

LEARN AI · FREE GUIDE 05

AI for Your New Business

A founder's 30-day plan to run leaner with AI — marketing, sales, operations and finance — without hiring a tech team or buying enterprise software.

Week 1 · Sell

- One master prompt that writes all your product descriptions in brand voice
- 30 days of social content generated from 3 customer conversations
- Cold outreach drafts personalised from a prospect's LinkedIn/company page
- A pricing page critique: 'argue like a customer who almost bought'

Week 2 · Serve

- FAQ bot grounded in your actual policies (see the RAG guide)
- Order-status and returns macros drafted per customer, per tone
- Review responder: thanks the happy, de-escalates the angry, flags the legal

Industry example — A two-person D2C brand in Delhi NCR handled festival-season query volume without a support hire by grounding replies in a 6-page policy document.

Week 3 · Operate

- Vendor comparison tables from quote PDFs in minutes
- Inventory reorder brief: what's running out, what's dead stock
- SOPs written by recording yourself once and letting AI structure it
- Hiring: JD, scorecard and interview questions in one sitting

Week 4 · Count

- Monthly P&L; narrative in plain language from your accounting export
- Unit-economics sanity check per SKU (pair with the D2C guide)
- Cash-flow early-warning summary every Monday
- Investor/bank update drafted from your own numbers, not vibes

Spend rules

- Under ₹5,000/month total tool spend until something proves ROI
- One paid assistant subscription beats five free trials half-used
- Never paste customer PII into tools you haven't vetted
- If a task touches money or reputation, human reviews before send

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