

FACTSHEET

AI does not replace you. AI enlarges, accelerates and amplifies your knowledge.

«Anyone can use AI. It only gets really good when the expert in the field uses it.»

Done right, AI gives you the freedom to work on new projects instead of carrying the weight and the paperwork of the daily business. In one day we set up Claude Desktop, GPT Desktop and your own data store. After that you work the way you think anyway: you write, you ask, you get answers. Only this time everything stays — ordered, locally on your own device. With every question a system grows that knows your business better, because it draws on your own knowledge. The day is built for business owners who bring no AI knowledge at all.

HOURS	LOCATION	CATERING	INVESTMENT
08:00 – 16:00	St. Gallen	Lunch included	CHF 2,500
01	What is running on your device at 16:00		
No concept, no slides to take home. Four things that work before you leave the room.			
Claude Desktop	Account, access to your data store, first checked runs. You know what the programme may do and what it may not.		
GPT Desktop	The second tool on the same data. Two views of the same thing — and you learn when each one holds.		
Data store	A clear order for your knowledge. It sits on your device, it belongs to you, and you know at any time what is where.		
The cycle	Capture, file, retrieve, decide. Played through together once, on a real topic from your own business.		
02	The day, hour by hour		
08:00	Arrival and target picture. What should your system be able to do by the evening? We put it in writing.		
08:30	Setup I — Claude Desktop: installation, account, permissions, first run.		
10:15	Setup II — GPT Desktop. After that both work on the same body of material.		
11:15	The data store: where your knowledge sits, how it is ordered, who may access it.		
12:00	Lunch, included in the price.		
13:00	How the thing works — the cycle explained without jargon.		
14:15	Your first real run on a topic from your own company.		
15:30	The first week: what you do from Monday on so the system stays in use.		
16:00	End.		

03

What you bring along

- 1 Your own laptop, Windows or Mac, with administrator rights
- 2 Power supply and, if you have them, your existing Claude or ChatGPT logins
- 3 A real, unsolved topic from your company for us to work on

No AI knowledge. Really none.

04

Investment

Single day	CHF 2,500 per person, excl. VAT. Included: one day of guidance, setup of both tools, building and checking your data store, your first complete run, lunch, a written plan for the first week.
Follow-up support	CHF 150 per hour, excl. VAT, as needed. No subscription, no minimum.
Practice half-day	CHF 250 per person, excl. VAT. Every first Friday of the month, 13:00 to 16:00 in St. Gallen. The first one on Friday, 4 December 2026. A completed AI-Start is the prerequisite.
Teams	No list price, but an individual quote — depending on the team and the number of users.

Not included: the providers' subscriptions (Claude, ChatGPT), travel and accommodation.

05

Your data — openly calculated

The objection that comes first, and the figures behind it. This is not legal advice; what applies to your industry is something you settle with your lawyer and with your provider's terms.

Own infrastructure	Hardware CHF 100,000 to 600,000, operation and power from CHF 2,500 a month. Plus people and maintenance and a second system that takes over on failure. Over five years: CHF 250,000 to 1,500,000.
Team plans	On the team and business plans of the major providers your content is not used for training and not stored in that sense. A few thousand francs over five years, depending on the number of users.
When not everything may go in	You may be allowed to use eighty per cent of your data and not the customer records. Then you work with eighty per cent — still eighty per cent more than today.
Open source	Running it yourself is an immense effort. Having someone else run it only moves the problem: your sensitive data sits with a third party again. Cheaper through the API, considerably more complicated technically.

Both paths protect you if you set them up properly. The difference is the factor between those two figures.

06

Who this day is built for

Fits

You run a company and decide on the basis of knowledge that is scattered around today. You use AI occasionally and notice that nothing of it stays. You want to be able to operate it yourself instead of permanently hiring someone.

Does not fit

You are looking for finished software that somebody else runs for you. You would like an overview talk on artificial intelligence. You develop software yourself and are looking for technical depth.

CONTACT AND REGISTRATION**Write to me about what it is you do.**

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No form, no waiting loop. An email is enough — an answer within two working days.