

BRIEFING NO. 01

How to build a business with AI



FRAMEWORK

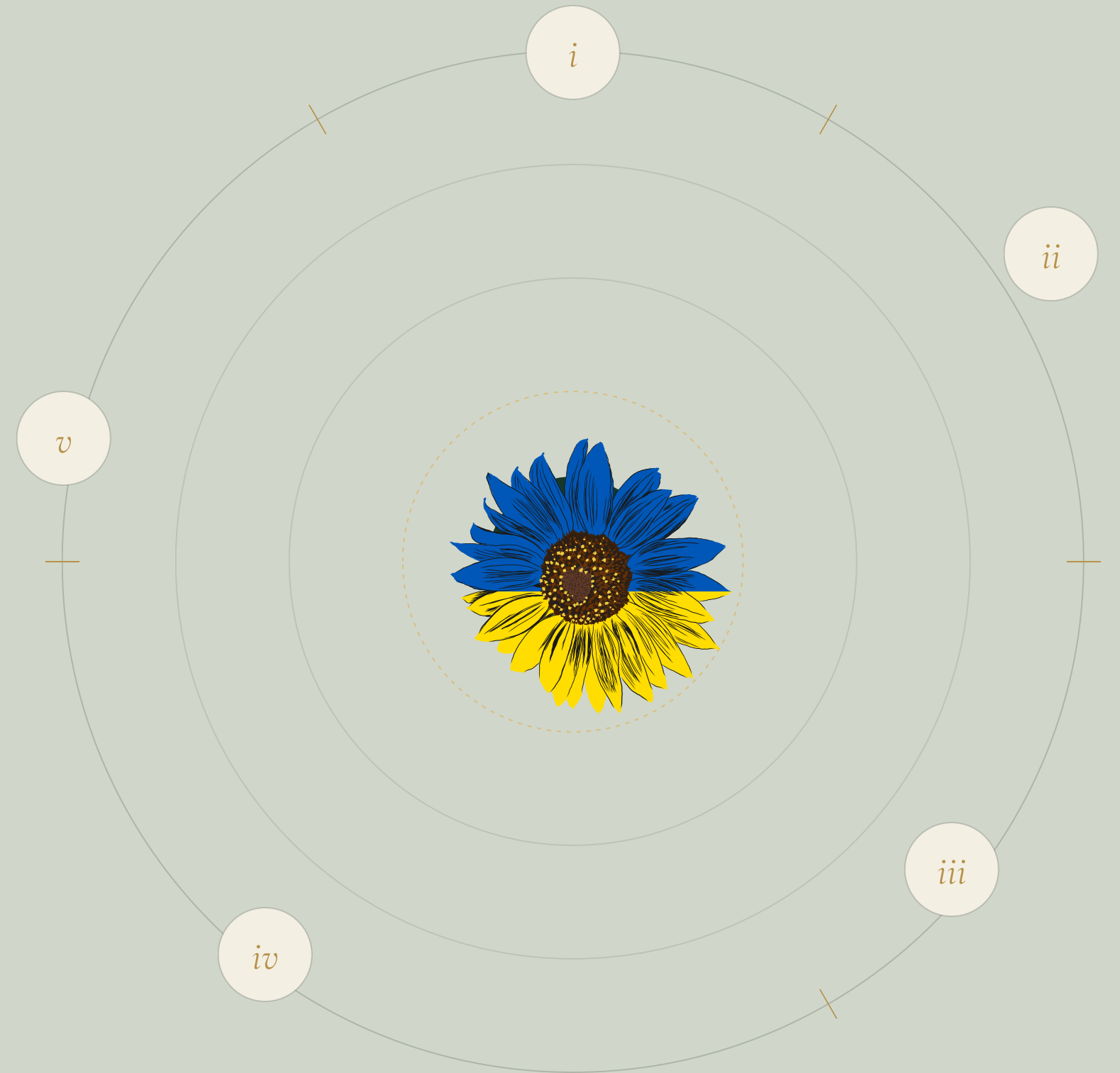
DESIGNED FOR

OUTCOME



I.

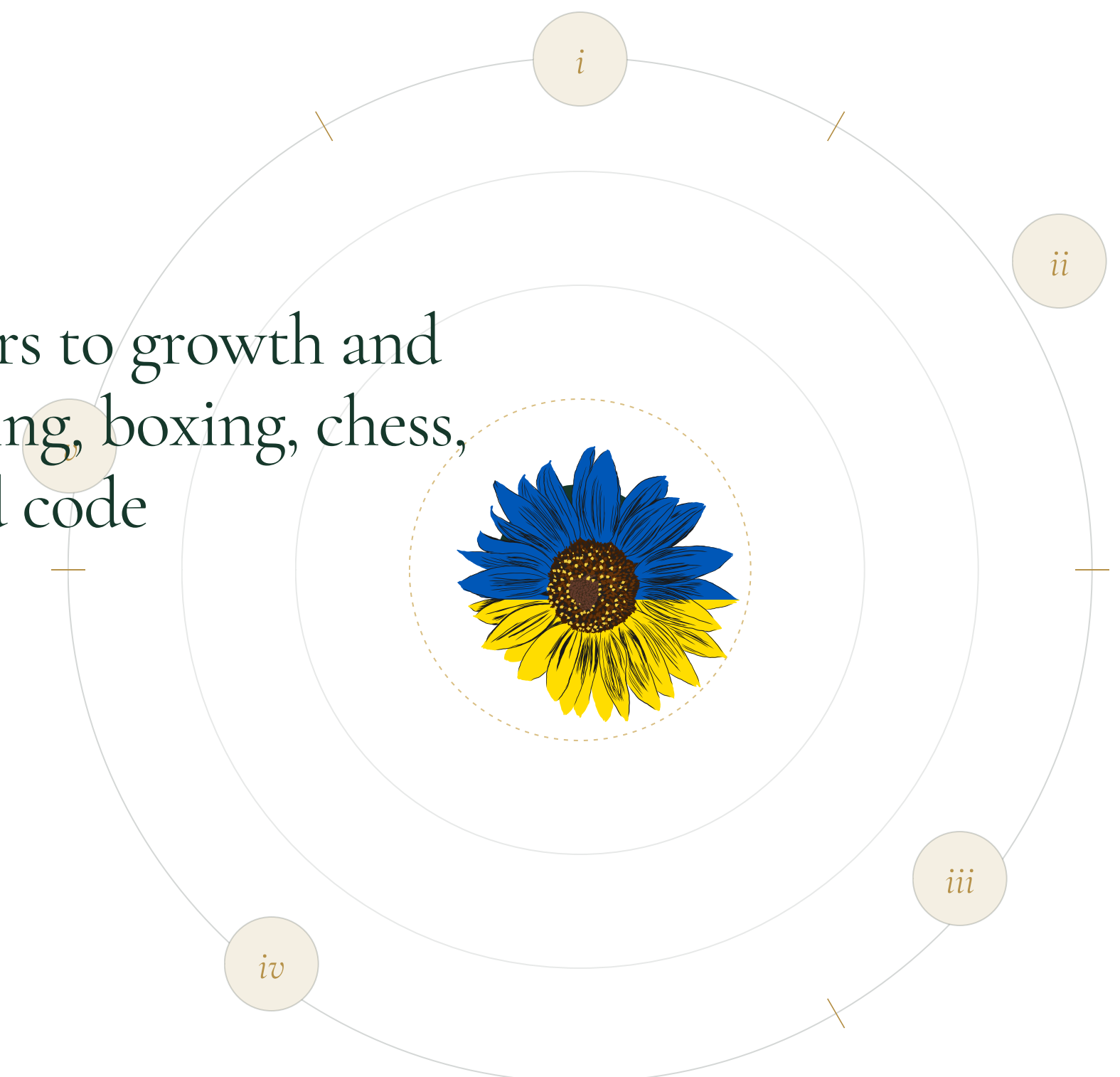
COVER · WHERE ARE YOU



Hi my name is Nelson



I like writing books
teaching & helping others to growth and
prosper. I also like running, boxing, chess,
cooking, meditating and code

