

The Garden Model

Why Innovation Is Not Capital-Constrained

And How EON's Entrepreneur School Bridges the Gap
Between University and Employment

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*The pie is not fixed.
AI grows the garden.
EON provides the water.*

— Dan Lejerskar, EON Reality

THE UNIVERSITY PROMISE IS BROKEN

42.5%

Recent graduates
underemployed

NY Fed Q4 2025 — highest since 2020

\$1.84T

Total US student
loan debt

Growing 3.2% YoY — Q4 2025

9.7%

Unemployment rate
ages 20–24 (BA+)

Up from 6.8% one year prior — BLS
Sept 2025

51%

Borrowers who
regret their loans

Ramsey Solutions State of Personal
Finance

The degree is still being sold at full price. The economy it was designed for no longer exists.

E

The Garden Metaphor

*AI does not divide the pie.
AI expands the garden.*

\$15.7 trillion added to global GDP
by 2030 — PwC

S

Seeds

Students arrive with domain expertise, curiosity, and ambition. That potential already exists.

~

Water

EON's Venture Builder, Marketplace, and AI tools — the infrastructure to convert potential into production.

*

Sunlight

The \$827B AI market by 2030 creates entirely new surface area. More gardens. More harvests for everyone.

INNOVATION IS NOT CAPITAL-CONSTRAINED

THE OLD WORLD

- ✗ Capital from investors required to build
- ✗ Distribution via retailer/platform relationships
- ✗ Marketing needs advertising budgets
- ✗ Credentials required for legitimacy
- ✗ Geography limits your market
- ✗ Years of runway before first customer



THE EON WORLD

- ✓ EON Product Factory + EON Venture Builder = zero-capital build stack
- ✓ EON Marketplace — 80+ countries, day one
- ✓ AI creates pro content at near-zero cost
- ✓ Shipped product IS the credential
- ✓ Global from a laptop in a dorm room
- ✓ 90-day build cycle to paying customers

THE FOUR QUESTIONS THAT SEPARATE VENTURES FROM HOBBIES

01

Is this RELEVANT?

WHAT IT FILTERS:

Does a real problem exist?
Does anyone actually care?

HOW EON TEACHES IT:

AI-assisted market research +
live customer interviews in
Week 1

02

Is this FEASIBLE?

WHAT IT FILTERS:

Can this be built with
available tools and time?

HOW EON TEACHES IT:

Rapid prototyping with EON
Genesis + EON Product
Factory + EON Venture Builder
— weeks not months

03

Is this BUILDABLE?

WHAT IT FILTERS:

Can you deliver this at
quality, repeatedly?

HOW EON TEACHES IT:

Production methodology,
AI-assisted dev, peer cohort
review and testing

04

Is this SELLABLE?

WHAT IT FILTERS:

Will someone pay for it?
Can you reach them?

HOW EON TEACHES IT:

Live listing on EON
Marketplace — real
customers, real revenue,
while enrolled

THE BUILD PIPELINE: EON Product Factory → EON Venture Builder → MARKETPLACE

EON Product Factory



AI Reasoning Engine

Generate ideas, validate markets, write code, create content, build pitch materials — all in natural language. The creative and analytical backbone of every product built in the school.

EON Venture Builder



Build & Deploy

Cloud development environment. Build, test, and ship working software applications without local setup. From prototype to live product in the same session.

MARKETPLACE



Sell & Scale

EON's global distribution platform — 80+ countries, institutional buyers, live paying customers. Students go from build to revenue without intermediaries or gatekeepers.

THE INSTITUTIONAL PARTNERSHIP MODEL

WHAT YOUR INSTITUTION HAS



Land

Institutional trust, accreditation, student relationships



Seeds

Talented, motivated students with domain expertise



Knowledge

Deep curriculum in fields AI cannot yet replicate



Networks

Alumni, employer partnerships, industry connections



WHAT EON ADDS



Water

Venture Builder + AI tools: the build-and-ship infrastructure



Market

EON Marketplace — 80+ countries of live distribution on day one



Credential

Co-branded certification recognized by global employer network



Outcomes

Tracked cohort data: product launches, revenue, employment rates

WHY NOW — THE WINDOW IS OPEN, NOT INDEFINITELY

\$827B

AI market by 2030

Growing 27.7% annually. The institutions that connect graduates to this growth now will define outcomes for a generation.

42.5%

**Underemployed
grads**

Institutional reputations are built on graduate outcomes. Every cohort of underemployed alumni is a credibility cost.

15 yrs

**EON Entrepreneur
School track record**

The methodology is not experimental. EON Entrepreneur School has been operational for 15 years across 80+ countries and multiple economic cycles.

1 sem

Deployment timeline

Entrepreneur School curriculum deploys alongside existing courses in a single semester. No rebuilding. No infrastructure cost.

THE COMPOUND ADVANTAGE OF BUILDING EARLY

THE TRADITIONAL PATH

- Age 22: Graduate with degree + \$29,560 debt
- Age 22–25: Entry-level job search (42.5% underemployed)
- Age 25–28: Pay off debt before taking risks
- Age 28–30: Consider first entrepreneurial idea
- Age 30+: First product attempt — no track record, no network, no market data
- Age 35: Finally building something. 13 years after graduation.

VS

THE EON ENTREPRENEUR PATH

- ✓ Age 20 (Year 2): First product on EON Marketplace
- ✓ Age 21: First paying customers. Real market feedback.
- ✓ Age 22: Graduate with degree + live product + revenue
- ✓ Age 22–25: Iteration, growth, and compounding traction
- ✓ Age 25–28: Business owner with 5–7 years of market experience
- ✓ Age 30: Category leader. 10 years ahead by the same metric.

WATER FOR THE GARDEN



*“Innovation is not capital-constrained.
The tools exist. The market is growing. The question is
whether universities will give their students the water to
grow their own gardens — or send them out to look for rain.”*

FOR INSTITUTIONS

- Co-brand the Entrepreneur School within one semester
- Zero infrastructure rebuild — deploys alongside existing courses
- Live outcome tracking: launches, revenue, employment rates
- White-label certification with global employer recognition

FOR STUDENTS

- Build a live product before you graduate
- Ship to paying customers in 80+ countries from day one
- Graduate with a track record, not just a transcript
- Skills → Jobs → Income → Ownership → Abundance

FOR THE ECONOMY

- 15-year proven model now deployable at global scale
- Private-sector response to graduate underemployment crisis
- \$827B AI market accessible to any motivated builder
- Converts latent human potential into economic agency