

LESSON 4.3 • 1.5 HOURS

Building an AI-powered business or freelance service

IN THIS LESSON

- The solo opportunity AI creates
- Choosing a service you can offer
- Pricing and a 6-month income plan
- Pitching your offer



L4.3 Learning Objectives

By the end of this lesson you will be able to:



Identify an AI-powered service that fits your skills and real local demand



Map a business idea on a one-page AI Business Model Canvas



Choose a pricing model and build a simple 6-month income projection



Plan a 5-slide pitch deck that ends with a clear next step

THIS LESSON

L4.3

Duration: 1.5 hours

Practice: EX 4.3

Quiz: 5 questions, 70% to pass



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Key Terms

The words you will meet in L4.3, in plain language.

Business Model Canvas

A one-page template that maps value, customers, channels, revenue and costs.

Niche

A specific type of customer or need you focus on, making you easier to find and trust.

Income projection

A month-by-month estimate of likely income and costs over a period.

Value proposition

The clear benefit you offer: the reason a customer chooses you.

Revenue stream

A way your service earns money: hourly, per project or subscription.

Pitch deck

A short set of slides that persuades a client to buy your service.



One person, more output

THE OPPORTUNITY

AI is your invisible team. It drafts, designs, translates and analyses, so one skilled person can take on work that once needed several.

You don't need to quit your job: many people start with a side service.



Services you could offer

Freelance services you can start with skills you build quickly. Data clean-up and translation work too.



Content and copywriting

Blog posts, product descriptions and social captions, drafted with AI and polished by you.



Social media management

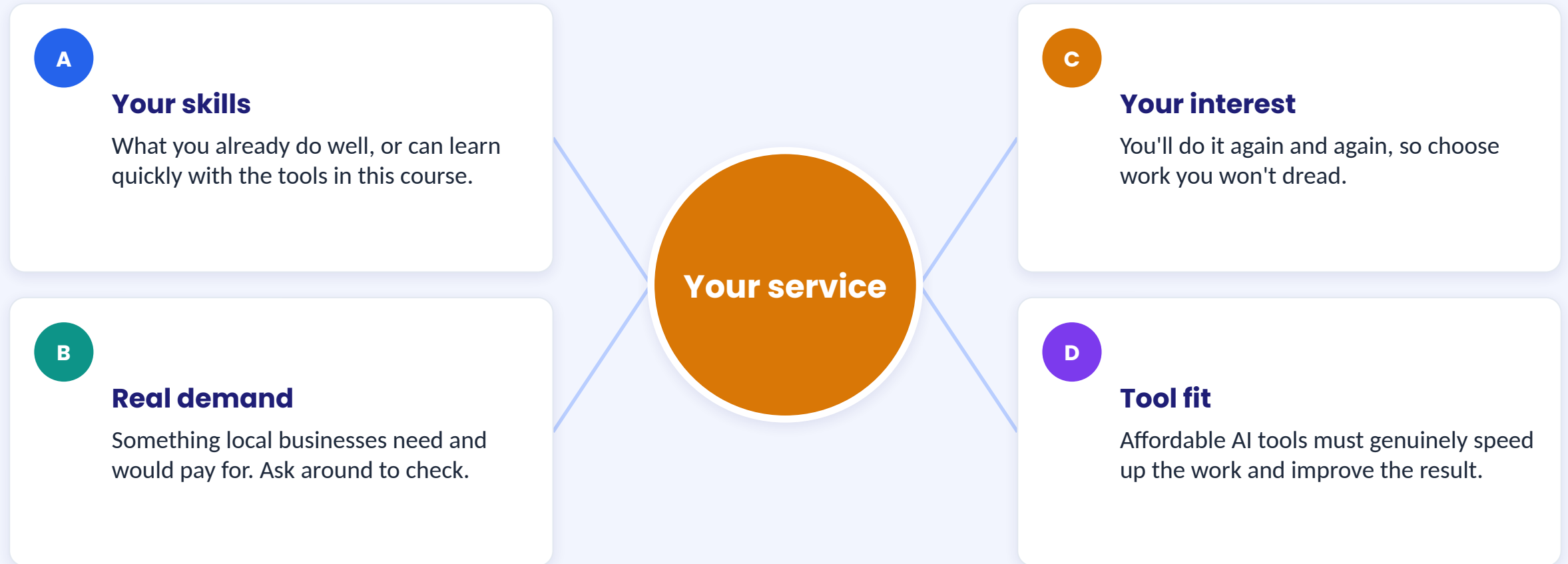
Planning, drafting and scheduling posts for small businesses that lack the time.



