10genAI
THINK HUMAN | IGNITE AI
10genAI.com

LEARNANDGROW · JANUARY 2027 MASTERCLASS

From Starter To Smarter.

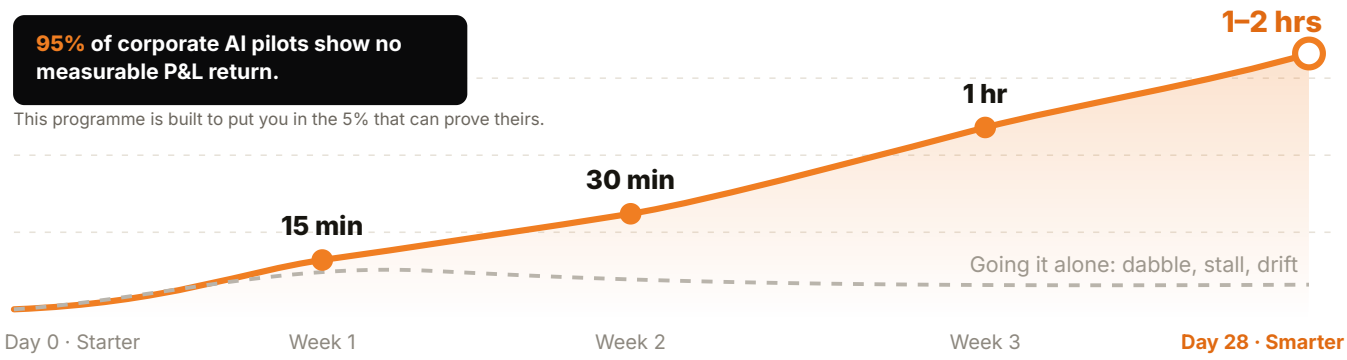
The 4-Week AI Accelerator Challenge.
Programme Guide.



Most leaders have tried AI. Few can show what it's worth. From Starter To Smarter is a 28-day, build-it-live programme that turns AI into working agents inside one of your business units, with every hour won logged and valued on a live board.

From Starter To Smarter.

THE JOURNEY · TIME BACK PER PERSON, PER DAY



Source: MIT Project NANDA, *The GenAI Divide: State of AI in Business 2025* (August 2025), which found that 95% of corporate generative-AI pilots showed no measurable P&L return. Curves are illustrative; the weekly targets are the programme's per-person goals.

How it works.

ABOUT ELEVEN HOURS IN TOTAL

01
Day 0: set your baseline
In the first session, take The Score, pick one business unit and one real workflow, and log how long it takes today. Business accounts only.

02
Build live every Tuesday
Two hours, four Tuesdays, 2–4pm SAST. Agents built live in front of you for real work, blueprints included. Live online, not a video course.

03
Ten minutes a day, logged
One lesson and one action a day. Log each win (before, after) in under a minute. Retake The Score on Day 28.

What 10gen measures.

THE FOUR MULTIPLES

Hours reclaimed
Time handed back to leaders and teams.
WEEK 1

Cost & errors cut
Lower cost-to-serve, fewer mistakes.
WEEK 2

Revenue grown
More pipeline, faster proposals, better conversion.
WEEK 3

Adoption embedded
Your people actually use the agents, governed and safe.
WEEK 4

WHO IT'S FOR

- CEOs and owner-managers
- Finance leaders
- Operations heads
- Sales and marketing leaders
- HR and People leaders
- Business-unit heads

WHAT YOU NEED

A business account on ChatGPT, Claude, Gemini or Copilot, one workflow you'd love to shrink, and ten minutes a day. No coding. If you can write an email and follow steps, you can do this.

THE 7 LAWS OF THE WORLD'S MOST ADVANCED AI OPERATORS

I	II	III	IV	V	VI	VII
Move At The Speed Of Thought	Intelligence That Compounds	Work Once, Earn Forever	10× Output	Present In Your Absence	Progress You Can See	Freedom With A Leash

THE CURRICULUM

Four weeks. Seven Laws. One number that doubles.



Each week pairs Laws from *The 7 Laws Of The World's Most Advanced AI Operators* with one of 10gen's four multiples, so what you build is measured against the baseline you set on Day 0, not taken on faith. Four live builds, Tuesdays 2–4pm SAST, live online with Terry and the 10genAI team.

DAY 0 · TUE 12 JAN · 2PM

Starter

Set your baseline and your walls. In the first session, take The Score, choose one business unit and one real workflow, and time it as it runs today. Business accounts only, agreed before anything is wired in.

21 · 4 min

The Score: yes-or-no questions, taken on Day 0 and again on Day 28.

WEEK 1 · TUE 12 JAN · 2–4PM

15 min back a day

Ignite Your AI Core

A twin that writes in your voice, with your mail, calendar and documents wired in.

- The PRIME prompting framework
- Your AI Board of Directors
- Mail, calendar and documents connected safely

You walk out with: an AI core that drafts, summarises and replies the way you would.

LAW I · MOVE AT THE SPEED OF THOUGHT

LAW II · INTELLIGENCE THAT COMPOUNDS

10GEN MULTIPLE · HOURS RECLAIMED

WEEK 2 · TUE 19 JAN · 2–4PM

30 min back a day

Automate The Grind

Your first agents, working as a team. Anything you do three times becomes one.

- Email, meeting and document agents
- Deep research on demand
- A personal knowledge base the agents draw on

You walk out with: a small agent team clearing the repetitive work from your week.

