

How to Start an AI Agency

Execution — Brand, Acquisition, Delivery Excellence & Financial Scale

Modules 05 → 08 · You leave with real deliverables today

You leave today with real outputs: a website brief, a sales pipeline, an SOP, and a financial roadmap.

MODULE 05

Brand, Online Presence & Content Strategy

Build the credibility infrastructure that makes prospects trust you before they meet you.

Module 05 – Learning Objectives

BY THE END OF THIS MODULE, YOU WILL BE ABLE TO:

1. Select a company name and domain that positions you confidently for global clients
2. Launch a five-page agency website that converts visitors in under ten seconds
3. Produce three to five case study-quality content pieces, even without existing clients
4. Design a 90-day content calendar for LinkedIn-first authority building
5. Optimise a founder LinkedIn profile that functions as a trust-generating sales asset

5.1 The Location Paradox — Own It, Don't Apologise For It

Your Structural Advantages

- 60–70% lower operational costs than UK/US equivalents
- Direct experience building in resource-constrained environments
- Time zone that bridges West Africa and Europe naturally
- Hunger: African entrepreneurs typically outwork competitors 2:1
- Early-mover advantage in one of the world's fastest-growing AI markets
- Every limitation you've navigated is a differentiator to global clients

Name Selection — Get This Right

- Geography-neutral (safest for international trust): 'Zenith AI', 'Apex Automation', 'Velocity Labs'
- Confidently African (for pan-African positioning): 'Lagos AI Lab', 'Savanna Intelligence'
- Avoid: overly regional for international audience ('Naija AI Solutions')
- Avoid: generic names shared by 1,000 agencies ('AI Innovations Ltd')
- Domain: youragency.com or youragency.ai — register the .ai if available
- Professional email from Day 1: `firstname@youragency.com` — never Gmail for client work

5.2 Your Agency Website — Five Pages That Convert

Homepage

Value proposition in 10 seconds. One headline, one sub-headline, one CTA (Book a Free Audit). No jargon. Example: 'We save UK law firms 30 hours/week with AI automation.'

Services

3–5 clear packages with pricing ranges. Pricing transparency builds more trust than it loses — most competitors hide prices, which creates anxiety in prospects.

Case Studies

Even 1–2 projects displayed properly. Anonymise if needed: 'Nigerian Fintech Company A increased approval rates by 45% in six weeks.' Show before/after metrics.

About

Founder story that addresses the location question directly and leans into Africa as advantage — not an apology. Why you, why here, why this matters.

Contact

Calendly link for booking calls. Remove all friction. Do not make prospects fill a form and wait three days. Every hour of delay costs you a deal.

Launch options: DIY with Webflow/Framer template (~~#20K–#40K~~, 2–3 days) · Freelancer build (~~#100K–#300K~~) · Have it live by Week 3.

5.3 The Cold Start Problem — Case Studies Without Clients

1. Free Pilots — Maximum 3

Target 3 local businesses via Facebook groups, Nairaland, or warm network. In exchange: video testimonial (2–3 min), permission to share specific metrics (e.g., '75% inquiry automation'), LinkedIn recommendation, referral to 1–2 similar businesses. Scope limit: 20–30 hours max. After 30 days, offer paid retainer.

3. Your Own Agency as the Case Study

Build automation for your own operations — client onboarding, proposal generation, invoice follow-up, lead management. Document it as: 'How We Automated Our Agency, Saving 15 Hours Per Week.' Shows you practise what you preach. Live demo environment for sales calls.

2. Beta Projects at 50–70% Discount

Target businesses you have existing relationships with. Pitch: 'We're building our portfolio and offering discounted AI automation to select businesses. In exchange, we need permission to feature your project as a case study.' One strong case study is worth ~~₦500K–₦1M~~ in future closed deals.

4. Build the Demo First, Then Pitch

Spend 1–2 hours building a working demo using a prospect's own FAQ, social posts, website data. Record a 60-second Loom video showing it working. Send the demo link before pitching. Response rate: 15–25% vs 2–5% for cold pitches. Cost per demo: 1–2 hours. ROI: 5× higher conversion.

WARNING

Do NOT offer unlimited free work. After 3 free pilots, all work is paid — even at reduced rates. Unlimited free work signals insecurity.

