






What's Being Captured?

Choose 1 or more:

- ☐  YouTube / podcast
 - ☐  Conversation
 - ☐  Thought/realization
 - ☐  Visual/screenshot
 - ☐  Dump or quote
-

Raw Capture

| Directly paste or type what was heard, said, or felt.

<https://www.youtube.com/watch?v=hpjMpxv09Qs&list=TLGGNj3KpFTsAUAxMDA4MjAyNQ>

The 5 AI Businesses

		3 WORD EXPLANATION	WHAT YOU DO	WHAT YOU DELIVER	EXAMPLES
Consulting	AI Consulting	"Tell me how."	Help Plan, Analyse & Debug AI Projects	AI Guidance	
Dev Agency	AI Agency	"Build it for me."	Design, build & improve automations (+ consulting/training)	Custom AI systems, (Consulting / Training)	
Service Agency	AI Services	"Get me the outcome."	Operate AI-powered process	Outcomes / KPI's (tech-agnostic)	
SaaS	AI Software	"Give me a Tool"	Build a Self-Serve Product	Self-serve Software (Features / Outcomes)	
Education	AI Education	"Teach me to Fish"	Create courses & community	Skills & AI Guidance	

Pros & Cons

	STARTING SKILLS	PRICING	REVENUE SPEED	REVENUE CAP	PROFIT MARGINS
AI Consulting	Automation basics	Hourly / Project	●●●●●	●	●●●●●
AI Agency	Automation basics	Project / Retainer	●●●	●●●	●●
AI Services	Automation basics + Domain Expertise	Retainer + Commission	●●●●●	●●●●●	●●●
AI Software	Technical Expertise + Domain Expertise + Go To Market	1-Off, Recurring, Usage based, Outcome Based	●	●●●●●	●●●●●
AI Education	Technical / Domain Expertise + Go To Market + Experience	1-Off, Recurring	●●	●●●	



Scaling

Scale Team
↑
Higher Price
↑
Bigger Clients

AI Consulting

Add Implementations

Scale Team
↑
Hiring / Managing / SOP's
↑
Add Consulting + Training
↑
Higher Prices
↑
Bigger Clients

