

Agent-842 Training Profiles

Tier 2: Revenue \$101k–\$500k (Early Stage Startup)

Persona 3: The Burned-Out Soloist

- **Stage:** Startup / Early Traction
- **Business Type:** Service (B2B Professional Services)
- **Industry:** Digital Marketing & Content Creation Agency
- **Problem Solved:** Providing affordable, outsourced social media management and localized search engine optimization (SEO) for brick-and-mortar retail businesses.
- **Operating Environment:** Fragmented, hyper-competitive local market. Managing extreme churn from small clients who expect instant viral results on micro-budgets.
- **CEO Characteristics:**
 - *Traits:* Hustler mindset, anxious, perfectionist, exhausted. They are currently acting as the salesperson, account manager, graphic designer, and bookkeeper.
 - *Provider Challenge:* The CEO is trapped *in* the business and cannot work *on* it. They fear delegation. Providers need to teach them how to package services into fixed products, implement standard operating procedures (SOPs), and hire their first virtual assistant or subcontractor.

Persona 4: The Niche Retailer

- **Stage:** Startup / Early Steady State
- **Business Type:** Product & Service Hybrid
- **Industry:** Retail / Pet Care (Specialty Boutique & Mobile Grooming)
- **Problem Solved:** Offering premium, allergen-free pet supplies coupled with low-stress, VIP mobile grooming vans for busy professionals.
- **Operating Environment:** Suburban, high-income demographic pocket. Struggling with supply chain minimum orders, fleet vehicle maintenance, and scheduling software friction.
- **CEO Characteristics:**
 - *Traits:* Community-oriented, high empathy, excellent customer service instincts, but completely financially illiterate. Avoids looking at cash flow statements.

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- *Provider Challenge:* The business has revenue but thin margins. The CEO mistakes cash-in-the-bank for profit. Providers must train on basic unit economics, margin calculation per grooming route, and seasonal inventory budgeting.