

Airtistic.ai

- CEMI.ai, the parent group — the shared research, production and delivery pipeline, the shared registers for the persona roster and the ecosystem, and the group's other properties as referral surfaces. This relationship is public and is recorded in the CEMI ecosystem register.
- Third-party foundation-model and creative-tool vendors, as suppliers rather than partners: the product is deliberately a thin layer over them, with bring-your-own-keys, precisely to limit the exposure. No commercial partnership with any of them is published, and none is claimed.
- Beyond those two, no partnership is published. Distribution, institutional and channel partnerships belong to the plan, not to the record, and this block will name them when they exist and are public.

- Publishing and keeping the catalogue, tool reviews, glossary and prompt library current in three live languages.
- Authoring the AI persona roster and operating the assistants it powers.
- Translation and localization, in-house — never a machine-translation service.
- Building the paid product: sign-up, billing, Studio and Gallery entitlements.
- Delivering the services: assessments, consulting, implementations, cohorts, talks.
- Turning founder-delivered services into a repeatable practice.
- Being findable in three languages — an activity, not a media purchase.

- The small human core that directs the work and delivers the services.
- CEMI's shared research, production and delivery pipeline.
- The published catalogue: hundreds of pages in three live languages.
- The editorial method: anti-fabrication rules, citation, plural stance.
- Third-party models, called through a thin bring-your-own-keys layer.
- The catalogue and its translations, the persona definitions, the tool and prompt libraries, and the brand.
- A static multilingual publication with AI assistants, on CEMI's shared platform.

- Artist-first guidance on AI, written by people who take craft seriously, in the reader's own language — and, for those who need more than an article, a priced services practice that turns the guidance into a decision, a workflow or a trained team.

- Self-serve on everything free — the catalogue, the glossary, the libraries, the self-paced programme and the self-check need no contact and, for most of it, no account.
- Contact-led and scoped for every paid service line: the price published on the page is the starting point of the conversation, not its outcome.
- Assistant-mediated — the AI persona roster answers at any hour, in the reader's language, and is disclosed as AI wherever it appears.
- Retained, where the work is continuous: the fractional advisor engagement of three to six months, and the ninety days of post-launch support written into every case implementation.
- Cohort, for instructor-led training: a group that moves together over six weeks rather than a set of individual seats.
- Editorial, and plural by construction — the reader is given an argument and its answer rather than a single house verdict, which is what a field deciding under pressure actually needs.

- The publication itself — organic search and AI answer engines, in English, Spanish and French. The business plan states it plainly: the publication is the funnel, and the round funds editorial depth rather than media buying.
- The service pages, one per line, each carrying its own published price and its own contact route.
- The free surfaces as a channel in their own right: the readiness self-check, the glossary, the reviewed-tool and prompt libraries, and the self-paced learning programme.
- Speaking engagements — keynotes and workshops are the institutional door, and frequently the first thing a museum or an art school buys.
- The disclosed AI assistants on the site, which answer in the reader's language and route to the service pages.
- The CEMI.ai ecosystem — the group's other properties, its shared footer, and its investor and institutional documents.
- Direct email routing: business@airstic.ai for commercial enquiries, invest@airstic.ai for the round.

- High-end consumers
- Educators and educational institutions
- Students and learners
- Artists and creators
- Freelancers and independent professionals
- SMEs
- Large corporations
- Media and publishers
- Government and public sector
- NGOs and foundations

- Product engineering for the paid tiers — signup, billing and entitlements. The largest single line of the round at 35%.
- Editorial and localization capacity — keeping three live languages current and bringing at least one staged language through its editorial pass. 20% of the round.
- Go-to-market — opening the services pipeline deliberately, speaking and assessments first. 20% of the round, and not media buying.
- Infrastructure — hosting, search, domains and model and API usage. 15% of the round. Static hosting keeps the fixed part low; model usage is the variable part, and bring-your-own-keys shifts a share of it to the subscriber.
- Operations — the legal, accounting, payment-processing and support obligations that begin the moment money is charged. 10% of the round.
- Delivery time on the service lines, which is founder-dependent today. It is the cost the plan most needs to change, and converting it into a repeatable practice is itself a cost.