Chatbots and automation

Setting up customer-service bots and simple automations for local businesses.

Pick the right service for you



Your AI Business Model Canvas

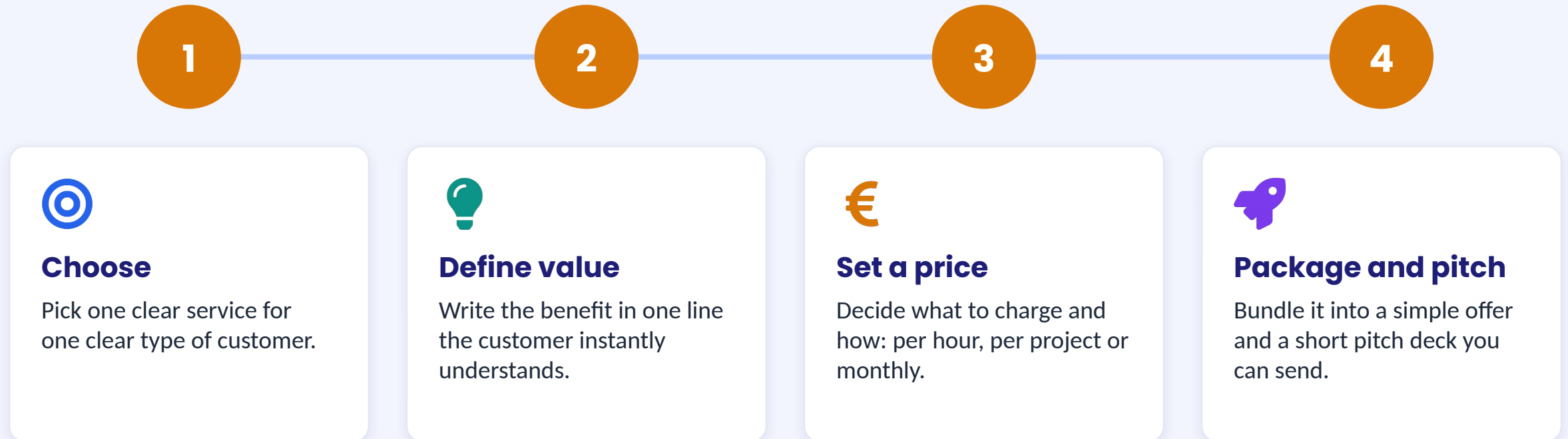
A one-page plan that answers 'who, what, how and how much'. Keep it a living draft, not a contract.

Block	Question to answer	Example: social posts for cafés
Value	What problem do you solve, and why is your AI-powered offer better, faster or cheaper?	Cafés get 12 good posts a month without spending their own evenings on it
Customers	Who exactly is this for? The clearer the niche, the easier to find them.	Independent cafés in my town with an Instagram page
Channels	How will people find and buy from you?	Visiting cafés in person, referrals, a simple Instagram profile
Revenue	What do you charge, and how?	Monthly subscription per café
Costs	What do you spend: tools and time?	AI and design tool subscriptions, about 6 hours per client a month

If you can answer these five clearly, you have a plan to test. You fill this in for EX 4.3.

From idea to offer

Turn your chosen service into something a client can say yes to.



'Social posts for cafés, €150/month' sells far better than 'I do marketing'.

Pricing your service

Pricing scares beginners, but three common models make it manageable. Many freelancers mix them.



Hourly

Simple to explain, but it caps your income, and AI makes you faster.



Per project

A fixed price for a result. Rewards your speed and is clear for the client.



Subscription

A monthly fee for an ongoing service. Gives the steadiest income.

Price the value you deliver, not just the hours you spend with AI's help.



