

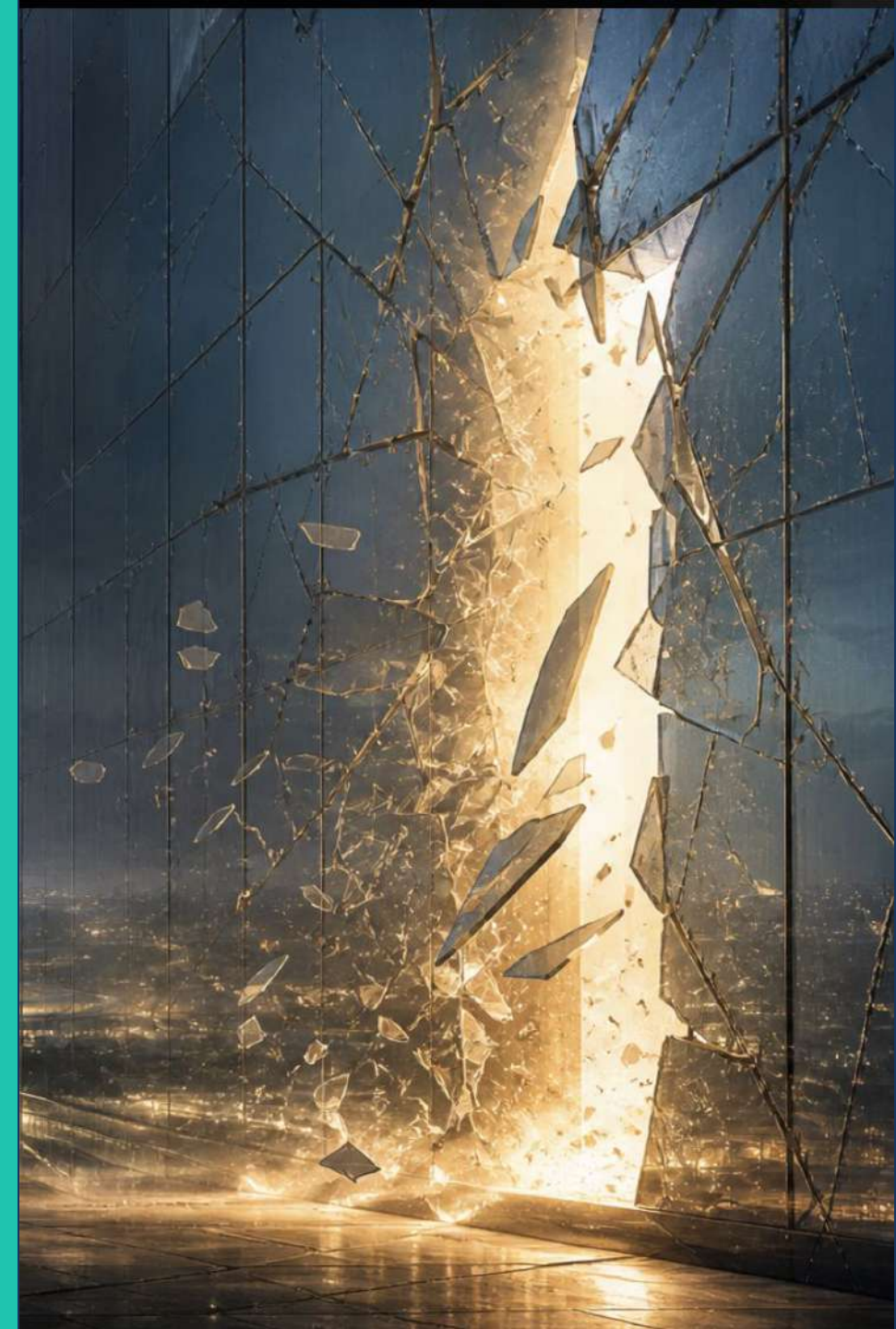
The GenAI Wall. Break it.

