Participant Case Study Mais

This case study explores Mais's experience with the AI Blueprint Accelerator program. It outlines her motivations for joining, her evolving experience with AI tools and strategies during the course, and the concrete value she derived for her consulting business.

1. Why Mais Joined the Programme

Mais, an experienced consultant specializing in innovation hubs, accelerators, VCs, and growth-stage startups, was in the process of rebranding her boutique consulting firm. Her work involves strategy, process streamlining, branding, and human development, including corporate innovation mindset shifting.

Her primary motivations for enrolling in the AI Blueprint Accelerator were:

- **Seeking Guidance and Perspective:** She joined "first of all, because you're giving it", indicating trust in the instructor's insights. She values periodically refreshing her knowledge and gaining "more perspectives because that gives me more power in whatever I do".
- **Overcoming AI Overwhelm:** Mais felt "lost" amidst the plethora of AI tools, describing the situation as: "every platform is promising me something... This illusion in the desert and I run after it. And to do that, I need to pay. And then I get stuck because I can't use it". She admitted to "always running after the next big thing" and wanted to move beyond this cycle.
- **Improving AI Interaction and Outcomes:** She experienced frustration with AI outputs, noting that "the more you pay, the better the results", and that even with paid tools, getting the desired outcome, especially in creative content and business writing, was a challenge. She found AI-generated content could be "cheesy" or have a "boring tone".
- **Focusing AI Efforts:** Having subscribed to numerous tools, she recognized the need to "stop at some point" and focus. She hoped the course would help her "understand it better and what's happening and what's good and what's bad, and where to go, what to... overlook and how to utilize it better".

2. Mais's Experience on the Programme

Mais actively engaged with the program, frequently sharing her challenges and "aha" moments during the Q&A calls.

- **Shifting from Tool-Chasing to Strategic Application:** Initially "lost" with the overwhelming number of tools, Mais found the course provided a "bigger perspective". She learned the importance of understanding her own needs first before trying to get AI to produce results, stating, "I needed to talk to myself first... first you need to understand what you want".
- **Experimentation and Tool Adaptation:** Throughout the course, Mais experimented with various AI tools. She mentioned using ChatGPT (including a custom GPT named Adam), Grok, DeepSeek, Midjourney, Imagine Art, Pictory, Runway, and Perplexity. She eventually "divorced" ChatGPT in favor of Perplexity for some tasks. She also signed up for Manus based on a course recommendation.
- **Engaging with Core Concepts:** She grappled with the concept of "purpose," noting it kept changing for her and that Steve Jobs' idea of "dots will connect at the end" resonated more with her at times.

- **Valuing Practical Application:** She appreciated the focus on practical examples and strategies that could be directly applied to her business challenges, such as website development and marketing.
- **Learning from Shared Experiences:** The Alumni call indicated she valued the continued interaction and learning from peers' experiences and the instructor's ongoing insights.

3. Concrete Value Derived from the Programme

Mais translated her learnings from the AI Blueprint Accelerator into significant, tangible actions and outcomes for her rebranded consulting firm:

- **Successful Website Relaunch:** A major achievement was the relaunch of her company website. She and her colleagues created a sophisticated, animation-rich website in 16 hours of focused work, using AI for imagery (Midjourney, Imagine Art), content (ChatGPT, Perplexity), and Webflow for development. This was after receiving quotes from agencies ranging from $12,000 to $30,000.
- **Streamlined Project Work with AI:** She successfully used Manus to assist with a "very boring quality control project" involving ISO certification documents for a client, which helped her "highlight in each document, just for me to just go through whatever it needs to be reviewed and not the whole document". She also used Manus for drafting a marketing plan.
- **Improved Content Creation Workflow:** She developed a multi-tool workflow for content, using LLMs for text generation, AI image tools for visuals, and then platforms like Pictory to transform articles into videos.
- **Enhanced Strategic Focus:** The course helped her move from feeling "lost" and "always running after the next big thing" to having a "bigger perspective" and a more focused approach to AI tool selection and application.
- **Goal Achievement:** By the first Alumni call, Mais had completed one of her three main goals set during the course and was actively working on the second.

In conclusion, the AI Blueprint Accelerator equipped Mais with the strategic clarity and practical skills to overcome AI overwhelm, enabling her to confidently leverage AI tools to rebrand her business, launch a new website cost-effectively, and streamline complex client projects.