LAW III · WORK ONCE, EARN FOREVER

10GEN MULTIPLE · COST & ERRORS CUT

WEEK 3 · TUE 26 JAN · 2–4PM

1 hr back a day

Build Your AI Army

Several jobs in flight at once, and one that ran while you slept. Built for your business unit.

- Specialist allies and agent chaining
- A unit agent from the 10gen playbook, e.g. proposal builder, debtor follow-up or recruitment screening

You walk out with: a working agent inside your unit, pointed at revenue.

LAW IV · 10× OUTPUT

LAW V · PRESENT IN YOUR ABSENCE

10GEN MULTIPLE · REVENUE GROWN

WEEK 4 · TUE 2 FEB · 2–4PM

1–2 hrs back a day

Lead With AI Mastery

A weekly board, clear limits on what a machine may touch, and a second set of eyes. You graduate smarter.

- Team AI playbook and 10gen governance: agent register, human sign-off, kill-switch
- AI Champion certification and your 90-day unit roadmap

You walk out with: proof on the board, a governed AI setup and a plan for what's next.

LAW VI · PROGRESS YOU CAN SEE

LAW VII · FREEDOM WITH A LEASH

10GEN MULTIPLE · ADOPTION EMBEDDED

Built around your business unit.

CHOOSE ONE ON DAY 0

01
Sales & Marketing
Lead research, proposal builder, follow-up cadence, CRM hygiene.

02
Finance
Cash-flow forecasting, debtor follow-up, board-pack drafting, variance notes.

03
HR
Recruitment screening, onboarding concierge, policy Q&A.

04
Operations & Admin
Meeting-to-action, SOP builder, request triage, exception alerts.

05
Product & Innovation
Trend and competitor radar, idea scoring, quality checks.

06
Ethics, Risk & Governance
AI policy assistant, POPIA checks, audit-log review, approval gates.

↗ **Every delegate leaves with a working win inside a named unit** and a 90-day roadmap for that unit, so you know exactly which next build will pay first.

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PROOF, NOT PROMISES

You won't take it on faith. You'll read it off the board.



TEAM RUNNING RATE

48.3h/wk handed back every week

R48,300/wk value at R1,000 an hour

R2.3M a year, at 48 weeks

A client leadership team · 8 Oct 2026 · names changed

LEADER	HOURS A WEEK	VALUE A WEEK	WINS
Thandi	15.3h	R15,310	3
Pieter	12.5h	R12,500	3
Zanele	7.7h	R7,692	5
Craig	6.7h	R6,667	2
Ayesha	4.1h	R4,124	3

Top five shown. The top two average more than two hours back every working day. The board also shows who hasn't logged yet, which is where each Tuesday starts.

Everything you need. Nothing you don't.

01 A live build every Tuesday
Four live builds, two hours each (2–4pm SAST), delivered live online by Terry and the 10genAI team. Not a video course.

02 Ten minutes a day
Twenty short lessons: one lesson and one action a day.

03 Your AI team, pre-built
Twenty agent templates, plus unit playbooks for sales, finance, HR and operations.

04 The book behind the Score
The 7 Laws Of The World's Most Advanced AI Operators. Read in one sitting.

05 A board your whole team reads
Time saved, money saved, money made. Per person, per week.

06 Proof you can show
The 91-page interactive workbook, AI Champion certification and your 90-day unit roadmap.

THE GUARANTEE

One to two hours back per person, per day. Or your money back.

Do the work and log it. If by Day 28 you haven't averaged at least one hour back per working day, tell us and we refund you in full. The method carries the risk, not you.

IT APPLIES WHEN YOU

- ✓ Attend the live sessions
- ✓ Complete the daily actions
- ✓ Log your time on the board

Full terms at 10genai.com/starter-to-smarter.

You might be thinking...

"I'm not technical."
You don't need to be. If you can write an email and follow steps, you can do this.

"We don't have time."
About eleven hours in total. At an hour a day back, you recover it in about eleven working days.

"Is our data safe?"
Day 0 sets the walls: business accounts only. Week 4 adds an agent register, human sign-off and a kill-switch.

"Which AI tools?"
ChatGPT, Claude, Gemini or Copilot. Use what your business already pays for.

"What if I miss a Tuesday?"
Every build is live and personalised, and sessions are not recorded, so attendance matters. If you know you'll miss one, tell Terry beforehand so we can plan around it.

"What comes after Day 28?"
Turn your best win into a 10gen Micro App, or agentify a whole business unit, starting with the AI Audit.

PRICE
R25,000
per seat

TEN SEATS PER MASTERCLASS
Seats are confirmed by hand, so every delegate gets a real build on their own workflow. Four Tuesdays: 12, 19, 26 January and 2 February, 2–4pm SAST, live online from anywhere in the world.



Terry Flack
CHIEF AI STRATEGIST · YOUR CONTACT
Three decades in global sales and marketing. Keeps AI practical: sharper decisions, leaner operations, measurable growth. Accountable for client satisfaction.



Nabeel Kader
CHIEF SYSTEMS ARCHITECT
Designs how your agents connect to your data and systems, so every build is secure, practical and ready to scale.

Starts Tuesday 12 January, 2pm. Book your seat.

Tue 12 Jan · 19 Jan · 26 Jan · 2 Feb · 2–4pm SAST

SCAN TO BOOK

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