# Bridge2AI – AI Consulting Strategy & Go■To■Market Overview

Internal working document summarizing services, markets, pricing, and launch strategy.

## 1. Core Problem We Solve

Small and mid■sized businesses know AI matters but struggle to apply it. They lack trained talent, process clarity, and vision. Off■the■shelf tools feel generic and disconnected from real operations.

## 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.

## 2. Service Offerings

Phase 1 – AI Capability & Readiness

Executive education, AI fundamentals, process mapping, opportunity identification, and success metrics. Required before implementation.

Phase 2 – Custom AI Implementations (SOW■Based)

Outcome■based Statements of Work. Deliverables include implementation, documentation, and handoff. No open■ended delivery.

Phase 3 – Optional Support

Limited advisory retainers or office hours. Designed to support—not replace—internal teams.

## 3. Pricing Model

Recommended starting rate: $200/hour. Positions Bridge2AI as a premium regional consultancy.

1   $150/hr – tactical implementers

2   $200/hr – senior operators + engineers

3   $250+/hr – niche or national firms

## 4. Market Opportunity

Cincinnati, Dayton, Louisville, and Lexington represent an estimated 3,000–5,000 businesses in the $5M–$200M revenue range.

## Priority Target Industries

1. Manufacturing

2. Marketing & Branding Agencies

3. Healthcare & Healthcare■Adjacent

4. Regional Accounting Firms

## Industries to Avoid

1. Logistics / boiler■room sales organizations

2. Restaurants & hospitality

3. Small retail & mom■and■pop services

4. Very small nonprofits

5. Print publishing

6. Artisan / lifestyle businesses

## 5. Go■To■Market Strategy

PR■led launch via Scooter Media, founder■led outreach, network activation, and relationship■driven selling.

## 6. Brand & Design Direction

1. Blues – trust and stability

2. Greens – growth and balance

3. Neutral grays & whites – clarity and restraint

## 7. Team Positioning & Timeline

Lead with exits, operational leadership, and execution credibility. Support with senior engineering depth. Full focus begins ~February 1.