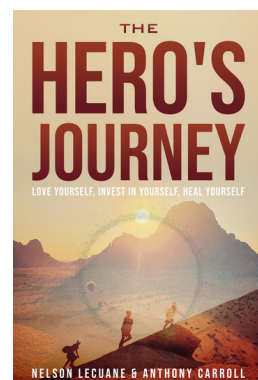
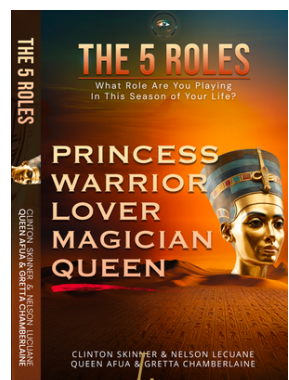


Some of my books

Books

Frameworks

Tech



BRIEFING NO. 01



FRAMEWORK

DESIGNED FOR

OUTCOME





FREEDOM

PSYCHOLOGICAL

FINANCIAL

INTELLECTUAL

SOCIAL

TECHNICAL

Pre

Prod

Post

Claude AI

ig
Back End

Front end



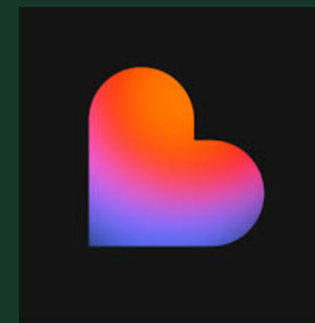


Destroyer old world

Creator Wealth



£1 billion



£1 billion



£1 trillion



Data Centers Consumers



Jamie Oliver's Fouders's Journey

£300 million

2009 - The Naked Chef

Dave's journey

2026 -£120.000

COVER · WHERE ARE YOU

SUPER FOOD
JAMIE OLIVER

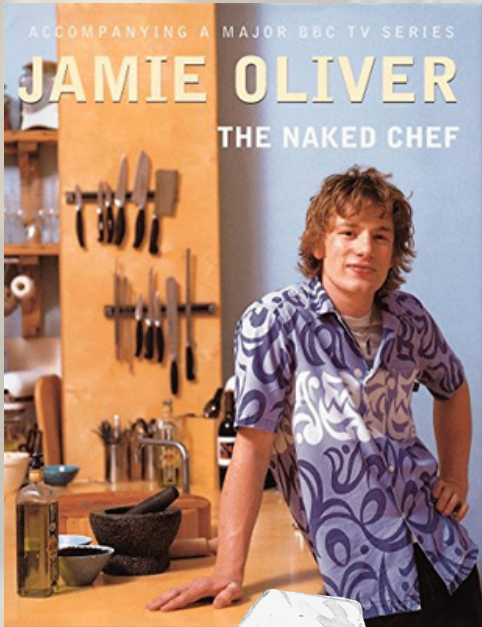
i

ii

iii

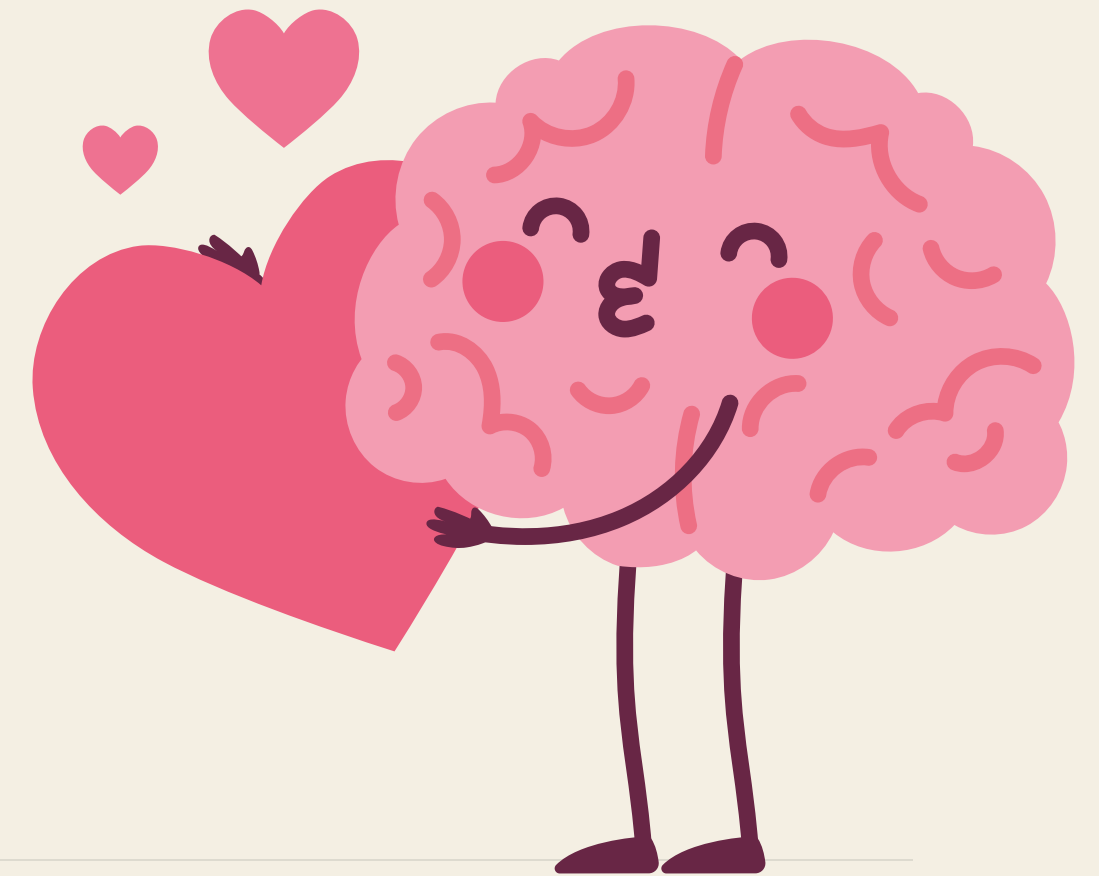
iv

v



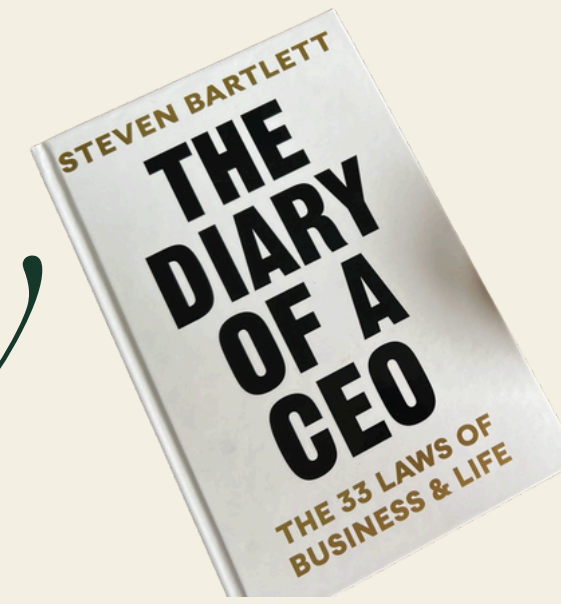
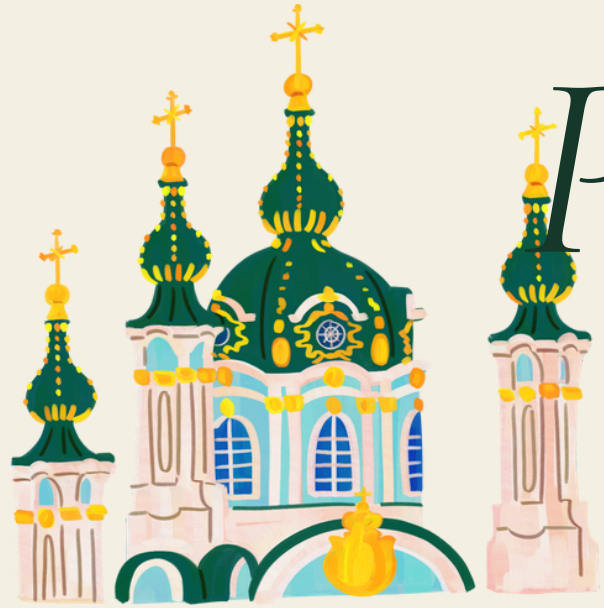
STAGES 01 & 02

States of Consciousness



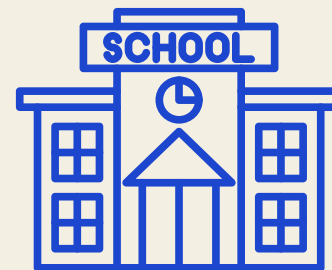
Real gains — but isolated. The business isn't yet AI-powered; a handful of people are.