- Subscriptions (SaaS, memberships)
- Sale of services
- Consulting
- Training and events
- Licensing and royalties
- Free — no direct income

Lean Canvas

Airtistic.ai

PROBLEM · Artists, studios and arts institutions are making irreversible decisions about AI — tool choice, provenance, consent, pricing, craft — mostly from vendor marketing and forum rumour, and almost entirely in English. Generalist AI coverage does not address the arts, and vendor material is not advice.	SOLUTION · AI Creative Suite · AI Readiness Assessment · Consulting · Case Implementation · Training · Speaking · Digital Twin KEY METRICS · Paid Suite conversions, once checkout ships — none today, no checkout exists. · Signed engagements per quarter, and the share that started free. · Editorial currency: catalogue share reviewed in the last two quarters. · Language coverage: live locales against translated-and-staged ones. · Expansion: whether a first engagement leads to a second, larger one. · Assistant sessions that end on a service page. · None measured yet: pre-revenue. Intended metrics, not results.	UNIQUE VALUE PROPOSITION · Artist-first guidance on AI, written by people who take craft seriously, in the reader's own language — and, for those who need more than an article, a priced services practice that turns the guidance into a decision, a workflow or a trained team.	UNFAIR ADVANTAGE · The catalogue and the persona roster are cheap for CEMI to keep current and expensive for anyone else to reproduce, because the research, production, translation and delivery pipeline is shared across the group and is already paid for. A single-property competitor would have to fund all of it alone, in three languages, before publishing its first review. CHANNELS · The publication itself — organic search and AI answer engines, in English, Spanish and French. The business plan states it plainly: the publication is the funnel, and the round funds editorial depth rather than media buying. · The service pages, one per line, each carrying its own published price and its own contact route. · The free surfaces as a channel in their own right: the readiness self-check, the glossary, the reviewed-tool and prompt libraries, and the self-paced learning programme. · Speaking engagements — keynotes and workshops are the institutional door, and frequently the first thing a museum or an art school buys. · The disclosed AI assistants on the site, which answer in the reader's language and route to the service pages. · The CEMI.ai ecosystem — the group's other properties, its shared footer, and its investor and institutional documents. · Direct email routing: business@airtistic.ai for commercial enquiries, invest@airtistic.ai for the round.	CUSTOMER SEGMENTS · High-end consumers · Educators and educational institutions · Students and learners · Artists and creators · Freelancers and independent professionals · SMEs · Large corporations · Media and publishers · Government and public sector · NGOs and foundations
COST STRUCTURE · Product engineering for the paid tiers — signup, billing and entitlements. The largest single line of the round at 35%. · Editorial and localization capacity — keeping three live languages current and bringing at least one staged language through its editorial pass. 20% of the round. · Go-to-market — opening the services pipeline deliberately, speaking and assessments first. 20% of the round, and not media buying. · Infrastructure — hosting, search, domains and model and API usage. 15% of the round. Static hosting keeps the fixed part low; model usage is the variable part, and bring-your-own-keys shifts a share of it to the subscriber. · Operations — the legal, accounting, payment-processing and support obligations that begin the moment money is charged. 10% of the round. · Delivery time on the service lines, which is founder-dependent today. It is the cost the plan most needs to change, and converting it into a repeatable practice is itself a cost.	REVENUE STREAMS · Subscriptions (SaaS, memberships) · Sale of services · Consulting · Training and events · Licensing and royalties · Free — no direct income			

Value Proposition Canvas — High-end consumers

Airtistic.ai · Segment: High-end consumers

Value map

PRODUCTS & SERVICES · Digital Twin — A trained AI persona of an artist, studio voice or institution, owned and controlled by the client. No price is published; scoped per archive. · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report. · Consulting — A half-day working session, a three-week strategy sprint, or a fractional advisor engagement of three to six months.	GAIN CREATORS · A trained AI persona of an artist, a studio voice or an institution, owned and controlled by the client. · Hosting retained only where the client wants it, and licensed rather than surrendered. · A half-day session or a strategy sprint for those who want the decision without the build.
	PAIN RELIEVERS · Ownership and control of the persona are the stated terms of the offer, not something to be negotiated afterwards. · Scoped per archive and quoted on request — no price is published for this line, and the revenue page says exactly that rather than implying a list price. · The readiness assessment comes first, and frequently ends in a decision not to build anything. · Consent and provenance are treated as the primary questions, in a published body of work the client can read before committing.