EON's 9,000 Global Virtual Campus courses +
100-course AI Fluency curriculum.

**The two-stage architecture the Harvard / Stanford
experiment is asking for.**

Dan Lejerskar · Founder & Chairman, EON AI Ventures · Irvine, California

Source: Field experiment at IG (UK fintech) by Harvard Business School, Stanford University, and the Stanford Digital Economy Lab. Reported by Francois Candelon and Iavor Bojinov in Fortune, May 1, 2026.



I. WHAT THIS DECK IS — AND WHAT IT IS NOT

A Harvard Business School finding. Not an EON commission.

Before any of the substantive argument: what this deck is, and what it is not.

WHAT THIS DECK IS

An articulation of structural alignment.

EON's two-stage architecture — 9,000 vertical-domain courses through Global Virtual Campus, plus a 100-course AI Fluency curriculum on top — and the GenAI Wall finding published in Fortune on May 1, 2026 are structurally complementary. EON's sequence was architected long before the Harvard/Stanford experiment was conducted. The experiment now provides the empirical case for why the sequence matters.

WHAT THIS DECK IS NOT

An endorsement claim.

EON does not claim endorsement by the researchers, by Harvard Business School, by Stanford University, or by IG. EON has not been in contact with the authors. The complementarity between the experimental finding and the EON product is structural, not transactional. EON cites the finding because the alignment is real.



II. THE EXPERIMENT

Three groups. Two tasks. One decisive finding.

Researchers from Harvard Business School, Stanford University, and the Stanford Digital Economy Lab ran a field experiment at IG, a UK fintech, testing whether GenAI lets professionals from one occupation perform tasks at the level of specialists in another.

INSIDERS

Web analysts.

Native to the task. Insider domain knowledge.

BASELINE

ADJACENT OUTSIDERS

Marketing specialists.

Adjacent domain knowledge. Shared marketing vocabulary.

PASS THROUGH

DISTANT OUTSIDERS

Tech specialists.

Data scientists, software developers. No marketing knowledge.

HIT THE WALL

THE FINDING:

AI proficiency without domain expertise produces worse output than no AI at all. The distant outsiders had identical AI tools — but lacking domain knowledge, they edited AI output in ways that DEGRADED it. Removed valuable marketing language. Shortened SEO copy. Eliminated calls-to-action.

The wall is not about access to AI. The wall is about the human's ability to evaluate AI output — and that requires foundational domain knowledge.



III. BREAKING THE WALL

Three outcomes at the wall. Only one programme produces the third.

Most consumer AI-training programmes are stuck at the wall — because they ship only the AI layer, with no foundational domain layer underneath. EON ships both, sequenced in the order the experiment shows actually works.

OUTCOME 1

Pass through. ADJACENT OUTSIDER

Already has foundational domain knowledge. AI Fluency layered on top makes them indistinguishable from the insider. The success case the experiment documented.