Problems = Money



Solutions

Solutions



Solutions



Solutions



Solutions

Solutions

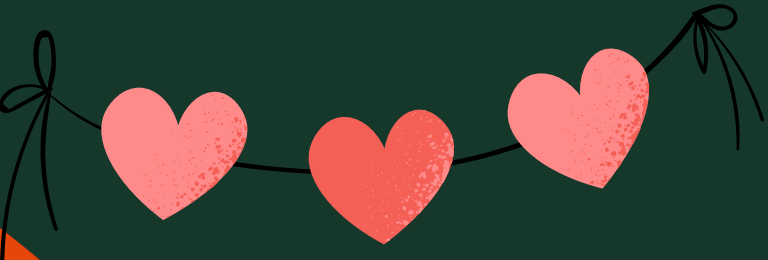
Spiritual

Emotional

Social

Professional

Biological -health



Spiritual

Emotional

Social

Professional

Biological -health



Systems

Tools

Products & services

The Evolution of AI

2022 Chat 2024 Vibe Coding 2025 Vibe Coding 2026 Agentic 2028 AGI 2030 -35 Robotics

Prompt Engineering

Eleven Labs

Gemini



replit



Wispr



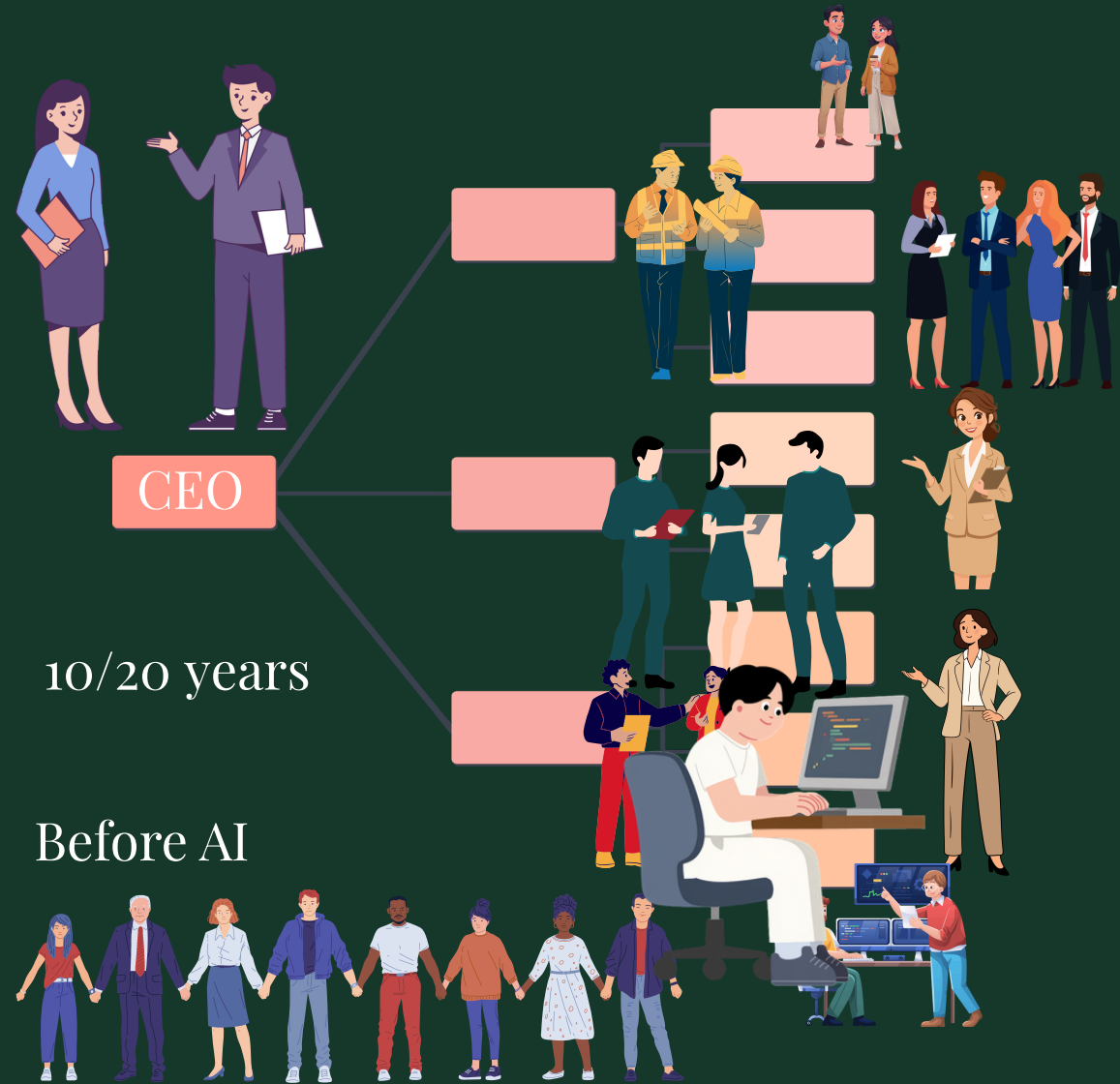