Customer profile



Value Proposition Canvas — Educators and educational institutions

Airtistic.ai · Segment: Educators and educational institutions

Value map

PRODUCTS & SERVICES · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report. · Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme. · Speaking — Keynotes and workshops on AI in the arts, delivered in English, Spanish and French. · Consulting — A half-day working session, a three-week strategy sprint, or a fractional advisor engagement of three to six months.	GAIN CREATORS · A six-week instructor-led cohort, or a custom organizational programme built on the institution's own cases. · Learner-first design throughout: the unit of success is what a participant can decide and do afterwards. · Speaking as a low-commitment first step, which frequently precedes the programme and lets an institution see the method in a room before it procures it. · A trained internal group that can carry the method after the engagement ends, plus a free three-language catalogue to keep reading.
	PAIN RELIEVERS · A curator-led assessment with two live sessions and a written report — a document procurement and a board can both act on. · Published starting prices for the assessment, the cohort and the custom organizational programme, with reduced rates for non-profits, schools and arts organizations offered publicly on request. · A free self-check and a free self-paced programme, so an institution can test the method on its own people before it buys anything. · Plural by construction: the material carries the case for and the case against, which is exactly what a divided institution needs in order to decide. · English, Spanish and French, written and delivered — not one language with slides translated afterwards.

Customer profile

GAINS · A stated institutional position, reached with the people who live with it. · A cohort that has done the work, not sat through a webinar. · Written material in three languages they can circulate internally. · A programme judged by what participants can then do.	CUSTOMER JOBS · Give staff and learners a position on AI before giving them tools. · Set an institutional policy that survives scrutiny from faculty, artists and families. · Bring a cohort to a common standard rather than leaving each person to improvise. · Keep material current in a field that moves faster than a syllabus revision cycle. · Decide what to permit, what to require and what to refuse.
PAINS · Pressure to adopt and to ban arrive together, from different constituencies. · No neutral source: the vendors sell and the loudest critics refuse. · Staff at very different starting points, in the same room. · Procurement wants a price and a scope before there is a conversation. · Material in one language, for a community that is not monolingual.	

Value Proposition Canvas — Students and learners

Airtistic.ai · Segment: Students and learners

Value map

PRODUCTS & SERVICES · Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme. · AI Creative Suite — A subscription to the persona assistants, the prompt library and the curated tool stack, in three tiers (Canvas free, Studio, Gallery). · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report.	GAIN CREATORS · Specialization tracks — visual artists, writers, filmmakers and others — that tailor the tools, examples and exercises to what the learner actually makes. · Free practice tools beside the reading: the readiness self-check, the roadmap builder, the prompt builder and the quick wins. · Airte answers questions at the free tier, in the reader's language, within the published daily message allowance. · When self-paced is no longer enough: a six-week instructor-led cohort with live sessions, reviewed exercises, a group critique and a certificate, published from \$1,200 a seat.
	PAIN RELIEVERS · The self-paced Learning Program is published as free forever: six modules, hands-on exercises, persona-led case studies, quizzes and simulations, with a curriculum map. · The Canvas tier is \$0 and carries the public prompt library, the glossary, the FAQ and the galleries — the catalogue a learner needs is the free half of the site. · Provenance, consent and attribution sit inside every module rather than in a separate one, so the ethics arrive with the making. · Lifetime access: whoever takes a programme keeps the updates to the same content, so an early start is not a worse one. · English, Spanish and French are live and editorially current, with further languages staged behind an editorial pass rather than machine-translated into place.

