Meet Mike Business Plan: From Concept to First Paying Customers

Version: 1.0 **Date:** November 20, 2025 **Status:** Pre-Launch Execution Plan **Domain:** meetmike.pro (purchased)

Executive Summary

Meet Mike (MAIC: "My AI Consultant") is a B2B AI consulting service that positions AI Digital Coworkers as accessible, revenue-generating business partners. The business leverages Measai's deep technical infrastructure (Eidolons, SAIGE, Orchestra) while presenting a simple, professional external brand.

Business Model: Hybrid Path C Strategy

- **Phase 1:** Consulting engagements with embedded Eidolon experiences
- **Phase 2:** Transition successful clients to subscription model
- **Phase 3:** Platform-first with consulting as premium tier

Pricing:

- CEO/Executive AI: $2,000/month (full-time engagement)
- Specialist AI: $100/day ("A Benjamin a Day")
- Consulting projects: Custom engagement pricing (6-month typical)

Target Market: Series A-B startups, 10-50 employees, tech-forward, needing senior talent but unable to hire

Revenue Goal Year 1:

- 5-8 consulting clients ($300K-500K)
- 2-5 subscription conversions ($48K-120K)
- Total: $350K-620K

Current State Assessment

What We Have (·)

- **Technical Infrastructure:** Measai Orchestra operational with 4 Eidolons (Claude, Gemini, Codex, Copilot)
- **Philosophical Foundation:** FAITH manifesto, Cognitive Symbiosis, SAIGE-EIDOLON specification
- **Domain:** meetmike.pro purchased and ready
- **Initial Eidolons Designed:**

    - FinBot (Financial strategy & analysis) - Led by Janus
    - BrandBot (Marketing & positioning)
    - LeadGen AI (Sales pipeline & qualification)
    - SupportBot (Customer success & technical support)

- **Team:**

    - Christian: Technical architecture, AI orchestration, philosophy
    - Janus: Financial expertise, business strategy, client relationships
    - Bettina: (Role TBD - could be operations, client success, or specialized consulting)

- **Strategic Validation:** Path C confirmed, 18-month timeline defined

What We Need (··)

- **Public Website:** meetmike.pro needs design and deployment
- **Legal Entity:** Separate from Measai (LLC or similar)
- **Brand Assets:** Logo, color scheme, visual identity
- **Sales Materials:** Case study templates, pitch deck, service descriptions
- **Client Onboarding Process:** PHOD integration, Eidolon deployment workflows
- **Pricing Contracts:** Service agreements, SLAs, subscription terms
- **Marketing Content:** Blog, LinkedIn presence, thought leadership
- **First 5 Prospects:** Qualified leads ready for engagement

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Phase 0: Foundation (Weeks 1-4)

Objective: Establish legal entity, brand identity, and web presence

Week 1: Legal & Business Setup

Owner: Janus (financial/legal) + Christian (technical)

- [ ] **Day 1-2:** Choose business structure (LLC recommended)

    - Register separate legal entity for Meet Mike
    - Separate from Measai legally but can license/share IP
    - Consider jurisdiction (Denmark, EU, US?)

- [ ] **Day 3-4:** Set up business infrastructure

    - Business bank account
    - Accounting system (Xero, QuickBooks, or similar)
    - Invoicing system
    - Payment processing (Stripe for subscriptions)

- [ ] **Day 5-7:** Draft legal documents

    - Service agreements template (consulting)
    - Subscription terms (monthly AI leasing)
    - NDA template
    - IP/confidentiality clauses
    - GDPR compliance framework (TOME integration)

Week 2: Brand Identity & Design

Owner: Christian + Designer (could be BrandBot-assisted or freelance)

- [ ] **Day 1-3:** Visual identity

    - Logo design (3 concepts, 1 final)
    - Color palette (professional, tech-forward, warm)
    - Typography system
    - Icon set for different Eidolons
    - Brand guidelines document

- [ ] **Day 4-5:** Marketing messaging

    - Tagline refinement (current: "Simple. Global. Deep Tech.")

