

AI Use Case Builder 1/3

A Identify the Opportunity Cost

1 Your Business Strategy

Select and tick the category that better represent your business goals.

Growth:

- Market penetration
- Market development
- Product development

Maintenance

- Sustain current revenues
- sustain current market share
- squeeze short term profits from existing market

2 Your Business Goal

Describe the business goal pursued (e.g. Produce high-quality reports to convert prospects into paying customers)

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3 Business Value

This is the difficult and crucial part.. Think about how much value you will create if you manage to solve the problem. Try to complete

"If we solve the problem, we will ..."

generate additional _____ \$ / year

save _____ \$ / year

improve of _____ % the following metric: _____

4 Other Impacted Business Metric(s)

Measures that capture the severity of the problem (e.g. Average time spent gathering data)

KPIs:

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