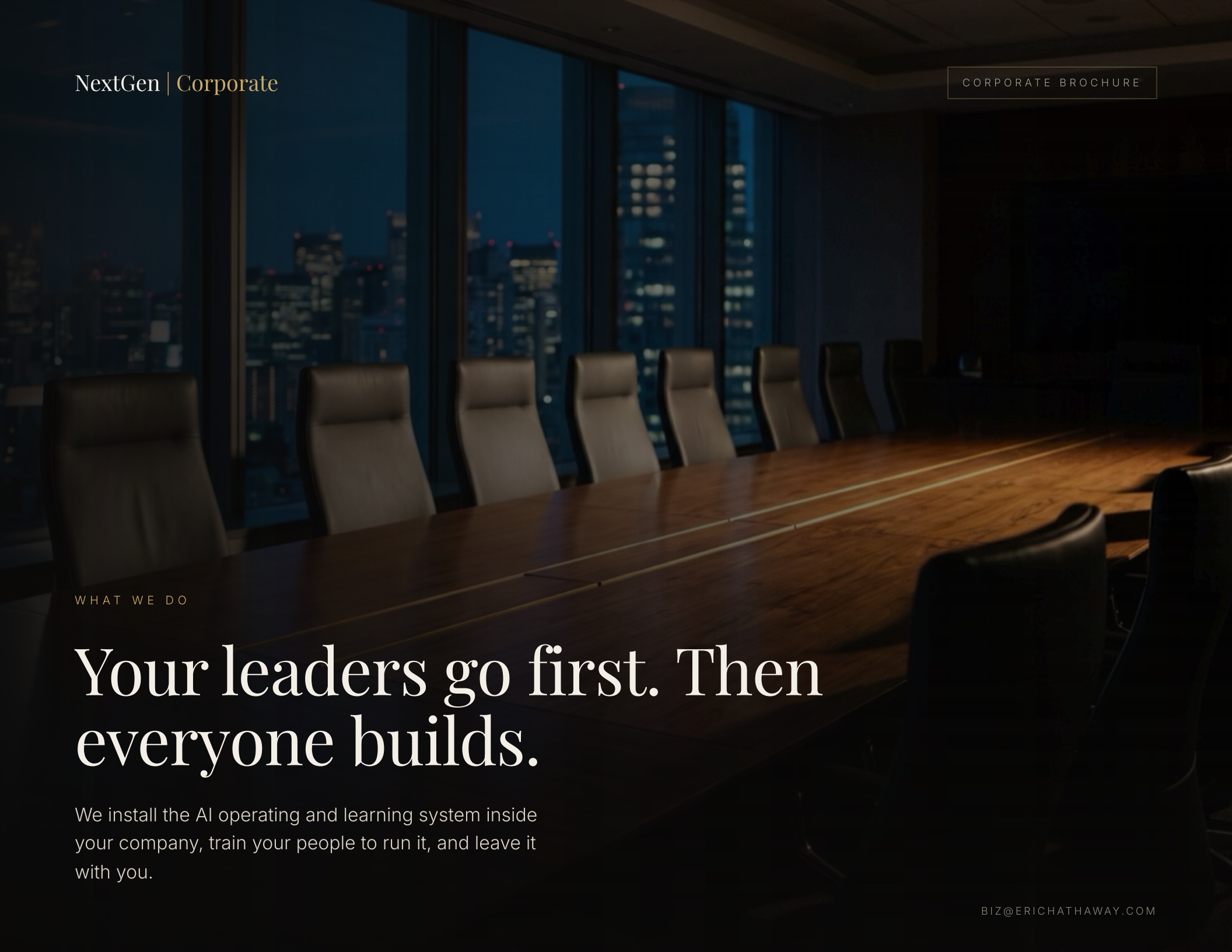


NextGen | Corporate

CORPORATE BROCHURE

WHAT WE DO

Your leaders go first. Then everyone builds.

We install the AI operating and learning system inside your company, train your people to run it, and leave it with you.

BIZ@ERICHATHAWAY.COM

People feel the gain at their desks. *Few companies see it in their profit.*

80%

of the people McKinsey surveyed say AI made them personally more productive

6%

work at a company that earns 5 percent or more of its profit from AI

01

Most leaders decide how their company uses AI without using it much themselves.

02

They don't know what it can do, so their orders are off and everyone below does the wrong thing faster.

03

Leaders who don't learn it and use it before everyone else will lose to the ones who do.

