

I built our own e-signing tool. In a few hours. For \$40.

How David Brooks used the exact skills Nexus teaches to replace a costly annual subscription — and prove the point

“Using AI, I built my own e-document signing tool that's as good as the main competitors. It took just a few hours and about \$40 of intelligence — and it'll save me thousands of pounds over the next five years.”

The problem

Like most growing businesses, we needed electronic document signing — a way to send agreements, get them signed and keep them on file. The obvious route is one of the big-name e-signature providers. They work well, but they charge every year, usually per user, and the cost only climbs as you add people. For a business signing up new clients every week, that's a bill that never stops growing.

The build

Instead of buying one, I decided to build our own — using the exact skills we teach inside Nexus Growth Academy. Structured prompting, AI agents, tasking and automation: the same 15-minutes-a-day skills our members learn. I didn't write it as a developer. I built it the way anyone on our programme would, by working with AI as a thinking and building partner. It took a few hours, start to finish.

The cost

The total spend was about \$40 of AI usage. Not \$40 a month, not \$40 a seat — \$40, once, to build a working tool. Set against the annual, per-user cost of the products everyone else pays for, the maths speaks for itself.

The result

What we ended up with is genuinely as good as the tools we'd have paid for: send a document, capture a legally sound signature, store the executed copy — all inside our own platform, under our own brand, with our data staying ours. Over the next five years it will save us thousands of pounds. And because we built it, we can shape it to fit exactly how we work, rather than bending our process to fit someone else's software.

The point

This is the whole idea behind the Academy, proven on ourselves. We don't teach AI as theory — we teach the practical skills that let you build real things that save real money. If the founder can replace a costly subscription in an afternoon for \$40, imagine what a whole team can do once they've got these skills too. That's not a sales line. It's just what happened.

David Brooks

Founder, Nexus Growth Academy

Nexus Growth Academy — white-label AI training and a personal AI agent for every member. We practise what we teach.