

Professor, here is the consolidated **AIW Persona + Use Case Matrix** across the cohort, SEEKER Loop, Week 5 demo model, and product ecosystem.

AIW Persona Matrix and Use Cases

#	Persona	Primary Use Case	AIW / SEEKER Application	Governed Output	Key Governance Control
1	Ministry Leader / Pastor	Sermon support, pastoral care, church communication	Pastor Freeman App	Sermon outline, devotional email, pastoral care intake guide, referral pathway	No doctrinal authority transferred to AI; pastor approves final message
2	Nonprofit Executive / Nonprofit Leader	Grants, donor outreach, impact reporting, volunteer coordination	Nonprofit AI Pipeline	Grant narrative, donor email, impact story, campaign content	No invented statistics; verified source claims only
3	Veterans Advocate / VSO	VA claim preparation and case organization	VSO Buddy	Veteran explanation, VSO briefing, claim checklist, CRM case log	No rating predictions, no eligibility determination, VSO review required
4	Federal Contractor / Government Contractor	RFP analysis, proposal compliance, past performance library	Federal Growth / Chesapeake Catalyst	Compliance matrix, proposal risk review, capture plan, CPARS-based claims	No invented contract references; compliance review required
5	Clinical Leader /	Clinical documentation review, care	Clinical Governance Pipeline	Documentation summary, risk flag	No diagnosis, no treatment advice,

#	Persona	Primary Use Case	AIW / SEEKER Application	Governed Output	Key Governance Control
	Healthcare Advocate	coordination, HIPAA-sensitive workflows		report, clinician review packet	licensed clinician authority retained
6	Manufacturing Safety Manager	Product safety, QA review, compliance reporting, defect analysis	Manufacturing Safety Review Agent	Batch risk report, QA escalation memo, safety compliance checklist	Human QA signoff for safety or liability flags
7	Studio Founder / Creative Founder	Brand voice, client intake, creative campaigns, asset production	NextUp / Betty Studio Intake Agent	Client intake script, marketing campaign, brand-safe content assets	Preserve founder voice; no overpromising scope, pricing, or timeline
8	Small Business Owner	Operations improvement, customer insights, process automation	Small Business AI Operating Assistant	Workflow map, customer response drafts, admin automation plan	No financial approval authority; owner retains decision control
9	Educator / Trainer	Curriculum design, course development, training delivery	AIW Training / Cohort Builder	Lesson plans, workbook prompts, assessments, cohort materials	Educator retains authority; AI assists instruction design
10	Community Development Leader	Community programs, outreach planning,	Community Knowledge Pipeline	Program plan, stakeholder map,	No unsupported claims; community

#	Persona	Primary Use Case	AIW / SEEKER Application	Governed Output	Key Governance Control
		impact coordination		outreach calendar, impact summary	leader validates final plan
1 1	Federal Program Manager	CUI-aware workflows, acquisition support, vendor evaluation	Federal AI Governance Assistant	Advisory memo, risk matrix, vendor review checklist	FedRAMP / NIST-aligned review; no final acquisition decision
1 2	Corporate CISO / Security Leader	AI risk audit, data exposure review, vendor governance	AI Risk Audit Agent	Exposure heatmap, policy gaps, mitigation roadmap	Least privilege, audit logging, vendor risk review
1 3	Intelligence Analyst	Evidence review, source reliability, uncertainty scoring	Bayesian Evidence Engine	Prior/evidence/posterior brief, intelligence confidence update	No unsupported inference; source traceability required
1 4	MBE / Entrepreneur	Market research, operations automation, competitive positioning	MBE Growth Pipeline	Business plan, sales copy, service offer, proposal support	Human approval before publishing or submitting
1 5	Real Estate Professional	Property intelligence, client education,	Property IQ-style Pipeline	Property summary, buyer/seller education, CRM follow-up	No legal, appraisal, or lending determination

# Persona	Primary Use Case	AIW / SEEKER Application	Governed Output	Key Governance Control
	market comparison			

Core Week 5 Bayesian Demo Matrix

Persona	Prior Belief	Demo Evidence	Posterior Belief	Confidence Change
Federal Contractor	AI has niche federal use — 15%	CMMC + NIST RMF alignment demo	AI is a compliance force multiplier — 78%	+63%
Veterans Advocate	AI is too impersonal for veterans — 20%	Empathy-governed output comparison	AI scales human care without replacing it — 71%	+51%
Nonprofit Leader	AI is too complex / no budget — 25%	Low-cost governed pipeline with ROI	Governed AI is accessible and fundable — 76%	+51%
Manufacturing Safety Manager	Regulatory risk too high — 30%	Governed output with audit trail	AI reduces liability when governed — 82%	+52%
Ministry Leader	AI conflicts with faith values — 22%	Biblical alignment framework applied	AI can amplify Kingdom mission — 79%	+57%
Studio Founder	AI creates generic brand dilution — 35%	Governed intake and brand voice demo	Governed AI preserves creative voice — 88%	+53%

