A SAMPLE OF THE DECISIONS BEHIND THE BUILD

AI Business Model Blueprint

From individual service visits to an ongoing customer relationship.

This is an original, illustrative example. The company, customer profile, and numbers are fictional assumptions. It is not a client result, a forecast, or a complete engagement deliverable.

The decision: test a paid coordination membership, with AI-assisted intake and human approval of service commitments.

01 / The starting point

Consider a 12-person commercial maintenance company. Customers buy individual visits. The owner is repeatedly drawn into triage, scheduling, quoting, and follow-up. Service quality is valuable; coordination consumes capacity.

The question is whether better coordination can support a recurring customer relationship while reducing dependence on the owner.

02 / Customer and offer

Begin with property managers responsible for several small office sites. Test whether they will pay for a single route for requests, clear status updates, and a monthly summary of work.

The proposed membership covers structured intake, follow-up, and an activity summary. Site visits and repair work remain separately quoted. Urgent or unusual requests go to a person.

STRATEGY / MAKE THE CHOICE EXPLICIT

A business model worth testing.

Improve the existing service	Clearer intake and follow-up can improve the current per-visit offer. Choose this route if membership demand is weak.
Test a coordination membership	Recommended experiment, conditional on paid demand and workable service costs. Bundle recurring coordination around a defined need.
Build standalone software	Defer until several customers use the same process and the company can support a separate software business.

03 / Put the economics on one page

Illustrative monthly coordination model. All figures in Canadian dollars.

Memberships	20 sites at CA$300 per month
Hypothetical revenue	CA$6,000 per month
Coordination and review labour	40 hours x CA$60 = CA$2,400
Software and AI usage	CA$600 per month
Contribution before other costs	CA$3,000 per month

The contribution excludes customer acquisition, general overhead, tax, setup, and separately delivered field work. It is not profit or a validated return.

Sensitivity: at 80 review hours, the same assumptions leave CA$600 before those other costs. Human effort per customer is therefore a critical pilot measure.

OPERATIONS / THE SYSTEM AND THE PEOPLE

Assign the work.
Keep judgment visible.

04 / The operating model

AI-assisted work	Structure enquiries, retrieve approved service information, and prepare draft follow-ups and summaries.
Connected systems	Keep customer records, requested visit windows, and task status aligned after approved actions.
People	Approve quotes and commitments, handle disputes and unusual requests, and deliver the field service.
Owner	Set pricing and service boundaries, review operating measures, and decide whether the model should expand.

Request arrives / Context is checked
Next action is drafted / A person approves

Design the exceptions before expanding

Test incomplete requests, conflicting records, unavailable appointments, and complaints. Start with human approval of customer-facing commitments. Make unresolved requests visible to a named process owner.

An invoice dispute should move to a person with the authority to resolve it. Missing service details should trigger a focused question, not an invented answer or an unapproved booking.

Explore three fictional scenarios in the interactive workflow walkthrough.

VALIDATION / EARN THE NEXT INVESTMENT

A plan that can change your mind.

05 / Four decision gates

Establish the baseline	Measure current response time, owner interruptions, handling time, and unresolved enquiries. Name the person responsible for the measures.
Test the offer	Interview five relevant customers. Seek a small paid trial with three suitable customers. Record objections and the real cost of serving them.
Run one workflow	Use representative enquiries, explicit approval rules, and a named process owner. Observe quality and review effort alongside time released.
Make the decision	Expand only if customers pay, delivery quality is acceptable, and the contribution holds up after real costs.

Stop or redesign if customers will not pay, review effort consumes the economics, or the process cannot maintain service quality. Improving the existing offer may be the better result.

06 / What the real engagement adds

Your company, your operating information, and your decisions. Leadership interviews, prioritized opportunities, a recommended model, explicit assumptions, and a 90-day implementation roadmap.

AI Business Model Blueprint: CA$25,000 fixed. Planned duration: 3-4 weeks. Scope and schedule are confirmed in writing; applicable taxes are additional.

Discuss your business

golubev.is/consultation / 15-minute introduction
golubev.is/contact / send a message
Ottawa, Ontario, Canada / available remotely