



Next Chapter

Your expertise, redrafted for the AI era.

An AI career agent that turns what you already know into your next career — and walks it with you, **week by week**.

WHO US freelance copywriters & writers, 3–10 yrs

PAIN “My clients draft with ChatGPT now.” — alone, from zero, quits halfway

–5.2%

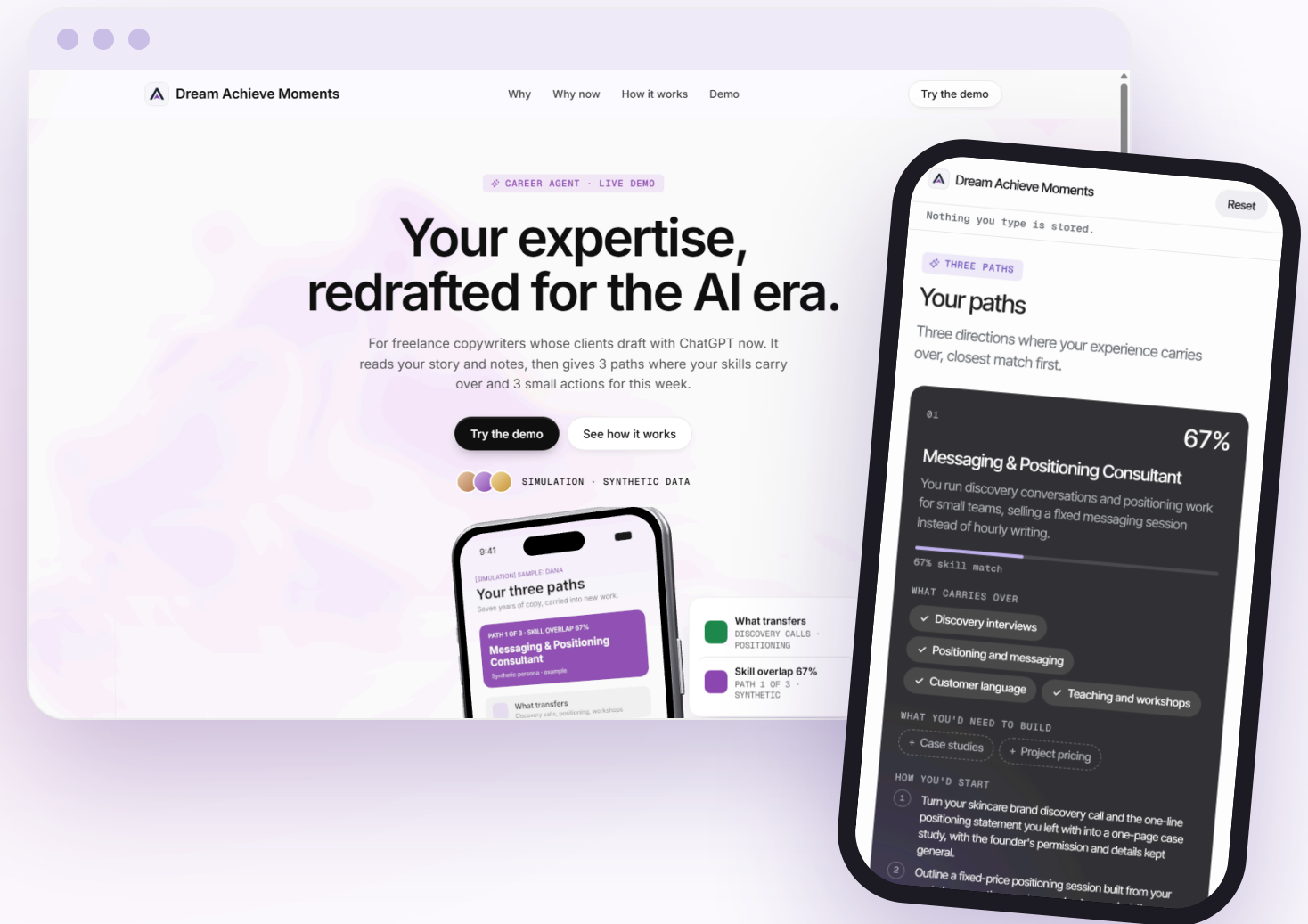
freelance writers' monthly income after ChatGPT · Hui, Reshef & Zhou 2023

