

AN INNOVATIVE ONLINE/INSTRUCTOR LEAD TRAINING PROGRAM

*powered by: Summit Learning Institute<sup>®</sup> LLC, and Cisco Networking Academy*



# The **AI Tech**Preneurship Launchpad



DESIGNED TO HELP SMALL BUSINESSES AND WORKFORCE PROFESSIONALS  
ADOPT, IMPLEMENT AND USE AI TOOLS AND RESOURCES SUCCESSFULLY!



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We're launching a new course to help entrepreneurs and professionals build businesses using AI.

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# Welcome to our AI TechPreneurship Program

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Cisco Networking Academy*

Artificial Intelligence (AI) has changed the way businesses operate to how workers tackle tasks and communicate with coworkers and customers. AI technology has created ripples of change that have benefited companies in every industry. Now, that AI is here every workplace professional must re-skill or skill-up to become knowledgeable and proficient implementing and using AI technology tools and resources. **We have the key to your future success!** The **Purpose** of the program is to:

- Prepare business leaders and workforce professionals to successfully adopt and use AI technology.
- Equip workplace professionals to leverage AI to improve efficiency and productivity.
- Provide real-world, hands-on learning opportunities for workforce professional in all functional areas.
- Empower workers to learn new skills to advance careers
- Provide entry-level business-technology skills training to equip recent college grads and job seekers with the knowledge of AI tools and skills needed perform certain tasks and workflows leveraging technology.



# MEET OUR CORE PROGRAM INSTRUCTOR TEAM

DX Tech Solutions has aligned in partnership with a core group of technology professionals and business leaders to develop the **AI TechPreneurship** program to specifically empower small business leaders and individuals that may lack the IT/Digital literacy knowledge and skills to successfully adopt and utilize **AI technology** predominantly for business and career development.



**Maurice L. Butler, MBA, MDiv**  
**Founder & CEO**  
**DX Tech Solutions**

A visionary technology and business leader with years of experience as an IT executive leading strategic professional service teams and consultants.



**Dr. Chris Harrison, Ed.D**  
**Co-Founder & Managing Director**  
**Summit Learning Institute LLC**

Dr. Chris Harrison, Ed.D. is a visionary educator, entrepreneur, and AI strategist and business consultant.



**Ryan Ray**  
**Entrepreneur and Cultural Influencer**

Ryan is a dynamic young entrepreneur, motivational speaker, leadership development professional, executive coach and business consultant.



**Luciana Hall-Pearson**  
**Business Operations & Systems Consultant**  
**Co-Pilot Concierge - Founder**

Partners with creative and mission-driven entrepreneurs and small businesses to design operational workflows, streamline project delivery, and implement systems that support scalable growth.



# Why Develop AI TechPreneur Skills that Matter Today

According to an article published in the Harvard Business Review, September-October 2023 titled “ **Reskilling in the Age of AI** written by Jorge Tamayo, Leila Doumi, Sagar Goel, Orsolya Kovács-Ondrejko and Raffaella Sadun

“Back in 2019 the Organisation for Economic Co-operation and Development made a bold forecast. Within 15 to 20 years, it predicted, new automation technologies were likely to eliminate 14% of the world’s jobs and radically transform another 32%. Those were sobering numbers, involving more than 1 billion people globally—and they didn’t even factor in **ChatGPT** and the new wave of **generative AI** that has recently taken the market by storm.”

The World Economic Forum at the 2025 Annual Meeting published a report that included the following:

“Advanced technologies, including generative artificial intelligence (GenAI), are accelerating and enhancing our ability to connect. As technology adapts, so does the nature of work – and the skills, competencies and mindsets that workforce professionals will need at all stages of their careers”.

- Artificial intelligence (AI) is transforming the nature of work, as well as the skills, competencies and mindsets workers need during their careers.
- **Reskilling and upskilling** programs focused on digital skills training can help workers develop tech literacy proficiencies to help them embrace new technologies and work processes.
- Collaboration between employers, educators and workers will **help everyone embrace lifelong learning opportunities** to create a future-ready workforce.

**DX Tech Solutions** in partnership with **Summit Learning Institute® LLC** and others is ready to collaborate with employers, and workforce professionals to help reskill and/or up-skill workers for the US workforce particularly those serving in small businesses, nonprofits and entrepreneurial enterprises.

