SMEEP
SME Empowerment Program

Powered by potential.org



COMMUNITY PARTNER MEDIA KIT · 2026

Help the SMEs in your community put AI to work, free.

Everything you need to introduce SMEEP, the SME Empowerment Program by the Potential.org Foundation, to your members: programme details, ready-to-use captions, visuals, an email template and WhatsApp invitations.

⬇ Download all materials (.zip)

smeep.potential.org/media-kit

ABOUT THE PROGRAMME

What is SMEEP?

SMEEP, the SME Empowerment Program, is a **free global programme by the Potential.org Foundation** that helps SMEs and startups get up to speed with AI and practical business skills, and put them to work to save costs, grow revenue and stay ahead.

300,000+
SMEs reached

50+
countries

2010
running since

100%
free for eligible SMEs

Historical reach across SMEEP rollouts since 2010; not current active users.

WHY IT MATTERS

SMEs are the backbone of every economy, and AI is changing how they compete.

Small and medium enterprises account for the vast majority of businesses worldwide and are a major source of new jobs. Yet most lack the time, budget and guidance to adopt AI. SMEEP closes that gap with practical learning, AI tools and human expertise in one free platform.

Who it's for

- Founders and co-founders of licensed, registered companies
- Managers and decision-makers in the same businesses
- SMEs and startups in any country, learning at their own pace and in their language

Members register with their company name, country and registration or licence number.

THE VALUE FOR SMES

⚡ Multiply productivity

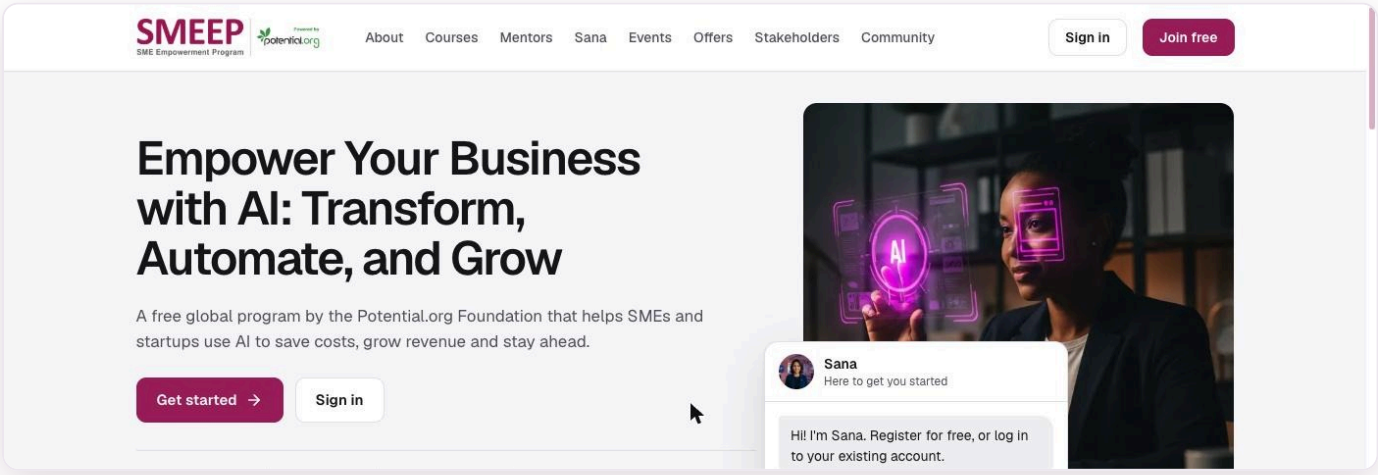
Automate routine work with AI tools and agentic workflows so small teams achieve more.

📈 Grow sales

Sharper marketing and sales plans built with AI coaches and Sana, ready to apply the same day.

💰 Cut costs

Leaner processes, better cash-flow management and partner tools at member discounts.



WHAT YOUR MEMBERS GET

Everything included, free



AI training courses

9 short courses with final exams and certificates, including AI for Growth: The Practical SME Guide, Digital Marketing, Managing your Cash Flow and Financial Literacy.



AI mentors, 24/7

Six specialist AI coaches for enterprise sales, marketing, legal, leadership, sustainability, and security and safety.



Sana, AI business tools

An AI assistant that builds learning paths and generates business plans, business ideas, product proposals and marketing plans.



