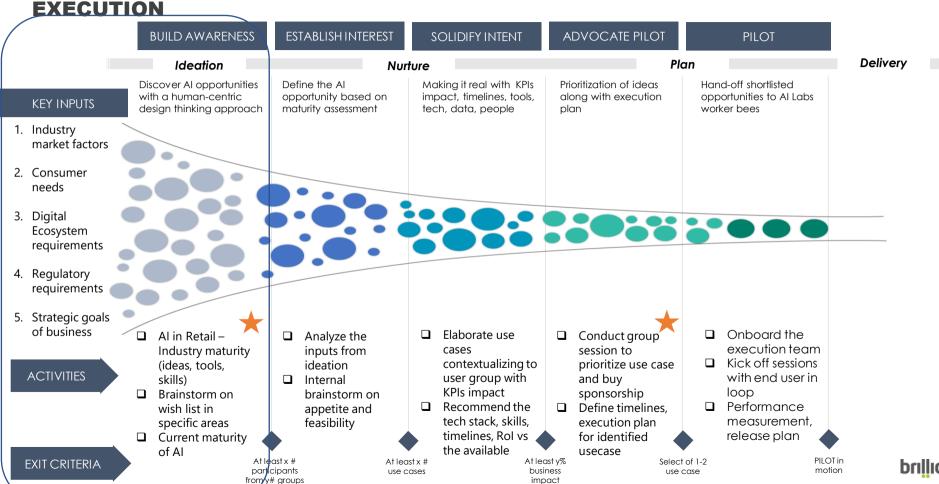*Requires participation from clients*

AI IMMERSION FRAMEWORK TO FUNNEL AI OPPORTUNITIES FROM IDEA TO EXECUTION

BUILD AWARENESS	ESTABLISH INTEREST	SOLIDIFY INTENT	ADVOCATE PILOT	PILOT
Ideation	*Nurture*		*Plan*	*Delivery*
Discover AI opportunities with a human-centric design thinking approach	Define the AI opportunity based on maturity assessment	Making it real with KPIs impact, timelines, tools, tech, data, people	Prioritization of ideas along with execution plan	Hand-off shortlisted opportunities to AI Labs worker bees

KEY INPUTS

1. Industry market factors
2. Consumer needs
3. Digital Ecosystem requirements
4. Regulatory requirements
5. Strategic goals of business

ACTIVITIES

☐ AI in Retail – Industry maturity (ideas, tools, skills) ☐ Brainstorm on wish list in specific areas ☐ Current maturity of AI	☐ Analyze the inputs from ideation ☐ Internal brainstorm on appetite and feasibility	☐ Elaborate use cases contextualizing to user group with KPIs impact ☐ Recommend the tech stack, skills, timelines, RoI vs the available	☐ Conduct group session to prioritize use case and buy sponsorship ☐ Define timelines, execution plan for identified usecase	☐ Onboard the execution team ☐ Kick off sessions with end user in loop ☐ Performance measurement, release plan

EXIT CRITERIA

At least x # participants from y# groups	At least x # use cases	At least y% business impact	Select of 1-2 use case	PILOT in motion

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