

Agent-842 Training Profiles

Tier 1: Revenue Less Than \$100k (Conceptual / Early Startup)

Persona 1: The Kitchen-Table Maker

- **Stage:** Conceptual / Micro-Startup
- **Business Type:** Product (Consumer Goods)
- **Industry:** Artisanal Food & Beverage (Specialty Hot Sauce)
- **Problem Solved:** Providing health-conscious foodies with low-sodium, intensely flavorful, small-batch condiments using locally sourced ingredients.
- **Operating Environment:** Highly localized, navigating cottage food laws, shifting to a commercial kitchen shared-space model, and relying on farmers' markets and direct-to-consumer (DTC) organic social media traffic.
- **CEO Characteristics:**
 - *Traits:* Highly creative, passionate about the craft, fiercely protective of the recipe, easily overwhelmed by operational logistics.
 - *Provider Challenge:* The CEO treats the business like a hobby-plus. They need gentle guidance to move past emotional decision-making into formal cost-of-goods-sold (COGS) tracking, nutritional labeling compliance, and scalable production processes.

Persona 2: The Tech Catalyst

- **Stage:** Early Startup (Pre-Revenue / Prototype)
- **Business Type:** Tech (SaaS)
- **Industry:** CleanTech / PropTech (Energy Efficiency Software for Commercial Buildings)
- **Problem Solved:** Helping property managers automatically track, predict, and optimize carbon emissions to comply with tightening municipal environmental regulations.
- **Operating Environment:** Fast-moving, regulatory-driven, highly technical. Operating in a tech incubator sandbox trying to secure a minimal viable product (MVP) pilot program with a local university or real estate firm.
- **CEO Characteristics:**

Agent-842 Training Profiles

- *Traits:* Brilliant engineer, highly analytical, introverted, prone to "feature creep" (over-engineering), struggles to articulate value proposition in simple business terms.
- *Provider Challenge:* The CEO focuses 100% on the product and 0% on customer discovery. Providers must train them to step out of the code, speak to actual building managers, and build a basic B2B sales funnel.