



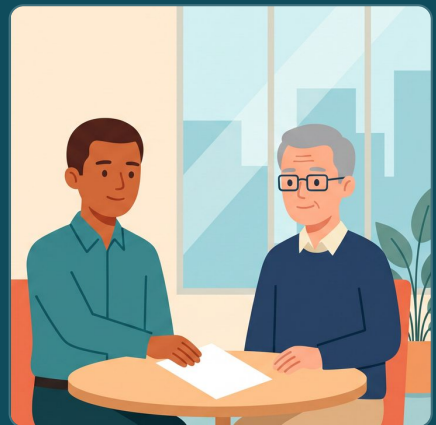
Meritlume.

SYLLABUS · CURRICULUM C1

AI-Powered Business

From nothing to your first paid client.

The foundation curriculum: find the one thing people will pay you for, package it as a product, win the first ten clients, and keep the money side straight — with AI where it actually helps and nowhere else.



9

full courses

9.6 h

of teaching

1

verifiable certificate

€399

one price, once

What you can do afterwards.

Not a list of topics — a list of things you will be able to do. Each one is checked by the final exam at the end of the curriculum.

- 1 Narrow a vague idea into a wedge: one specific person, one recurring problem, one budget that already exists.
- 2 Say in plain words what a model can and cannot do — enough to scope a job and answer a client without bluffing.
- 3 Turn a service into a product: one outcome, one price, one written process — and explain why “it depends” is unsellable.
- 4 Run a discovery conversation that qualifies instead of pitching, say the price out loud and hold the pause.
- 5 Set the money side up so it survives year one: separate account, invoices that get paid, a reserve for the tax nobody has asked for yet.

FIT

Who this is for

- You are starting from zero, usually next to a job, and want a first paid client rather than a business plan.
- You use AI tools already but cannot yet say what someone should pay you for.
- You want the boring parts too — pricing, contracts, tax reserves — not just the exciting ones.

And who it is not for

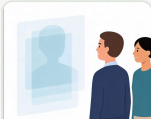
Not for you if you already run a business and only want a specific technique. Then start with AI Model Craft or AI Agents — this curriculum builds the whole picture and would repeat what you know.

The story it is taught in: The whole curriculum follows Jordan Reyes, an operations manager at a logistics firm who builds an AI-assisted service business in the evenings. No overnight success, no quitting the job in week two — realistic timelines and the setbacks that come with them.

THE COURSES

Every course, in order.

Each one is a full course with chapters, exercises, a final test and its own course certificate. The first episode of course 1 plays on the website without an account.

	COURSE	LENGTH
1	 Find Your Wedge: Building AI Services from Zero The wedge, the one-sentence offer, and five to ten validation conversations without spending a cent on ads.	80 min · free
2	 Practical AI Scoping for Builders What a model actually does, how to write an instruction that holds, and the four places AI work goes wrong.	60 min
3	 Choosing Your Business Model: Evidence-Based Evaluation Seven realistic business models side by side, compared on the same four numbers — and matched to your starting position.	55 min
4	 Productized AI Services: From Process to Profit The run book: one outcome, one price, one written process, and the quality gate built into the deliverable.	70 min
5	 Content That Compounds: The Focused Distribution Strategy One channel chosen on evidence, one repeatable format, and the twelve weeks before anything shows.	60 min
6	 Acquiring Your First Ten Clients Fifty specific people instead of a target group, a first message that earns a reply, and the price said out loud.	70 min
7	 Pragmatic Workflow Automation: Architecture, Costs, Boundaries Which three tasks are worth automating, which step must stay manual, and the maintenance nobody plans for.	60 min
8	 Money, Legal, and Operations Fundamentals Account, invoices, tax reserve — plus the three documents that decide who pays when something goes wrong.	65 min
9	 Scale Without Selling Your Soul Find the bottleneck (it is usually you), then choose between raising prices, narrowing the offer and handing work over.	55 min

PRICE

One price. Then it is yours.

This curriculum

€399

All 9 courses, all tests and the curriculum certificate. No subscription, no upsell, nothing to cancel.

Single purchases would be €711

Single course · €79

Course, final test and course certificate – credited in full towards this curriculum within 90 days.

Track “Build & Automate” · €599

C1 + C4

Track “Choose & Run” · €599

C1 + C2

The full programme · €999

C1 + C2 + C3 + C4

Bundle “Build & Sell” · €599

C1 + D1

THE PROOF



This is the certificate.

Not a mock-up: the picture is rendered from the same stylesheet the portal issues the real document with. Only the name, the date and the number are examples.

Verify this
certificate

[meritlume.com/?
cbscert=ML-...](https://meritlume.com/?cbscert=ML-...)

The curriculum ends in a real exam — one you can fail. The certificate carries a public identifier, so a client, an employer or a partner can check it themselves. That is the whole point of this school.

**Start with the first episode. It is free, it needs no account,
and it tells you in ten minutes whether this is for you.**

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