

## Offer One-Pager — Founding Cohort #1

Program: Expert Data Analysis in the Age of AI — Beyond the Prompt

### Start with the problem

- AI makes output cheap—but it also increases false confidence (hallucinations, wrong definitions, wrong joins, polished nonsense).
- Teams ship dashboards but still can't answer: "So what should we do next?"—because the workflow between data and decisions is missing.

### The outcome (by Week 6)

Decision Packet on a real company project: decision question → data map → QA + assumptions log → analysis spec → visuals → recommendation → monitoring plan. Includes an Executive Briefing clinic so it can go directly to leadership.

### How it works

- Weekly: 60–90 min core lessons + 90 min live clinic (+ optional 45 min office hour).
- Work time: 2–4 hrs/week. Total: ~4–6 hrs/week.
- Lanes: Operator (DuckDB + VS Code + Python) or Enterprise (Snowflake + Tableau).
- Browser fallback: Colab/Hex if corporate IT blocks installs.

Confidentiality: Use anonymized or sanitized data—no proprietary leakage required.

### Who it's for / not for

For: analysts, BI leaders, RevOps/FP&A, product/insights teams, and managers who need decision-grade work in an AI-heavy environment.

Not for: beginners seeking tool tutorials, or prompt hacks without rigor.

### Pricing (Founding)

Option	Price / Notes
Standard	\$1,500 • cap 50 Pay-in-full; 2-pay (\$800×2) or 3-pay (\$550×3)
Pro	\$2,500 • cap 8 2 deep async reviews (Spec/QA + Final Packet)
Team Pack	\$6,375 • 5 seats Net-30; one PO; fixed calendar
Team Pilot	\$18k–\$25k Exec kickoff + 6 clinics + 2 manager readouts

### Proof

- Recognized by Tableau/Salesforce.
- Endorsed by Pat Hanrahan (Tableau co-founder; Stanford).

**Next step: Apply → we confirm fit → enrollment link (or request Team Pack/Pilot).**

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