Anton Ryzhikov



Business development and AI adoption

An entrepreneur with nine years of experience across four industries. I master a new field fast, build its processes and economics and take the venture to results. I have been studying neural networks since 2022. Today I specialise in training teams and bringing artificial intelligence into business.

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What everything else rests on

Rapid mastery of new fields

I enter an unfamiliar industry and within months reach the level where I own the results.

Digital marketing agency
co-founder, technical director

Taxi fleet
co-founder, operations

Fuel wholesale and self-service stations
partner, technical operations

Used car dealership
co-founder

Neural networks
since 2022, now training with Upgrade



Systems thinking

I break a business down into processes, money and people, and see how a decision in one place affects the rest. The groundwork came from studying at a faculty of mathematics.

Adaptability

I rebuild the business model as the market changes and exit ventures in time once they stop paying off.

Ownership of results

I take execution on in full: from setting the task to delivery and ongoing support.

Cross-disciplinary thinking

I carry patterns and solutions from one field to another. I study every day: neuroscience, medicine, physics, psychology and philosophy at the level of recent research papers.

Competencies

Business management and growth

Launching new ventures and products

Building operations and quality control

Managing teams and contractors

Financial analysis and unit economics

Working within a franchise model

Sales, procurement and partnerships

Finding partners for procurement and resale

Asset valuation and procurement

Consignment and agency sales

Sales to businesses and consumers

Negotiation and handling objections

Working with platforms

Marketing and digital

Full-cycle online promotion

Website development and promotion

Content creation

Product presentation and pricing

Original content and source curation

Artificial intelligence

Corporate training

Process audit and automating routine

Prompt engineering, assistants and agents

Generative content

Building software with neural networks

Model market expertise

Fact-checking and editing model output

Service and operations

Customer support setup

Equipment maintenance

Fleet operations

Networking and communities

Community building

Business networking

Navigating professional communities

Finding experts and sources

Common ground with any audience

Applied psychology

Training and public speaking

Written communication

A recent case

AI training for library staff in the Surgut district

Library staff learned to create posts, visuals, video and presentations with neural networks for their work with readers. The regional TV channel “Yugoria” ran a story about it.

I work together with the Upgrade agency team. We were among the first in the city to teach businesses to work with neural networks systematically.

“Today the only limit to how we use AI is our imagination. We already have all the tools we need”

Anton Ryzhikov, Yugoria TV, October 2026