

Business flywheel

Airtistic.ai



The customer funnel

STAGE	FIGURE	BASIS OF THE FIGURE
1. Reach — a reader arrives at a published page from search, an AI answer, a referral or another CEMI property.	—	plan assumption
2. Engage — the reader uses something free: a tool review, a glossary entry, a prompt, the self-paced programme, or asks a disclosed AI assistant.	—	plan assumption
3. Declare — the reader completes the free twelve-question self-check, or writes in, and in doing so identifies as an organization with a budget and a deadline rather than an individual reader.	—	plan assumption
4. Scope — a conversation establishes fit, timeline and budget against a price that is already published, so the call confirms a number rather than discovering one.	—	plan assumption
5. First paid engagement — a curator-led readiness assessment, a half-day session, a cohort seat, a keynote, or a Suite subscription once checkout exists.	—	plan assumption
6. Expand — the first engagement leads to a larger one: a case implementation, a fractional advisor retainer, or an organizational training programme.	—	plan assumption

No conversion figure is published at any stage. Airtistic.ai is pre-revenue and publishes no analytics, so every stage below is named and its figure reads “plan assumption” — the honest state of the record, not a gap in the page. Figures will be filled in from the company’s own records as they exist.

Roadmap

Airtistic.ai · Runway 12 months · periods derived from ROUND.runway · forward-looking statements

	Month 1–6 after close	Month 7–12 after close
PRODUCT	◆ Ship signup, billing and entitlements for the Studio tier — the tier is published today and cannot be bought. product ● Harden hosting, search and model-usage metering ahead of the first paid accounts. infrastructure ◆ Ship the Gallery tier and the entitlements behind it, completing the published subscription ladder. product ● Editorial currency pass across the English, Spanish and French catalogue — reviews and glossary entries checked against what the tools do now. content	◆ Bring at least one translated-and-staged language through its editorial pass and take it live. content ● Refresh the tool and prompt libraries from what the first engagements actually needed. content ● Iterate the Suite on what the first paying subscribers actually use. product
MARKET	● Open the services pipeline with speaking and readiness assessments first — the shortest path from a published price to a signed engagement. market ● Convert assessments into the first case implementations and consulting sprints. market	◆ Run the first instructor-led training cohort. market ● Sell institutional programmes as organizational training rather than individual seats. market
TEAM	● Write the scoping and delivery runbooks that let an assessment be run by someone other than the founder. operations	◆ A second deliverer working from the implementation runbook, so the services stop being founder-dependent. operations ● Size editorial and delivery capacity for the following twelve months. operations
FINANCE	◆ Reach the minimum viable close and begin the rolling close. ● Payment processing, tax treatment and support obligations in place for recurring revenue. operations	◆ State the twelve-month position: what each line earned, and what a next round would be for. operations