

FRONT-END AI STRATEGY BEFORE LARGER SPEND BEGINS

Before you hire, buy, or build for AI, get the first decision right.

A fixed-fee advisory sprint for founder-led businesses that want clear AI direction before committing to full-time staff, major software contracts, or custom implementation.

This is the decision layer that sits before the CTO hire, the automation rollout, or the vendor commitment. It clarifies where AI creates value, which opportunities are worth backing, what needs governance first, and what the next move should be.

See the sprint

See why this is credible

A\$20,000
FIXED FEE

3-4 weeks
ADVISORY SPRINT

6 core outputs
CONCRETE DELIVERABLES

90-day plan
DECISION-READY NEXT STEP

BEST FIT

Designed for founders who know AI matters, but do not want to make the expensive first mistake.

The typical client is commercially ambitious, time-poor, and wary of buying software, hiring technical leadership, or launching pilots before the business case and operating logic are properly defined.

- You are seeing pressure to "do something with AI" but the right first move is still unclear.
- You want leverage before headcount so you do not hire a CTO, AI lead, or agency against a vague brief.
- You need decision confidence on where AI can help now, where it is overhyped, and what should stay human-led.

WHY THIS EXISTS

Most businesses do not need more AI enthusiasm. They need a sharper first brief.

The common failure mode is not lack of ambition. It is committing too early: hiring before the opportunity is defined, piloting without a value model, or moving toward automation before controls, approvals, and exception handling exist.

COMMON FALSE START

The wrong hire

A capable technical leader is brought in to "drive AI" before the business has defined the commercial priorities, the use cases, or the decision rights. The hire inherits ambiguity instead of a mandate.

COMMON FALSE START

Tool-led confusion

Software demos are impressive, but the underlying workflow, data context, evaluation logic, and ownership model are unresolved. Spend begins before fit is proven.

COMMON FALSE START

Pilot theatre

Experiments create internal noise without reaching adoption. There is no ranked opportunity set, no baseline economics, and no operating path from test to value.

MARKET SIGNAL

The market is moving fast, but maturity is still uneven.

As of November 5, 2025, McKinsey reported that 62% of surveyed organisations were at least experimenting with AI agents, yet only 39% reported any enterprise-level EBIT impact. On June 25, 2025, Gartner forecast that more than 40% of agentic AI projects would be cancelled by the end of 2027 due to cost, unclear business value, or inadequate risk controls. The signal is clear: the pressure to act is real, but early decisions are still easy to get wrong.

Adoption is broad

Most leadership teams are already exploring AI in some form, which means inaction has a cost.

Value is concentrated

Some use cases create leverage. Many do not. Selection quality matters more than enthusiasm.

Agents raise the stakes

The shift from prompts to workflows puts more weight on approvals, controls, and exception design.

Hype still distorts buying

Vendors overstate readiness. Founders need a commercially grounded filter before committing spend.

The first move matters

The costliest mistake is not ignoring AI. It is locking into the wrong brief, tool, or hire.

Evidence base: McKinsey, "The state of AI in 2025: Agents, innovation, and transformation," November 5, 2025; Gartner press release, June 25, 2025.

THE OFFER

A compact advisory sprint that turns AI pressure into a disciplined decision.

This is a front-end strategy and decision engagement. It is not generic AI training, and it is not implementation theatre.

The output is a decision-ready view of where value sits, what is worth backing first, what should wait, and what capability, partner, or leadership model comes next.

01

Executive AI Opportunity Map

A ranked view of the use cases, workflows, and strategic opportunities where AI could create value in your business now, later, or not at all.

02

Current-State Readiness Review

A practical view of existing data, knowledge, process maturity, shadow AI use, internal friction points, and where the operating foundation is still weak.

03

Value Case and Decision Criteria

A baseline for what the first AI move must prove, how success should be evaluated, and what commercial logic should govern investment.

04

Controls, Guardrails, and Human Oversight Model

Clear boundaries for what AI can assist with, what it can automate, and where approvals, escalation, and human review must remain.