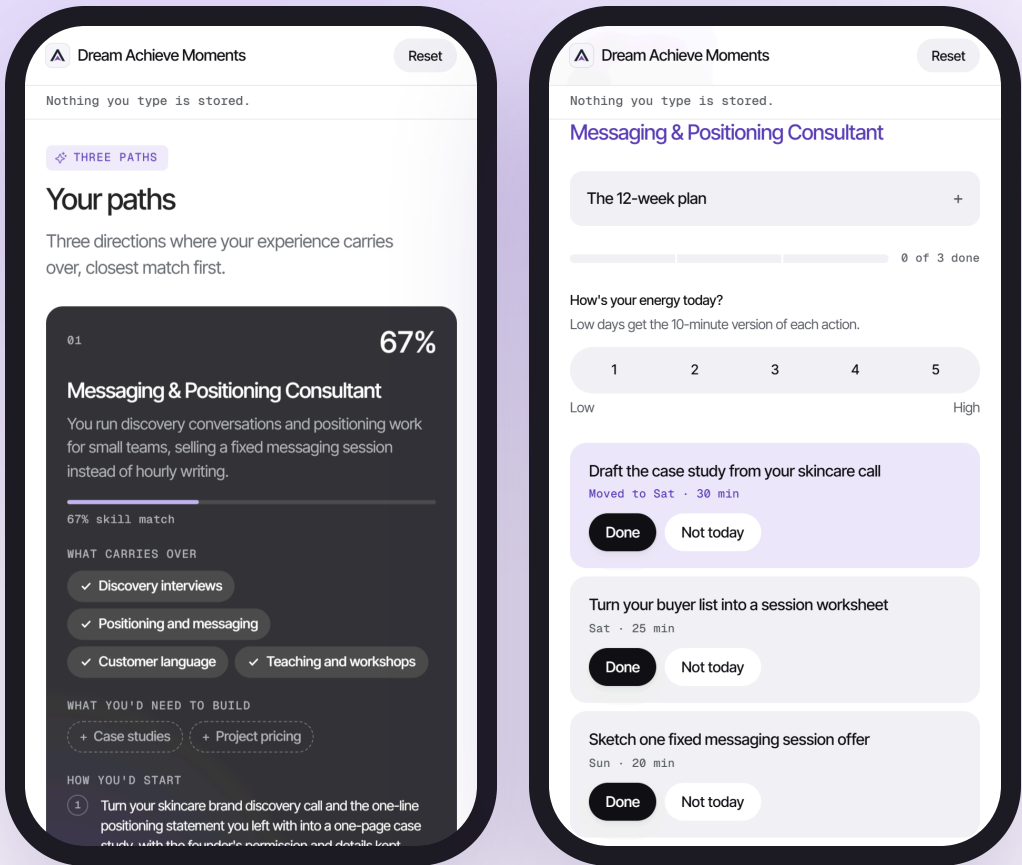
120,136

US layoffs that named AI as the reason, Jan–Sep 2026 · Challenger

65%

of 140,300 US writers are self-employed — no employer pays for their transition · BLS 2025