- Value proposition statements
- Service descriptions for each Eidolon
- "About Us" narrative
- Founder bios (Christian, Janus, Bettina)

- [ ] **Day 6-7:** Sales materials foundation

  - One-page service overview
  - Pricing sheet
  - Case study template
  - Initial pitch deck (15 slides)

Week 3: Website Development

Owner: Christian (technical) + Copilot/Codex Eidolons

Technology Stack:

- Next.js 14+ (React, TypeScript)
- Tailwind CSS for styling
- Vercel for hosting (or self-hosted)
- Sanity/Contentful for CMS (blog content)
- Cal.com integration for booking
- Stripe for payments

Pages Required:

1. **Home** - Hero, value prop, 3 core services, social proof placeholder, CTA
2. **Services** - Detailed Eidolon descriptions (FinBot, BrandBot, LeadGen, Support)
3. **How It Works** - 3-step process: Consult · Experience · Subscribe
4. **Pricing** - Transparent pricing, comparison table, ROI calculator
5. **About** - Team, philosophy (light touch on Cognitive Symbiosis), Measai connection
6. **Blog** - Thought leadership content hub
7. **Contact** - Calendar booking (Cal.com), contact form
8. **Legal** - Privacy policy, Terms of service, GDPR compliance

Development Sprint:

- [ ] **Day 1-2:** Setup & architecture

  - Initialize Next.js project
  - Set up Tailwind + component library
  - Configure hosting (Vercel)
  - Domain DNS configuration (meetmike.pro · hosting)

- [ ] **Day 3-4:** Core pages

  - Home page (hero, services overview, CTA)
  - Services page (4 Eidolons detailed)
  - How It Works (visual process flow)

- [ ] **Day 5-6:** Supporting pages

  - About page (team, story, philosophy)
  - Pricing page (clear tables, ROI calculator)
  - Contact page (Cal.com embed, form)

- [ ] **Day 7:** Polish & deployment

- Blog setup (Sanity CMS)
- Legal pages (privacy, terms)
- SEO optimization (meta tags, sitemap)
- Analytics (Plausible or similar, privacy-focused)
- Deploy to production

Week 4: Content & Marketing Prep

Owner: Christian + BrandBot + Janus

- [ ] **Day 1-3:** Initial blog content
  - Article 1: "Why Your Startup Needs a CFO (But Can't Afford One Yet)"
  - Article 2: "The Benjamin-a-Day Rule: Rethinking AI ROI"
  - Article 3: "Cognitive Symbiosis: How AI Coworkers Think Differently"
  - Article 4: "From Consulting to Coworker: A New AI Engagement Model"

- [ ] **Day 4-5:** LinkedIn presence
  - Create Meet Mike company page
  - Initial posts (3-5 scheduled)
  - Christian's personal posts about launch
  - Janus's posts about financial AI

- [ ] **Day 6-7:** Prospect list building
  - Identify 20 target companies (Series A-B startups)
  - Research key decision makers
  - Draft personalized outreach sequences
  - Set up CRM (HubSpot free tier or similar)

Milestone: Website live, brand established, ready for outreach

Phase 1: First Consulting Engagements (Months 2-7)

Objective: Land 5 consulting clients, deliver exceptional value, transition 2-3 to subscriptions

Month 2: Lead Generation & Outreach

Target: 5 qualified conversations, 2 proposals submitted

Outreach Channels:

1. **Warm Network** (Highest priority)
   - Christian's network (tech, AI, startups)
   - Janus's network (finance, business leaders)
   - Bettina's network (if applicable)
   - Previous Measai contacts/collaborators

2. **LinkedIn Outreach**
   - CEOs/founders of Series A-B companies
   - CFOs who need financial automation
   - CTOs looking for AI integration
   - Personalized connection requests (not spam)

3 **Content Marketing**

- ● Weekly blog posts
- ● LinkedIn articles by founders
- ● Engage in AI/startup communities

4 **Strategic Partnerships**

- ● Connect with VC firms (refer portfolio companies)
- ● Startup accelerators (Y Combinator, 500 Startups network)
- ● Business consultants (white-label opportunity)