Customer profile



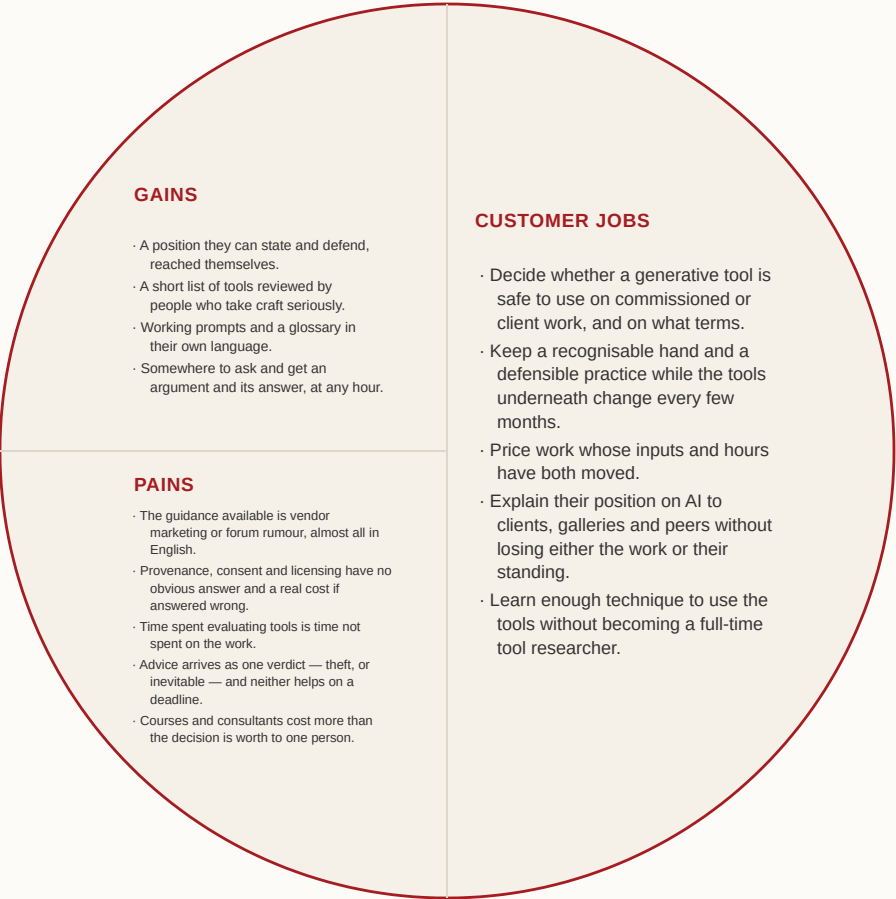
Value Proposition Canvas — Artists and creators

Airtistic.ai · Segment: Artists and creators

Value map

PRODUCTS & SERVICES · AI Creative Suite — A subscription to the persona assistants, the prompt library and the curated tool stack, in three tiers (Canvas free, Studio, Gallery). · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report. · Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme.	GAIN CREATORS · A curated tool stack and a prompt library that shorten the distance from a question to a usable output. · Disclosed AI assistants that answer in the reader's language at any hour, and are never presented as human. · Paid Studio and Gallery tiers for those who want the stack and the assistants rather than the articles. Both are published; neither can be bought yet, and the round is what changes that. · A self-paced learning path that builds judgement and not only technique — what the learner ends up able to decide is the point.
	PAIN RELIEVERS · Dozens of reviewed tools with the craft objections stated, not only the feature list. · The catalogue, glossary and libraries in three live languages, so the reader is not taking irreversible advice in a second language. · Standing perspectives that disagree in public — a critic, a traditionalist and a digital innovator — so the reader sees the case on both sides instead of a house verdict. · The substance is free and stays free: the catalogue, the glossary, the tool and prompt libraries, the self-paced programme and the self-check cost nothing, so the guidance never depends on having a budget. · A twelve-question self-check that turns a vague worry into a named decision, at no cost.