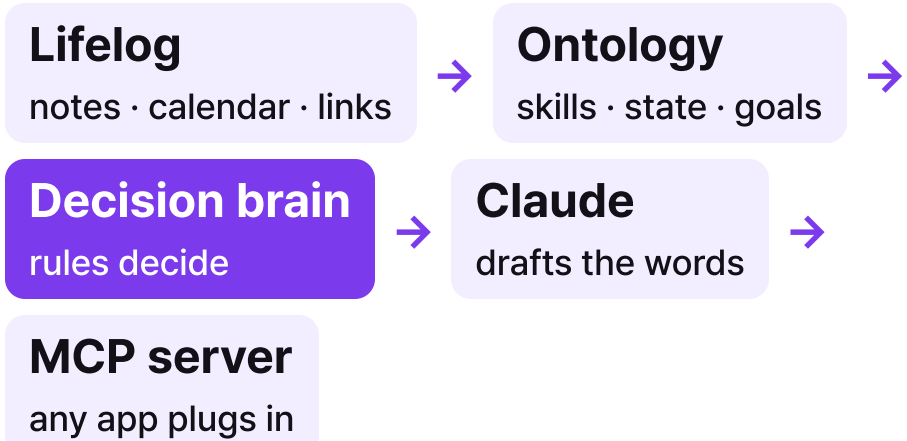




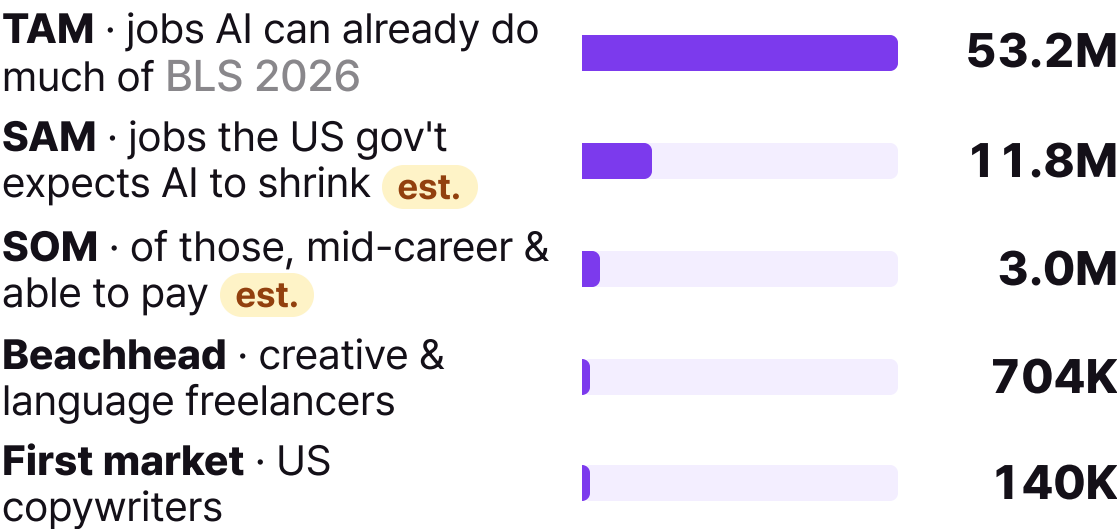
Three paths that carry your expertise

This week · Not today — moved, never deleted

HOW IT'S BUILT · WHERE CLAUDE WORKS



MARKET · US + CANADA · workers, official counts



HOW WE EXPAND · three markets in order



ENTRY STRATEGY · US

- **Free for people.** Meet copywriters where they are — Upwork, r/freelanceWriters, Substack — with the sample result, not ads. Metric: **2-week check-in retention**
- **Then sell the brain.** Employers citing AI in layoffs (120,136 YTD) and outplacement vendors (no APIs → white-label) run the same brain for their people

HOW IT MAKES MONEY · PROFITABILITY

- **Brain API (B2B) — paid per call.** No subscription: a partner app pays each time it asks the brain for a decision. Reference: companies already pay outplacement vendors **\$600–2,600 per laid-off employee** for a 3-month program · Intoo, RiseSmart list prices; a year of calls stays below that
- **Data-credit loop:** opt-in per category → de-identified aggregates licensed to HR & platforms → **credits back to users.** Raw data stays on device; B2C stays free
- **Unit cost = tokens + hosting.** Rules decide, Claude drafts once a week per user **margin est.**