

Real Intelligence: Democratizing Entrepreneurship Through AI

Real Intelligence is a revolutionary business model designed to democratize entrepreneurship by providing AI-curated professional and technical support to individuals excluded due to ageism, lack of resources, or social mobility barriers.

Our mission is to create a self-sustaining ecosystem where AI-trained entrepreneurs pay it forward by coaching others, focusing primarily on "mom & pop" businesses, older adults facing ageism, and socially disadvantaged individuals with limited access to business education.

K by Kenny Maclean





The Problem We're Solving



Exclusion from Entrepreneurship

Many talented individuals are locked out of business ownership due to ageism, lack of resources, or social mobility barriers.



Prohibitive Service Costs

Professional services like legal, marketing, and design are too expensive for most new entrepreneurs, with costs exceeding \$150K.



Technical Knowledge Gap

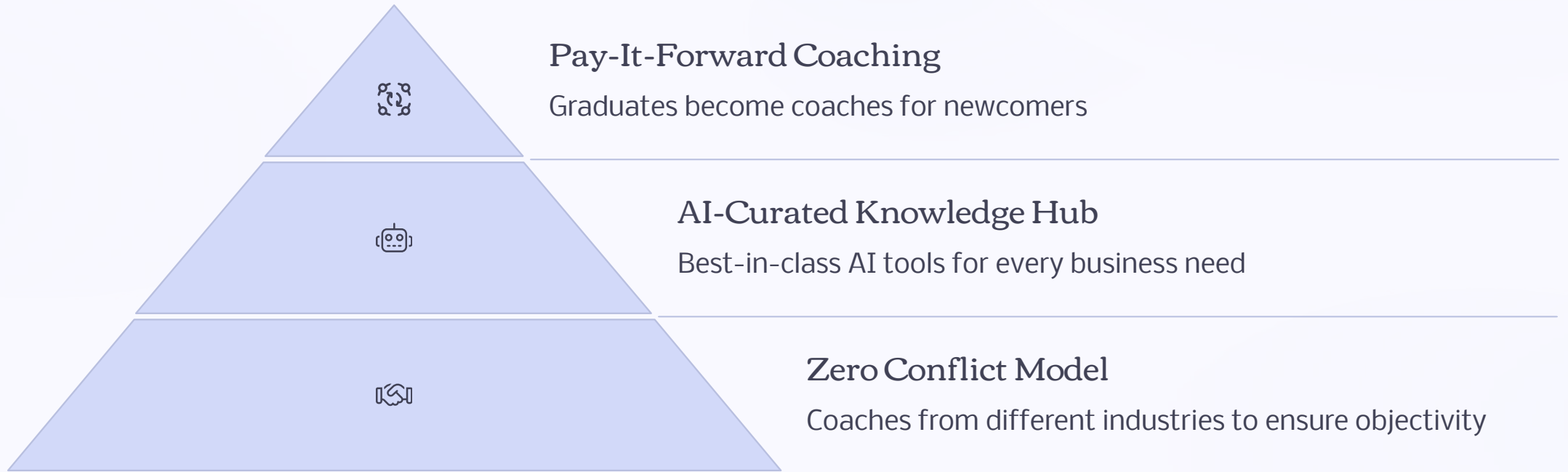
AI tools exist but remain inaccessible to those without technical expertise, creating a widening digital divide.



High Failure Rate

42% of small businesses fail due to lack of expertise according to Forbes, a problem that disproportionately affects underserved communities.

Our Unique Solution



Unlike traditional incubators or online courses, Real Intelligence combines the efficiency of AI with the irreplaceable human element of community support. We don't build our own platform - instead, we leverage existing best-in-class AI tools and focus on curation and community building.

Business Model & Revenue Streams



Our model is designed for low overhead and high scalability. With minimal startup costs of just \$5K (primarily for marketing and legal), we project reaching break-even by month 10 after onboarding 300 members. Year 1 revenue is estimated at \$170K, scaling to \$2.5M by Year 3 with 10,000 users.

Target Market & Customer Segments

Mom & Pop Shops

Local bakeries, freelancers, artisans, and small retail businesses looking to modernize operations and compete with larger chains.

- Need affordable business solutions
- Often lack technical expertise
- Strong community connections

Older Adults (50+)

Experienced professionals facing ageism in traditional employment, seeking flexible income through entrepreneurship.

- Rich life experience and skills
- Often overlooked in tech-focused economy
- Growing demographic with spending power

Socially Disadvantaged

Individuals with limited access to business education and professional networks due to socioeconomic barriers.

- Untapped entrepreneurial potential
- Need accessible entry points
- Benefit most from community support



Implementation Roadmap



Phase 1: Pilot (3 months)

Launch with 50 entrepreneurs in a controlled environment to test the model and gather feedback.

- Curate initial AI toolkit
- Recruit first coaches
- Develop basic community platform



Phase 2: Scale (Year 1)

Expand to 500 members and refine the business model based on pilot learnings.

- Implement certification program
- Establish AI tool partnerships
- Optimize coaching methodology



Phase 3: Expand (Year 3)

Reach 10,000+ entrepreneurs with a fully developed peer-to-peer coaching network.

- Expand to new regions
- Develop industry-specific toolkits
- Create advanced certification tiers

Phase 1 🏆
Setting up the initial model and gathering feedback



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Exp

Startup

Expansion
Reaching global

Maturity Test
Is the code of rule or the
s. file

Millennials

Maturity ✨

Phase 3 🌐
Expansion to reach and
completion of Phase

Business Roadmap

Competitive Advantage



AI + Human Hybrid Model

Combining technological efficiency with emotional support



Pay-It-Forward Ecosystem

Self-sustaining knowledge transfer between entrepreneurs



Low Overhead Structure

No platform development costs means higher margins

Unlike traditional incubators that are expensive and elitist, online courses that lack personalized coaching, or AI tool providers with no human community, Real Intelligence offers a unique blend of technological efficiency and human connection. Our model is specifically designed to be accessible to those traditionally excluded from entrepreneurship.



Join Our Movement

100K

Entrepreneurs

Our goal by 2030

60%

Cost Reduction

Through AI implementation

10K

Coaches

Community-driven support

Real Intelligence isn't just a business—it's a movement to democratize entrepreneurship through AI and community. We're building a world where anyone with drive and passion can start a successful business, regardless of age, background, or technical skills.

Join us as a member, coach, or partner in creating 100,000 AI-powered entrepreneurs by 2030. Together, we'll reshape the future of small business.