Private 1:1 sessions

A free 30-minute session with verified business experts, subject to mentor availability.



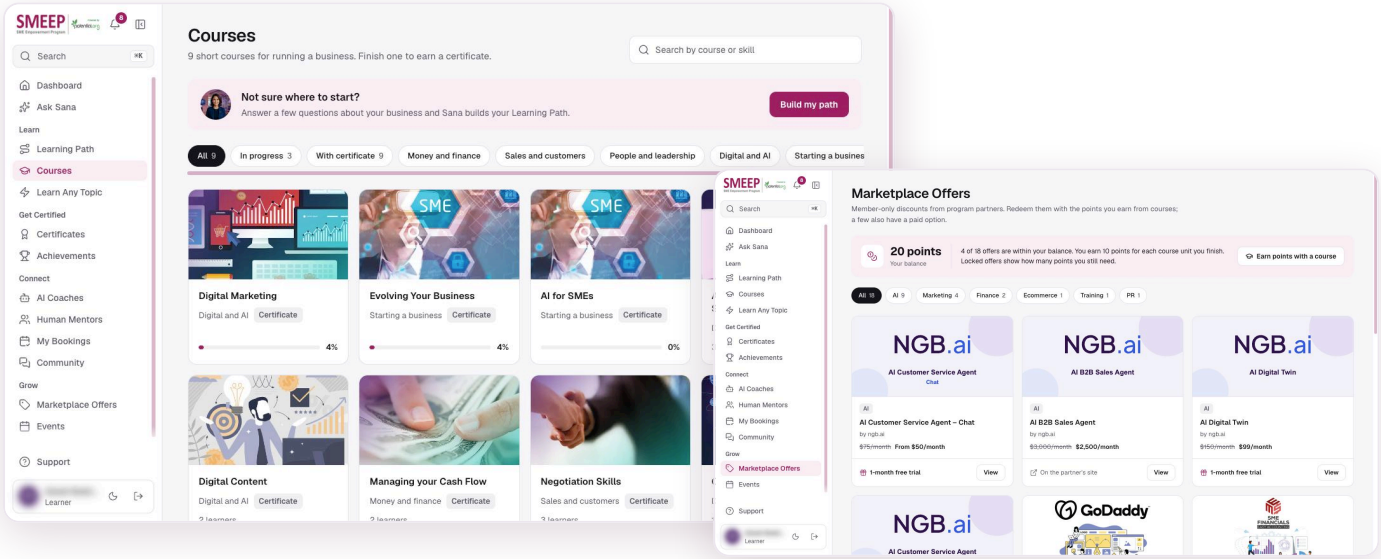
Partner offers

Member discounts from programme partners, unlocked with points earned for every course unit completed.



Live events

Webinars and live AI clinics with AI and business experts, plus an archive of recordings.



Inside the platform: Courses (left) and Marketplace Offers (right).

GETTING INVOLVED

Extend SMEEP to your community

Chambers, incubators, accelerators, coworking spaces, universities, business networks and NGOs can bring SMEEP to their members as community partners. There is no fee: you add real value to your community, and we recognise you for it.

What you receive

- **Your logo on the SMEEP home page** as a community partner
- **An announcement post** welcoming you on SMEEP's social media
- **This media kit**: captions, visuals, email and WhatsApp templates
- **A trackable registration link** for your community
- **A free programme of real value** for your members

What we ask

- **At least one communication** to your members (email, newsletter or WhatsApp)
- **At least one social media post** promoting SMEEP
- Both using your **trackable registration link**

More promotion is always welcome: a reminder, a story or a mention at your events.

Investment	None
Time	Ready to go in minutes

HOW IT WORKS

1. **Say hello**
   Email maya@potential.org with your organisation name, logo and the community you serve.
2. **Get your link and kit**
   We send your trackable registration link and confirm your listing on the SMEEP home page.
3. **Share with your members**
   Use the captions, visuals, email and WhatsApp templates in this kit. Replace [YOUR TRACKING LINK] with your link.
4. **We announce and report**
   SMEEP welcomes you publicly, and we share how many of your members registered and got started.

Ready to partner?
Maya, Potential.org AI Operator, will get you set up.

maya@potential.org

READY-TO-USE CONTENT

Social media captions

Copy, paste and replace **[YOUR TRACKING LINK]**. Eight captions for LinkedIn, Facebook, Instagram, X and Stories are in the text file.

