over their data.



Multimodal Accessibility: Users can communicate via text, sketches, PDFs, or verbal notes, supporting diverse learning and communication styles.

A One-Year Plan for Impact



An Experienced Team and a Strategic Budget

The Team



Terresa Pan (Project Lead)

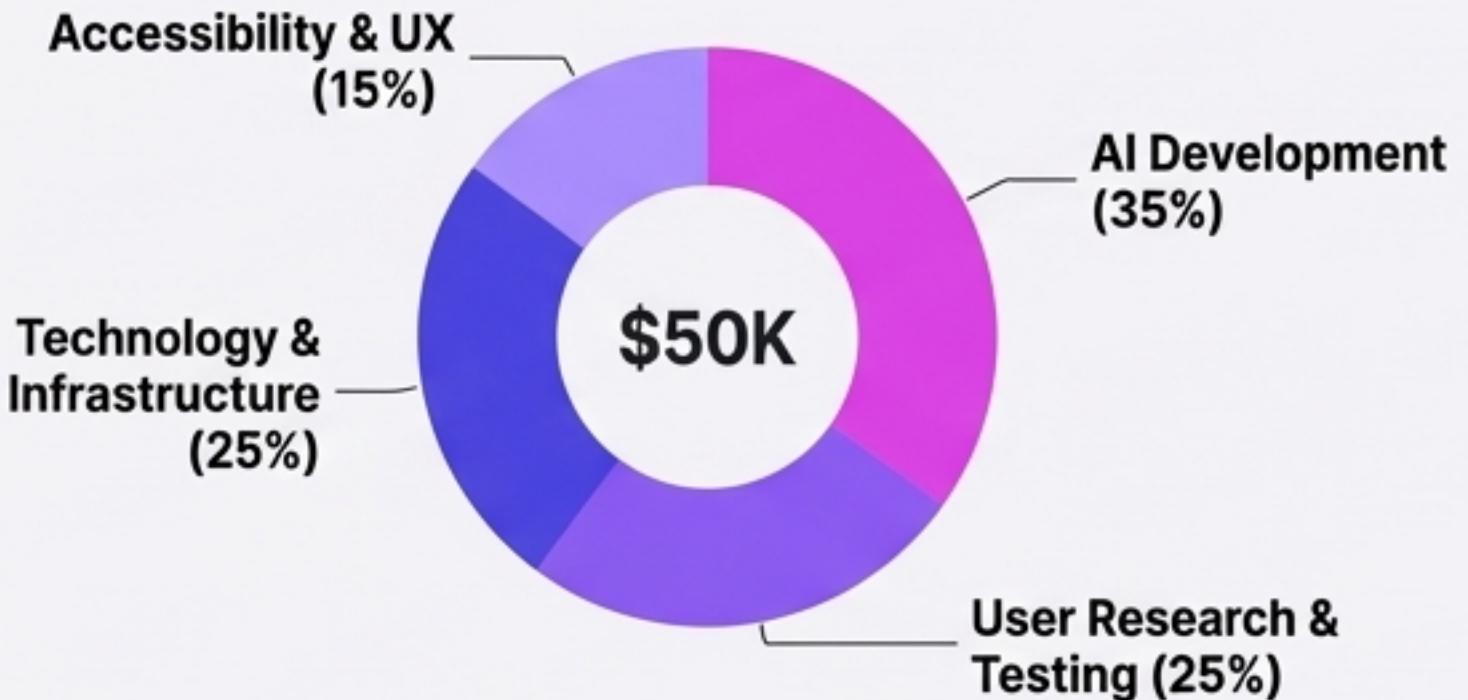
- Stanford GSB Sloan Fellow
- Startup Founder & CEO
- Managing Partner, TZG Partners (VC Accelerator)
- Leads AI Adoption Initiatives at TAP



The Acceleration Project (TAP) (Community Partner)

- Nonprofit accelerating 2,000+ under-resourced small businesses.
- Provides high-impact support in strategy, finance, and marketing.

\$50K Budget Allocation



AI Development (35%): Building the Cohort Intelligence Layer and enhancing LangSmith evaluation.

User Research & Testing (25%): Deep-dive feedback sessions with founders to validate suggestion quality.

Technology & Infrastructure (25%): Scaling Google Cloud Run and MongoDB to support 2,000+ users.

Accessibility & UX (15%): Mobile-responsive design and creating onboarding tutorials.