

5 STAR BDM

# AI Business Accelerator

*An 8-week business transformation program for owners who want AI working inside the business, not just talked about in the classroom.*

Build a custom AI assistant, three working automations, and a 90-day growth plan tied to your real offer, voice, and customer journey.

## APPLY NOW

Visit [5starbdm.com/ai-business-accelerator](https://5starbdm.com/ai-business-accelerator)  
Ask about Omaha 100 subsidized access —  
qualifying North & South Omaha businesses

## NEXT AVAILABLE COHORT

**Seats are limited to 20 businesses per cohort.**

Best fit: small business owners  
ready to show up, build, and deploy.

## POWERED BY

### BizHack Academy

with Just Verify — Noem.ai — WeLevel

*"The tools are not the strategy.  
The workflow is the strategy."*

— Grant McGaugh, CEO & Founder

- **No tech background needed**  
Built for business owners
- **Live system by graduation**  
Not a classroom exercise
- **Outcomes-driven program**  
Measurable results built in

[5starbdm.com/ai-business-accelerator](https://5starbdm.com/ai-business-accelerator)

8

Weeks of transformation

20+

Hours reclaimed per week

3

Working automations deployed

1

Custom AI assistant built

## LED BY GRANT McGAUGH

#3 Global Personal Branding — Thinkers360  
#28 Global AI Thought Leader — Thinkers360  
30-year healthcare technology veteran  
Author: First Light | Follow the Brand Podcast

## Reserve your seat:

[grant.mcgough@5starbdm.com](mailto:grant.mcgough@5starbdm.com)

## Spring Cohort | Fall Cohort

20 businesses per cohort

AT A GLANCE

# This program turns AI interest into a live business system.

Every session is tied to your actual offer, voice, campaign, and workflow. The result is not a pile of prompts. The result is a working system you can keep using after graduation.

<p><b>WHO IT IS FOR</b>  <b>Owners and operators of small businesses ready to build</b></p>	<p><b>PROGRAM LENGTH</b>  <b>8 weeks with live instruction, build week, and capstone</b></p>	<p><b>WHAT YOU BUILD</b>  <b>Custom assistant, campaign system, and 3 automations</b></p>	<p><b>SUPPORT STACK</b>  <b>BizHack, WeLevel, Noem.ai, Just Verify, and 5 STAR BDM</b></p>
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## WHY THIS WORKS

- AI is trained on your business story, offer, and customer journey
- The BRAVE framework ties tools to measurable business outcomes
- You graduate with working assets, not theory and slide decks
- Responsible AI, privacy, and implementation support are built in
- **Story Driven Growth** — discover your business story, and complete marketing campaigns powered by AI, using tools to generate content, leads, and visuals automatically.

## WHAT YOU LEAVE WITH

### Eight deliverables, built to use

- |   |   |
|---|---|
| <p><b>1</b> Business story + campaign brief</p> | <p><b>2</b> 6-pillar campaign plan</p>    |
| <p><b>3</b> Brand voice + messaging guide</p>   | <p><b>4</b> Custom AI assistant</p>       |
| <p><b>5</b> Go-live campaign dashboard</p>      | <p><b>6</b> Three working automations</p> |
| <p><b>7</b> Capstone demo + presentation</p>    | <p><b>8</b> 90-day AI roadmap</p>         |

**OUTCOME OBJECTIVE**  
**Leave with a live AI marketing system — content, leads, and visuals running automatically.**

<p><b>10.5 hrs/wk</b>                  Personal time saved</p>	<p><b>32%</b>                  Marketing productivity increase</p>	<p><b>325%</b>                  Avg annual cost savings</p>	<p><b>138%</b>                  Avg annual revenue growth</p>
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## THE 8-WEEK CURRICULUM

# Weeks 1–4: Story, Strategy, Partnership, Imagery.

The first half of the program builds your business story, marketing strategy, and AI skill set — ending with the ability to create stunning visuals at scale.

## WEEK 1

## AI for Story Driven Growth + Lead Building

Learn your story foundations and launch an AI-powered Lead Building System

- Define your business story and the customer it is built to serve
- Build your AI-powered Lead Building System from the ground up
- Set your campaign goal and connect with your accountability partner

**YOU KEEP: Business story + lead system**

## WEEK 2

## AI for Marketing Strategy

Leverage AI to identify and speak to your target audience

- Use AI to research and define your ideal customer profile
- Map your 6-pillar campaign: offer, audience, message, channel, journey, goal
- Apply responsible AI and data privacy basics before you deploy

**YOU KEEP: 6-pillar campaign plan**

## WEEK 3

## AI as a Marketing Partner

Prompt like a pro for AI automation and lead generation

- Master prompt engineering for consistent, on-brand AI output
- Build your first lead generation automation using AI tools
- Use AI as a business partner — not a replacement for judgment

**YOU KEEP: Automation + lead gen workflow**

## WEEK 4

## AI for Stunning Imagery

Develop, edit, and publish stunning AI-created images at scale

- Generate professional-grade brand visuals using AI image tools
- Edit and publish AI-created images across your marketing channels
- Build a repeatable visual content workflow for your business

**YOU KEEP: AI visual content library**

## THE 8-WEEK CURRICULUM — CONTINUED

# Weeks 5–8: Video, Catch Up, Showcase, Graduate.

The second half is where your system goes live. You create, catch up, present your real-life campaign, and graduate with momentum.