Outreach Template (Personalized):

```
Subject: [Company] + AI: A 6-month partnership idea
Hi [Name],
I've been following [Company]'s growth in [industry] and was
impressed by [specific achievement].
I'm reaching out because we're launching a new kind of consulting
engagement - one where you don't just get strategy, you get AI
coworkers you can keep.
Here's the concept:
- 6-month engagement: we help you with [their pain point: financial
strategy/brand positioning/lead gen]
- During the engagement, you work WITH our AI specialists (we call
them Eidolons)
- If they add value, you can lease them for $2K/month after we're
done
- If not, you've still got our consulting deliverables
Would you be open to a 20-minute call to explore if this fits
[Company]'s needs?
Best,
Christian / Janus
Meet Mike
```

Qualification Criteria:

- ● [ ] Growing company (10-50 employees)
- ● [ ] Raised Series A or B funding
- ● [ ] Clear pain point (hiring, scaling, expertise gap)
- ● [ ] Open to AI/technology
- ● [ ] Budget for consulting ($30K-80K for 6 months)
- ● [ ] Decision maker engaged (CEO, COO, CFO)

Months 3-4: First Client Onboarding

Client 1: FinBot Focus (Led by Janus)

Week 1-2: Discovery & Planning

- ● [ ] Kickoff meeting (Christian + Janus + Client CEO/CFO)
- ● [ ] Deep-dive sessions:
    - ● Financial operations audit
    - ● Data infrastructure review
    - ● Strategic priorities identification

- [ ] Create PHOD file for client organization
- [ ] Deliverable: Strategic roadmap document

Week 3-4: Foundation Work

- [ ] Traditional consulting deliverables:
  - Financial dashboard design
  - KPI framework
  - Process documentation

- [ ] Behind scenes: Train FinBot on client's domain
  - Integrate with their data sources
  - Configure privacy/security (TOME layer)
  - Customize SAIGE file for client context

Week 5-8: Eidolon Introduction

- [ ] "Meet your financial AI partner" session
- [ ] Client starts working WITH FinBot (supervised)
- [ ] Weekly check-ins with human team
- [ ] FinBot handles:
  - Daily/weekly financial reporting
  - Scenario modeling
  - Metric tracking
  - Board deck preparation assistance

Week 9-12: Independence Building

- [ ] Client increasingly works directly with FinBot
- [ ] Human team steps back (still available)
- [ ] Client sees value accumulation
- [ ] Mid-engagement review

Week 13-24: Subscription Transition

- [ ] Week 20: Plant conversion seed ("When our engagement ends, you have options...")
- [ ] Week 22: Formal proposal for FinBot subscription
- [ ] Week 24: Engagement wrap-up, decision point
  - **If YES:** Convert to $2K/month subscription (12-month minimum)
  - **If NO:** Graceful offboarding, case study, referral request

Client 2-3: Repeat process with different Eidolons (BrandBot, LeadGen)

Months 5-7: Scale & Refine

Objectives:

- [ ] 5 active consulting clients (overlapping engagements)
- [ ] 2-3 subscription conversions confirmed
- [ ] Case studies documented (anonymized if needed)
- [ ] Referrals from happy clients
- [ ] Refined processes based on learnings

Team Scaling:

- [ ] Consider hiring: Project manager / Client success lead
- [ ] Systematize: Onboarding workflows, Eidolon deployment, reporting

Financial Milestone:

- Consulting revenue: $250K-400K (5 clients @ $50-80K each)
- Subscription MRR: $4K-6K (2-3 clients @ $2K/month)

Phase 2: Platform Emergence (Months 8-12)

Objective: Launch self-serve platform, shift from consulting-heavy to product-heavy

Month 8-9: Platform Development

Platform Features (MVP):

1 **Eidolon Marketplace**

- Browse available Eidolons (FinBot, BrandBot, LeadGen, Support)
- View capabilities, pricing, case studies
- "Try for 1 day" option ($100)

2 **Self-Serve Onboarding**

- Account creation
- PHOD questionnaire (automated)
- Eidolon configuration wizard
- Integration setup (data sources, tools)

3 **Dashboard**

- Eidolon activity feed
- Task management / delegation
- Reporting & insights
- Billing & subscription management

4 **Communication Layer**

- Chat with Eidolons (web interface)
- Email integration
- Slack/Teams integration
- Voice interface (future)

Technical Development:

- [ ] Platform architecture design
- [ ] User authentication & PHOD management
- [ ] Eidolon provisioning automation
- [ ] Billing integration (Stripe subscriptions)
- [ ] Admin dashboard for operations
- [ ] Beta testing with existing clients

Month 10-11: Beta Launch

Beta Program:

- [ ] Invite 10 qualified prospects (not yet customers)
- [ ] Free 30-day trial
- [ ] Weekly feedback sessions
- [ ] Rapid iteration based on feedback

Marketing Push:

- [ ] Product Hunt launch
- [ ] LinkedIn announcement campaign
- [ ] Press outreach (tech/business media)
- [ ] Webinar: "How to Hire Your First AI Coworker"
- [ ] Customer success stories (video testimonials)

Month 12: Public Launch

Launch Campaign:

- [ ] Website update (platform-first messaging)
- [ ] Pricing page update (self-serve + consulting tiers)
- [ ] Launch week content series
- [ ] Founder LinkedIn posts (daily for 7 days)
- [ ] Email campaign to warm leads
- [ ] Paid ads (LinkedIn, Google) - small budget test

Tiered Offering:

1. **Self-Serve Platform**

   - $100/day (single Eidolon, pay-as-you-go)
   - $2,000/month (single Eidolon, full-time)
   - $5,000/month (3 Eidolons, team plan)

2. **Consulting + Platform**

   - Custom pricing
   - White-glove onboarding
   - Dedicated human support
   - Multi-Eidolon orchestration

Financial Milestone:

- Consulting revenue: $150K-250K (3-4 active projects, lighter touch)
- Subscription MRR: $15K-25K (8-12 clients)
- Annual run rate: $350K-550K

Phase 3: Product-Dominant (Months 13-18)

Objective: Subscription revenue exceeds consulting, scale to 50+ customers

Focus Areas:

1. **Customer Acquisition Automation**

- SEO optimization (rank for "AI coworker," "AI CFO," etc.)
- Content marketing at scale (2-3 posts/week)
- Community building (Slack/Discord for users)
- Referral program (1 month free for referrals)

2 **Product Expansion**

- New Eidolons based on demand
- Industry-specific versions (FinBot for SaaS, FinBot for E-commerce)
- Enterprise features (multi-user, SSO, advanced security)
- API access for developers

3 **Consulting Evolution**

- Premium tier only (enterprise customers)
- Focus on complex orchestration (5+ Eidolons)
- Strategic advisory (not implementation)
- Higher pricing ($150K-300K engagements)

Financial Target (Month 18):

- Consulting revenue: $200K-300K (2-3 enterprise clients)
- Subscription MRR: $50K-80K (25-40 customers)
- Annual run rate: $800K-1.2M

Key Metrics & KPIs

Engagement Metrics

- **Leads generated** (monthly): Target 20-30
- **Qualified conversations** (monthly): Target 5-8
- **Proposals sent** (monthly): Target 2-4
- **Conversion rate** (proposal · client): Target 40-60%

Customer Metrics

- **Active consulting clients**: Target 3-5 concurrent
- **Subscription conversions**: Target 50% of consulting clients
- **Customer LTV**: Target $30K+ (avg 15 months @ $2K/month)
- **Churn rate**: Target <10% monthly
- **NPS score**: Target 50+

Financial Metrics

- **Monthly Recurring Revenue (MRR)**: Track growth rate
- **Customer Acquisition Cost (CAC)**: Target <$5K
- **CAC Payback Period**: Target <3 months
- **Gross Margin**: Target 75%+ (software-like economics)

Product Metrics

- **Daily Active Eidolons**: How often clients use their AI

- **Tasks completed**: Measure value delivery
- **Time to first value**: How quickly clients see ROI
- **Feature adoption**: Which Eidolon capabilities used most

Risk Mitigation

Technical Risks

- **Eidolon reliability:** Ensure robust error handling, human fallback
- **Data security:** TOME layer hardening, SOC 2 compliance planning
- **Scalability:** Infrastructure to support 50+ concurrent Eidolons
- **Integration complexity:** Standardized connectors for common tools

Business Risks

- **Market education:** "AI coworker" is new concept, requires explanation

  - *Mitigation:* Consulting-first model validates before asking for pure product purchase