Agentic Engineering

Today
Context

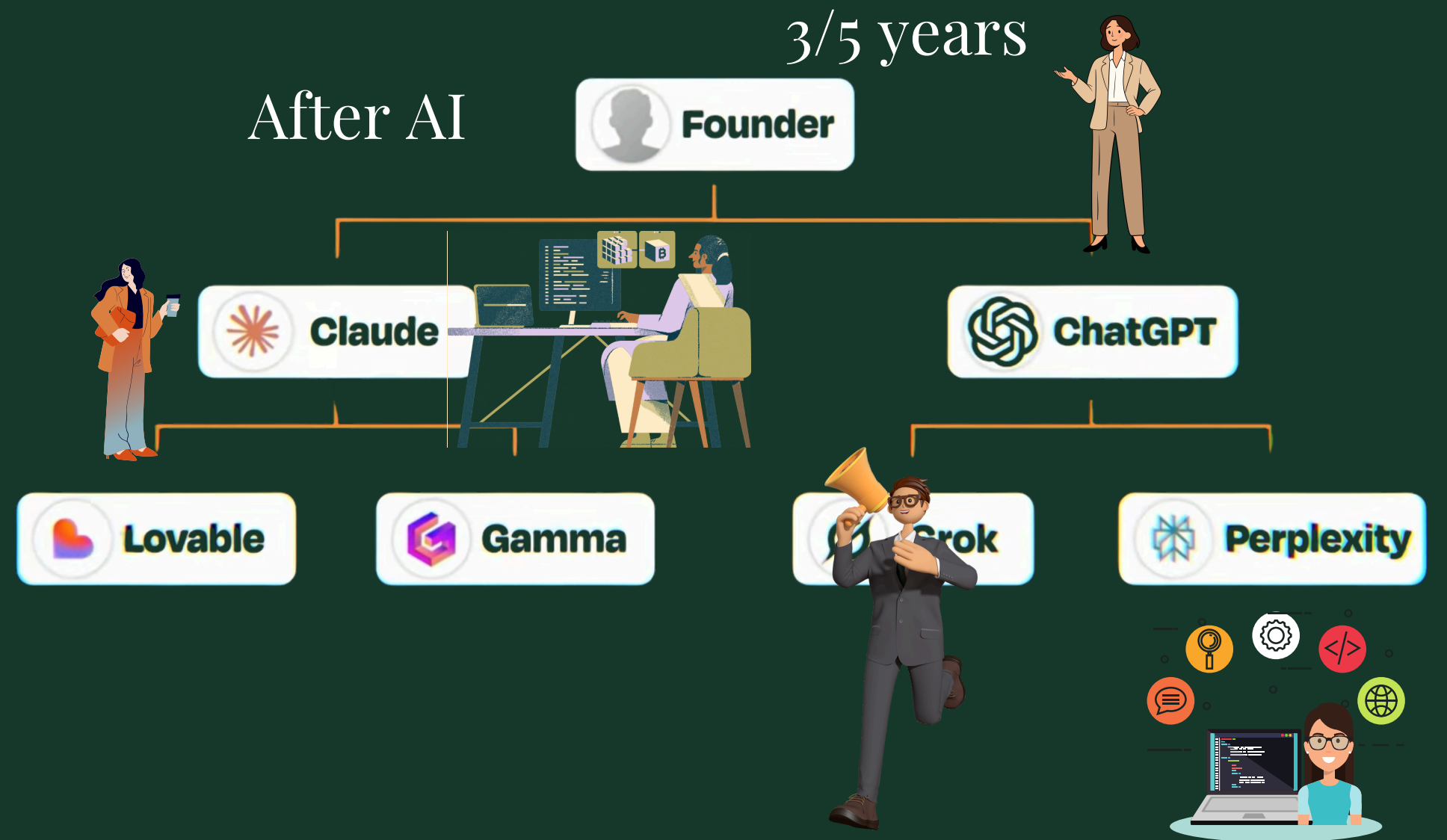
Prompt Engineering



1990 - 2022
£1
BILLION



2026 No Barrier



2026 No Barrier



Step 1

3 Types of Communication



01

With the Self

Lead the five roles you play as a founder:

The Visionary

The Strategist

The Builder

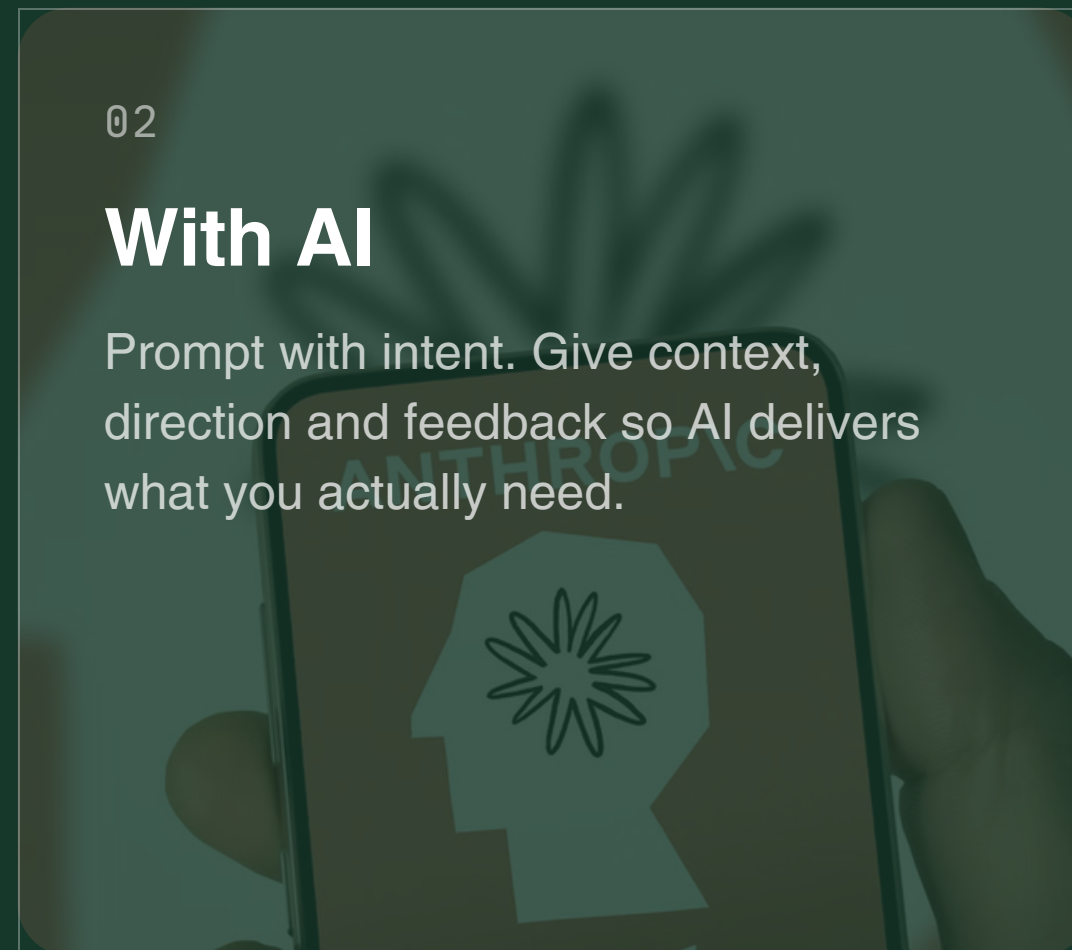
The Communicator

The Leader

02

With AI

Prompt with intent. Give context, direction and feedback so AI delivers what you actually need.