5.4 The 90-Day Authority Content Plan

Month 1 — Foundation (4–6 pieces)

- 'How We Automated [Process] for [Industry] and Saved [Amount/Hours]' — case study format even from an early project
- '5 Signs Your [Industry] Business Needs AI Automation' — awareness stage, SEO-friendly
- 'AI Automation Cost Breakdown for [Industry] in 2025' — pricing transparency builds trust
- 'Behind the Scenes: Building an AI Agency from [Your City]' — human interest, founder positioning

Month 2 — Thought Leadership (4–6 pieces)

- 'The Future of [Industry]: 3 AI Trends to Watch in 2025–2026'
- 'Common AI Implementation Mistakes We See [Industry] Make (And How to Avoid Them)'
- 'AI vs Traditional Solutions: A Cost-Benefit Analysis for [Industry]'
- Guest post pitched to Techpoint Africa, TechCabal, or an industry publication in your vertical

Month 3 — Conversion-Focused (4–6 pieces + lead magnet)

- Free AI Readiness Audit — downloadable PDF or interactive tool on your website
- ROI Calculator: 'How Much Could AI Save Your Business?' — embed on website as lead capture
- Video: '5-Minute Day in the Life of an AI Agency' — YouTube and LinkedIn
- Client interview video testimonial: 'How [Client] Increased [Metric] by [%]'

5.5 LinkedIn — Your Primary B2B Channel

Founder Profile Essentials

- **Headline:** 'Helping [Target Client] [Achieve Outcome] with AI Automation | Founder @[Agency]'
- **About section:** 400–500 words. Your story, mission, methodology. Not a CV summary — a trust document.
- **Featured:** Pin best case study, a key article, and your top-performing client testimonial
- **Recommendations:** Request from every satisfied client — these are social proof gold

Daily Posting Rhythm — 15–20 min/day

- **Monday:** Industry observation or trend commentary
- **Tuesday:** Behind-the-scenes — project progress, agency building moments
- **Wednesday:** Educational — AI tips, automation how-tos, tool comparisons
- **Thursday:** Client success story or testimonial
- **Friday:** Personal reflection or lessons from the week
- **Rule:** Spend 2× as much time engaging as posting. Comment substantively on 10–15 posts daily from target clients and industry leaders. Add 20–30 relevant connections/week.

COHORT ASSIGNMENT

Module 05 — Brand, Online Presence & Content Strategy

1. Launch your agency website with at minimum: homepage, services page, and contact page with Calendly link
2. Optimise your LinkedIn profile using the founder template — post your updated headline in the cohort Slack
3. Identify and pitch two businesses for free pilot projects using the outreach template in your workbook
4. Write your first content piece (any Month 1 topic) and publish — share the link with the cohort before Day 2 ends

Systematic Client Acquisition

Build a multi-channel pipeline that generates clients consistently — not in bursts. Then convert them without dropping your price.

Module 06 – Learning Objectives

BY THE END OF THIS MODULE, YOU WILL BE ABLE TO:

1. Activate your existing warm network systematically using a structured outreach sequence
2. Execute a daily LinkedIn outbound system generating 2–3 discovery calls per week
3. Apply the Show-Don't-Tell methodology to dramatically increase cold outreach response rates
4. Mine behavioural pain signals from social media and job listings to find clients before they are looking
5. Run a structured discovery call that diagnoses problems and naturally leads to proposal requests
6. Explain the failure rate context that makes your structured process a competitive sales asset

6.1–6.2 The Four-Channel Engine + Warm Network

01 Warm Network

Weeks 1–4 — Fastest

Audit past contacts. Score by relationship strength, budget, and pain. Offer free 30-min AI opportunity audit. Close rate target: 30–40% from 10 audits.

02 LinkedIn Outbound

Daily from Week 2 — Steady

20–30 connection requests/day → 5–10% reply rate → 2–3 calls/week → 1–2 new clients/month from LinkedIn alone.

03 Show-Don't-Tell Demos

Months 1–6 — Highest Conversion

Build a working demo before pitching. Response rate: 15–25% vs 2–5% for cold pitch. Cost: 1–2 hours per demo.

04 Partnership Development

Months 2–6 — Medium-Term

Web agencies, marketing agencies, IT consultancies. 20–30% referral commission. Target 3–5 active partnerships by Month 6.

6.3 LinkedIn Outreach Cadence + Volume Targets

Day 1

Connection Request — No Pitch

'Hi [Name], I work with [industry] companies to automate [process]. I've been following [Their Company]'s work in [specific area] — would be great to connect.'