# AI TechPreneurship Program

## TARGET AUDIENCES

We believe every worker regardless of level should become knowledgeable about the power of **AI** and its use cases in their respective role. Our **AI TechPreneuershship** program will bring awareness to AI applications, tools and the skills required to adopt, **implement**, use and effectively manage the technology in varous functional work environments. The ideal participants for this program are:



### Small Business Owners and Staff Members

- Executive Level Managers
- Technicial Service Professionals
- Marketing and Sales Professionals
- Administration
- Human Resource Managers
- Program/Project Managers



### Nonprofit Organizations

- Executive Directors
- Program Managers
- Trainers
- Coaches and Counselors
- Case Workers
- Business Development and Grant Writers



### Adult Learners

- Recent College Grads Searching searching for Career Opportunities
- Adults changing careers
- Recently downsized or furloughed adults
- Adults interested in becoming business owners/ entrepreneurs.
- Groups wanting to learn how to implement and use AI in general.







# The Value of a Digital/AI Knowledgeable Workforce

## Our AI Techpreneurship Program Focuses on Building Digital Literacy and AI Skills.

Digital literacy is not limited to just being able to read content online. Digital literacy also includes understanding how technology enables greater productivity and efficiencies in workers workflow, provides collaboration tools, helps to develop basic IT, network, cybersecurity skills, data management, and more. Being able to share ideas, work materials and data quickly and efficiently across workgroups, workers can increase productivity and reduce communication delays.



Research shows by automating repetitive tasks, AI enables human workers to focus on higher-level functions, such as strategic decision-making, creativity, and problem-solving. This could lead to increased productivity and the creation of more valuable jobs and careers. **The Value** of equipping the workforce with Digital / AI competencies not only enhances organizational **growth** but also fosters a culture of collaboration and innovation helping businesses achieve greater profitability and **sustainability**.

# Program Overview

## Empower Your Workforce.

## Advance Your Career.





The **AI TechPreneurship Program** is a 12-week, hands-on training experience designed to introduce the features and functions of artificial intelligence (AI) to:

-  Prepare the workforce to implement and use AI and Digital tech tools proficeiently.
-  Improve automation and enhance workflows throughout an organiation.

Our mission is to make **AI** knowledge accessible and practical—equipping adult learners to apply **AI tools** directly to their own professional or organizational use cases.



### Program Features:




-  Instructor-led, hands-on learning with real-world projects
-  12-week online format, self-paced with mentoring & coaching support
-  Ideal for entry-level to executive professionals, solopreneurs & career changers
-  Designed for adult learners from all backgrounds—no technical experience required

### Program Outcomes

By the end of this course, participants will:

- Understand core AI technologies like ChatGPT, Canva AI, and no-code tools.
- Learn how to analyze, automate, and enhance administration, operations, marketing, sales, and outreach tasks and processes.
- Complete a Capstone Project tailored to their job, business, or nonprofit mission.
- Gain real-world AI implementation skills and a Certificate of Completion.

### Flexible. Supportive. Impact-Driven.

-  100% Online | Learn anytime, anywhere
-  Group coaching, 1-on-1 mentoring, peer collaboration
-  Evening/weekend support for working adults



# Empower Your Workforce

## Leadership Training

Our **AI Techpreneurship Program** is designed to provide training to three (3) distinct groups including leaders of organizations, workers/staff and job seekers. Each group requires specific skills training. We plan to train leaders (business owners, executives and entrepreneurs) how **AI technology** can help improve productivity and profitability at every functional level of the organization.

Before leaders can empower their workforce to learn new skills that lead to increased productivity and possible career advancement, they must first become knowledgeable about the use and benefits of the technology they envision improving the workflows and tasks done in their respective organization.

One of the main objectives of our **AI** leadership training program is to help decision makers acquire the knowledge and skills needed to intelligently adopt and implement **AI technology** strategically and in alignment with accomplishing defined business goals and objectives. Our training will focus on 12-core areas of **AI implementation** that are key functional areas of work in most business environments.



### 12 Core Areas of AI Implementation

- Marketing: Lead Gen & Biz Development
- Sales and Conversion
- Admin & Customer Service
- HR & Recruiting
- Assets & Product Development
- Operation Optimization
- Finance & Accounting
- Legal & Compliance
- R&D & Innovation
- Content & Media
- IT & Security
- Ethics and Compliance



# AI Skills and Career Focus

Our AI TechPrenneurship program will expose workforce participants to several skill areas and professions either requiring a college degree and those without the need of a traditional college degree. The goal is to build a community of well-trained AI/Digital literate professionals we help advance careers improve job skills that lead to promotions and other valuable work opportunities.



