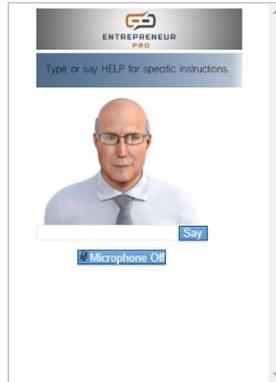


# ENTREPRENEUR COACH USER'S GUIDE

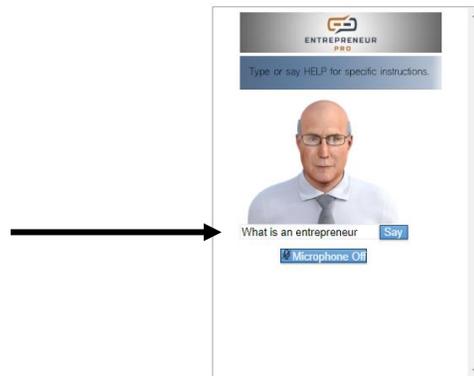
Entrepreneur Pro has developed the Entrepreneur Coach in collaboration with Knowledge Avatars as a source of knowledge on entrepreneurship.

## Ask the Entrepreneur Coach

On any website where the Entrepreneur Coach has been hosted, you will see this presentation.



You may ask a question of the Entrepreneur Coach about entrepreneurship by typing in your question and pressing 'Enter' on your keyboard.



The Entrepreneur Coach will speak aloud the answer to your question and will display the answer immediately below the image of the Entrepreneur Coach.



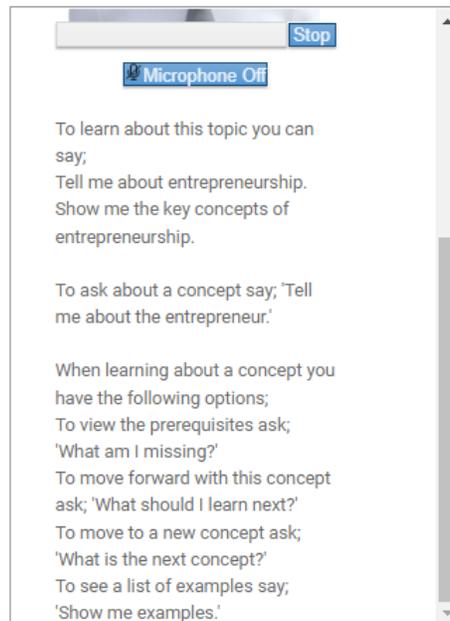
## Types of Questions You May Ask

The Entrepreneur Coach can answer the following types of questions.

- Tell me about ... (Entrepreneur Coach provides a definition)
- What is ... (Entrepreneur Coach provides a definition)
- What am I missing? (Entrepreneur Coach responds with a prerequisite or building block for the current concept)
- What's next? (Entrepreneur Coach responds with the most logical next concept to learn)
- Show me the key concepts. (Entrepreneur Coach provides a list of concepts to master the entrepreneurship topic)
- Show me a link. (Entrepreneur Coach responds with a link to more information for the concept)
- Give me an example. (Entrepreneur Coach responds with examples for the concept)

## Help

If you are experiencing difficulties in framing your question, enter the word 'Help' within the question box. The Entrepreneur Coach will provide the following answer to assist you.