AI Agency



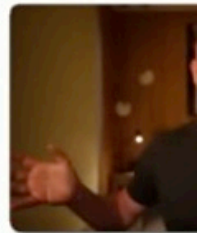
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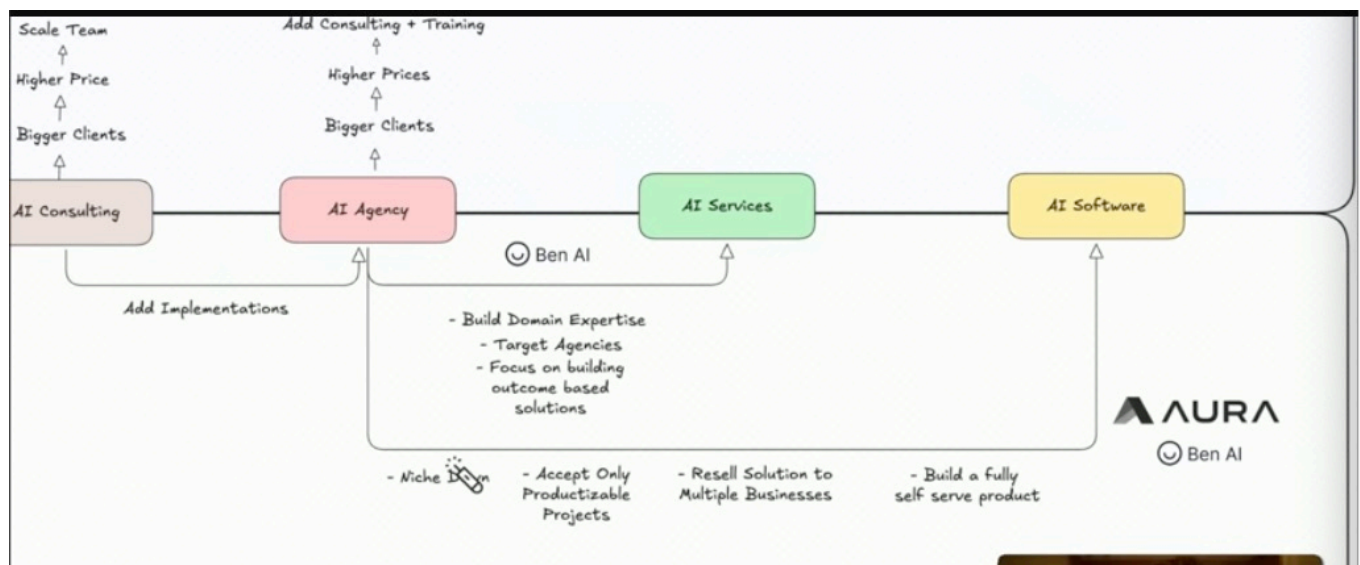
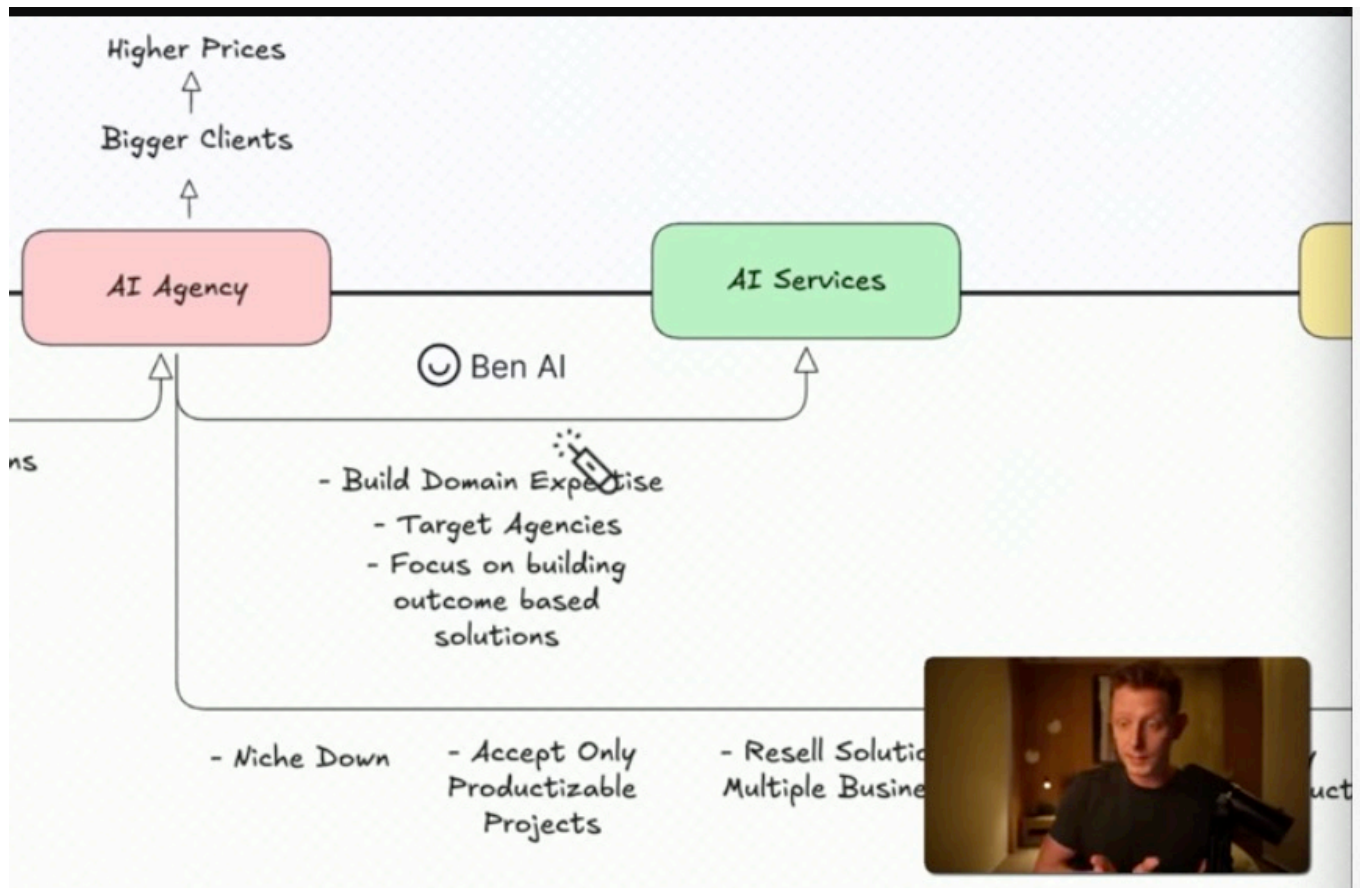
Scale Team