Day 3

Initial Message (if accepted)

'Thanks for connecting. I noticed [specific observation about their business]. Curious — are you currently using any AI tools for [process], or is that mostly manual right now?'

Day 7

Follow-Up (if no response)

'[Name], quick question: if you could automate one repetitive task your team does daily, what would it be?'

Day 14

Offer (if engaged)

'Based on what you shared, I think there's a real opportunity to [specific benefit]. Would a 15-minute call make sense? Here's my calendar: [Calendly link]'

VOLUME TARGETS: 20–30 requests/day → 40–60% accept → 5–10% reply → 20–30% convert to call → 25–35% close = 1–2 new clients/month from LinkedIn alone

6.4 The Show-Don't-Tell Methodology

The single most effective change you can make to cold outreach: replace the pitch with a working demo. Build first, then reach out.

OLD APPROACH — 2–5% Response Rate

- Email: 'Hi, I build AI automation. Want to schedule a call?'
- Generic pitch about your agency capabilities
- Prospect has no reason to engage
- Outcome: Ignored. Wasted time.

NEW APPROACH — 15–25% Response Rate

- Spend 1–2 hours building functional demo using their FAQ, social posts, website data
- Record 60-second Loom video showing it working
- Email: 'I built a working demo for [Their Business]. Takes 30 seconds to try: [link]'
- Outcome: High engagement. Strong trust signal. Prospect sees something relevant to them.

THE LANGUAGE SHIFT

DON'T say: 'I build AI agents and multi-agent frameworks using LangChain.'

DO say: 'I set up smart helpers that handle your repetitive work automatically — like having 3 employees who never sleep or call in sick.'

6.4b Why Our Process Is Built the Way It Is

The 80–90% AI project failure rate (MIT Sloan, BCG, Gartner) is not a warning — it is your sales asset. Every mitigation in your delivery process exists because of a documented real-world failure pattern. When clients ask why your process looks the way it does, you now have the answer.

1

We start with one specific, measurable metric — never with 'we want to use AI'

'Reduce average WhatsApp response time from 6 hours to under 2 minutes by week four, while maintaining a 4.2/5 satisfaction score.' Projects that start with vague goals almost never reach production. Your signed SOW always contains a success metric before work begins. No exceptions.

2

We build into the tools your client already uses — not alongside them

A lead scorer that lives in a separate portal requiring a separate login from the CRM gets abandoned within a month. We audit existing tools during onboarding and build our systems to sit inside them, not beside them. Adoption is non-negotiable — not an afterthought.

3

We test with a minimum of 50 real-world edge case scenarios before any system goes live

Including: inputs in different languages or dialects, queries that fall outside the intended scope, multiple simultaneous requests, API timeout and failure conditions. If the system cannot handle edge cases, it cannot serve real users — and it will fail publicly.

4

We do not call a system live until a human has tested it as a real user

Not the developer. Not the project manager. A team member who had nothing to do with the build. Fresh eyes catch what trained eyes miss. This is the Golden Path Warning applied as a release gate, not a theory.

6.5 Pain Signal Mining — Find Clients Before They Know They Need You

Pain Signal	Where to Find It	Your Pitch
Job listings for repetitive tasks	Indeed, Jobberman, LinkedIn Jobs	'What if you didn't need to hire? Automate this for ₦500K instead of ₦3M annual salary.'
Hiring same freelancer repeatedly for identical tasks	Upwork job history, Fiverr repeat buyers	'You're spending ₦200K/month on this. I can automate it for ₦800K one-time + ₦100K/month.'
Google Maps reviews going unanswered for days	Any local business on Google Maps	'You have 50+ unanswered reviews. Automate responses — takes 2 weeks to build.'
Manual replies to every Instagram comment/DM	Check Instagram business profiles	'You're replying manually to 100+ DMs daily. What if that happened automatically while you sleep?'
LinkedIn posts about manual work frustration	LinkedIn search: 'spending too much time on' OR 'manually responding to'	Comment helpfully first. DM the solution 24 hours later.

GOOGLE ALERTS TO SET UP NOW

'hiring data entry' Lagos OR Abuja · 'looking for virtual assistant' Nigeria · 'need customer service help' [your city]

6.6–6.7 Discovery Call Structure + What to Promise

A discovery call is a diagnostic conversation — not a sales pitch. The more you understand their problem before presenting anything, the higher your close rate.

Min 1–5

Rapport:

Business overview. Credibility reference: 'I worked with [Similar Company] on a similar challenge.'