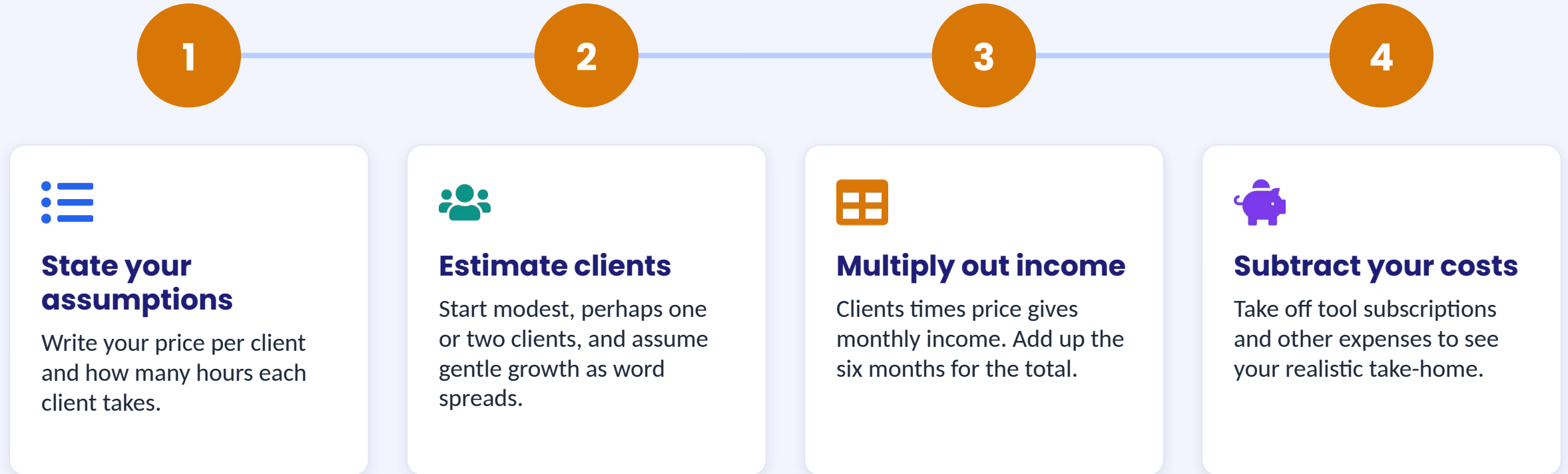
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Build a 6-month income projection

A simple month-by-month estimate shows whether your idea can actually pay.



A projection is an educated guess: roughly right beats precisely blind.

Tools to run your micro-business

A handful of affordable tools cover almost everything a one-person service needs.



Notion AI

Plan projects, draft content and organise clients in one tidy workspace.



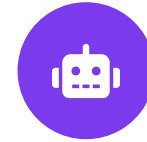
Gamma

Turn a few bullet points into a polished pitch deck or proposal in minutes.



Scheduling and invoicing

Free tools to book calls and send simple, professional invoices.



Your AI assistant

ChatGPT or similar for drafting, brainstorming and speeding up delivery.

Keep your toolkit small: a few tools used well beat many half-learned.



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Finding your first clients

You don't need a marketing budget. Four simple moves bring in early work.

1



Build a small portfolio

Create two or three sample pieces so prospects can see your quality before your first paid job.

2



Pick a clear niche

'AI content for fitness coaches' is easier to market than 'writing for anyone'.

3



Use your network

Tell friends, family and local businesses what you offer. Referrals are the fastest start.

4



Show proof

Collect a short testimonial after each job. Social proof wins the next client.

Your first client is often someone you already know: just tell people what you do.

Pitching: the 5-slide deck

A short, sharp pitch deck wins work. Five slides are all you need, and you'll build one in EX 4.3.

Slide	What it shows
1. Problem	The customer's problem, in their words
2. Solution	How your AI-powered service solves it
3. Offer	Your concrete offer and price
4. Proof	A sample, a result or a testimonial
5. Next step	Exactly how to start working with you: one clear, easy action

Gamma turns your bullet points into a clean deck in minutes, so you focus on the message.

Check Your Understanding

Try answering these in your own words before moving on.



Name one AI-powered service you could realistically offer, and to whom.



What four things should line up when choosing your service?



Which pricing model gives the steadiest monthly income, and why?



What are the five slides in a simple pitch deck?



Learning Resources

Want to go further? These are free and trusted.



Gamma: AI pitch decks and presentations

<https://gamma.app/>



Notion AI

<https://www.notion.com/product/ai>



World Economic Forum: Future of Jobs Report 2025

<https://www.weforum.org/publications/the-future-of-jobs-report-2025/>



L4.3 Key Takeaways

Before the next lesson, hold on to these five points.



AI lets one person deliver services that once needed a whole team, at low cost



Choose a service where your skills, real demand, interest and tools line up



Map your idea on a one-page canvas: value, customers, channels, revenue, costs



Price for the value you deliver, and test it with a 6-month projection



Win work with a clear niche, a small portfolio and a sharp 5-slide pitch

Now Put It Into Practice

Head to the Re-AI learning platform to finish this lesson.



INTERACTIVE ACTIVITY

Match the canvas block

On the platform · about 10 minutes



HANDS-ON EXERCISE EX 4.3

Design an AI business model

1.5 hours · Tools: Notion AI, Gamma.app, Google Sheets (optional)



LESSON QUIZ

5 multiple-choice questions

70% to pass · unlimited retakes