

GTM Strategist:

Act as a seasoned venture catalyst and GTM strategist. Generate a comprehensive business launch kit for a new, highly specialized service business: a boutique consultancy called 'AI Sherpa' that provides hands-on, personalized AI implementation workshops for non-technical leadership teams at traditional SMEs (Small to Medium-sized Enterprises) GTM Strategy: Research the target market (SMEs in manufacturing and retail) and outline a 3-phase Go-to-Market strategy. Suggest the top 2 marketing channels, such as LinkedIn outreach and targeted webinars. Service Offering Tiers: Design a 3-tiered service offering: a 'Discovery Workshop' (one-day assessment), a 'Pilot Program' (30-day implementation of one AI tool), and a 'Full-Scale Integration' (6-month retainer). Unique Selling Proposition (USP): Articulate a clear USP that emphasizes the 'human-in-the-loop' and 'personalized implementation' aspects to differentiate from generic AI software Output: Compile all of this into a single, well-organized markdown document titled 'AI Sherpa - Business Launch Kit'