



# **AX30 Project** **From Billable Days to** **Scalable IP**

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**Built by consultants. Scaled by AI.**

# INTRODUCTION

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An AX30 Project is a 30-day commercial accelerator for consulting firms from TheAX — transforming intellectual capital into scalable, AI-powered products that create measurable growth and new recurring revenue.

## The consulting industry is evolving.

Traditional growth models—based on adding people, projects, and hours—are reaching their limits.

*Clients now demand faster outcomes, consistent delivery, and predictable tangible results.*

Within most consultancies lies a powerful but underused asset: years of frameworks, diagnostics, and expertise stored in documents and people's heads. This intellectual capital is valuable but hard to scale.

## The AX30 helps consultancies accelerate their evolution.

It's a structured, co-funded, 30-day programme that helps you turn your expert knowledge and a firm's IP into a market-ready, AI-powered product.

Whether you're digitising existing services to enhance delivery or launching new, data-driven products to capture emerging opportunities, AX30 projects provide a proven pathway to commercial innovation at pace.

By combining agile product development practices, an AX team, and the TheAX platform, AX30 projects offer a practical, fast, and outcome-driven route from expertise to product — built on your existing strengths and delivering AI-powered products ready to take to market in just one month.



**An AX30 Project  
turns your expertise  
into a scalable asset  
- accelerating your  
firm's evolution  
from projects to  
products.**

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**The AX30 AI-Productisation Sprint**

# Why AX30

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Because 30 days of focused action beats six months of talking about AI transformation! It's agile, fast, and low risk. These projects deliver a market ready AI-powered consultancy product and ROI within a months.

Consulting innovation often stalls in workshops, slide decks, and internal debates that never reach clients. AX30 projects replace AI-transformation theory and slow risky projects with guaranteed deliver - at pace. Designed for consultancies that want to move fast — whether modernising current offerings or creating entirely new ones to meet shifting client demands.

The AX30 brings structure, speed, and shared investment to move your ideas from concept to commercial reality.

## Three Principles of the AX30 Project Sprints



### Structure:

A defined process with clear phases, deliverables, and governance ensures every project moves with purpose and momentum.



### Speed:

A fixed 30-day window with time-boxed activities drives focus and removes the drift that slows typical transformation initiatives.



### Shared Success:

By co-funding the sprint, both sides commit to measurable success, creating momentum from day one.

**Each week delivers measurable progress** — transforming intellectual capital into a live, client-ready product that can be sold, delivered, and scaled in under a month.

**AX30 projects enable consultancies to digitise, diversify, and grow — turning ideas into income, fast.**

# HOW IT WORKS

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A proven 30-day project approach that turns consulting expertise and IP into a live, client-ready AI-powered products. AX30 projects follow a co-funded delivery model and produce tangible progress every week.

## Your team moves from concept to launch through six structured phases:

Step 0	<b>Discover &amp; Align (Days 0 – 3)</b> Define goals, confirm scope, and create the 30-day sprint charter.	<b>Output:</b> Opportunity report and delivery plan.
Step 1	<b>Enable &amp; Prototype (Week 1)</b> Shape your value proposition and build a prototype within TheAX platform.	<b>Output:</b> Prototype concept and proposition summary.
Step 2	<b>Build MVP (Week 2)</b> Codify frameworks and processes into a working product.	<b>Output:</b> Functional MVP and delivery workflow guide.
Step 3	<b>Test &amp; Validate (Week 3)</b> Test with internal and pilot clients; refine based on real feedback.	<b>Output:</b> Validated MVP and client feedback summary.
Step 4	<b>Go-Live Readiness (Week 4)</b> Confirm readiness across people, process, tech, and promotion.	<b>Output:</b> GTM plan, launch assets, and trained team.
Post Go-live	<b>Go Live &amp; Review (Month 2)</b> Launch, track ROI, and plan for the next product sprint.	<b>Output:</b> 30-day Go-Live report and scale roadmap.