Min 5–15

Problem Diagnosis:

'Walk me through your current process.' / 'How much time weekly?' / 'What have you tried?' / 'If automated, what would that mean?'

Min 15–35

Solution Sketch:

High-level approach + similar case study. Outline what you'd build — don't give everything away.

Min 35–40

Investment Discussion:

'For a project like this, investment typically ranges from [low] to [high]. Does that align with expectations?'

Min 40–45

Next Steps:

If interested: 'I'll send a proposal by [date].' If hesitant: 'What concerns haven't I addressed?'

WHAT TO PROMISE AND WHAT NOT TO PROMISE

Promise: 'We will build a system that does X, measured by Y metric, within Z weeks. We will support it for 30 days post-launch.'
Never promise: 'This will definitely increase your revenue by 30%.' Promise the deliverable and the metric. Let the results speak.

COHORT ASSIGNMENT

Module 06 — Systematic Client Acquisition

1. Send outreach messages to your top 15 warm contacts using the audit offer template — document all responses in your CRM
2. Set up your LinkedIn outbound system: build a target list of 100 prospects matching your ICP criteria
3. Build one custom demo automation for a specific prospect — record a 60-second Loom video and send it this week
4. Book and complete at least two discovery calls before the next cohort check-in — bring one objection you faced for group debrief

MODULE 07

Delivery Excellence & Operations

Build the systems that let you deliver consistently — and retain clients long after the project ends.

Module 07 — Learning Objectives

BY THE END OF THIS MODULE, YOU WILL BE ABLE TO:

1. Execute the six-phase project delivery framework from onboarding through to post-launch support
2. Apply the full QA checklist and four stress tests to achieve 85%+ first-time-right delivery rate
3. Apply the four-stage psychological framework for managing first-time AI adopters
4. Design a client retention programme targeting less than 15% annual churn
5. Build operational systems — project management, communication, knowledge base — for a growing team
6. Identify and mitigate the six most common operational risks before they become client problems

7.1–7.2 The Agency Killer + Six-Phase Delivery Framework

THE AGENCY KILLER

The most common cause of agency failure is not the inability to win clients — it is the inability to deliver consistently once you do. One failed project can destroy ten successful ones in reputation damage. The solution is not talent. It is process.

Onboarding & Discovery

Week 1

1

Kickoff meeting. Shadow client team performing manual process. Map data flows. Deliverable: Discovery Document (10–15 pages).

Design & Prototyping

Weeks 2–3

2

Workflow diagrams, conversational flows, API integration plan. Build 20–30% functional prototype. Client Review Day 15.

Development & Integration

Weeks 4–6

3

Core build, error handling, edge cases. Week 6: internal QA — 50–100 test scenarios, stress test, security review.

User Acceptance Testing

Weeks 7–8

4

Client team trains (2-hour session). Tests with real scenarios. Fix bugs. UAT Sign-Off in writing before going live.

Launch & Handoff

Weeks 9–10

5

Deploy live. Monitor intensively for 48 hours. Formal training (4–6 hours). Full documentation package delivered.

Support & Optimisation

Weeks 11–14

6

30-day post-launch support included in every project fee. Performance Report at Day 30 = retainer conversion tool.

7.2b Quality Assurance — The Full Checklist & Four Stress Tests

GOLDEN PATH WARNING

AI systems are notorious for passing every test you design for them — then failing the moment a real user tries something slightly different. Your QA must test for failure, not just success.

QA Checklist — All Must Pass Before Launch

- All core features work as specified in the SOW
- Edge cases handled gracefully — unclear inputs, partial inputs, wrong language
- All API connections live; data syncing correctly between systems
- Authentication tokens not expiring unexpectedly
- Personal data handled per NDPR/GDPR; API keys secured (not hardcoded)
- UAT sign-off in writing from client before going live
- Client team trained and confident using system independently

Four Mandatory Stress Tests

- Volume test: Submit 100 simultaneous requests — does response time remain <5 seconds?
- Edge case test: Use inputs outside normal scope (wrong language, gibberish, competitor names)
- Failure test: Simulate API timeout — does system fail gracefully with clear user message?
- Fresh-eyes test: A team member who did NOT build it attempts every user journey — they find what the builder missed

7.3b Managing First-Time AI Adopters — The Psychology of Implementation

The majority of your first-year clients have never implemented an AI system before. Between signing and going live, something shifts. Understanding this before it happens separates agencies that retain clients from agencies that deliver technically sound systems nobody uses.