Customer profile



Value Proposition Canvas — Freelancers and independent professionals

Airtistic.ai · Segment: Freelancers and independent professionals

Value map

PRODUCTS & SERVICES · AI Creative Suite — A subscription to the persona assistants, the prompt library and the curated tool stack, in three tiers (Canvas free, Studio, Gallery). · Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme. · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report. · Consulting — A half-day working session, a three-week strategy sprint, or a fractional advisor engagement of three to six months.	GAIN CREATORS · At the Studio tier: all four persona assistants, saved conversations, a personal prompt library and quick wins for the reader's own discipline. · A half-day working session, published from \$800, for an independent professional who needs a decision rather than a project. · Discipline tracks in the learning programme — writers, visual artists, filmmakers and others — including how to disclose AI use on a contract, a query letter or a book jacket. · The published catalogue stays free and in three live languages after any engagement ends: the tool entries, the glossary, the prompts and the essays. PAIN RELIEVERS · The Studio tier is published at \$12 / month and cancellable at any time, with the free Canvas tier underneath it — an individual price, not an enterprise contract. · Vendor-neutral comparisons of the major tools on the merits, reviewed and updated monthly, so the evaluation is not a solo job done between deliveries. · Bring your own keys and no model lock-in: cost and data flow stay in the freelancer's hands, and changing tool is a configuration change. · Everything exports — the prompt library, the conversations, the saved outputs — in standard formats, and the prompts are plain text. · The twelve-question self-check and the self-paced programme are free, so the first decision costs nothing but the reading.
--	---

Customer profile

GAINS · The tool evaluation already done, and redone, by people who make work. · A price one person can pay, with a free tier underneath. · A prompt library and a workflow that are theirs, and leave with them. · Wording for an AI-use statement, in their own language.	CUSTOMER JOBS · Decide which AI tools are safe to use on paid client work, alone, without a studio behind them. · Say in writing how AI was used in a delivered piece, to a client or a publisher. · Hold a price when a client assumes AI makes the work cheaper. · Build a way of working that survives from one commission to the next, instead of starting over each time. · Learn a new tool between deliveries, with no training budget and no billable hours to spare.
PAINS · Everything lands on one person: tools, ethics, the client's questions, the invoice. · Vendor marketing is not advice, and most of it is in English. · Monthly subscriptions that may be the wrong stack in six months. · A client asks about provenance and consent; no answer is prepared. · Enterprise offers priced for teams, when the practice is one person.	

Value Proposition Canvas — SMEs

Airtistic.ai · Segment: SMEs

Value map

PRODUCTS & SERVICES · Case Implementation — A built and tested AI workflow with runbook, training and ninety days of post-launch support, in three sizes. · Consulting — A half-day working session, a three-week strategy sprint, or a fractional advisor engagement of three to six months. · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report. · Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme.	GAIN CREATORS · A half-day working session or a three-week strategy sprint for studios that need a decision before a project rather than a project. · A fractional advisor for three to six months where the change is continuous rather than a single build. · The same plural published material sits behind the engagement, so the team can keep reading — free, in three languages — after it ends.
	PAIN RELIEVERS · Published prices and published timelines on the service page — six to eight weeks for a solo or small studio, eight to twelve for a mid-size organization — so scoping starts from a number instead of a discovery call. · The readiness assessment first: a scoped written decision before anyone commits to an implementation. · A runbook and team training as contracted deliverables, so the workflow outlives the engagement and the person who built it. · Deliberately thin over third-party models, with bring-your-own-keys, so a vendor's price or terms changing is a configuration change rather than a rebuild. · Ninety days of post-launch support written into the offer, not sold afterwards.

Customer profile

GAINS · A built and tested workflow, with a runbook the team can actually follow. · A trained team rather than one enthusiast. · A defensible written position they can hand to a client. · Support through the first ninety days, which is when the failures actually appear.	CUSTOMER JOBS · Put AI into client work without breaking quality, deadlines or the client relationship. · Decide which parts of a workflow to change, and in what order. · Get the whole team on one method rather than five private experiments. · Answer a client's provenance and consent questions in writing. · Hold a position on pricing when clients expect AI to make the work cheaper.
PAINS · A deadline and no internal answer: nobody owns the question. · Experiments that work once and fail on the second project. · No runbook, so the knowledge leaves with whoever ran it. · Vendor evaluation is a full-time job they cannot staff. · The risk of committing to a tool that is wrong in six months.	

