

# Beyond the Generic Prompt: Expert AI Prompts Launches Voice-DNA System as Australia's 'Founder Tax' Hits \$92 Billion

*New data puts Australia's Founder Tax at \$92B AUD. Expert AI Prompts launches the free Voice-DNA System to fix generic AI prompting for ANZ founders.*

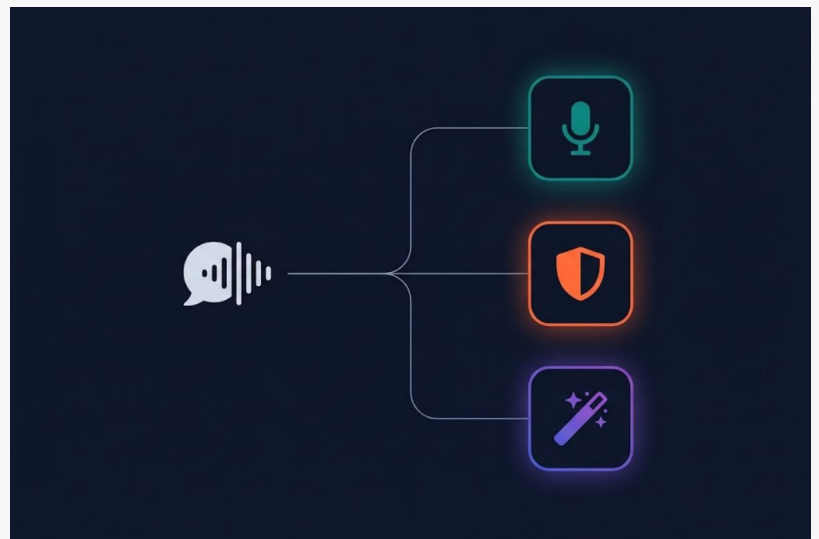
TOWNSVILLE, QUEENSLAND, AUSTRALIA, August 20, 2026 /EINPresswire.com/ -- Expert AI Prompts, a media publishing house for artificial intelligence business solutions, today launched the Voice-DNA System, a free three-tool pipeline built for small business owners, solopreneurs and consultants across Australia and New Zealand. The launch follows newly published data putting

Australia's collective "Founder Tax" -- the value of time small business owners lose each year to non-revenue administrative work -- at \$92 billion AUD annually. Individual sole traders forfeit an average of \$25,362 AUD a year to that burden, rising to \$53,261 AUD for founders in trades, construction and property (Airtasker, published via CFOtech Australia, August 2026).

“

Voice-DNA fixes the real bottleneck: give the system your business context once, in a ten-minute conversation, and every prompt after that already knows who you are.”

*Matthew Bulat, Founder,  
Expert AI Prompts*



The Voice-DNA System turns one ten-minute conversation into a reusable AI business profile.

## The Hidden Tax on Generic Prompting

The Founder Tax is only half the picture. Separate research into AI-assisted work, published by PromptFluent in its State of AI Debt Report (February 2026), found that 15.4% of AI-generated output requires total rework because the original prompt lacked context, and that resolving each of these incidents -- commonly called "workslop" -- takes an average of one hour and 56 minutes of manual correction, at a calculated cost of \$186 per employee per month.

A related 2025 study by Harvard Business School and the Boston Consulting Group, published in

Organization Science, found that workers using structured, context-rich prompting completed tasks 25.1% faster than a control group -- while workers who relied on unstructured prompting for complex tasks were 19% more likely to produce an incorrect result than if they had not used AI at all. The gap between the two outcomes, the company argues, is context: whether the AI already knows the business it is working for, or is guessing at it from a one-line [ai prompt templates](#) request.

A New Zealand Compliance Squeeze, Too  
New Zealand sole traders face a comparable version of the same problem. Hnry's Sole Trader Pulse (October 2025) found NZ sole traders spend 5 to 6 hours a week -- around 312 hours a year -- on tax and financial administration alone, a figure that automation-tool users cut to roughly 4 hours a week, a nearly 40% reduction. The MYOB Business Monitor (2024) separately recorded compliance-cost increases of \$1,067 to \$2,187 NZD a year depending on business size, alongside rising adoption: 36% of New Zealand SMEs are now actively using AI in daily operations, up from 32% the year before.

From One Conversation to a Full Prompt Library  
The Voice-DNA System is built around three connected, free tools, each addressing one stage of the problem. Tool 1, Voice Onboarding, captures a business owner's purpose, audience and brand voice through a spoken interview rather than a form,

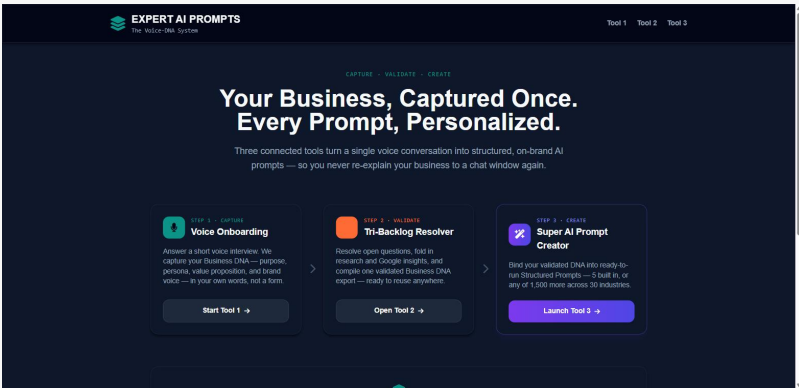
## The Founder Tax by sector

Sourced, single, scannable visual translating core statistics



Sourced from Airtasker, August 2026.

Australia's 'Founder Tax' ranges from \$25,362 to \$53,261 a year depending on industry. (Source: Airtasker, August 2026)



The Voice-DNA System landing page, live now at [expertaiprompts.info](#).



ANZ founders lose up to 23 hours a week to admin once they hire their first employee. (Source: Airtasker, August 2026)

producing a structured "Business DNA" file. Tool 2, the Tri-Backlog Resolver, closes gaps in that file and validates it into a single reusable export. Tool 3, the Super AI Prompt Creator, binds the validated DNA into Structured Prompts -- including five built-in "Command Center" templates covering a Business Model Canvas, Google Business Profile, LinkedIn personal and company profiles, and a full customer journey map -- and connects to a library of 1,500 Structured Prompts spanning 30 industries.

#### Availability

The Voice-DNA System, including its [ai prompt library](https://expertaiprompts.info/voice-dna-system/) of 1,500 Structured Prompts, is available now, free to start, at: <https://expertaiprompts.info/voice-dna-system/>.

The three individual tools -- Voice Onboarding, the Tri-Backlog Resolver, and the Super AI Prompt Creator -- are also available separately, alongside Expert AI Prompts' existing free resources for [ai prompts for business](#), including the "5 Expert AI Prompts" toolkit and the AI ROI Calculator.

#### About Expert AI Prompts

Expert AI Prompts is a media publishing house for artificial intelligence business solutions, based in Townsville, Queensland, Australia and serving small business owners, solopreneurs and consultants across Australia, New Zealand and beyond. Rather than a generic prompt shop, the company builds context-first AI systems -- including the Voice-DNA System, the AI ROI Calculator, and the "5 Expert AI Prompts" toolkit -- that turn a business owner's own operating context into reusable, on-brand output across more than 30 industries.

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