- **Competition:** Large players (OpenAI, Anthropic) could enter space

  - *Mitigation:* Deep tech differentiation (Orchestra, SAIGE, multi-model)

- **Regulatory changes:** AI regulation could impact business model

  - *Mitigation:* FAITH principles align with responsible AI, transparency built-in

Operational Risks

- **Founder bandwidth:** Christian + Janus wearing many hats

  - *Mitigation:* Hire ops/customer success by Month 6-8

- **Cash flow:** Consulting revenue lumpy, subscriptions take time to build

  - *Mitigation:* Stagger client starts, require deposits, manage burn carefully

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Success Criteria: First Paying Customer

Definition of Success: A company that has:

1. Signed a consulting agreement ($30K+ engagement)
2. Made first payment (deposit or first milestone)
3. Completed kickoff meeting
4. Actively working with human team + Eidolon

Timeline Target: End of Month 2 (Week 8)

Path to First Customer:

Week 1-2: Outreach blitz

- 50 personalized messages sent
- 10 responses received

- 5 discovery calls booked

Week 3-4: Discovery & qualification

- 5 discovery calls completed
- 3 qualified opportunities
- 2 proposals requested

Week 5-6: Proposals & negotiation

- 2 detailed proposals sent
- 1 client chooses to proceed
- Contract negotiation

Week 7-8: Contract signing & kickoff

- Final contract signed
- First payment received
- Kickoff meeting scheduled
- **· FIRST PAYING CUSTOMER ACHIEVED**

Immediate Next Actions (This Week)

Priority 1: Legal & Business Foundation

Owner: Janus

- [ ] Research business structure options (LLC, ApS in Denmark?)
- [ ] Contact lawyer/accountant for setup
- [ ] Draft initial service agreement template
- [ ] Set up basic accounting system

Priority 2: Brand Identity Sprint

Owner: Christian + BrandBot

- [ ] Create 3 logo concepts
- [ ] Define color palette and typography
- [ ] Write tagline variations
- [ ] Draft "About Us" story

Priority 3: Website Kickoff

Owner: Christian + Codex/Copilot

- [ ] Initialize Next.js project
- [ ] Set up Tailwind + component system
- [ ] Configure meetmike.pro DNS
- [ ] Design home page wireframe

Priority 4: Prospect Research

Owner: Christian + Janus (together)

- [ ] List 20 companies in warm network
- [ ] Identify 20 cold prospects (LinkedIn research)
- [ ] Draft personalized outreach templates
- [ ] Set up basic CRM (spreadsheet or HubSpot)

Priority 5: Content Planning

Owner: Christian

- [ ] Outline first 4 blog posts
- [ ] Write LinkedIn launch post draft
- [ ] Prepare founder story (personal narrative)
- [ ] Create pitch deck outline

Resources & Tools Needed

Software/Services

- **Domain & Hosting:** meetmike.pro (· have), Vercel ($20/month)
- **Design:** Figma (free tier)
- **Development:** Next.js, Tailwind (free), GitHub
- **CRM:** HubSpot (free tier initially)
- **Email:** Google Workspace ($6/user/month)
- **Scheduling:** Cal.com (free tier)
- **Payments:** Stripe (2.9% + $0.30 per transaction)
- **Analytics:** Plausible ($9/month)
- **Legal:** Lawyer consultation ($1-2K setup)

Initial Budget (Month 1-2)

- Legal/business setup: $2,000
- Design (if not DIY): $1,500
- Software/subscriptions: $500
- Marketing/ads: $1,000
- Contingency: $1,000
- **Total:** $6,000

Time Investment (Founders)

- **Christian:** 30-40 hrs/week (technical, product, content)
- **Janus:** 20-30 hrs/week (business, sales, financial)
- **Bettina:** TBD (could be 10-20 hrs/week on operations)

Connection to Measai Ecosystem

Meet Mike's Relationship to Measai:

1 **Legal:** Separate entity, licenses technology from Measai
2 **Technical:** Built on Measai Orchestra infrastructure

3 **Brand:** Meet Mike is commercial brand, Measai is deep tech foundation
4 **Philosophy:** Both rooted in Cognitive Symbiosis, FAITH principles
5 **Team:** Same founders, different markets (consulting vs. platform/infrastructure)

Value Flow:

- Meet Mike pays licensing/usage fee to Measai (when profitable)
- Meet Mike validates commercial model, funds Measai development
- Measai advances deep tech, makes Meet Mike more powerful
- Both benefit from shared learnings and improvements

Decision Points & Checkpoints

Week 4 Checkpoint: Go/No-Go on Website Launch

- **Criteria:** Website MVP complete, brand assets ready, legal entity in progress
- **Decision:** Launch publicly or continue in stealth?

