



174 million Americans have a business idea. Most never take the first step.

SideKix HQ opens prepay access to a business operating system built to move people from idea to action through personalized guidance, practical tools and structured support.

WILMINGTON, N.C., 5 September 2026 174 million people in the United States carry business ideas they never act on, representing a large reservoir of untapped economic potential.

They see problems worth solving. They imagine better ways of doing things. They think about building something of their own. But most never move beyond the idea stage.

The barrier is rarely ambition. It is clarity, access and support.

What do I do first? Am I making the right decision? How do I turn this idea into something real without getting overwhelmed or lost in conflicting advice? What if I fail?

SideKix HQ today opened prepay access to its AI-assisted, human-powered business operating system, designed to help people move from idea to action with clarity, structure and ongoing support. It is built for potential and existing entrepreneurs ready to move from idea to action, without needing the right connections, the right school, or a co-founder to show them the way.

The platform addresses one of entrepreneurship's most persistent and under-discussed barriers: the gap between intention and action. According to research, 74% of Americans have had a business idea, yet 92% never pursue it (Zippia). Meanwhile, 90% of Americans say they want to own their own business (Forbes/Incfile, 2023), and by 2026 the number of solo entrepreneurs is projected to grow by 40% (Zippia). Companies will get smaller and there will be more of them.

SideKix combines AI-driven support with a step-by-step action framework, community support, behavioral training and variable gamification, designed for potential and existing entrepreneurs, from first-time builders with early ideas to established business owners looking to grow or pivot.

SideKix provides personalized guidance, practical tools and step-by-step structure tailored to each user's goals and business context.

"Most people don't struggle because they lack ideas or drive. They get stuck in uncertainty. Starting and growing a business is full of decisions that feel high-stakes and confusing. SideKix is designed to help people take the next clear step, and then the next one after that, until momentum replaces uncertainty."

said James Martucci, Founder and Chief Executive Officer of SideKix HQ

The company addresses what it calls the gap between intention and execution, the point where many business ideas stall for lack of structure, direction or support. Unlike traditional business planning tools or general-purpose AI assistants, SideKix delivers a guided experience built specifically for entrepreneurship. It combines AI-driven support with structured action paths, community connection, and practical learning tools that adapt as a business evolves.

"At the core, we believe potential is everywhere, but support is not. Sometimes people need help. We believe if a friend needs help, help them. There are people in every community with ideas that could create jobs, solve problems and improve lives. Most never get a fair shot at turning those ideas into reality, and most cannot get out of their own heads. Those are the things we want to change."

said James Martucci, Founder and Chief Executive Officer of SideKix HQ

"We built SideKix to walk alongside you, to help you navigate every one of those action-stopping decisions. Not with generic advice, but with guidance specific to your idea, your situation, and where you are right now. You are no longer doing this alone."

said James Martucci, Founder and Chief Executive Officer of SideKix HQ

Memberships and Kix Credits can be prepaid now at SideKixHQ.com, ahead of the platform opening. More information is available at SideKixHQ.com.

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About SideKix HQ

SideKix HQ is a human-powered, AI-assisted business operating system headquartered in Wilmington, North Carolina. The company helps entrepreneurs at every stage move from idea to action through personalized guidance, practical tools, community support and structured business-building experiences. Its mission is to make starting and growing a business clearer, more accessible and more achievable for people building something of their own. SideKix is a product of Character Limit LLC, doing business as SideKix.

Media contact

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Notes to editors

The 174 million figure is drawn from US Census Bureau data on Americans aged 15 and over who have had an idea for a business. The derivation, and every other figure quoted here, is shown with its source at sidekixhq.com/market-data.html