Our AI TechPrenneurship Launchpad training program is structured to provide a high-level introduction to the many professional career and job opportunities that are being created in the field of Artificial Intelligence (AI). We plan to deliver the program with the following focus and context in mind:

- Prepare members of small business workforces to adopt and learn new Digital and AI literacy and technical skills to support an organization.
- Introduce all program participants to both technical and non-technical AI professions with a focus on **AI Implementation and Use** as our primary area of skill development.
- Instruct recent college graduates searching for a job or career opportunities how to leverage their academic skills and credentials to pursue work in any field requiring a knowledge of **Tech/Artificial Intelligence (AI)**.
- Introduce and train adults searching for higher-wage earning jobs or careers to seek entry-level Digital /AI positions not requiring a college degree.
- Encourage learners with technical college degrees to pursue specialized education and training to seek and apply for the more complex AI professions such as Engineering, Product Development and Research

# Introducing New Skills / New Careers

Our AI TechPreneurship program area of focus.

Many persons we interviewed believe the first step in pursuing a career in AI is obtaining the right education such as a degree in fields like computer science, data science, or artificial intelligence provide a solid foundation in programming, algorithms, and data analysis, to prepare persons for high wage-earning AI jobs and careers

Traditional degrees are important, however, online courses and certifications can also prepare workers to land work opportunities in the field of Digital / AI technology.

Certifications can demonstrate a person's commitment to mastering technology skills and prepare them to compete for and attain work in new skill areas and professions as listed here and on the next page as examples.

## Prompt Engineers

### AI Engineer

Typical requirements: Bachelor's or masters degree in computer science, data science, software engineering, or related field. Strong programming skills with languages like Python, C++, R, and Java are highly valued.

## AI Researcher

An AI Researcher is a professional who operates at the cutting edge of artificial intelligence, delving into complex problems and developing innovative solutions that push the boundaries of what machines can do.

## AI Product Manager

An AI Product Manager is a specialized role that sits at the intersection of artificial intelligence technology, product development, and business strategy.



# New Skills / New Careers - In High Demand

## AI Consultant

An AI Consultant is a specialized advisor who bridges the gap between the technical world of artificial intelligence and the strategic needs of a business.

At the entry level, AI Consultants are primarily engaged in supporting AI projects and learning the foundational aspects of AI solutions and consulting. Their daily activities often include assisting with data analysis, participating in AI model development under supervision, and helping with the documentation and presentation of findings.



### AI Strategy Consultant

AI Strategy Consultants specialize in crafting overarching AI strategies for businesses. They possess a deep understanding of the AI landscape and are adept at identifying opportunities where AI can provide competitive advantages.

### Conversational AI Consultant

Conversational AI Consultants specialize in the development of intelligent virtual assistants and chatbots. They combine expertise in natural language processing (NLP), user experience design, and AI interaction models.

### AI Implementation Consultant

AI Implementation Consultants are focused on the practical aspects of bringing AI projects to life. They manage the end-to-end process of AI deployment, from initial planning to final delivery.

# New Skills / New Careers - In Demand

## AI Marketing Specialist

Embarking on a career in AI Marketing opens up a world of opportunities where data, technology, and creativity intersect. Entry-level positions in this field are designed to cultivate a deep understanding of how artificial intelligence can drive marketing strategies and deliver personalized customer experiences.



### AI Marketing Analyst

AI Marketing Analysts are at the forefront of interpreting data through the lens of AI. They work with machine learning algorithms and predictive models to analyze consumer behavior and campaign performance, providing actionable insights to inform marketing strategies.

### AI Content Strategist

AI Content Strategists utilize AI to generate and optimize content. They oversee the deployment of content-creation AI tools, ensuring that the material produced aligns with brand voice and marketing objectives while engaging the intended audience effectively.

### Digital Marketing Strategist - AI Focus

Digital Marketing Specialists with an AI focus integrate AI technologies into broader digital marketing efforts. They experiment with AI-driven tools to enhance online advertising, SEO, and content personalization, ensuring a competitive edge in digital campaigns.

# The Role of AI in Entrepreneurship



Our program will also teach individuals how to become successful Entrepreneurs using **AI** tools and resources.....

Entrepreneurs must have the right skills to successfully adopt, implement and use **AI solutions** effectively to build and operate businesses. **AI** is revolutionizing the way entrepreneurs run their businesses. With the power of AI, entrepreneurs can automate repetitive tasks, analyze large amounts of data, and make data-driven decisions. **AI** can also help entrepreneurs identify new business opportunities and improve customer experiences. By leveraging **AI** technologies, entrepreneurs can gain a competitive edge in the market and drive business growth.