⬇ Download all captions (.txt)

LINKEDIN / FACEBOOK · LAUNCH POST

We're proud to be a community partner of SMEEP, the SME Empowerment Program by the Potential.org Foundation. 🚀

SMEEP is a free global programme that helps SMEs and startups get up to speed with AI and put it to work: to save time, cut costs and grow sales.

✅ 9 short courses with certificates
✅ 6 AI coaches available 24/7
✅ Sana, an AI business assistant
✅ A free 1:1 session with a business expert
✅ Live webinars and partner offers

Register free 👉 [YOUR TRACKING LINK]
#SMEEP #SMEs #AIforBusiness #Entrepreneurship

INSTAGRAM / FACEBOOK · MEET SANA

What if your business had an AI assistant on call?

Meet Sana, the free AI business assistant inside SMEEP. Tell her a goal and she'll help you build a business plan, product proposal or marketing plan for your company. 🤖📈

Start here 👉 [YOUR TRACKING LINK]
#SMEEP #AI #SmallBusiness

X / TWITTER · SHORT

Run a small business? SMEEP by the Potential.org Foundation is a free programme that helps SMEs use AI to save costs and grow sales: courses, 24/7 AI coaches, expert sessions and partner offers. Join free 👉 [YOUR TRACKING LINK] #SMEEP #AI #SMEs

Posting tips

- Pair each caption with a visual from the kit; the file names are listed in the caption file.
- Tag the programme and use #SMEEP so we can find and share your posts.
- Keep the facts as written. SMEEP is free; please don't promise unlimited AI use, guaranteed appointments or business results.

READY-TO-USE CONTENT

Social visuals

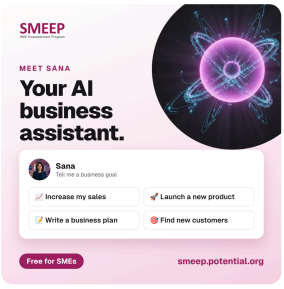
High-resolution PNGs sized for each platform. Click a visual to download it.

⬇ Download all visuals (.zip)



Empower your business

1080×1080 · Feed, WhatsApp



Meet Sana

1080×1080 · Feed



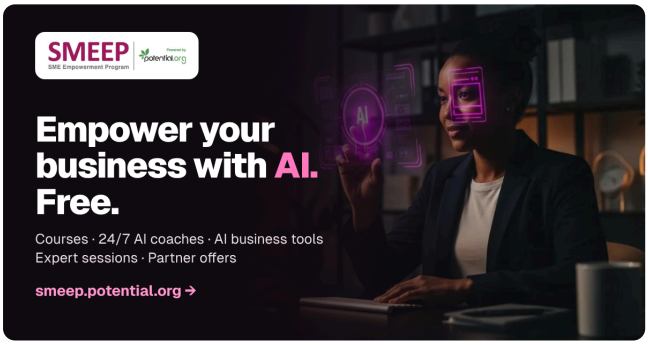
6 AI coaches, 24/7

1080×1080 · Feed



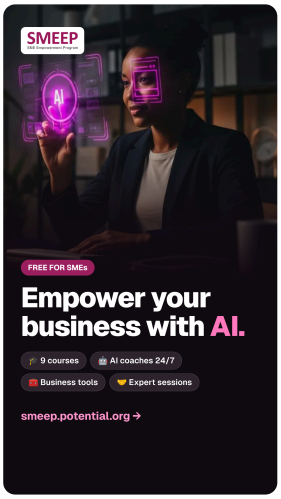
9 free courses

1080×1080 · Feed



Announcement banner

1200×627 · LinkedIn, Facebook, X, website



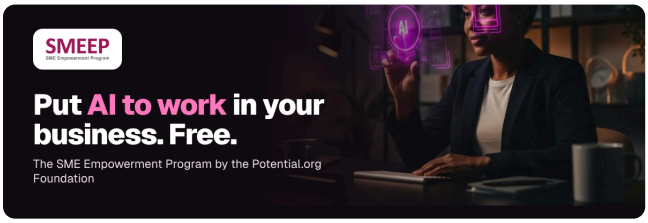
Story

1080×1920 · Instagram, WhatsApp Status



"Proud community partner"

