

THE BUILDER'S MINDSET

Building with \$0.

You don't need money to build. You need a problem — and the will to solve it. How to create value from zero, with AI.

PRESENTED BY

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Almost everyone says it —

"I'll start when
I get money."

That one sentence has buried more dreams than failure ever will. Today, we bury the sentence instead.

SHIFT 01

First — think like a *builder*.

Where everyone else sees **wahala**, a builder sees an opening.

A problem is not a wall. It's a **door** — with a price tag on it.

Problem no dey finish.

AND THAT'S THE BEST NEWS YOU'LL HEAR
ALL YEAR

WHY THAT MATTERS

If problems never finish, then value never runs out.

01

Problems never finish

New needs appear faster than old ones are solved.



02

Solutions never finish

Every problem is a solution waiting to be built.



03

Wealth is created

Solutions are exactly where wealth is made.

NIGERIA, EVERYDAY

Wealth is just *solved problems.*

Every naira you've ever spent, you spent to make a problem go away.

i

Hunger → the food vendor

Mama put, the shawarma stand, the ₦100 puff-puff.
A problem solved three times a day.

ii

Distance → Bolt & Uber

Getting there faster. People pay for that solution
every single minute.

iii

Transfers → OPay, Moniepoint

Whole empires built on one sentence: "make this
transfer work."

The question was never "where's the money?"

*It's — whose problem
can I solve?*

"BUT I NO GET MONEY TO START"



That's not a reason. It's an *excuse*.

Money is not the entry fee to building. It never was. Waiting for it is how ideas die quietly — while someone with less funds and more courage ships the same idea.

VALUE ≠ MONEY

You already hold the *currency*.

Value is exchanged in far more than cash. Give value first — money is only one of the ways it comes back.

KNOWLEDGE

What you already know

SOMEONE WOULD GLADLY PAY TO LEARN IT

What you can Google + AI

LEARN IT MONDAY, SELL IT FRIDAY

TIME & ENERGY

The hours you'll put in

WHILE OTHERS ARE STILL "PLANNING"

Consistency

SHOWING UP COMPOUNDS INTO TRUST

SKILL & ATTENTION

Your eye & taste

CARE IS A RARE CURRENCY OF ITS OWN

The audience you build

ATTENTION CONVERTS TO INCOME

THE GREAT EQUALIZER

Enter *AI*.

What used to need a team, an office and millions...
now fits in your phone. For ~~¥~~0.

A WORKSHOP IN YOUR POCKET

Free plans. Real output. Pick *one* and master it.

THINK

ChatGPT

Your co-founder for ideas, plans & copy.

GENERAL AI

THINK

Claude

Long, careful writing & building help.

GENERAL AI

THINK

Gemini

Research, images & Google-native tasks.

GENERAL AI

BUILD

Google AI Studio

Prototype AI features & agents, free.

BUILDER

DESIGN

Canva

Flyers, decks & brand kits with AI.

VISUALS

VIDEO

CapCut

Edit reels & product ads on your phone.

VIDEO

AUDIO

Suno

Original music, jingles & sound.

AUDIO

PRESENT

Gamma

Turn a prompt into slides & sites.

DECKS

OFFERS, NOT THEORY

Services you can sell *this week*.

01

Design & flyers

For boutiques, salons, churches & campaigns. Canva AI + a good eye = paid work.

02

Words that sell

Captions, bios, CVs, proposals — for the many people who can't write them well.

03

AI product ad videos

Short clips for IG & WhatsApp vendors drowning in competition.

...AND A FEW THAT PAY WELL

Then grow into *bigger tickets.*

04

Small-business automation

Order lists, receipts, auto-replies — save a shop owner hours every week.

05

Faceless content pages

Build an audience with AI, then monetize the attention you've grown.

06

Research & admin help

Summaries, plans, applications — be the brain small businesses rent.

ONE LOOP, REPEATED

Let the work fund the tools — never the other way round.

*1***Solve small**

Pick one real problem for one real person.

*2***Get paid**

Charge for the value — even if it's small.

*3***Reinvest**

Put a little back into better tools & skill.

*4***Repeat**

Bigger problems, bigger solutions, bigger pay.

*You don't start with
money. You start with a
problem.*

THE TAKEAWAY

The money follows the solution — never the other way round.

THE CCURVES WAY

Have Idea. Build Idea. Solve Problems.

Come build → ccurves.dev