



These are anticipated costs that I'm estimating for starting a true consulting business that would be a legitimate 30 hour per week source of income

LLC Filings	\$990 (plus 900 annually)
Website	\$276
Domain	\$150
Email/GSuite	\$168
Looka for Logo	\$100 (one time with annual additional cost for templates)
Coursera	\$400
Prezi	\$96
AI Access	\$250
Accounting Support	Estimate \$5000

Start Up Cost

If the above list is considered comprehensive for start-up costs related to having a consulting firm, then this seems like a reasonable place to begin. To keep things round and to assume that I'm missing something to the tune of roughly 10% this would be approximately \$8,000 of start up cost.

Cost Point for Value on Time

Assuming this is work beyond what I do with CIC (we will count them as a separate contract entirely) and that my goal is to make approximately \$75/hour on 10 hours of work per week, I would like this to generate \$40,000 of income after costs.

With the \$8,000 in start-up cost representing 20% overhead on my target income generation, and some sort of unanticipated cost, I should be looking to generate **\$50,000 in total receipts**. Over that time frame.

What this means for Cost Structure of the Business Model

This was the cost structure that I had already worked out as something that could be used for the website potentially.

Workshops (any requirement for in-person presence and travel is not included here):

- 0-10 People
 - 90-minute workshop: \$225
 - Full-day workshop: \$750
 - Multi-day workshop: Price based on request
- 11-20 People
 - 90-minute workshop: \$350
 - Full-day workshop: \$1,200
 - Multi-day workshop: Price based on request
- More than 20 People
 - 90-minute workshop: \$600
 - Full-day workshop: \$2000
 - Multi-day workshop: Price based on request

Prompt Engineering Solutions:

- Initial Build (no-testing): \$750
 - This involves crafting the prompt and supporting documents to create robust personas for a specific task that incorporates static datasets specific to your institution
- Build and Handoff: \$2000
 - This includes doing the initial build with a minimum of 10 hours of additional testing with practice datasets to further tune the instructions, create additional supporting documents, or redevelop the architecture to better suit the needs of the case.
- Full Setup: \$3,000
 - This includes the initial build and additional testing, plus working with an on-site partner to craft bot-use instruction sets and training for the on-site partner for ideas on instruction maintenance and improvement.
- Retainer Work for Prototyping
 - An on-going relationship over a negotiated period of time to take on prototyping projects. Cost depends on the scope and complexity of anticipated projects but it works at a minimum of \$2000/month

AI Strategy Planning:

- Initial Assessment: \$3,500
 - Includes research, interviews, presentation, and recommended action report.

- Strategy Development: \$5,000 - \$5,500
 - Includes the initial assessment plus tuning of the action report to existing strategy and mission documents with additional leadership team feedback on report drafts. Some variation in cost represents the complexity of the requested outputs
- Monthly Retainer: \$2,500 for six months
 - Optional continued support to implement initial phases of the plan. This may include vendor vetting, project management, or leadership support.

Key Takeaways

Based on the estimated working hours and client targets, I would need the following levels of work:

Activity	Number of Clients	Estimated Charge per Project	Gross Revenue	Estimated Hours per Project	Total Hours	Hourly Rate
Full Strategy Advising for 6 month	1	\$7,500.00	\$7,500.00	100	100	\$75.00
Initial Strategy	2	\$3,500.00	\$7,000.00	30	60	\$116.67
Full Bot Setup	4	\$3,000.00	\$12,000.00	25	100	\$120.00
Build and Bot Handoff	6	\$2,000.00	\$12,000.00	16	96	\$125.00
Simple Bot Build	10	\$750.00	\$7,500.00	8	80	\$93.75
90 min Workshops (11-20)	8	\$350.00	\$2,800.00	4	32	\$87.50
Full-Day Workshops (11-20)	4	\$1,200.00	\$4,800.00	10	40	\$120.00

If I follow the targets in this table were reached I would have \$53,600 in receipts, with an estimated 10.5hrs/week of work beyond what I do for CIC in billable hours, and an average hourly rate of \$105. This number seems in keeping with the research report that shows entry level

consultant rates for AI and more specialized rates for Higher Ed consulting falling into the range of \$100-\$150.