

# AVDICTECH

Why I Do What I Do

The Story Behind the Business

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## MY STORY

I spent years helping other people build their lives — refugees finding their footing, families finding housing, people finding jobs. I was always the one making systems work for other people.

**Then I decided it was my turn.**

I got certified. I taught myself AI tools. I built AvdicTech from nothing. Not because it was easy — but because I believe that small business owners, especially the ones everybody overlooks, deserve access to the same technology that big companies use.

I do this because I know what it's like to build something from the ground up with no safety net. And I don't want other people to struggle alone when technology exists that can help them.

## THE PRIMARY “WHY” STATEMENT

I spent years helping other people build their lives. Now I help them build their businesses. I started AvdicTech because I watched solo business owners — plumbers, cleaners, home care providers — lose customers to problems that technology can easily solve. They just didn't have anyone to set it up for them. I decided to be that person.

## YOUR “WHY” FOR EVERY SITUATION

*"I spent years helping other people build their lives. Now I help them build their businesses. I started AvdicTech because I watched solo business owners lose customers to problems that technology can easily solve. They just didn't have anyone to set it up for them. I decided to be that person."*

[ABOUT PAGE / LINKEDIN / INTERVIEWS](#)

*"I believe small business owners shouldn't have to choose between doing the work and running the business. AI can handle the calls, the booking, and the follow-ups — but only if someone makes it simple and affordable. That's why AvdicTech exists."*

[PITCHES & PROPOSALS](#)

*"I grew up watching people in our community build businesses with nothing but hard work and determination. They don't need to work harder — they need smarter tools. I built AvdicTech to bring those tools to the people who deserve them most."*

[SOMALI BUSINESS COMMUNITY & NETWORKING](#)

*"I got tired of watching small business owners lose customers to problems that technology can fix. So I fix them."*

[TIKTOK / SOCIAL MEDIA / QUICK INTROS](#)

## WHERE TO TELL YOUR STORY

- **Website About page**

Use the primary version — it's personal and builds trust instantly.

- **LinkedIn About section**

Lead with the primary version, then list your credentials underneath.

- **Client proposals**

Use the mission version in your intro paragraph before pricing.

- **Networking events**

Use the community or personal version depending on the audience.

- **TikTok / Instagram**

Use the short version as a voiceover or text overlay.

- **Podcast interviews / press**

Tell the full story — from case management to AvdicTech. People remember stories.

- **Grant applications**

Use the mission version + community version together to show impact.

## YOUR JOURNEY — THE ARC

**Case Manager & Employment Specialist**



Helped refugees and families build stable lives

**Self-Taught Tech Professional**



Earned CompTIA Security+, learned AI tools, built skills

**Founder, AvdicTech**



Now helping small business owners build and grow with AI

■ **From helping people build lives → to helping people build businesses** ■

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AvdicTech • [avdictech.com](https://avdictech.com) • AI Automation for Small Businesses • Minnesota

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