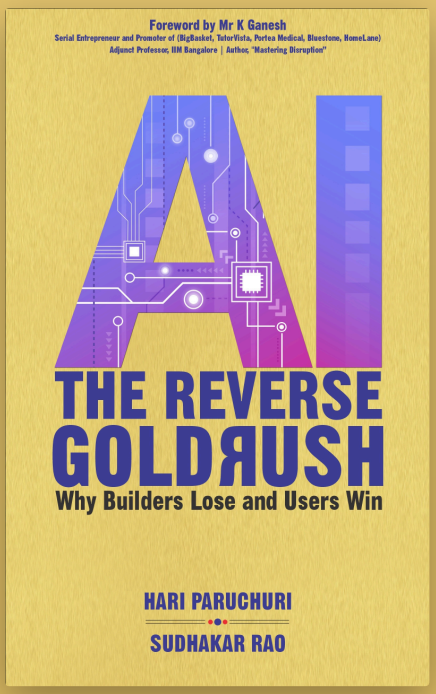


PORTFOLIO · CO-AUTHORED BUSINESS BOOK

AI: The Reverse GoldRush

Why Builders Lose and Users Win · Business / technology · 2025

39,000	12	Dozens	2025
WORDS	CHAPTERS	PRACTITIONER INTERVIEWS	PUBLISHED

THE ARGUMENT

Over $500 billion went into AI infrastructure on the assumption that enterprises would pay for it. Most enterprise deployments are failing to show a return. Meanwhile individuals, freelancers and small operators are winning with the same models for $20 a month. The book names the pattern, the Reverse GoldRush, traces it through fibre optics, railways and electricity, and argues the window for individuals is real but closing. It closes with two practical frameworks: CoPlay, a set of human-AI partnership modes, and a ten-level AI Fluency ladder.

STRUCTURE

1. The Split: Bubble or Opportunity?
2. The Mines Were Built First
3. What the VCs Bet On
4. Why Enterprises Are Finding It Difficult
5. Why Individuals Thrive With AI
6. The Pyramid That Expanded
7. The Babysitter Trap
8. The Five Human Edges
9. The Window
10. CoPlay: The Theory
11. CoPlay: The Practice
12. AI Fluency: The Framework That Matters

Plus a methods and data note, an enterprise vulnerability matrix, and a worked example of the $20 versus $500,000 paradox.

> *"That's the part most people miss: the tools outlive the hype."*
>
> K. Ganesh, serial entrepreneur (BigBasket, Portea, TutorVista) and Adjunct Professor, IIM Bangalore, from the Foreword

WHAT IT DEMONSTRATES

Argument architecture. A contrarian thesis carried across twelve chapters without repeating itself: pattern, evidence, mechanism, window, then practice.
Verified numbers. Every statistic traced to a source or dropped; a methods note and a worked example sit in the appendices so the reader can check the arithmetic.
Frameworks the reader can use. CoPlay modes and the ten-level Fluency ladder turn the diagnosis into a personal plan for entrepreneurs, intrapreneurs and reinventors.

Role: co-author. Thesis, research, structure and writing across the full manuscript, from prologue to appendices. Built from unstructured interviews with practitioners in India and the United States; AI used for research, with every figure checked before it went to print.

TIHNKERING SERVICES · 2025

Hyderabad, India
212 pages · 12 chapters · 3 appendices
Foreword by K. Ganesh
Available on Amazon