Week 8 Checkpoint: First Customer Status

- **Criteria:** First paying customer signed or imminent
- **Decision:** Continue scaling outreach or pivot approach?

Month 6 Checkpoint: Subscription Viability

- **Criteria:** At least 1 consulting · subscription conversion achieved
- **Decision:** Proceed with platform development or remain consulting-focused?

Month 12 Checkpoint: Product-Market Fit

- **Criteria:** 10+ paying customers, <10% churn, positive NPS
- **Decision:** Scale aggressively or continue steady growth?

Appendix: Eidolon Service Descriptions

FinBot - Your AI CFO

Target Customer: Startups needing financial strategy but can't afford senior CFO

Capabilities:

- Financial modeling & scenario planning
- Board deck preparation & investor reporting
- KPI tracking & dashboard management
- Cash flow forecasting
- Fundraising prep (data room, financial narratives)
- Strategic financial advisory

Deliverables:

- Daily financial snapshots
- Weekly board-ready reports
- Monthly strategic insights
- Quarterly planning support

Pricing: $2,000/month or $100/day

BrandBot - Your AI Brand Strategist

Target Customer: Companies needing brand positioning, messaging, content strategy

Capabilities:

- Brand positioning & messaging frameworks
- Competitive analysis & differentiation strategy
- Content strategy & editorial calendars
- Social media presence optimization
- Thought leadership development
- Brand voice & tone guidelines

Deliverables:

- Brand strategy documents
- Weekly content plans
- Monthly performance reports
- Ongoing brand consultation

Pricing: $2,000/month or $100/day

LeadGen AI - Your AI Sales Development Rep

Target Customer: B2B companies needing pipeline generation, lead qualification

Capabilities:

- Target account research & identification
- Lead scoring & qualification
- Outreach sequence creation
- Email campaign optimization
- CRM enrichment & hygiene
- Pipeline reporting & forecasting

Deliverables:

- Daily qualified leads
- Weekly pipeline reports
- Monthly strategy refinements
- Ongoing campaign optimization

Pricing: $2,000/month or $100/day

SupportBot - Your AI Customer Success Manager

Target Customer: Companies with growing customer base, need to scale support

Capabilities:

- Customer onboarding automation
- Technical documentation & knowledge base
- Ticket triage & resolution
- Customer health monitoring
- Proactive engagement campaigns
- Churn risk identification

Deliverables:

- 24/7 first-line support coverage
- Weekly customer health reports
- Monthly success metrics
- Ongoing process improvements

Pricing: $2,000/month or $100/day

Conclusion

This business plan provides a clear path from current state (concept + infrastructure) to first paying customers and beyond. The hybrid Path C strategy de-risks the business model by delivering consulting value first, then transitioning clients to subscriptions as they experience the power of working with Eidolons.

Key Success Factors:

1. ·**Technical foundation is ready** - Measai Orchestra operational
2. ·**Philosophical clarity** - FAITH, Cognitive Symbiosis differentiate us
3. ·**Team expertise** - Christian (tech) + Janus (finance/business) complementary
4. ·**Execution discipline** - Follow this plan, measure metrics, iterate quickly
5. ·**Customer obsession** - First 5 clients are everything, make them wildly successful

Next 30 Days = Foundation

- Launch website
- Establish legal entity
- Build prospect list
- Create sales materials
- Start outreach

The goal is not perfection. The goal is first paying customer by Week 8.

Let's build this. ·

Document Control:

- **Created:** 2025-11-20 by Claude (Team Lead)
- **Based on:** ChatGPT "Mike and Lilly" conversation + Claude "AI Digital Coworkers" conversation
- **Strategic Input:** Christian Hollbaum, Janus Rudolf
- **Next Review:** Week 4 (Website launch checkpoint)