03

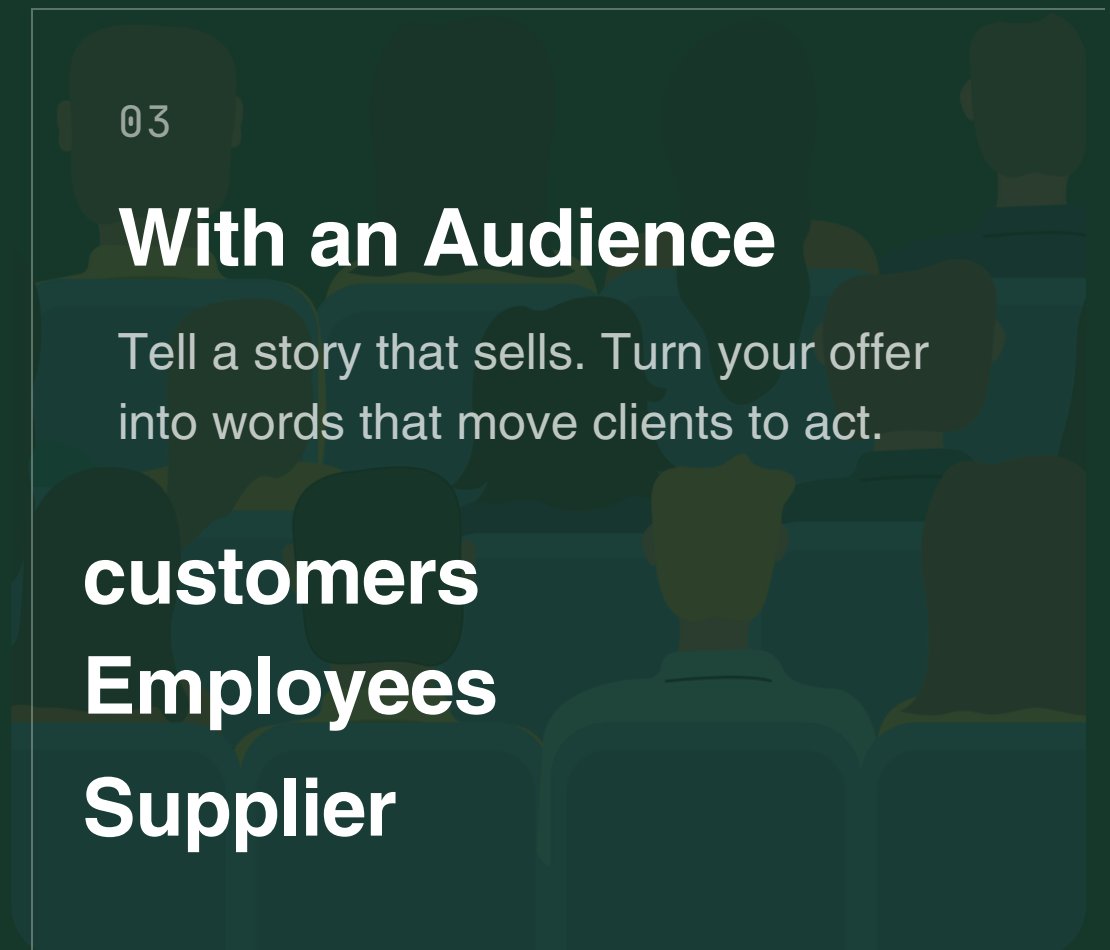
With an Audience

Tell a story that sells. Turn your offer into words that move clients to act.

