SMEEP
SME Empowerment Program
Powered by potential.org

Programme brief
smeep.potential.org

FREE · GLOBAL · POWERED BY AI

Empower your business with AI: transform, automate and grow.



A free global programme by the Potential.org Foundation that helps SMEs and startups get up to speed with AI and put it to work to save costs and grow revenue.

300,000+	50+	2010	6	100%
SMEs reached	countries	running since	languages delivered	free for SMEs

Historical reach of SMEEP rollouts since 2010, not current active users.

FOR SMES AND STARTUPS

Everything an SME needs to adopt AI, in one place and free

AI training courses
9 short courses, final exams and certificates

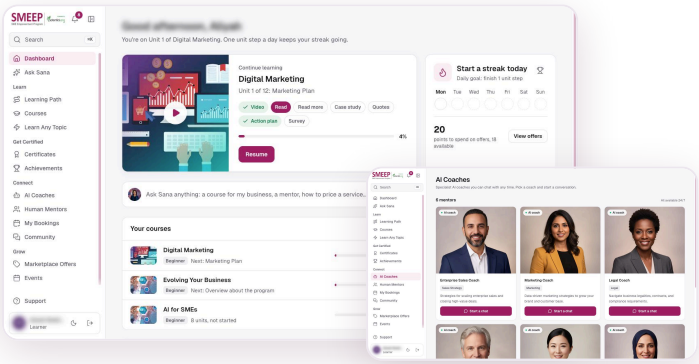
AI mentors, 24/7
6 specialist coaches: sales, marketing, legal and more

Sana, AI business tools
Business plans, ideas, proposals and marketing plans

Private 1:1 sessions
A free session with verified business experts

Partner offers
18 discounts unlocked with learning points

Live events
Webinars and AI clinics, with a 30-event archive



THE VALUE FOR SMES

From AI curiosity to AI in daily operations

- **Learn fast:** practical units on AI for growth, agentic automation, digital marketing and cash flow.
- **Apply immediately:** Sana and the AI coaches turn lessons into real plans, proposals and campaigns.
- **Multiply productivity:** automate routine work so small teams deliver more.
- **Grow sales, cut costs:** sharper marketing and sales and leaner processes, with partner tools at a discount.

01
Register free
Founders, co-founders and managers of registered SMEs

02
Learn with AI
Sana builds a learning path around your business goals

03
Build and apply
Generate plans with AI tools; chat with coaches 24/7

04
Certify and grow
Certificates, expert sessions, events and partner offers

For sponsors and partners

Put your brand at the centre of the AI transition for SMEs. SMEEP connects you with founders and decision-makers of registered businesses worldwide, and gives you measurable, reportable impact.

Programme resources from aws, cisco, potential, Schneider Electric

- ✓ **Visibility** on the platform, mailers and social channels
- ✓ **Engagement** through sponsor content, offers and webinars
- ✓ **Insight** from aggregate impact reports and survey questions
- ✓ **Community partners** join free: logo on the home page and an announcement post

Register free: smeep.potential.org · **Partner or sponsor:** maya@potential.org

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