Persona	Prior Belief	Demo Evidence	Posterior Belief	Confidence Change
Clinical Leader	AI creates HIPAA exposure — 18%	PHI exclusion and governed pipeline	AI is safe under governance architecture — 74%	+56%

This Week 5 structure is directly aligned with the master session guide’s seven-persona Bayesian cascade and demo architecture.

Use Case Grouping by AIW Product Surface

AIW Product / System	Personas Served	Use Cases
AIW Workstation / Sovereign AI Platform	Federal contractor, clinical leader, CISO, intelligence analyst, executive leader	Governed pipelines, evidence review, Bayesian scoring, audit trails, secure knowledge base
VSO Buddy	Veterans advocate, VSO, VFW post, veteran support organization	VA claim preparation, evidence checklist, CRM case tracking, VSO briefing
Pastor Freeman App	Ministry leader, pastoral care team, faith-based nonprofit	Sermon support, pastoral care prep, scripture-aligned communication, referral planning
NonprofitAI.ai	Nonprofit executive, grant writer, development officer	Grant writing, donor outreach, impact reporting, fundraising communications
Chesapeake Catalyst	Federal contractor, MBE, Maryland business owner	Contract discovery, proposal workflows, compliance readiness, capture planning
NextUp / Studio Agent	Studio founder, creative entrepreneur, marketing team	Client intake, brand voice preservation, campaign creation, content asset management

AIW Product / System	Personas Served	Use Cases
Manufacturing Safety Agent	Safety manager, QA lead, plant manager	Product safety review, defect risk analysis, compliance reporting, shipment escalation
Clinical Governance Pipeline	Clinical leader, healthcare advocate, care coordinator	Documentation review, HIPAA-safe summarization, clinician escalation packet
Cohort Builder / Training Engine	Educator, trainer, cohort facilitator	Curriculum design, workbook creation, lesson plans, capstone development
NexusCommons / Community Knowledge Layer	Community development leader, HBCU leader, family network leader	Community knowledge base, program planning, outreach coordination, media intelligence

The broader portfolio strategy already organizes these into flagship products: KEMIT Sovereign AI, VetConnect, Chesapeake Catalyst, and NexusCommons.

Simple Master Matrix

Persona	Pain Point	AIW Use Case	Demo Asset
Ministry Leader	AI feels spiritually unsafe	Governed sermon and care support	Pastor Freeman
Nonprofit Leader	Grant and donor work is slow	Governed fundraising pipeline	Nonprofit AI
Veterans Advocate	Claims are complex and inconsistent	Evidence-based claim preparation	VSO Buddy
Federal Contractor	Proposal compliance risk	RFP and compliance review	Chesapeake Catalyst
Clinical Leader	HIPAA and license exposure	Clinical documentation support	Clinical Governance Agent

Persona	Pain Point	AIW Use Case	Demo Asset
Manufacturing Safety Manager	Shipping or QA risk	Product safety escalation	Safety Review Agent
Studio Founder	Brand dilution	Brand-safe creative intake	NextUp / Betty Agent
Small Business Owner	Operational friction	Workflow and customer automation	SMB Operating Assistant
Educator / Trainer	Course build burden	Curriculum and workbook creation	Cohort Builder
Community Development Leader	Fragmented outreach	Program planning and impact tracking	NexusCommons
CISO / Security Leader	Data exposure	AI risk audit and vendor review	AIW Governance Audit
Intelligence Analyst	Uncertain evidence	Bayesian evidence scoring	AIW Evidence Engine
MBE / Entrepreneur	Market access and proposal burden	Sales, proposal, and growth support	MBE Growth Pipeline
Real Estate Professional	Client education and market clarity	Property intelligence and CRM follow-up	Property IQ

Bottom line: the **core seven cohort personas** are the Week 5 demo foundation, while the **expanded fifteen-persona matrix** gives you the full product and sales architecture.