**A structured and predictable process delivers new IP and a commercial product - fast, low-risk, and low-cost.**



# What you get

From idea to impact in 30 days. - Every AX30 Sprint project delivers both immediate results and a foundation for future success and scalable growth in an AI era.

## Your Core Deliverables

	Full-Cycle	AX30 Sprint
GUIDE	AX Platform Set-up for you	●
	One-to-one guidance on system use	●
	CSM support building your 1 <sup>st</sup> Product	●
ENABLE & BUILD	Productisation Consultancy & advice	●
	Product Value Proposition	●
	Maturity Model & Framework creation	●
	Launch ready Product & Launch toolkit	●
LAUNCH	Sales & Delivery Processes mapped	●
	Product Sales Deck, Workshop Agenda, and Assessment Playback Deck	●
	GTM comms drafted, 8-week launch campaign mapped, 3 Blogs written	●

## Your Business Outcomes

- Scale IP without scaling headcount — your expertise becomes a repeatable asset
- Create recurring revenue streams from productised services
- Accelerate innovation through structured, repeatable delivery
- Increase client value and consistency with standardised delivery models
- Build a sustainable, scalable growth engine for your consultancy

Within a month, you don't just have a new product — you have a new way to grow

# Who AX30 is for

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The AX30 is designed for organisations and individuals that want to move beyond time-based growth - transforming their knowledge, frameworks, and delivery models into scalable digital products.

Whether you're enhancing existing services or creating entirely new offers for emerging markets, AX30 projects give you the structure, pace, and partnership to do it fast.



## **Established Consultancies:**

Digitise proven frameworks and methodologies to enhance delivery, improve consistency, and create scalable, repeatable products that boost client value.



## **Growth-Focused Firms**

Launch new, AI-powered offerings to capture emerging market opportunities — diversifying your portfolio and driving new recurring revenue streams.



## **Solo Consultants & New Founders**

Turn your expertise into a professional, productised consultancy offer — ready to launch, sell, and scale in 30 days.



## **Innovation & R&D Teams**

Explore and test AI product concepts rapidly through structured, low-risk sprints that validate new ideas before full investment.

Whatever your starting point, AX30 projects give you a clear, proven route from expertise to scalable product — in just 30 days.

# Your Investment

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A shared investment in speed, scale, and measurable ROI - TheAX co-invests 50% of your sprint cost to ensure shared ownership and measurable outcomes to start our partnership.

*TheAX30 Sprint is co-funded — ensuring both sides are fully committed to achieving tangible results within 30 days.*

## Easily accessible, high-impact, and low risk projects with co-funded investment

<b>AX30 Sprint Project</b>	30-day co-funded programme to build your launch-ready, AI-powered product.	<b>£2,500</b>
<b>Full-Cycle 'Add-on'</b>	Adds GTM planning, sales enablement, collateral creation, and launch support.	<b>+£3,000</b>

Together, the AX30 Sprint and Full-Cycle services deliver a complete journey from product build to market success — combining rapid creation with launch, sales, and growth enablement.

**The result:** a proven, AI-powered product that's live, launched, and delivering measurable impact within weeks.

TheAX Platform underpins your sprint, and leaves your business with new capabilities for scalable growth after the completion of your AX30 project — providing the tools and automation to build, deliver, and scale your product.

Platform subscriptions for TheAX Platform to manage the build, launch, and delivery of AI-powered products start at £75/month for solo consultants and as low as £40/user for larger teams.

**TheAX provide predictable, scalable, and value-for-money pricing — designed for consultancies that want to grow smarter.**



This time next month, your first  
AI-powered product could be live -  
**built from your expertise, by our experts,  
ready to sell.**



# Next Steps

**Start your AX30 journey today.**

Begin with a short Use Case Identification Session — a practical discussion to identify one area of your expertise that can become a scalable, AI-powered product.

You'll receive a Sprint Readiness Report showing what can be achieved, how it works, and what success looks like.

**There's no commitment — just clarity.**