customers

Employees

Supplier



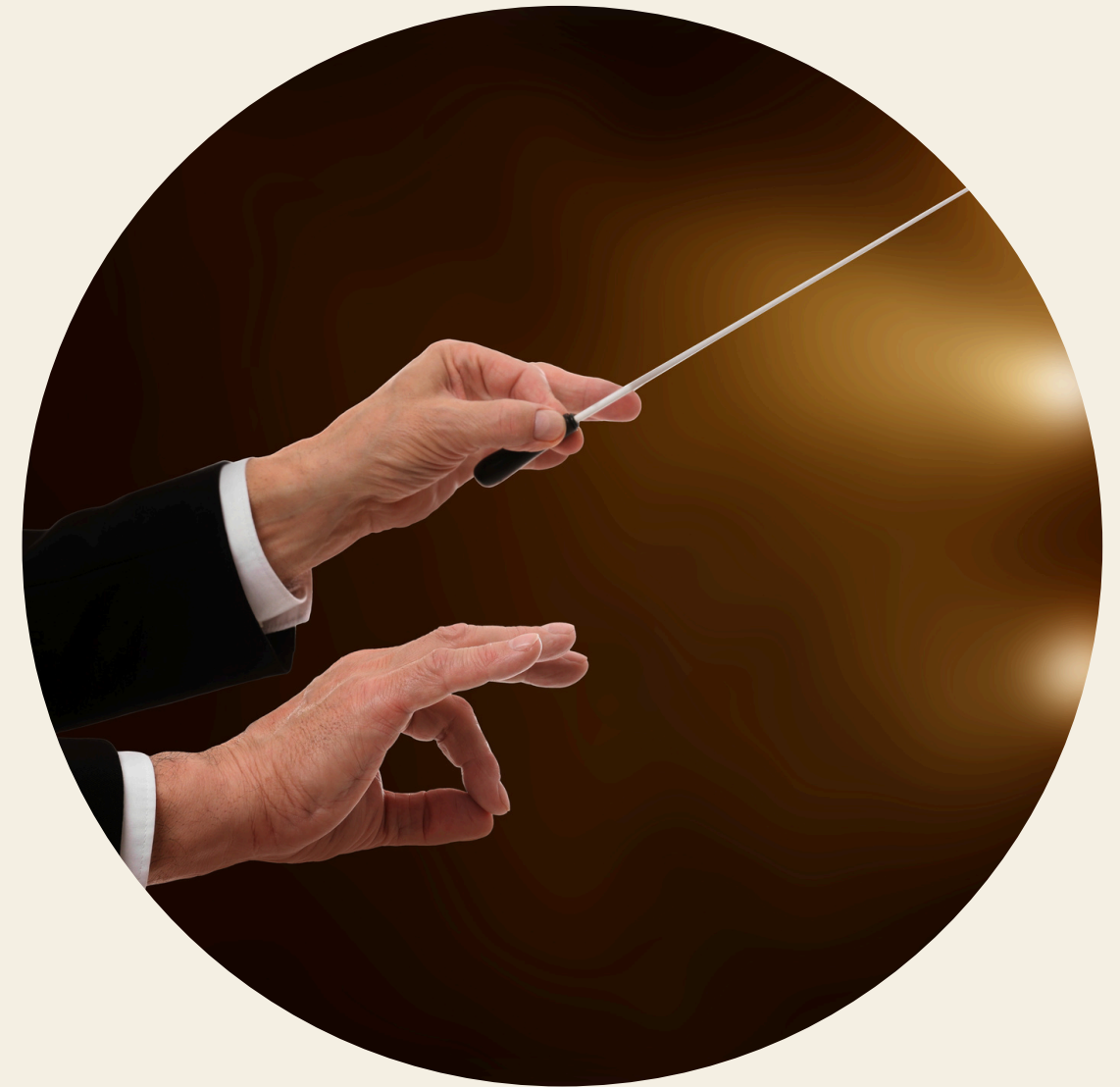
Skeptic



Casual

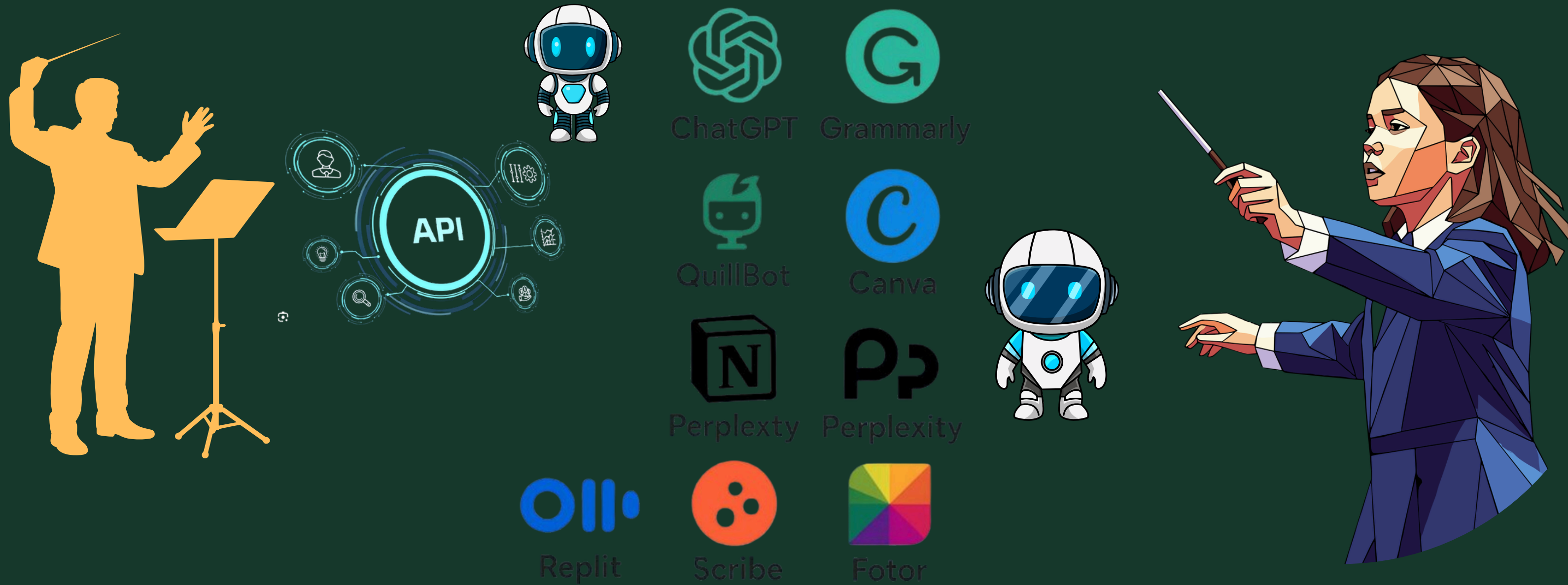


Ochestrator



3 Types of AI Users

Orchestrator



Founders Founder's

1

Start Up

2

Growth

3

Crisis

4

Positioning
& Communication

5

Exponential Growth

COMPOUNDING ADVANTAGE

Where are you now?



CHAPTER 01 · THE PREMISE

Selecting a Niche



WHERE MOST LIVE

Individuals

Tools tried. Wins anecdotal. Value captured by individuals, not the business.

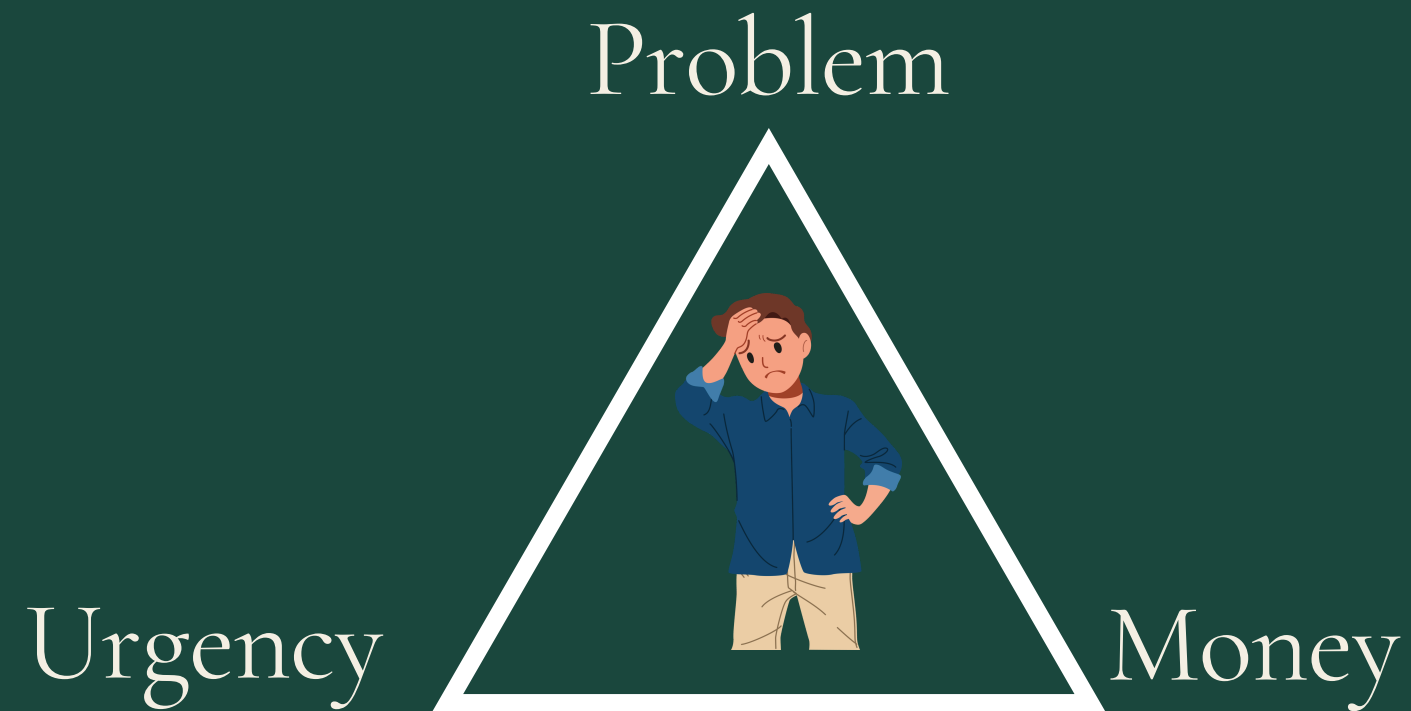
WHERE LEADERS GO

Enterprise

AI woven into workflows, agents, and strategy. Compounding advantage.

Step 1

What's the *problem*?



