

GURRMARKETING AI CONSULTING

Grant Pack – 2025

Founder: Calvin Ervin

Veteran: U.S. Army (MOS 25Q – Multichannel Transmission Systems Operator-Maintainer)

Service Area: Los Angeles County & Orange County, CA

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Executive Summary

GurrMarketing AI Consulting is a veteran- and minority-owned consulting firm focused on helping small businesses across Los Angeles County and Orange County leverage artificial intelligence to improve efficiency, customer engagement, and long-term sustainability. Founded by U.S. Army veteran Calvin Ervin, the business bridges the gap between advanced AI technology and practical, real-world business application. A \$10,000 grant will support training, tools, pilot programs, and market launch efforts to empower underserved entrepreneurs.

Capability Statement

Core Services include AI Agent Consulting, Marketing Automation, CRM Optimization, and Small Business Digital Transformation. GurrMarketing differentiates itself through veteran-led discipline, ethical AI implementation, and a small-business-first approach.

Business Plan Overview

GurrMarketing AI Consulting provides scalable AI-powered marketing and automation solutions to small businesses. The company targets minority-owned, veteran-owned, and legacy businesses seeking to modernize operations without enterprise-level costs. Grant funding enables initial launch, certification, outreach, and client pilot programs, with long-term sustainability driven by consulting retainers and project-based revenue.

Detailed Use of Funds – \$10,000

| Category | Amount | Purpose |
|--------------------------|---------|---|
| AI Software & Tools | \$2,500 | AI agent platforms, CRM automation, analytics, and security |
| Certification & Training | \$1,500 | BotBuilders certification and advanced AI education |
| Contractor Support | \$2,000 | Specialized AI implementation assistance |
| Marketing & Outreach | \$2,000 | Website optimization and client acquisition |
| Client Pilot Programs | \$1,500 | Subsidized AI pilots for local small businesses |
| Legal & Admin | \$500 | Business filings, contracts, and accounting setup |
| Operating Reserve | \$500 | Contingency and operational buffer |

Grant Cover Letter

Dear Grant Committee,

My name is Calvin Ervin, founder of GurrMarketing AI Consulting, a veteran- and minority-owned business serving Los Angeles County and Orange County. I respectfully request \$10,000 in grant funding to support the launch of AI-powered consulting services designed to help small businesses remain competitive and sustainable. Thank you for your consideration.

Respectfully,
Calvin Ervin

Website Content Overview

GurrMarketing.com provides a professional, transparent platform for grant reviewers. The site includes clear mission messaging, founder background, service descriptions, and a dedicated For Grant Funders page with downloadable materials.