Figures as cited in "We've done it backwards" by Eric Hathaway. https://articles.erichathaway.com/weve-done-it-backwards

Learn it. Build with it. Own what you build.

Learn
Your people learn it.

Create
They build with it.

Own
The company owns what they build.

- Your leaders use it every week on real work, before they ask anyone else to.
- Then every employee learns it, and your teams start building the software you rent today.
- The people, the rules and the shared knowledge stay with your company, even when the tools change.

We don't measure success by how long you need us. We measure it by what your people can do without us.

Inside your company. *In this order.*

01 Day one	The leadership hub and the AI department start together. Neither works alone, so neither starts alone.
02 The pilot	The executive team goes first. The pilot has to work before anything else starts.
03 The waterfall	Managers next, then every employee, in waves. Anyone who joins later is trained on day one.
04 Build, not buy	Your teams build what the company used to rent. We believe the part you own gets longer.
05 The layer that stays	People, rules and knowledge stay. Employees keep seeing the same screen, so a new tool plugs in without retraining the company.
06 The result	We believe every employee who goes through this knows how to use AI on purpose, and safely.
07 Families	Employees' families join the courses. Once a month, your company hosts a four-hour community session.
08 Where it starts	It starts with the assessment.

https://www.thenextgenintern.com/how-it-works

Founder and Catalyst.

Founder

from $250,000

TWELVE MONTHS

Start inside

Start inside. Your executive team, or one team, gets the base level: the leadership tools, the learning and the rules. Twelve months. From $250,000.

The executive team or one team, at the base level.

Catalyst

from $500,000

EIGHTEEN MONTHS

The whole company

The whole company. It includes everything in Founder, the executive team or one team at the base level, at greater depth. Everyone learns and builds, and the learning reaches employees' families and the community. Eighteen months.

From $500,000 for about 250 people

About $1,000,000 for about 500 people

Larger companies are scoped after the readiness assessment.

Catalyst targets for the whole company. By month 18, we aim for every employee trained, about 35% of employees' families engaged, and about 3% of the local community engaged. Engaged means they joined a course or a community session. We measure it and report it to you. These are targets, not promises.

ILLUSTRATIVE. STARTING AMOUNTS, NOT A RETURN.



The gift scales with the number of people we reach. What each level includes is scoped in a conversation after the readiness assessment. The learning is free for the people it reaches, and donations pay for it, including free learning for universities and students, for employees, for their families and for the community. The readiness assessment is separate from every level. https://www.thenextgenintern.com/pricing

THE READINESS ASSESSMENT IS SEPARATE FROM EVERY LEVEL.

Learning stays free. *Donations pay for it.*

The learning is free for the people it reaches, and donations pay for it, including free learning for universities and students, for employees, for their families and for the community.

First visible impact, our estimate

Under 250 people

WE EXPECT

1 to 2 months

250 to 500 people

WE EXPECT

2 to 3 months

500 to 1,000 people

WE EXPECT

3 to 4 months

Over 1,000 people

WE EXPECT

Set after the assessment

We expect first impact in 1 to 4 months for companies up to 1,000 people. We set timing after the readiness assessment, and it depends on how much your leaders take part. These ranges are not a guarantee.

We build the safety and governance layer and train your people to run it. Once it is deployed, your company owns it and is responsible for the security, the data and the use of what runs in its environment. The exact terms are in your agreement.

The acceptance test

Your company can deploy it, certify its own team, run its first useful agent or workflow, and complete an improvement cycle without the founder. That is what done means.

The family test

Employees' families are invited into practical AI education, by choice, with their privacy protected. The target is about 35 percent of employees' families engaged.

The community test

Practical AI education reaches the community around your company. The target is about 3 percent of the local community engaged.



THE FIRST STEP

The readiness *assessment.*

Readiness conversation. A direct conversation with the CEO or owner, any investors (private equity, venture capital or a family trust), and the executive team. Everyone takes part. That is a requirement. If the leaders aren't ready to change along with the company, it ends here. We work remotely and build remote culture, and you will too. If you would rather have us on site, we are glad to come and you cover the travel. Your call.

READINESS ASSESSMENT	DURATION	
$25,000	2 to 4 weeks	Paid up front, non-refundable. Paid to an assessment partner. Separate from every donor level.

