### People at companies that would signup for our product (paying customers)? How would you describe your ideal customers?

* Knowledge workers, mid level, finance and healthcare. they have to consume a lot of information all day and are constraint on support they are getting and feel outmatched
	+ SMB initially, financial advisory outmatched by JMPCs of the world but don’t want to upload client data to ChatGPT and every other solution is expensive
	+ Mortgage broker is another example. All deal with PII and sensitive information.
	+ Will most likely get HIPPA certify to gain trust.
	+ Focus on pain points and concerns for SMBs thinking about how to use AI, challenges with private data
	+ Making up W2 for example and asking questions of w2, creating mock versions (synthetic data)

### Who are the people/users that could potentially use our product?

### People that we want to serve with information? (broader audience)

* A lot industry/trade publications + Linkedin
* Internal tools with a lot of vertical info

### How would you describe an ideal (organic) customer journey today?

* Download and get productivity boost right away, library of connectors ($10/mo, then lobby CTO)



Pitch deck:<https://docs.google.com/presentation/d/16EYT_RJzNWXmgx15qlFWQ10MhDWrv_Z4I-gCYmlAgHI/edit?usp=sharing>

## 🪢 Content Strategy & Process

Brainstorm on content strategy

* Library of automations that are compelling
* Near term inspire excitement around automations (better at their jobs)
* Ex - how to do <automation / task>, AI for <x> similar to Zapier, productivity related KWs related to tools/automations, security/privacy related KWs for automations and data
* Automate for efficiency vs impact
* RPA topics