STAGE ONE

Emotional

STAGE TWO

Finance

STAGE THREE

How to

STAGE FOUR

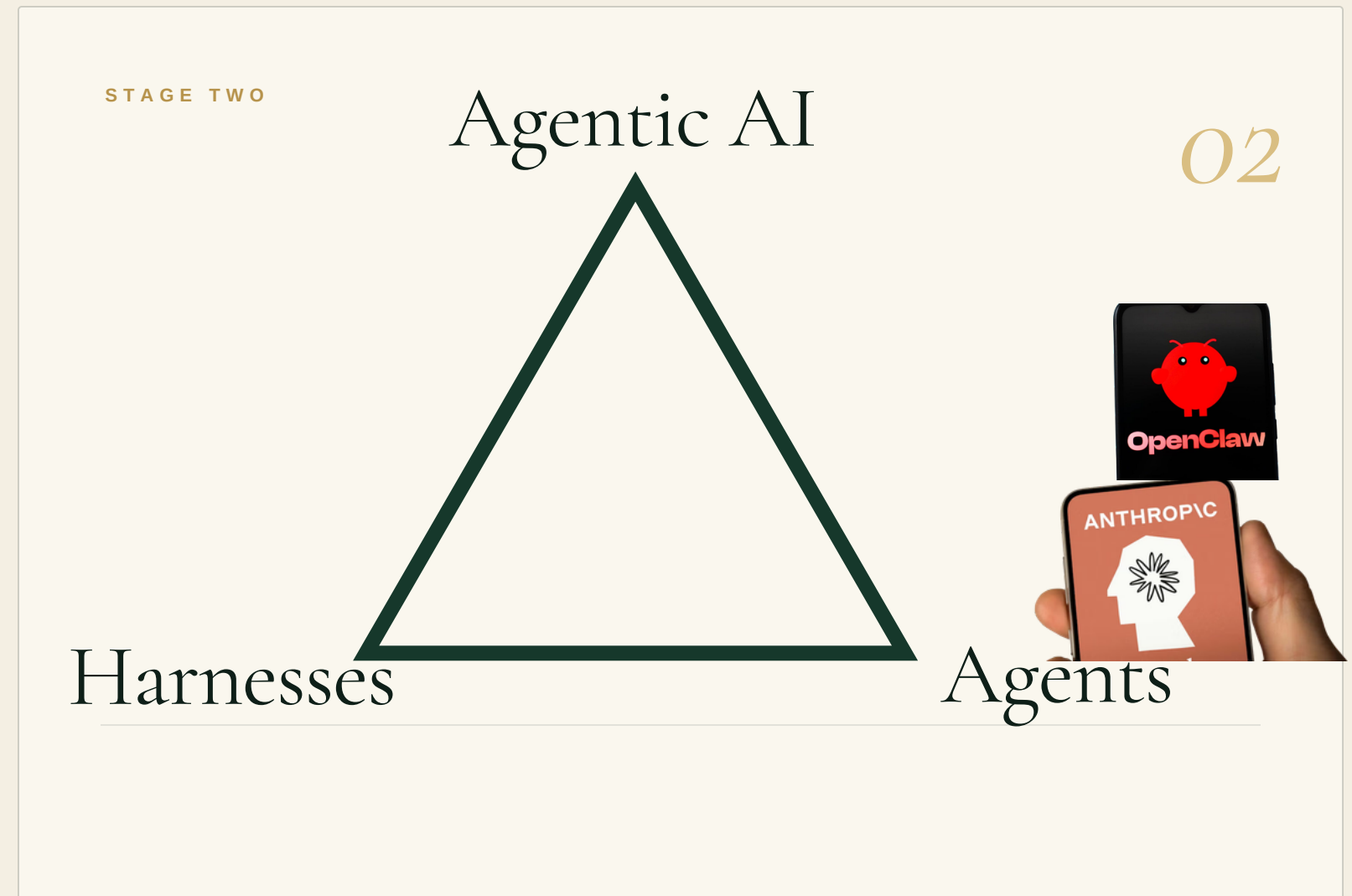
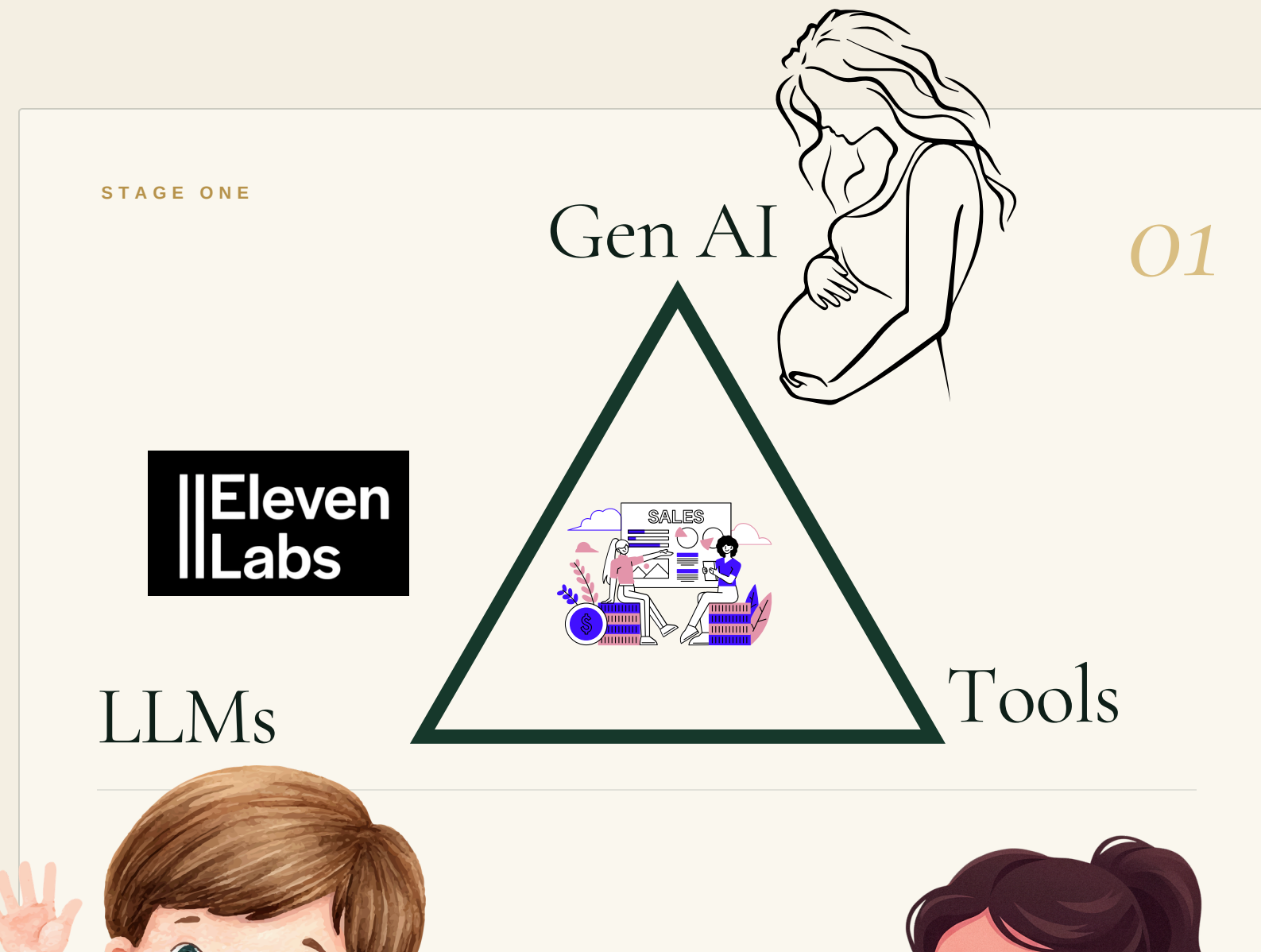
Products