**There are “lots of bad reasons to start a company. But there’s only one good, legitimate reason . . . it’s to change the world.”<sup>1</sup> - Phil Libin, co-founder and former CEO of Evernote**

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Around the globe, individuals, communities, and organizations advocate for and support the entrepreneurship movement. Many colleges and universities offer courses, degrees, and competitions for entrepreneurship teams. Communities provide support through services such as incubators that foster planning and startup activities. Becoming aware of problems that need to be solved, then solving the problem to make our lives easier or better is part of the entrepreneurial perspective. Entrepreneurial products and services may focus on the use of technology to improve lives.

Our **AI TechPreneurship** program will demonstrate through several instructor-led lessons the role **Artificial Intelligence (AI)** can play in your business and entrepreneurial journey to change the world. We also plan to also demonstrate how **AI converges** with IT, Digital and Network technology infrastructures.

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## **How Entrepreneurs Can Change the World Using AI Tools**

- A Quick Look at Global Digital Transformation
- Break the Cycle of Generation Poverty and Build a Platform for Generational Wealth
- Tips for Entrepreneurs to Navigate the Threat of Recession and Runaway Inflation

**Lessons by: Robert Wallace, MBA**  
**Founder & Chairman of the Board bithgroup technologies**

# Program Sponsors Wanted...with Benefits

The **AI TechPreneurship Program** will be funded through program participant tuitions, investors and sponsorships. Our program strategy to recruit investors/sponsors is comprehensive and considers all options to raise the necessary capital to continue development, launch of marketing campaigns and delivery of the program.

We encourage small business owners, particularly minority-owned tech company owners, to train with and invest in our AI TechPreneurship Program as a sponsor. The following incentives are offered based on level of financial support provided:

- **Equity Participation:** All business owners that enroll a minimum of five (5) staff members or colleagues in our program will become an equity partner and your enrollment is free.
- **Revenue Sharing:** A revenue-sharing model is available to businesses that help promote the program to other businesses and companies who could benefit from the program.



- **Exclusive Networking Access:** Offer exclusive access to high-level networking events, investor meetups, and industry conferences where they can connect with potential partners, customers, and investors.
- **Mentorship Opportunities:** Allow firms to take part in mentorship roles within the program, enhancing their profiles while gaining insights from other successful entrepreneurs and building valuable relationships.
- **Recognition and Branding:** Highlight your investment through branding opportunities within the program, such as logo placement, mentions in marketing materials, and speaking opportunities at events.
- **Training and Resources:** Provide sponsors with free or discounted access to advanced training sessions, workshops, and resources related to AI and entrepreneurship, enhancing their own skills and business capabilities.
- **Impact Reporting:** Supply regular reports on the program's impact, showcasing success stories and progress, reinforcing the value of their investment and its contribution to community development.
- **Business Development Support:** We offer assistance in developing your own business through consultations, partnership opportunities, or exclusive access to resources that can drive growth.

# AI Skills and Career Focus

Our AI TechPreneneurship program will introduce participants to several skill areas and professions either requiring a college degree and those without the need of a traditional college degree. The goal is to build a community of well-trained AI literate professionals we help to find jobs, promotions and career opportunities.



Although our training program is structured to provide an introduction to the many professional career and job skills that are needed to adopt, implement and use Artificial Intelligence (AI), we plan to deliver the program with the following focus and context in mind:

- Prepare members of small business workforces to learn new Digital and AI literacy and technical skills.
- Instruct recent college grads searching for a job or career opportunity how to leverage their academic training and credentials to pursue work opportunities in areas using or considering Artificial Intelligence (AI).
- Introduce and train adults searching for higher-wage earning jobs or careers to seek Digital /AI positions not requiring a college degree.
- Introduce program participants to both technical and non-technical AI professions with a focus on **AI Implementation and Management** as a primary area of skill development.
- Encourage learners with technical college degrees to pursue specialized education and training to seek and apply for the more complex AI professions such as Engineering, Product Development and Research





# An Investment to Strengthen Our Community



## Small Business Workforce

Our goal is to enroll and train between 200-300 adult learners annually through our 12-Week Online AI TechPreneurship program

- Provide Multiple Certification Badges and Certificates.
- Guide business leaders through a structured process to adopt and implement AI tech tools and resources



