Solo Not Small Puts Person Engine Optimization and AI Systems Behind One Goal: Learn AI, But Also Live

Solo Not Small helps one person businesses run with AI and person engine optimization under the line "Learn AI. But also live."



Ahmedabad, Gujarat Nov 20, 2026 (Issuewire.com) - Bhavik Sarkhedi, a serial entrepreneur and personal branding consultant, today unveiled Solo Not Small, an AI initiative for solopreneurs and small business owners who want to run a one person business with AI, and use that time for life rather than for a longer workday.

Solo Not Small treats AI as a way to get hours back, not as a way to pack more work into the same week. On the site, Sarkhedi puts it plainly: a business needs systems, not more of a founder's hours. The promise is what he calls the life the systems gave back, time outside the work, while the one person business still runs.

The initiative is described as a hybrid of the founder and AI. The person brings judgment, taste and clients. AI, in Sarkhedi's own practice through Claude, takes on jobs a team used to do, including posts, proposals, research before a sales call, and the welcome a new client receives.

Sarkhedi has written that he runs his own work this way, with a system for each kind of job, and that Solo Not Small is meant to give solopreneurs the same kind of setup.

That setup also includes personal branding work he frames as person engine optimization: what Google and AI say when someone searches a person's name, including how that person appears in Google AI Overviews and ChatGPT. For a solopreneur, a clear name, title and description across the web is part of running the business, not a separate project that has to eat the week.

Interest after the first launch led Sarkhedi to pause new sign-ups. Solo Not Small is now taking waitlist requests for the next group of solopreneurs, each of whom would receive their own one-person business system when the doors open again.

People can join the waitlist at https://www.solonotsmall.com. More on Sarkhedi's work is at https://www.bhaviksarkhedi.com.

"Learn AI. But also live. I did not build these systems so a solopreneur could work more. I built them to give time back, so you can run a one person business and still have a life," Sarkhedi said.

About Solo Not Small

Solo Not Small is an AI initiative founded by serial entrepreneur Bhavik Sarkhedi. It helps solopreneurs and small business owners set up a one person business system and run it with AI, so the founder keeps the judgment, the systems handle the repeatable work, and the week has room for a life outside the business.

The project's line is "Learn AI. But also live."

Learn more at https://www.solonotsmall.com.

About the founder

Bhavik Sarkhedi is a serial entrepreneur, the founder of Solo Not Small, and a personal branding consultant based in Ahmedabad, India. He is also co-founder and CEO of Ohh My Brand.

He has three bootstrapped exits: Dad of Ad in 2021, Write Right in 2023 and Blushush in 2026. He has been featured in Forbes, The New York Times, Fast Company and Entrepreneur.

His site states that founders, coaches and consultants in more than 25 countries have worked with him.

More at https://www.bhaviksarkhedi.com.

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