Value Proposition Canvas — Large corporations

Airtistic.ai · Segment: Large corporations

Value map

PRODUCTS & SERVICES · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report. · Consulting — A half-day working session, a three-week strategy sprint, or a fractional advisor engagement of three to six months. · Case Implementation — A built and tested AI workflow with runbook, training and ninety days of post-launch support, in three sizes. · Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme.	GAIN CREATORS · A fractional advisor of three to six months, where a single build is not the shape of the problem. · Organizational training programmes rather than individual seats, so a whole function moves together. · A plural published body of work behind the engagement, which is what makes an internal standard arguable rather than imposed.
	PAIN RELIEVERS · A readiness assessment that produces a written report before any build is commissioned. · Published prices and timelines for the institution-sized implementation, so procurement starts from a number rather than a proposal request. · A runbook and trained staff as contracted deliverables, so the standard does not live in one consultant's head. · Deliberately thin over third-party models, with bring-your-own-keys, so the workflow survives a vendor or contract change. · Delivery and written material in English, Spanish and French, for a team that is not in one place.

Customer profile

GAINS · A written standard, a built workflow and a trained team, in that order. · One method across languages and markets. · A vendor position that survives a procurement review. · Something to put in front of a board that is neither hype nor a moratorium.	CUSTOMER JOBS · Put AI into a creative or communications function without a policy breach or a brand incident. · Get an internal standard that procurement, legal and the studio can all sign. · Bring a distributed team across languages and time zones to one method. · Choose vendors inside an existing risk and procurement framework. · Show a board what was decided, and why.
PAINS · Pilots that never leave the pilot stage, because nobody owns the standard. · Legal and brand risk that nobody can quantify, so the safe answer becomes no. · Capability spread unevenly across markets and languages. · Consultancies that deliver a deck rather than a working workflow. · An approval cycle longer than the tools' release cycle.	

Value Proposition Canvas — Media and publishers

Airtistic.ai · Segment: Media and publishers

Value map

PRODUCTS & SERVICES

- Case Implementation — A built and tested AI workflow with runbook, training and ninety days of post-launch support, in three sizes.
- Digital Twin — A trained AI persona of an artist, studio voice or institution, owned and controlled by the client. No price is published; scoped per archive.
- Consulting — A half-day working session, a three-week strategy sprint, or a fractional advisor engagement of three to six months.
- Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme.
- Speaking — Keynotes and workshops on AI in the arts, delivered in English, Spanish and French.

GAIN CREATORS

- A keynote or a workshop to open the question with a whole desk or membership at once — published prices, with reduced rates for non-profits, schools and arts organizations on request.
- Consulting where the change is continuous: a three-week strategy sprint, or a fractional advisor for three to six months.
- A custom organizational programme, on-site or remote, with a manager track and a practitioner track, so the desk and its editors learn the same method from different ends.
- The published catalogue stays free behind the engagement, so the desk keeps reading after it ends.

PAIN RELIEVERS

- Airtistic.ai's own practice is the demonstration: the AI roster that operates the publication is disclosed as AI wherever it appears, and the editorial position is published rather than asserted.
- Reviewed tool entries and a glossary, free and in three live languages, so an editor briefs a contributor from a page instead of from a rumour.
- The readiness assessment first: a scoped written decision, with two live sessions and a report, before anyone commits to a build.
- Case Implementation ships the workflow with a runbook, team training and ninety days of post-launch support, on published prices and published timelines — eight to twelve weeks for a mid-size organization.
- A Digital Twin of the publication's voice or archive is owned and controlled by the client, and its drafts are reviewed before anything is sent.

Customer profile

GAINS

- A written, defensible position the publication can stand behind.
- A tested production workflow, with a runbook the desk can follow.
- An archive that answers in the publication's own voice, and it owns.
- A desk trained on one method, and material contributors can read.

PAINS

- Generalist AI coverage does not address the arts, and vendor material is not advice.
- Guidance arrives in English first; the desk may not work in English.
- An experiment that works once and fails on the second issue.
- No settled wording for saying how AI was used in something published.
- Commissioning art with no written position to hand a contributor.