**WEEK 5****AI for Video and Audio Excellence**

Develop, edit, and publish AI-created videos, audio, and avatars

- Create AI-generated video content for your marketing campaigns
- Produce branded audio and avatar assets using AI tools
- Publish across channels and activate your full content system

**YOU KEEP: Video + audio content suite**

**WEEK 6****Catch Up Week**

Review Weeks 1–5, prepare Final Presentation

- Review and strengthen the work from Weeks 1 through 5
- Get direct coaching support to close gaps before the showcase
- Finalize your Real Life Campaign for Week 7 presentation

**YOU KEEP: Campaign ready for showcase**

**WEEK 7****Final Presentations — Small Business Showcase**

Showcase the outcomes of your AI-powered Real Life Campaign

- Present your AI-powered Real Life Campaign to coaches and peers
- Demonstrate the content, leads, and visuals you built with AI
- Document your results and what changed for your business

**YOU KEEP: Capstone demo + presentation**

**WEEK 8****Graduation**

Celebrate AI-powered marketing success with coaches, alumni, and peers

- Celebrate your completed AI marketing system with the full cohort
- Receive your 90-day roadmap with specific next steps and KPIs
- Join the alumni community and explore post-program support options

**YOU KEEP: 90-day AI roadmap + graduation**

CASE STUDY — BIZHACK GRADUATE

# From no AI knowledge to a \$100,000 contract



*I never knew how to make slides or commercials. Through this program, I created a character, a commercial, and content that boosted my business visibility.*

**Elliot Durant III | Pure Water Factory**

BizHack AI Marketing Accelerator Graduate | BizHacker Award Winner (Cohort Valedictorian)

**BEFORE**

No AI process or proposal system

**BUILT IN PROGRAM**

Commercial, content assets, faster proposal workflow

**BUSINESS RESULT**

Higher visibility, faster pitching, \$100K+ contract

**\$100K+**

Contract landed while in the course

**42.8%**

Annual revenue growth

**\$1,000**

Saved per proposal; now under 1 hour

**0 to AI**

No AI experience to AI-powered in 8 weeks

*"Now I can pitch Fortune 500 companies with proposals I never could have created before. I have a marketing team, and it's called AI." — Elliot Durant*

**YOUR PARTNER TEAM**

## Not one vendor. A curated team of specialists.

**5 STAR BDM**

**5 STAR BDM — Program architect & operator**

Grant McGaugh ties every session to business outcomes, positioning, and execution.

**BizHack Academy**

**BizHack Academy — Curriculum backbone**

Live instruction and coaching through the proven 8-week accelerator framework.

**Noem.ai**

**Noem.ai — Adaptive learning assistant**

Between-session nudges, recaps, practice prompts, and office-hour reinforcement.

**WeLevel**

**WeLevel — Agentic automation system**

Capture, nurture, messaging, review, content, and workflow agents deployed live.

**Just Verify**

**Just Verify — Trust and governance**

Responsible AI, privacy checkpoints, compliance support, and community trust assurance.

**WHO THIS IS FOR**  
**Built for business owners ready to act**

**This program IS for you if ...**

- You own or operate a small to mid-size business
- You want AI working in your business — not just in theory
- You are ready to show up for 8 weeks and do the work
- You want your voice amplified — not replaced by a robot
- You are a North or South Omaha owner seeking equitable AI access

**This program is NOT for you if ...**

- You want a passive course to watch on the couch
- You cannot commit to attending weekly sessions
- You want someone else to build the business for you
- You want a certificate without building anything
- You think AI is a magic button with no effort required

**PROGRAM INVESTMENT**

**Accessible by design. Built to return more than it costs.**

Tier	Investment	What's Included	Best For
<b>Business Cohort 8 Weeks</b>	<b>\$2,500 per business 2 seats included</b>	Full 8-week program + all materials + capstone presentation	Small businesses with 2-10 employees
<b>Subsidized Access</b>	<b>\$0 out of pocket</b>	Full 8-week program funded by Omaha 100 for qualifying North & South Omaha businesses	Ask about eligibility when you register

Post-graduation advisory retainers available through 5 STAR BDM for continued 1:1 strategy.

**Ready to build your AI-powered business?**

**Apply now — seats are limited to 20 businesses per cohort**

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Questions? grant.mcgaugh@5starbdm.com | Ask about Omaha 100 subsidized access

*"The tools are not the strategy. The workflow is the strategy. And the human who designs the workflow owns the value."*

— Grant McGaugh

5 STAR BDM | Anchored by Omaha 100 | Curriculum by BizHack Academy | 5starbdm.com