

AI Implementation Services

The sourced working document behind the episode. Act on it without watching. Every number carries its source; estimates are marked.

BRAIN \$20-40/MO	RUNTIME \$0-30/MO	CLIENT \$0-20/MO	DELIVERY \$0-15/MO	OUT \$2-5K
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THE STACK · ≤ \$100/MO

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SOURCES 06	DIFFICULTY Med	SECTIONS 06

01 The idea

Businesses at every scale are paying other people to **install** AI — not build it. The service: take tools that already exist (Claude/GPT, n8n/Make/Zapier, Airtable/Notion) and wire them into how one specific industry's businesses actually run — intake, follow-ups, reporting. Fixed-scope projects that convert to maintenance retainers.

02 The evidence

\$5.9B → \$2K

Accenture's FY2025 GenAI bookings — and the price of the first fixed-scope project that gets you into the same market from below.

SOURCE: ACCENTURE AR 2025 · CIO DIVE

SCALE	NUMBERS	SOURCE	CONFIDENCE
Accenture enterprise	\$5.9B GenAI bookings FY2025 (~2x YoY); \$2.7B revenue (~3x YoY); AI in ~80% of large deals by Q1 FY26; overall bookings FLAT — AI is the only growth	CIO Dive; Constellation Research; Accenture AR 2025	● HIGH
Attach effect	~1 in 2 GenAI projects pulls through data/systems work	CIO Dive	● HIGH
Boutique agency	~\$40K/mo from 5 clients × \$5K retainers, ~85% margin	Medium/The AI Studio, Mar 2026	REPORTED unverified — ceiling story
Freelancer floor	~\$6K/mo on ~\$20/mo tooling	Medium creator reports	REPORTED unverified
Pricing convergence	\$2–5K first project · \$5–50K per automation · \$500–5K/mo retainers	Multiple creator sources agree	MEDIUM

03 The stack

≤ \$100/MO TOTAL

LAYER	TOOL	COST	ROLE
Brain	Claude / ChatGPT	\$20–40/mo	Analysis, drafts, the build itself
Runtime	n8n (self-hosted) / Make / Zapier	\$0–30/mo	Executes client workflows
Client-facing	Airtable / Notion	\$0–20/mo	The dashboard clients feel they pay for
Delivery	Loom	\$0–15/mo	Async walkthroughs instead of meetings

SOURCE: PUBLIC VENDOR LIST PRICING • JUL 2026

04 The playbook

01

WEEK 1

Pick the industry you can argue with

One vertical you've worked in, whose problems you can name from memory. Not "small businesses."

02

WEEKS 2–4

Buy proof

Build 2–3 real case studies, cheap or free, for businesses in your network. Proof is the only marketing this business needs.

03

Package one named problem

Fixed scope, \$2–5K, one deadline. Businesses don't buy "automation" — they buy "your missed calls get answered and booked."

04

First client = your network

Operators buy from operators; your credibility from the industry you left is the asset.

05

Convert to retainer

Maintenance + one new workflow/month, \$500–5K by scope. The first project is designed to surface the second (the attach effect).

05 **The honest math****\$2–8K/mo**

OUR ESTIMATE

Costs: tools under \$100/mo plus your time — that's how the ~90% margin claims happen (directionally right; Deep-research report 1). **Realistic year one: \$2–8K/mo — our estimate**, not the \$40K/mo stories, which are marketing artifacts from people selling courses about this exact business.

FAILURE MODES

- ×1 It's a service — revenue stops when you stop; retainers soften, don't cure.
- ×2 At 3–5 clients, losing one is a quarter of your income.
- ×3 Every automation you install is something you now maintain when the tools update.

Stay SMB — enterprise sales cycles kill solo operators.

06 Sources

- [01] CIO Dive (Accenture GenAI revenue/bookings)
- [02] Constellation Research (FY2025 outlook)
- [03] Accenture Annual Report 2025
- [04] Medium/The AI Studio Mar 2026 (agency economics – unverified)
- [05] Fortune May 2026 (solo founders + AI limits)
- [06] The Operator Economy deep-research archive

The Operator Economy — evidence-first breakdowns of businesses one person can build. No income promises. Receipts. The next blueprint ships in the Monday newsletter.

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