CUSTOMER JOBS

- Settle what the publication's position on AI in its images and its text is, and put it in writing.
- Brief editors, illustrators and contributors on what is allowed and what is not.
- Answer readers and contributors about provenance, consent and attribution.
- Put AI into a production workflow that has to ship on deadline, without breaking it.
- Keep an archive answerable — searchable, quotable — without exhausting the few people who hold it.

Value Proposition Canvas — Government and public sector

Airtistic.ai · Segment: Government and public sector

Value map

PRODUCTS & SERVICES · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report. · Case Implementation — A built and tested AI workflow with runbook, training and ninety days of post-launch support, in three sizes. · Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme. · Speaking — Keynotes and workshops on AI in the arts, delivered in English, Spanish and French.	GAIN CREATORS · Speaking as a way to put the question to a whole sector in public, in its own language. · A trained internal team that can maintain the position after the engagement ends. · A free three-language catalogue any citizen or institution can read, which extends a policy's reach beyond the people who were funded.
	PAIN RELIEVERS · Published prices and timelines for the institution-sized implementation, quoted on the service page, so a procurement file can be opened without a call. · An independent position: the property sells guidance, workflows and training — never a model or a tool licence — so there is no interest in the outcome. · Plural by construction, so a divided constituency finds its own argument represented rather than dismissed. · Written report deliverables that can be attached to a decision. · Reduced rates for non-profits, schools and arts organizations, published as an open offer rather than negotiated privately.

Customer profile

GAINS · A position that can be published and defended. · A workflow actually built and handed over, with a runbook — not a report about workflows. · Priced, scoped offers that fit a procurement file. · Delivery and material in English, Spanish and French.	CUSTOMER JOBS · Decide what public cultural institutions and programmes may do with AI, and publish it. · Support a creative sector that is anxious about AI without picking a side prematurely. · Procure under rules that require a published price and a defined scope. · Meet obligations to citizens in more than one language.
PAINS · Advice that comes from vendors with an interest in the outcome. · A constituency split between artists who feel threatened and institutions under efficiency pressure. · Procurement cannot act on “contact us for pricing”. · Material and delivery in one language, for a public that is not monolingual.	

Value Proposition Canvas — NGOs and foundations

Airtistic.ai · Segment: NGOs and foundations

Value map

PRODUCTS & SERVICES · Speaking — Keynotes and workshops on AI in the arts, delivered in English, Spanish and French. · Training — The free self-paced programme, a six-week instructor-led cohort, or a custom organizational programme. · AI Readiness Assessment — A free twelve-question self-check, or a curator-led assessment with two live sessions and a written report.	GAIN CREATORS · Workshops as well as keynotes, so the audience does the work in the room rather than watching it done. · Free follow-on material in three languages for every attendee, and for the members who could not attend. · A natural next step for the institutions in the audience — the readiness assessment or the cohort — without the event itself becoming a sales pitch.
	PAIN RELIEVERS · Fees published on the page for a keynote, a half-day workshop and a full-day workshop, so a programme committee can plan against a number rather than request one. · Reduced rates for non-profits, schools and arts organizations, published as an open invitation to ask rather than a private discount. · Delivery in English, Spanish and French. · A plural stance rather than an advocacy slot: the session puts the case and its answer, which is what a mixed membership can live with. · A large public catalogue the committee can read before booking, so the choice is not made on a biography.

Customer profile

GAINS · A session the audience leaves able to decide something specific. · Delivery in the audience's own language. · Material the audience can keep reading afterwards, free, and pass to the members who were not in the room. · A speaker whose published body of work a programme committee can read and check beforehand.	CUSTOMER JOBS · Programme a session on AI and the arts that a divided membership will actually trust. · Fill a keynote or workshop slot with someone who can hold a room in the audience's own language. · Leave the audience able to decide something, not merely impressed or merely alarmed. · Do it inside a festival, arts-council or foundation budget.
PAINS · Most available speakers are vendors selling or critics refusing, and neither leaves an audience able to act. · Sessions delivered in English to an audience that is not working in English. · A workshop that inspires the room and leaves nothing behind for the people who could not attend. · Fees set for corporate conference budgets, which do not fit a festival or an arts council.	