05

Buy, Build, Partner, or Hire Recommendation

A recommendation on the right next move: off-the-shelf software, specialist vendor, internal capability, external partner, or a future full-time leader once the brief is ready.

06

Board-Level Decision Memo and 90-Day Plan

A concise executive pack that states the decision, the rationale, the risks, the near-term roadmap, and the brief for the next phase of work.

FIXED-FEE SPRINT

AI Readiness, Opportunity & Leadership Fit Sprint

A\$20,000

Designed to help a founder-led business make the right AI decision before taking on larger fixed costs.

- 3-4 week engagement from kickoff to executive readout.
- Half-day founder and leadership workshop to frame priorities, opportunities, and risks.
- Targeted stakeholder interviews and review of current processes, tools, and constraints.
- Final executive presentation and decision session with a clear recommendation and first-90-day plan.

CLEAR SCOPE

DECISION-READY OUTPUTS

BEFORE FULL-TIME HIRES

WHAT YOU ARE REALLY BUYING

Fewer expensive mistakes

- A better brief before you hire technical leadership or sign a major vendor contract.
- A more disciplined path to value, with clearer priorities and fewer distractions.
- A credible governance position before AI becomes embedded in core workflows.
- A sharper view of what should remain human-led and where automation is genuinely worthwhile.
- A professional decision pack that can be used with founders, executives, and investors.

LESS TOOL SPRAWL

LESS HIRING RISK

MORE COMMERCIAL CLARITY

WHAT CHANGES AFTER THIS

You move from AI discussion to an actual investment-grade decision.

WITHOUT THIS SPRINT

What founders often live with

Noise from vendors, pressure from the market, internal curiosity, unclear ownership, and a growing sense that money could be wasted in the wrong place.

WITH THIS SPRINT

What you walk away with

A cleaner opportunity set, clearer investment logic, defined guardrails, and a grounded recommendation on whether the next move is software, partner support, internal capability, or a future hire.

WHY THIS IS CREDIBLE

Commercial judgment, operating-model depth, and hands-on AI execution.

PERSPECTIVE

This is not pure strategy language.

The value here is the combination: enough technical and workflow depth to understand what AI can realistically do, enough governance and operating-model discipline to know what is safe, and enough commercial judgment to shape a decision a founder can actually back.

RELEVANT PROOF POINTS

Work that supports the offer

Enterprise AI governance and operating-model design, AI use-case discovery and workflow redesign in a major airline environment, and practical prototype and implementation work across smaller commercial settings where speed, clarity, and cost discipline matter.

HOW THE SPRINT RUNS

Short, direct, and designed to end in a real next-step decision.

WEEK 1

Founder workshop

Clarify commercial priorities, business pressures, category dynamics, and the core questions that need answering first.

WEEK 1-2

Interviews and review

Review workflows, pain points, informal AI usage, data context, and current vendor or tooling assumptions.

WEEK 2-3

Synthesis and design

Build the opportunity map, value logic, controls model, and recommendation on the right capability path.

WEEK 3-4

Decision session

Present the recommendation, stress-test the options, and align the first 90 days of work.

OPTIONAL CONTINUATION

If the first move is clear, support can continue in a narrower form.

The sprint can stand alone. If useful, it can transition into focused advisory support once a decision has been made and the brief is clear.

Decision Office Advisory

Founder-level support on sequencing, vendor evaluation, business-case challenge, and executive AI decisions.

Governance and Evals Support

Practical help defining review thresholds, quality checks, risk controls, and human oversight as use cases move forward.

CTO or AI Lead Briefing

Support for handing the roadmap to a future technical leader with a far clearer mandate and sharper commercial brief.

CLOSING POINT

The expensive AI mistake is rarely doing nothing. It is hiring, buying, or building before the business has decided where value sits and how the risk will be controlled.

AI Readiness, Opportunity & Leadership Fit Sprint: the high-trust first layer for founder-led businesses that want to move intelligently before making bigger commitments.