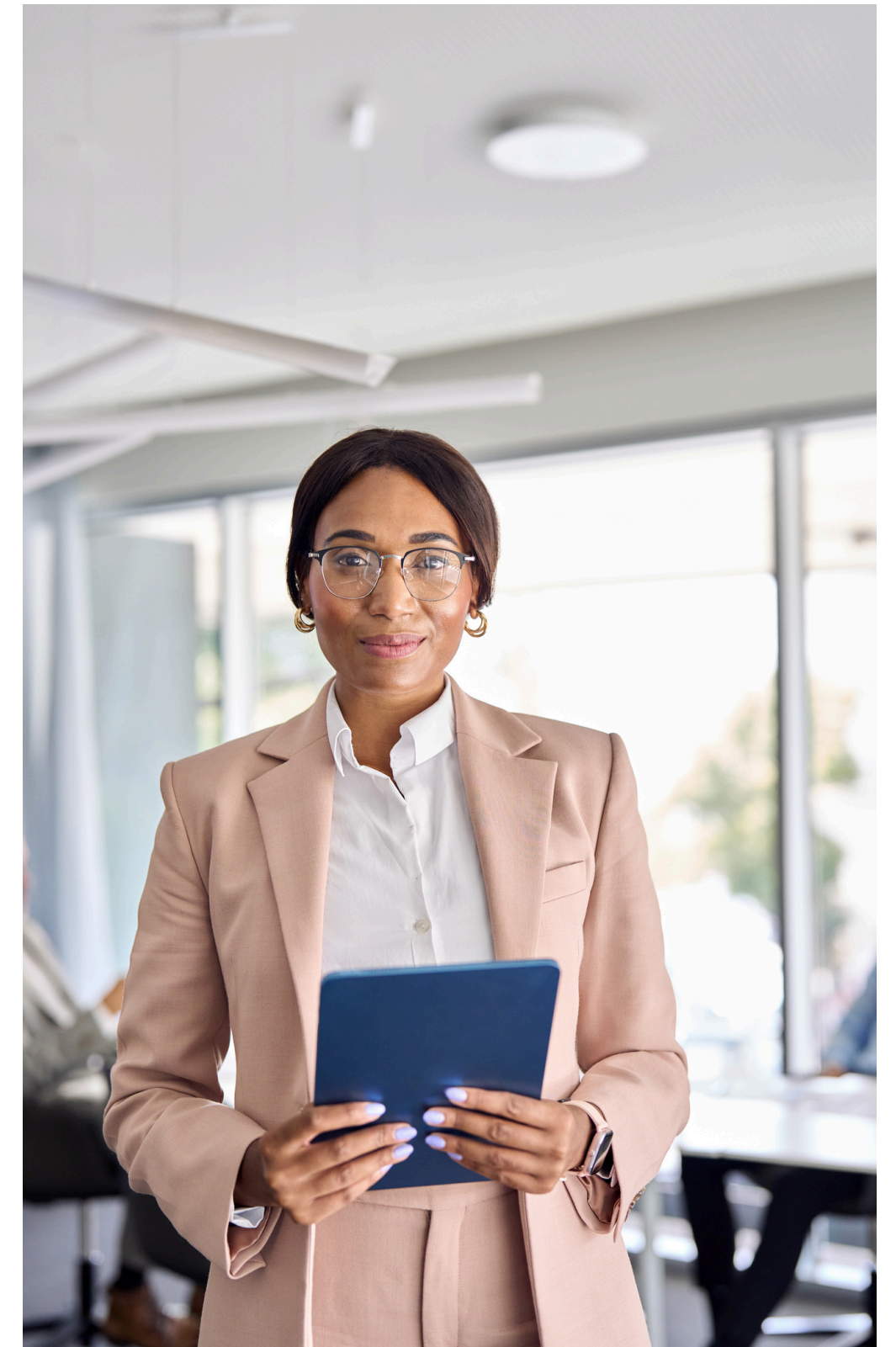
## Improve Adult Digital Literacy

As AI-Enabled solutions enter every workplace, job seekers and incumbent workers must up-skill to remain competitive and value resources.

Learn More



Our program is designed to teach adult learners the skills they needed to be competitive in a global market.



In conclusion, our AI TechPreneurship program is unique as it offers a hands-on / instructor-led **online experience complete with opportunities for participants to learn and apply their newly acquired knowledge in real time** through curated project-based learning modules.





**Thank** you for your interest in  
joining our **AI** TechPreneurship  
Program as a Leader, Worker  
or Sponsor

 Enrollment is Open Now

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