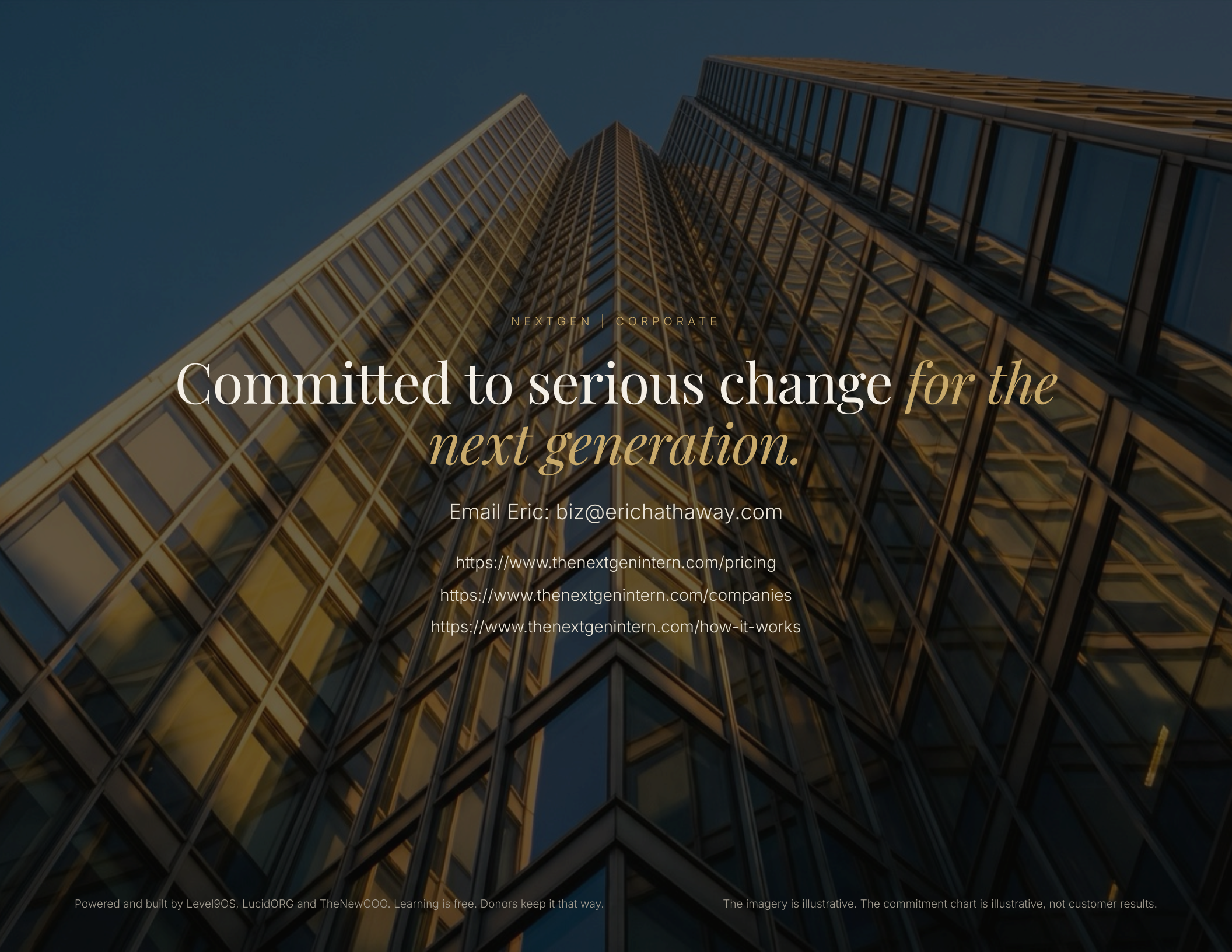
The assessment comes before any implementation. For two to four weeks we test whether change can take hold in your company: your leaders, your people and your systems. It does not count toward any gift or service. If the answer is not yet, you still get the full assessment and a plan to get ready.

When every employee uses AI and builds with it, that's power. We can get a company of about 500 people there in about ten months. A smaller company gets there faster, and a company near 1,000 people takes a bit longer. That's what we believe, not a promise. We set scope and timing after the readiness assessment.

Not toxic leadership

Not ego-centric leaders

Not leaders who want everyone else to change but not themselves



NEXTGEN | CORPORATE

Committed to serious change *for the next generation.*

Email Eric: biz@erichathaway.com

https://www.thenextgenintern.com/pricing

https://www.thenextgenintern.com/companies

https://www.thenextgenintern.com/how-it-works

The imagery is illustrative. The commitment chart is illustrative, not customer results.