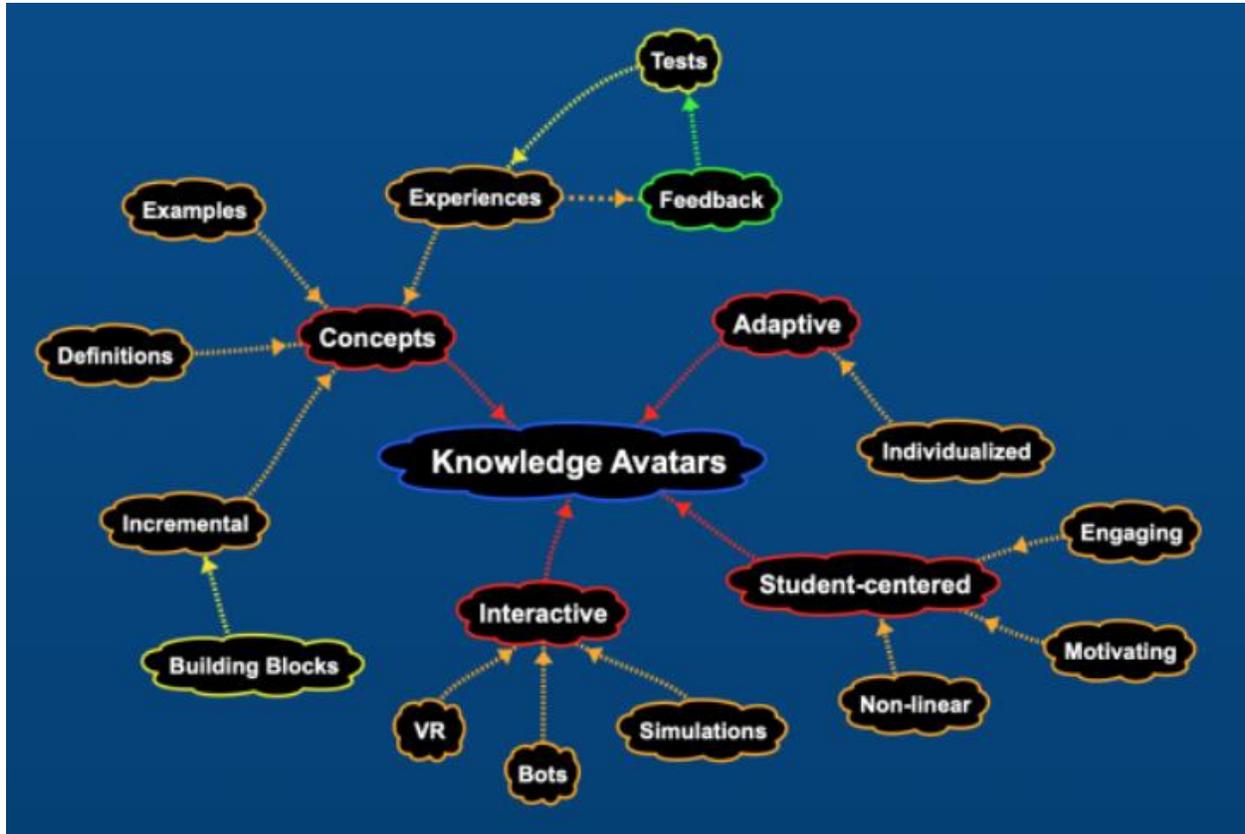
## Scope of Answers

The Entrepreneur Coach is being continuously trained to answer questions about a number of concepts on entrepreneurship. In the event that a question is asked that goes beyond the current level of training, the Entrepreneur Coach will utilize the capabilities of the OpenAI – an open source artificial intelligence system to determine an answer. This system contains over three trillion generic concepts that may answer your question.

All questions answered by the Entrepreneur Coach are reviewed for accuracy. Any answer that is determined to be incorrect or incomplete will be replaced with a better answer.

## Prerequisite and Subsequent Concepts

The Entrepreneur Coach is designed as a system of interconnected concepts. Each concept is related to every other concept. Some concepts are considered 'basic' or 'foundational' which must be understood and mastered in order to fully understand and master more complex concepts.



If you ask a question of the Entrepreneur Coach about a concept and you do not fully understand the answer and feel comfortable to implement it, you should ask the Entrepreneur Coach "What am I missing?".

If you ask a question of the Entrepreneur Coach about a concept and you fully understand the answer and feel comfortable that you may successfully implement it, then you are ready to advance to a more complex concept, you should ask the Entrepreneur Coach "What's next?".

## Languages

The Entrepreneur Coach was originally built to speak English. Work is underway to extend the capabilities of the Entrepreneur Coach to speak Spanish. Over time, additional primary languages will be added.

## Supplemental Knowledge

Work is underway to provide supplemental knowledge to the primary answers of the Entrepreneur Coach. As this work continues, you may ask a question of the Entrepreneur Coach and receive one or more of the following forms of knowledge.

### Graphics

You may be provided with an image, video, chart, diagram or other visual information.

### Examples/Illustrations

You may be provided with an example or illustration from the fictional business of Mara's Sports Drink™ – the story of an entrepreneur launching a new business that produces a healthy sports drink for youth athletes.

You may be provided with examples or illustrations from specific types of businesses and industries.

### Educational Materials

You may be linked to curated educational materials on the topic of your question that may be free or purchased for a price.

### Subject Matter Experts

You may be linked to a directory of curated individuals with knowledge and expertise on the topic of your question that may provide free mentorship or be engaged for a fee.

### Sample Documents

You may be linked to curated documents on the topic of your question that you may use or free or for a fee.

### Products and Services

You may be linked to curated products and services that may aid you in the start and growth of your business.

### **Hosting**

Entrepreneur Pro offers economic development organizations, business associations and selected businesses the opportunity to host the generic version of the Entrepreneur Coach on their website.

Hosts of the generic version of the Entrepreneur Coach will receive a portion of the revenue received by Entrepreneur Pro from the sale of advertising on the rotating banner above the image of the Entrepreneur Coach.

A customized version of the Entrepreneur Coach may be developed for a fee. The Entrepreneur Coach may be trained to answer specific questions about an organization's mission, products/services/programs, team, events and contact information. The fee is based upon the number of concepts that are developed and the extent of any Supplemental Knowledge.

### **Advertising**

Entrepreneur Pro generates revenue from the use of the Entrepreneur Coach by sale of advertising on the rotating banner above the image of the Entrepreneur Coach.

**Subject Matter Experts**

Entrepreneur Pro is recruiting subject matter experts on different entrepreneurship topics. Each subject matter expert will curate the answers to questions on the topics of their expertise in exchange for a fee and share of revenue.

Entrepreneur Pro is also recruiting subject matter experts on different entrepreneur topics to offer advice as a mentor without charge or as a consultant for a fee.

**Sales Referrals**

Entrepreneur Pro is recruiting providers of entrepreneur products and services to sell through an affiliate sales program. Entrepreneur Pro will charge a commission on completed sales.