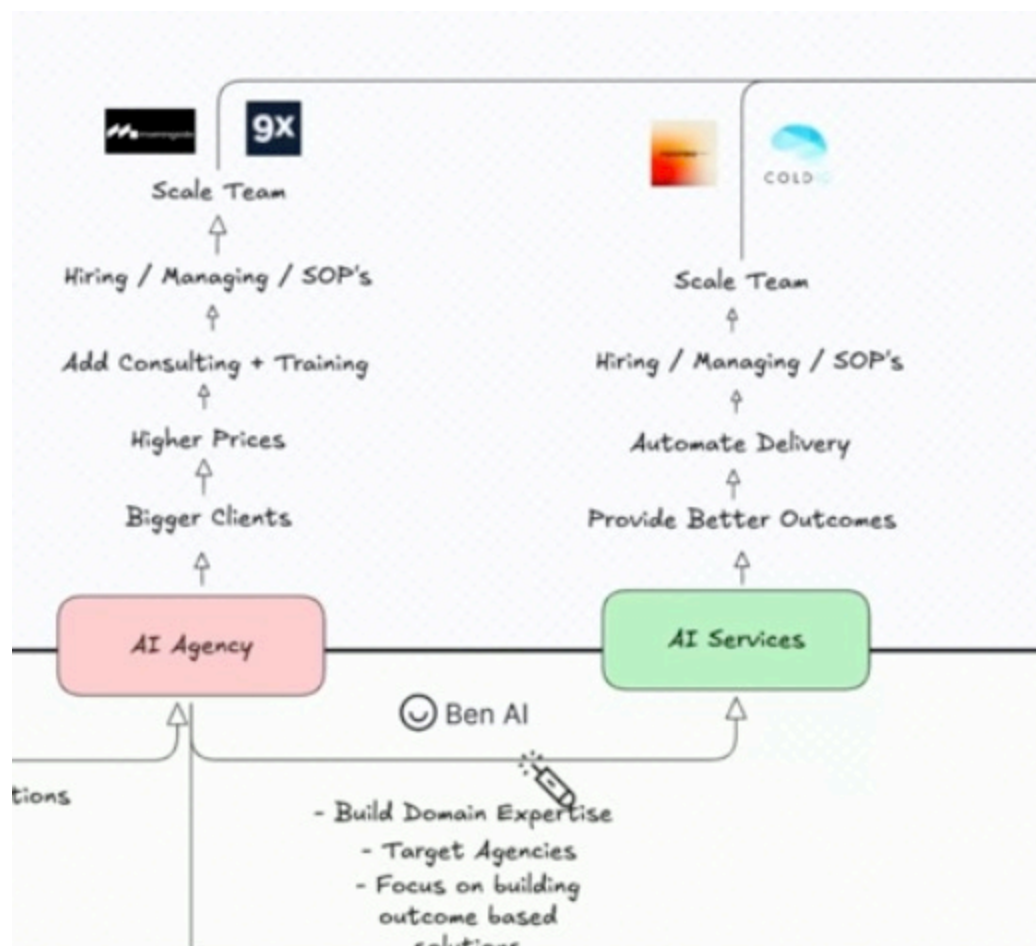
AI Services



Transitioning







Business to Start in 2025