Stage 1 — Enthusiasm

Just saw your demo. Excited. Mentally calculating hours saved. Most dangerous stage: unrealistic expectations formed here become disappointment later. Your job: manage enthusiasm without killing it. Be specific about what the system WILL do and equally specific about what it WON'T. Document both in the SOW.

Stage 2 — Anxiety

Somewhere between signing and first milestone, they start worrying. What if their team doesn't adopt it? What if it breaks? This rarely surfaces directly — it shows up as delayed feedback, slow responses, requests to revisit agreed scope. Your job: proactive communication. Do not wait for concerns to surface. Send weekly updates even when nothing has changed.

Stage 3 — Friction

First real users encounter the system. They find edge cases. Complaints surface. The client reports problems in a tone that feels like the project is failing. Your job: frame friction as normal and expected. 'This is exactly why we have a 30-day support window — to catch and resolve exactly this.' Most clients who churn do so at this stage because their agency disappeared rather than responded.

Stage 4 — Adoption

The system becomes part of daily workflow. Anxiety fades. ROI becomes tangible. This is your retainer conversation window. 'Now that the system is running, here's what we could add in Month 2 to extend the value.' The agency that shows up consistently through Stages 1–3 almost always wins the retainer in Stage 4.

7.3 Client Retention – The Revenue Multiplier

5–7×

Cheaper to retain
than acquire

<15%

Target annual
churn rate

20–30%

Industry churn
rate (to beat)

Day 30

Performance report
= retainer pitch

▶ Quarterly Business Reviews (QBRs)

45–60 min: metrics vs baseline, ROI achieved, new opportunities, roadmap for next quarter. This is when upsells naturally happen.

▶ Proactive Monitoring

Weekly automated reports on system uptime, usage stats, and performance. Clients should never report an issue before you do.

▶ First-Time Adopter Protocol

Apply the four-stage psychological framework. Show up consistently through Stages 1–3. The retainer conversation happens in Stage 4.

▶ Strategic Account Planning

Top 10 clients: document current services, additional pain points, upsell opportunities, relationship map, and competitive threats. Review quarterly.

▶ Voice of Customer Programme

Annual in-depth interviews. Ask: what do we do well? What should we improve? What would make you leave? Act on feedback visibly — 'Based on your input, we've added...'

7.4 Operational Risk Management

Risk	Impact	Mitigation
Key Client Churn	30–50% revenue loss if top 3 clients leave	No single client >25% of revenue. QBRs catch dissatisfaction early. Churn warning signs: no response in 48 hrs, usage drop >30%, satisfaction <4.0.
Founder Dependency	Business stalls if founder unavailable	Document all processes by Month 6. Hire Technical Lead by Month 12. Cross-train team members on multiple functions.
Technology Disruption	Core tools change pricing or shut down	Use multiple LLM providers (OpenAI + Claude). Build custom code for critical functions. Maintain 90-day cash reserve for emergency migrations.
Currency Fluctuation	Naira devaluation reduces forex profitability	Price international contracts in client currency. Convert to naira immediately on receipt. 30% of reserves in USD/GBP.
Client Payment Delays	Cash flow crisis — cannot pay team or tools	50% upfront on all projects. Stop work at 14-day payment delay. Maintain 3-month operating expense buffer at all times.
Scope Creep	Unpaid work erodes margins and relationships	Formal change order process for every out-of-scope request. 'Happy to do that — here's the cost and timeline addition.'

COHORT ASSIGNMENT

Module 07 — Delivery Excellence & Operations

1. Draft your SOP document using the six-phase framework — customise it for your niche and typical project type
2. Create your QA checklist including all four stress tests, specific to the systems you will build
3. Map your client communication protocol — what communication happens when, through which channel, with what SLA
4. For any current or pilot clients: run the 30-day performance report template and share results in the next cohort debrief

Financial Planning & Scale Strategy

Understand your numbers, protect your cash, and choose the growth trajectory that is right for you.

Module 08 – Learning Objectives

BY THE END OF THIS MODULE, YOU WILL BE ABLE TO:

1. Calculate the minimum viable capital required to launch your agency at your chosen level
2. Build conservative and aggressive 12-month revenue projections with realistic assumptions
3. Implement monthly financial tracking covering revenue, margin, cash flow, and customer acquisition cost
4. Evaluate the three geographic expansion options and select the most appropriate for your stage
5. Identify the transition point from services to products and assess whether it applies to your plan

8.1 Startup Capital – Three Launch Levels

Bootstrapping (Under \$500 equiv.)