STAGE FIVE

Service

STAGES 01 & 02

AI tools



Real gains — but isolated. The business isn't yet AI-powered; a handful of people are

STAGES 03 & 04

The Claude Ecosystem

04

Chat
Coworker
Claude Code

Claude
Mythos 

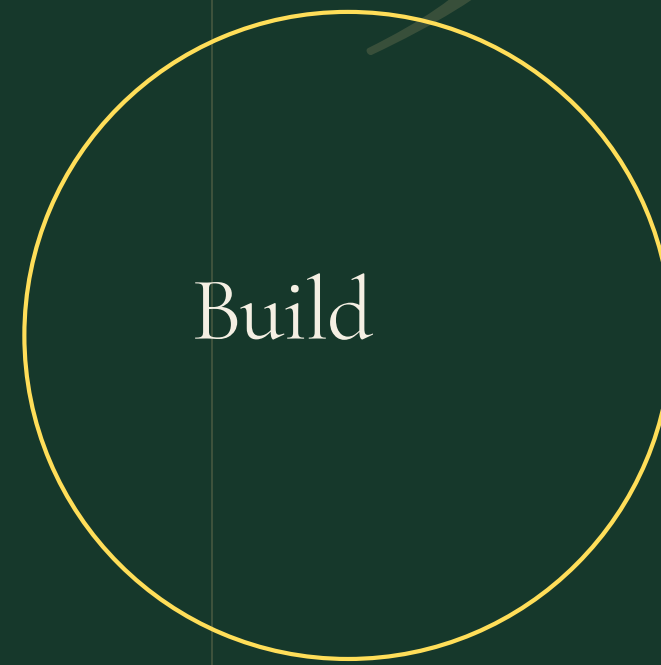
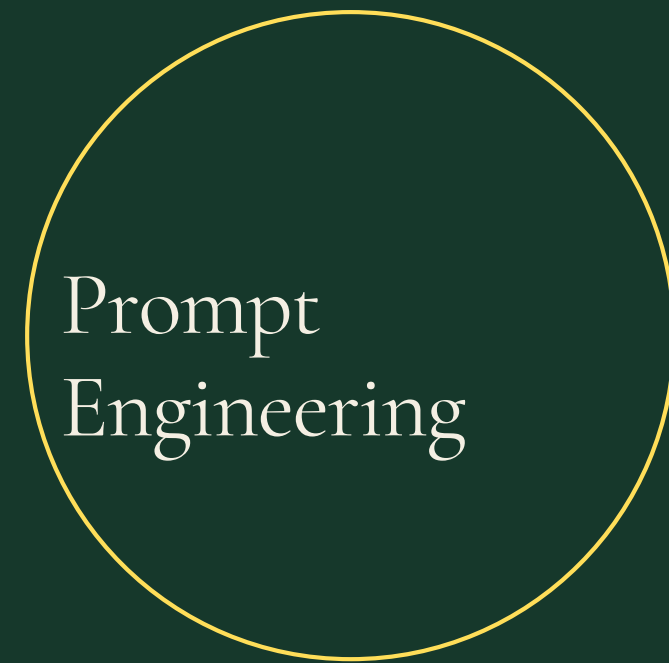
Claude is the most powerful AI ecosystem in the world. It allows you to do many things and create extraordinary products & tools

STAGE 05 · THE DESTINATION

STAGE FIVE

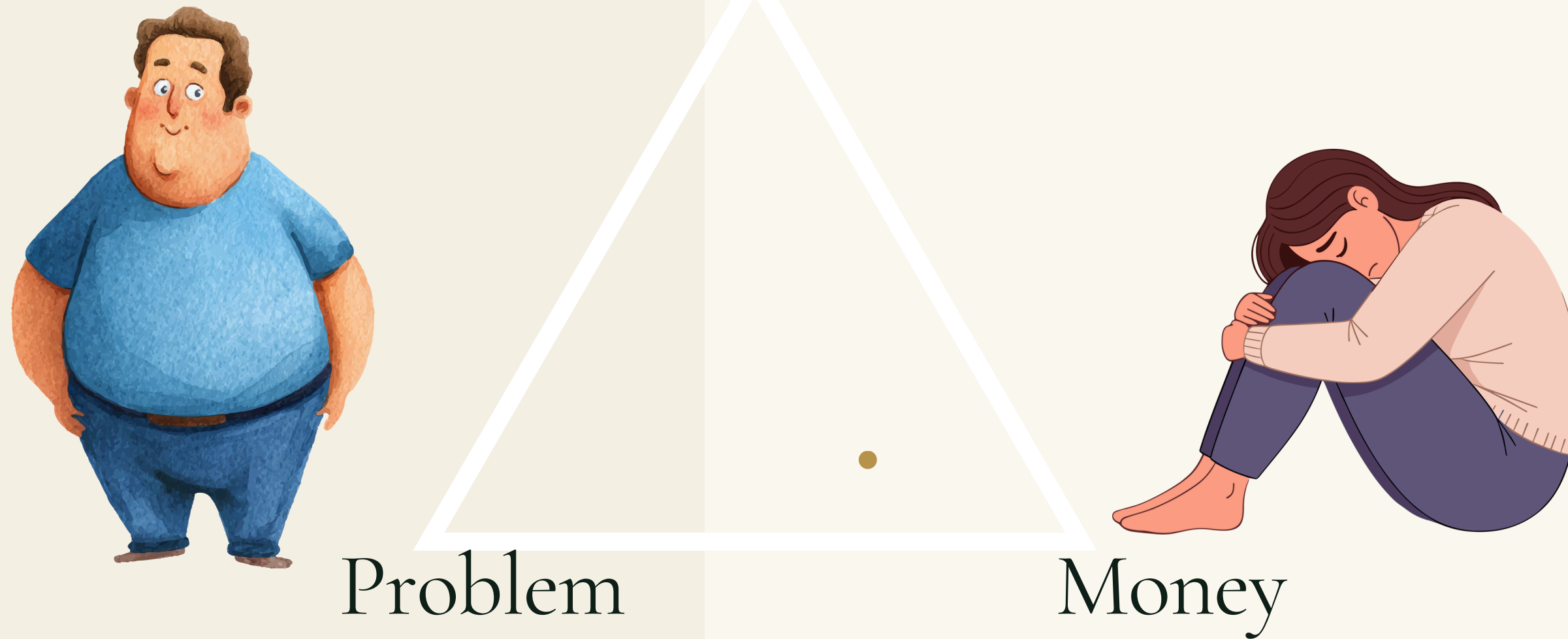
How to create products with AI . *Enterprise.*

5



POSITION

Problem - Urgency - Money



YOUR NEXT STEP

Let's *Build*.

Example



Q & A





Clear

Clarity Example

Logic Adapt

Review

Agentic Context Engineering

Agentic Engineering

CHAPTER 01 · THE PREMISE

Step 1

Selecting a Niche/ Define the problem

WHERE MOST LIVE

Individuals

Tools tried. Wins anecdotal. Value captured by individuals, not the business.

WHERE LEADERS GO

Enterprise

AI woven into workflows, agents, and strategy. Compounding advantage.



*Step 2 - Select a model -
Ecosystem*

Tool



Step 3 - Build



Front end



Back end



Step 4 - Deploy

Vercel + Git Hub





Step 5 - Marketing & Sales

Thank you