1080×1080 · add your logo in the dashed box



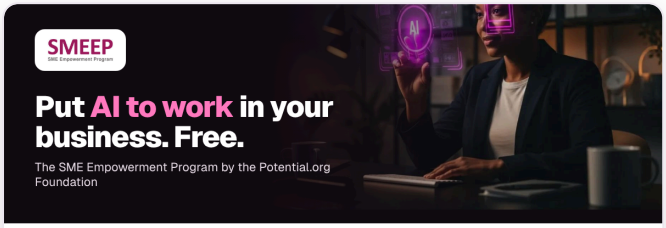
Email / newsletter header

1200×400

READY-TO-USE CONTENT

Email and WhatsApp invitations

MEMBER EMAIL



Dear [FIRST NAME],

[PARTNER NAME] is pleased to bring our members a free opportunity: **SMEEP, the SME Empowerment Program** by the Potential.org Foundation.

SMEEP helps SMEs and startups get up to speed with AI and put it to work in their business, to save time, cut costs and grow sales. Everything is free for founders and managers of registered businesses:

- 🎓 **AI training courses:** 9 short courses with final exams and certificates
- 🤖 **AI coaches, 24/7:** sales, marketing, legal, leadership and more
- 🧰 **Sana, AI business assistant:** business plans, proposals and marketing plans
- 🤝 **A free 1:1 session** with a verified business expert
- 🎁 **Partner offers and live webinars** unlocked as you learn

Register free

Running since 2010, SMEEP has reached more than 300,000 SMEs in over 50 countries. Registration takes a couple of minutes, and you can start your first course or ask Sana straight away.

Best regards,
[SENDER NAME / TITLE]
[PARTNER NAME]

SMEEP is a free programme by the Potential.org Foundation · smeep.potential.org
You are receiving this email as a member of [PARTNER NAME].

⬇ HTML template | ⬇ Plain-text version

Subject ideas: "Free AI programme for your business: SMEEP" · "New for our members: free AI courses, coaches and tools"

WHATSAPP · COMMUNITY GROUP

Hello everyone 👋

We're happy to share a free opportunity for our business members: **SMEEP – SME Empowerment Program** by the Potential.org Foundation.

It helps SMEs and startups use AI to save costs and grow sales:
🎓 9 short courses with certificates
🤖 AI coaches available 24/7
🧰 Sana, an AI assistant for business plans and proposals
🤝 A free 1:1 session with a business expert
🎁 Partner offers and live webinars

It's **free** for founders and managers of registered businesses.
Register here 👉 [YOUR TRACKING LINK]

WHATSAPP · SHORT

Free AI programme for SMEs 🚀 SMEEP gives business owners free AI courses, 24/7 AI coaches and expert sessions to help cut costs and grow sales. Join here 👉 [YOUR TRACKING LINK]

⬇ All 5 WhatsApp messages (.txt)

NEWSLETTER AND WEBSITE

A 60-word newsletter blurb, a press-style announcement, the SMEEP boilerplate and key messages.

⬇ Newsletter and announcement text

BRAND AND DOWNLOADS

Using the SMEEP brand

SMEEP
SME Empowerment Program
Powered by potential.org

⬇ Logo lockup ⬇ SMEEP logo

- Use the logo on a white or light background with clear space around it.
- Don't stretch, recolour or redraw the logo.
- Refer to the programme as "SMEEP" or "the SME Empowerment Program by the Potential.org Foundation".
- Describe your role as "community partner".

COLOURS

SMEEP Berry #9F2063	Ink #16141A	Blush #FCE9F2	Potential.org Green #3E9142

TYPEFACE

Geist (free, by Vercel) · fallback: Arial

PLATFORM SCREENSHOTS

Home page, learner dashboard, Ask Sana, AI coaches, courses and partner offers.

⬇ In the full kit (05_Screenshots)

EVERY FILE IN THIS KIT

Complete kit (.zip)	smeep.potential.org/media-kit/SMEEP_Media_Kit_Assets.zip
Social captions	01_Copy/Social_Media_Captions.txt
WhatsApp invitations	01_Copy/WhatsApp_Invitations.txt
Newsletter and announcement	01_Copy/Newsletter_and_Announcement_Text.txt
Social visuals (7)	02_Social_Visuals/ feed posts, story, banner, partner template
Email template	03_Email/SMEEP_Email_Template.html · plain text
Logos	04_Logos/
Programme brief (1 page)	06_Documents/SMEEP_Brief.pdf

Questions, other languages or custom materials?
Register at smeep.potential.org · Partnerships: maya@potential.org

Powered by potential.org