OUTCOME 2

Hit the wall. DISTANT OUTSIDER

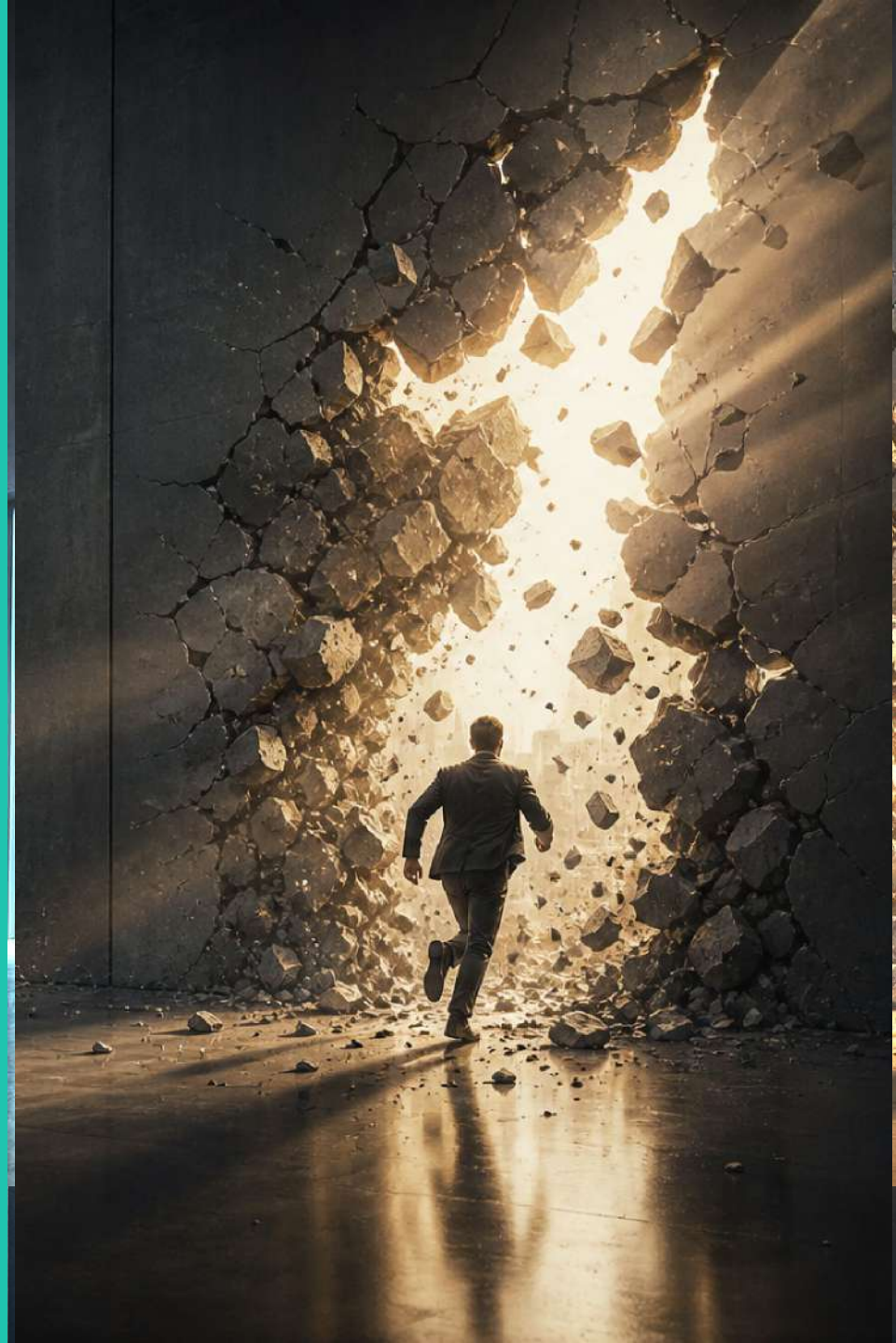
No foundational domain knowledge. AI tools cannot bridge the gap. The participant edits AI output in ways that degrade it because they cannot evaluate what is good. The failure case competitors are selling.

OUTCOME 3

Break the wall. EON PARTICIPANT

Stage 1: acquire foundational domain knowledge through 9,000 Global Virtual Campus courses. Stage 2: layer AI Fluency on top. The participant arrives at the AI deployment layer with the domain expertise that makes AI usable. $1 + 1 = 10$.

The wall is structural. The 9,000-course Global Virtual Campus is the moat no other consumer AI-training programme has. Sequence matters.



Two stages. Sequenced. 1 + 1 = 10.

EON's product was architected as a sequence, not as separate offerings. The Global Virtual Campus is the foundational domain layer competitors don't have. AI Fluency is the deployment layer that becomes useful only after domain knowledge is in place. Taken in order, the outcome is non-linear.

