

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Edvance AI

Edvance AI helps compliance-driven industries like asset management, energy, publishing, and manufacturing adopt AI responsibly and effectively. By combining strategy, governance, and hands-on integration, they ensure AI delivers measurable outcomes such as faster reporting, reduced inefficiencies, and sustainable adoption.

<https://www.edvance-ai.com/>

Key Takeaways

Strategic Focus

Learning to say no to competing commitments taught her the importance of prioritisation in entrepreneurship.

Bold Pivot

Shifting Edvance AI away from EdTech and into consultancy showed the power of adapting quickly to market realities.

Curious Mindset

Approaching entrepreneurship like a scientific experiment allowed her to learn, iterate, and build confidence.

Listening First

She emphasises listening before speaking, positioning herself as a learner in every conversation.

Sustained Energy

Her journey underscores that entrepreneurship is a long game, requiring clarity, balance, and personal sustainability.



Connect with Ideja Bajra:

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Meet Ideja Bajra

Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring journey of Ideja Bajra, founder of Edvance AI. Edvance AI is dedicated to helping complex, compliance-driven organisations adopt artificial intelligence responsibly and effectively. The company works primarily with industries where operational complexity, strict regulation, and the sheer scale of operations often make it difficult for traditional tools to deliver real results. These include industries such as asset management, energy, publishing, and manufacturing. Through a thoughtful combination of executive workshops, AI readiness audits, and long-term consulting engagements, Edvance AI guides organisations from initial uncertainty to confident adoption.

Without a Playbook

Ideja's path into entrepreneurship began long before she launched Edvance AI. Growing up between the UK and Kosovo, she was deeply shaped by her parents' immigrant journey. From an early age, she saw the resilience of a community rebuilding itself after conflict and the ambition that came with the opportunities of life in the UK. This dual perspective instilled in her a blend of discipline, adaptability, and a belief that hard work was never optional. At only 15, she channelled those values into founding her first nonprofit, Based in Science, to connect young people in Kosovo and the UK with new opportunities. Without a playbook, she began cold-reaching out to senior professionals, asking questions, and turning their advice into action. That practice of actively seeking guidance from people with more experience has remained one of her most powerful entrepreneurial tools.

Strategic Pivots

Like many founders, Ideja's journey has been marked by challenges that ultimately became catalysts for growth. During her third and fourth years of university, she found herself stretched thin running a nonprofit, co-leading a student society, finishing her degree and dissertation, and at the same time building the early stages of Edvance AI. It quickly became clear that this level of intensity was unsustainable. Facing this reality, she made the tough but strategic decision to step back from certain initiatives, learning that focus and prioritisation are non-negotiable in leadership. Another defining moment came when she realised her original business model building AI solutions for EdTech was not viable given the funding constraints in that sector. Rather than cling to her initial plan, she listened to mentors, trusted her instincts, and made the bold pivot to consultancy and strategy, helping organisations embed AI into their operations in practical, measurable ways. Even without formal training in AI or business, she leaned on her background in science, approaching each step as an experiment, which allowed her to build resilience and confidence while staying adaptive.



Focus Relentlessly

Through these experiences, Ideja has developed a clear philosophy on entrepreneurship and offers advice. She often says that entrepreneurship is as much a mental game as it is a business one. Founders must face not only market challenges but also their own limiting beliefs and hidden assumptions. The key, she explains, is to unlearn as much as you learn to question your own thinking and rebuild from a fresh perspective when necessary. She stresses the importance of listening first: positioning yourself as the listener in the room, asking questions before offering answers, and learning from mentors, peers, and experts. At the same time, she encourages new entrepreneurs not to expect anyone else to hand them a roadmap. The best advice nudges you to make your own decisions and trust them. Finally, she warns about the dangers of constant noise in today's world, advising founders to filter distractions and focus relentlessly on the handful of actions that genuinely move the needle.

Act, and clarity will follow

Looking back, she prefers to view her early missteps as experiments that provided invaluable lessons rather than failures. She acknowledges spreading herself too thin in the early years, balancing far too many commitments alongside launching a startup. That period taught her the irreplaceable value of focus and energy management. She also notes that launching into the EdTech sector during a funding winter created avoidable hurdles, although the eventual pivot proved transformative for the business. Most of all, she has learned the importance of sustainability not just for the company, but for the entrepreneur behind it. Sustaining energy, clarity, and focus is essential for long-term success. Her parting message to fellow entrepreneurs captures her outlook perfectly: "Don't wait for clarity to act; act, and clarity will follow." It is a reminder that momentum and courage often precede certainty and that progress is built step by step.