Extreme discipline required. Fast path to first client essential.

- Register as Business Name (₦12K)
- Use all free tool tiers from day one
- DIY website: Framer template (₦20K one-time)
- Founder takes no salary for 3–6 months
- First project revenue funds Ltd registration

Minimum Viable Launch (\$500–\$2K equiv.)

Enough to pursue clients without desperation.

- Registration + legal: ₦150K–₦300K
- Tools (3 months prepaid): ₦100K–₦200K
- Website + branding: ₦100K–₦250K
- Marketing + lead generation: ₦100K–₦200K
- Emergency buffer: ₦50K–₦150K

Comfortable Launch (\$2K–\$8K equiv.)

₦2M–₦4M total. Pursue clients without compromise.

- All above at premium level
- Founder salary runway: 3–6 months (₦900K–₦1.8M)
- First contractor hire: ₦300K–₦600K
- Professional indemnity insurance: ₦200K–₦400K
- Marketing budget from Month 1

8.2 Revenue Projections — Conservative vs Aggressive

Most agencies fall between these trajectories. Aggressive requires: strong existing network, proven sales founder, at least 1 FTE by Month 4, \$500K+ marketing budget by Month 6.

Period	Conservative	Aggressive
Months 1–3	2–3 projects. Revenue: \$1M–\$3M total. Break-even.	4–5 projects. Revenue: \$3M–\$8M total.
Months 4–6	1–2 projects/month + 2–3 retainers. \$2.5M–\$5M/month. 20–30% margin.	3–4 projects/month + 4–6 retainers. \$5M–\$12M/month. 30%+ margin.
Months 7–12	2–3 projects/month + 5–8 retainers. \$5M–\$10M/month. 25–35% margin.	4–6 projects/month + 10–15 retainers. \$12M–\$30M/month.
Year 2	3–5 projects/month + 12–20 retainers. \$12M–\$25M/month. Team of 5–7.	6–10 projects/month + 20–35 retainers. \$30M–\$80M/month. Team of 10–15.

Gross Margin Target: 60–70%

Net Margin Target: 25–35%

CAC Target: <30% of first project value

Win Rate Target: 30–40% (proposals sent → won)

8.3–8.4 Financial Metrics + Scale Strategy

Financial Metrics — Track Monthly

- Monthly Recurring Revenue (MRR): retainer revenue only — your predictability indicator
- Gross Margin: $(\text{Revenue} - \text{Direct Costs}) / \text{Revenue}$. Target: 60–70%
- Net Margin: $(\text{Revenue} - \text{All Costs}) / \text{Revenue}$. Target: 25–35%
- Cash Balance: maintain 3–6 months of operating expenses at all times
- Customer Acquisition Cost (CAC): <30% of first project value
- Win Rate: proposals won / sent. Target: 30–40%

Scale Strategy — Three Big Decisions

- Decision 1 — Geographic: Virtual expansion to Year 2 (recommended). Satellite office Year 2+ if UK/US >60% of revenue. Acquisition only with ~~¥~~\$50M+ capital.
- Decision 2 — Services to Products: After 50+ implementations, patterns emerge. SaaS MVP in Year 3–4. Requires ~~¥~~\$20M–~~¥~~\$100M+ investment.
- Decision 3 — Boutique vs Scale: 5–8 people, ~~¥~~\$15M–~~¥~~\$25M/month, 35% net margin = exceptional business. Aggressive scale requires completely different management capability. Choose deliberately.

COHORT ASSIGNMENT

Module 08 — Financial Planning & Scale Strategy

1. Build your 12-month financial model in a spreadsheet — use the P&L template in Appendix B of your workbook
2. Calculate your break-even point: at what monthly revenue do all expenses equal your income?
3. Write a one-page strategic plan for Year 2: geographic focus, team size, revenue target, and one major capability you intend to add
4. Present your financial roadmap in the closing cohort session — be prepared to defend your assumptions with real numbers

Now go build.

Building an AI agency from Africa that serves global clients is ambitious but entirely achievable. The market opportunity is real, the barriers are lower than ever, and your position offers advantages UK/US agencies will never have.

- Stay Focused — niche is your competitive advantage.
- Deliver Relentlessly — reputation is everything.
- Keep Learning — AI evolves monthly. Dedicate 5–10 hours weekly.