STAGE 1 · FOUNDATIONAL DOMAIN

9,000 GVC Courses

Global Virtual Campus

Across vertical domains: electric vehicles, energy, healthcare, hospitality, manufacturing, finance, education, agriculture, construction, logistics, and more. The participant acquires the foundational domain knowledge — the taste — that lets them evaluate AI output in their chosen vertical.

+

STAGE 2 · AI FLUENCY (LAYERED ON DOMAIN)

100-Course AI Fluency

Three-level pyramid

- L1 Consigliere — AI as advisor
- L2 Agent — Single agent operations
- L3 Product Builder — Build & ship deployed product

STAGE 1 + STAGE 2 = THE WALL BREAKS. THE PARTICIPANT ARRIVES AT AI DEPLOYMENT WITH THE DOMAIN KNOWLEDGE THAT MAKES AI USABLE.



Two participants. Same architecture. Different entry points.

EON's sequence works for both directions of the displacement transition: the entry-level professional whose domain is intact but who can't pass the AI hiring filter, and the mid-career professional whose domain has been absorbed by AI and needs to pivot to a new one.

USE CASE 1

The graduate who can't get the interview.

- Engineering degree (electrical, mechanical, civil)
- Foundational domain knowledge — already done by university
- Cannot pass the AI hiring filter — no demonstrated AI capability
- Takes 90-day AI Fluency curriculum on top of existing degree

RESULT: Reaches Level 3 (Product Builder). Ships live product on EON Marketplace. Passes AI filter. Gets interview. Demonstrates capability with deployed product.

USE CASE 2

The professional whose field has been taken over.

- Translator, technical writer, journalist, data analyst
- Existing domain has been absorbed — needs to pivot
- Stage 1: acquire new domain through 9,000 GVC courses
- Stage 2: layer AI Fluency on top of new domain

RESULT: Becomes adjacent outsider in new domain (renewable energy, healthcare ops, advanced manufacturing). Passes through the wall. Operational capability in chosen field.



VI. THE INDICTMENT

Every other consumer AI-training programme ships only Stage 2.

The Harvard/Stanford finding is empirically devastating to the entire "learn AI to do anything" category. The competitors don't fail because their AI training is bad. They fail because they have no foundational domain layer underneath. They ship Stage 2 without Stage 1 — exactly the configuration the experiment shows produces the failure case.

