

Bridge2AI – AI Consulting Venture Summary

Core Problem

SMBs understand AI matters but lack talent, training, and process alignment. Off-the-shelf tools fail to fit real operations.

Service Model

Phase 1 – AI Capability & Readiness

Education, process review, AI use-case identification, and clear boundaries.

Phase 2 – Custom AI Implementations

Outcome-based SOWs with delivery, documentation, and handoff.

Phase 3 – Optional Support

Office hours or advisory retainers with defined limits.

Pricing Guidance

Recommended starting rate: **\$200/hour** (premium regional positioning).

Target Markets

- 1 Manufacturing
- 2 Marketing & Branding Agencies
- 3 Healthcare & Healthcare-Adjacent
- 4 Regional Accounting Firms

Markets to Avoid

- 1 Logistics / Boiler-room sales organizations
- 2 Restaurants & Hospitality
- 3 Small independent retail
- 4 Mom-and-pop service businesses
- 5 Very small nonprofits
- 6 Print publishing
- 7 Artisan / lifestyle businesses

Go-To-Market Strategy

PR via Scooter Media, founder-led outreach, existing network activation, and trust-based selling.

Reasons to Believe

- 1 We bridge the gap between AI and your business, so you can focus on what you do best.
- 2 Unlock the power of AI with a team that understands your process inside and out.

Brand Direction

Trust-first positioning using blues, greens, and neutral tones.

Team Positioning

Lead with successful exits, operational depth, and real-world execution experience. Support with senior engineering credibility.

Timeline

Full focus beginning February 1 following clean transition from Made4More.