

MODULE 3 · WEEK 3 · LESSON 3

AI Micro-Entrepreneurship: Build Something Small that Earns

Service ideas you can start with a phone

WHAT YOU WILL BE ABLE TO DO

- Evaluate 6 AI-enabled micro-business models
- Cost a service offer with zero-capital tools
- Draft a one-page offer and first-client pitch

LESSON CONTENT

Six models that work on a phone

1 CV & cover-letter service for job seekers. 2 Study-pack and summarisation service for students. 3 Social content management for local shops. 4 Menu/flyer/price-list design. 5 Data cleanup and simple reports for small businesses. 6 Event media: invitations, recaps, highlight reels. All startable with free tiers.

Pricing honestly

Price the outcome, not the tool: a CV that wins interviews is worth R150-R400 regardless of how fast you produce it. Offer a free sample to your first two clients in exchange for testimonials - social proof is your marketing budget.

The one-page offer

Who it's for, the pain, your deliverable, turnaround, price, and one proof sample. One page, WhatsApp-shareable. Your Week 4 portfolio can double as this business's first asset.

KEY TERMS

Micro-business	A one-person venture with minimal capital.
Outcome pricing	Charging for results, not hours or tools.
Social proof	Testimonials/samples that reduce buyer risk.
Offer page	One-page statement of who/pain/deliverable/price.

HANDS-ON TASK

Draft your offer page · Tools: Canva + your AI stack

1. Pick one model (or your own).
2. Write the 6-part one-page offer.
3. Create one proof sample artifact to attach.

KEY TAKEAWAYS

- ✓ Before you go, three takeaways from this lesson.
- ✓ One: Evaluate 6 AI-enabled micro-business models.
- ✓ Two: Cost a service offer with zero-capital tools.
- ✓ Three: Draft a one-page offer and first-client pitch.

- ✓ And your hands-on task: draft your offer page.
- ✓ Pick one model (or your own).
- ✓ When it is done, mark the lesson complete on your dashboard, keep the artifact for your portfolio, and step into the next lesson.
- ✓ I will see you there.

Watch the lesson video on your dashboard, complete the task, then mark the lesson complete. Your artifact belongs in your Portfolio of Evidence.