STAGE 2 ONLY — HIT THE WALL

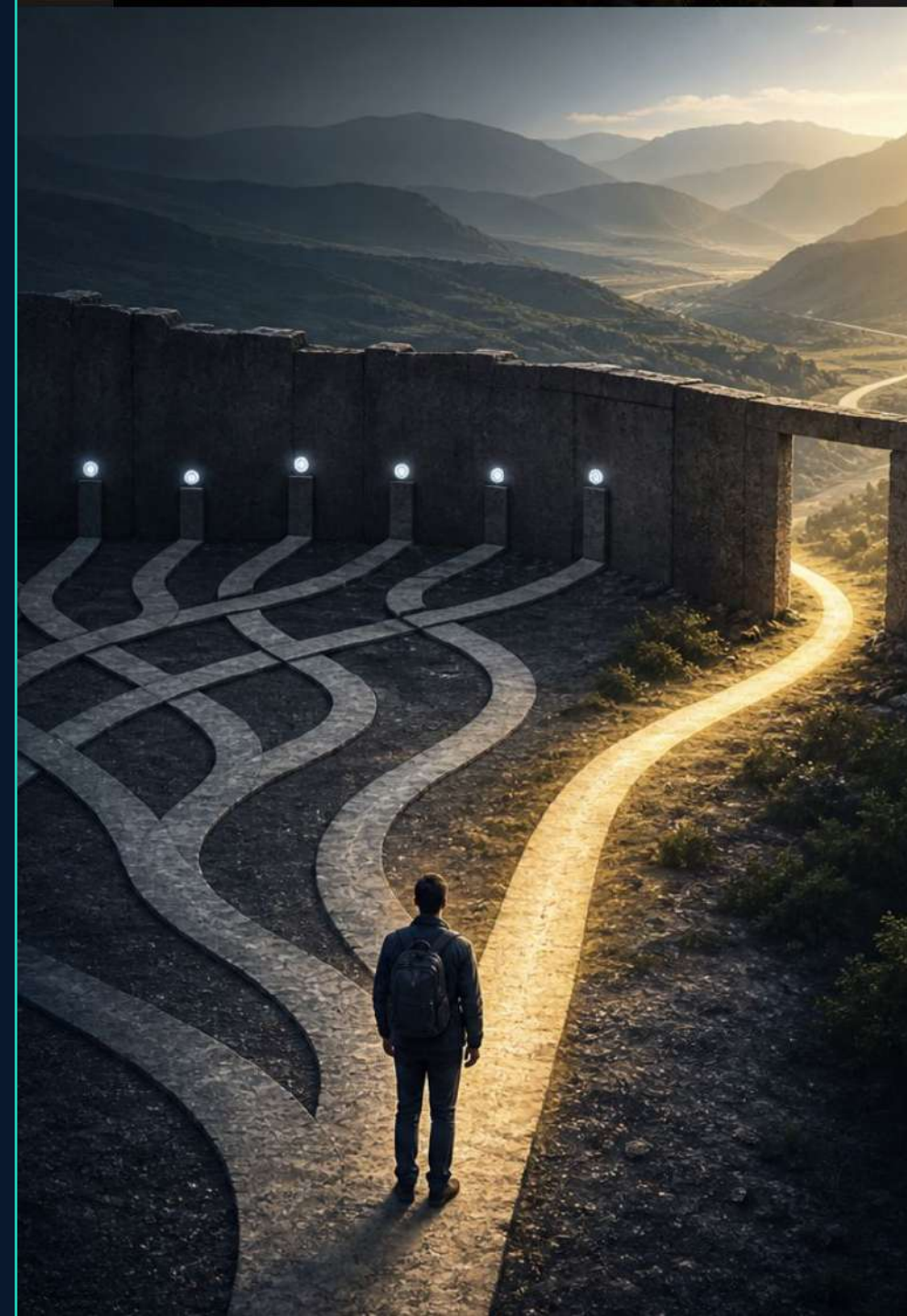
Coursera — AI courses, no domain anchor
Udemy — AI bootcamps, prompt engineering only
McKinsey Academy — Strategy-AI fluency, no vertical depth
Foundation labs — Enterprise courses, no domain layer
Most corporate AI training — "Learn AI, do anything" promise

EMPIRICALLY: distant outsider with AI tooling. Hits the wall. Output worse than no AI.

EON — STAGE 1 + STAGE 2 — BREAKS THE WALL

Stage 1: GVC — 9,000 vertical-domain courses
Stage 2: AI Fluency — 100 courses, three-level pyramid
Sequenced — Domain first. AI Fluency on top.
EAFI — Credentials capability evidence
Marketplace — Live product as proof of capability

EMPIRICALLY: adjacent outsider on acquired domain. Breaks through. $1 + 1 = 10$.



The wall is structural. The sequence breaks it. One plus one is ten.

"Harvard Business School and Stanford have published the experiment that shows AI proficiency without domain expertise produces worse output than no AI at all. EON is the only consumer AI-training programme on the market that ships both stages — 9,000 Global Virtual Campus courses for foundational domain knowledge, plus a 100-course AI Fluency curriculum on top — sequenced in the order the experiment shows actually works. The competitors hit the wall because they ship only Stage 2. EON breaks the wall because it ships the sequence."

ENROL → [OHWOV.AI/FOUNDER](https://ohwow.ai/founder) · ENTERPRISE → PARTNERSHIPS@EONREALITY.COM ·
PRESS → PRESS@EONREALITY.COM

EON AI Ventures · Irvine California · Singapore · Strategy Deck · May 2026

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