Ready… Set… AI

Kelly O'Neill - Co-Founder / Managing Partner

ISO certified & Innovation Management Licensed Practitioner;

Client-centric, curiosity-driven and highly invested in gaining a true understanding of your goals and pain points;

Advisor to the Urban Robotics Foundation and a made-in-Canada femtech startup.
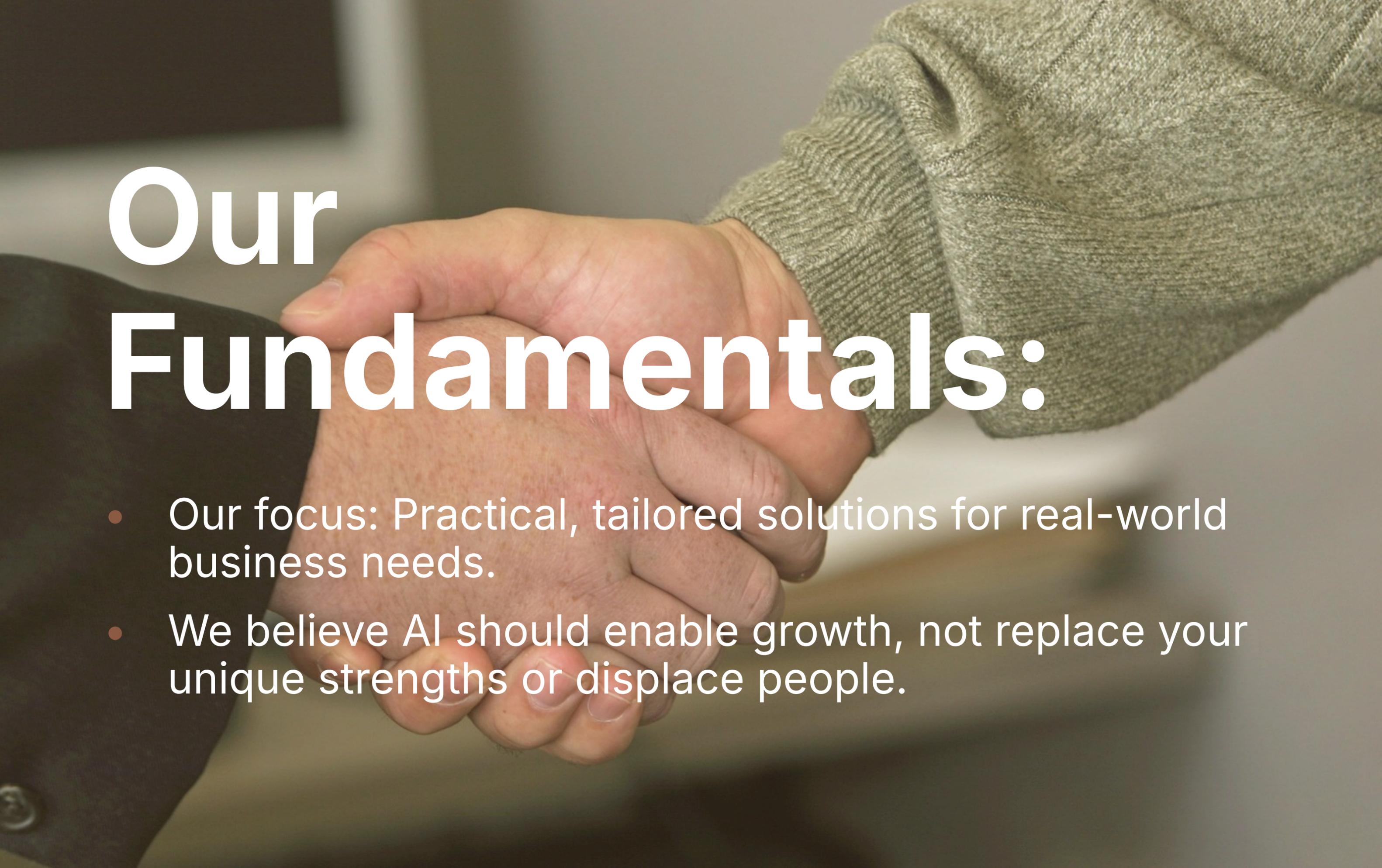

Ken Morris – Co-Founder / CTO

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Empowering SMEs with AI Readiness

Our Fundamentals:

- Our focus: Practical, tailored solutions for real-world business needs.

- We believe AI should enable growth, not replace your unique strengths or displace people.

Let's talk about:

- Some common questions about AI
- Where AI datasets for business come from
- Use cases & case studies

About You

Understanding Your Business, Your Experience

Let's start by getting to know you:

- Who here uses at least one of these systems? (ERP, CRM, Accounting, HRIS)

- How many of you trust your gut more than your data?

Does your business do this? With AI?

- Sales & Marketing
- Communications
- Business Strategy
- Inventory Management
- Traceability & Supply Chain
- Compliance & Reporting
- Other?

Open Questions:

What are your biggest challenges and aspirations related to AI?

What excites or worries you?

The PESTLED Framework

Drivers PESTEL / PESTLED

Canvas - Macro Key Drivers 2016

- **P**olitical
- **E**conomic
- **S**ocial
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Innovation 360 Group

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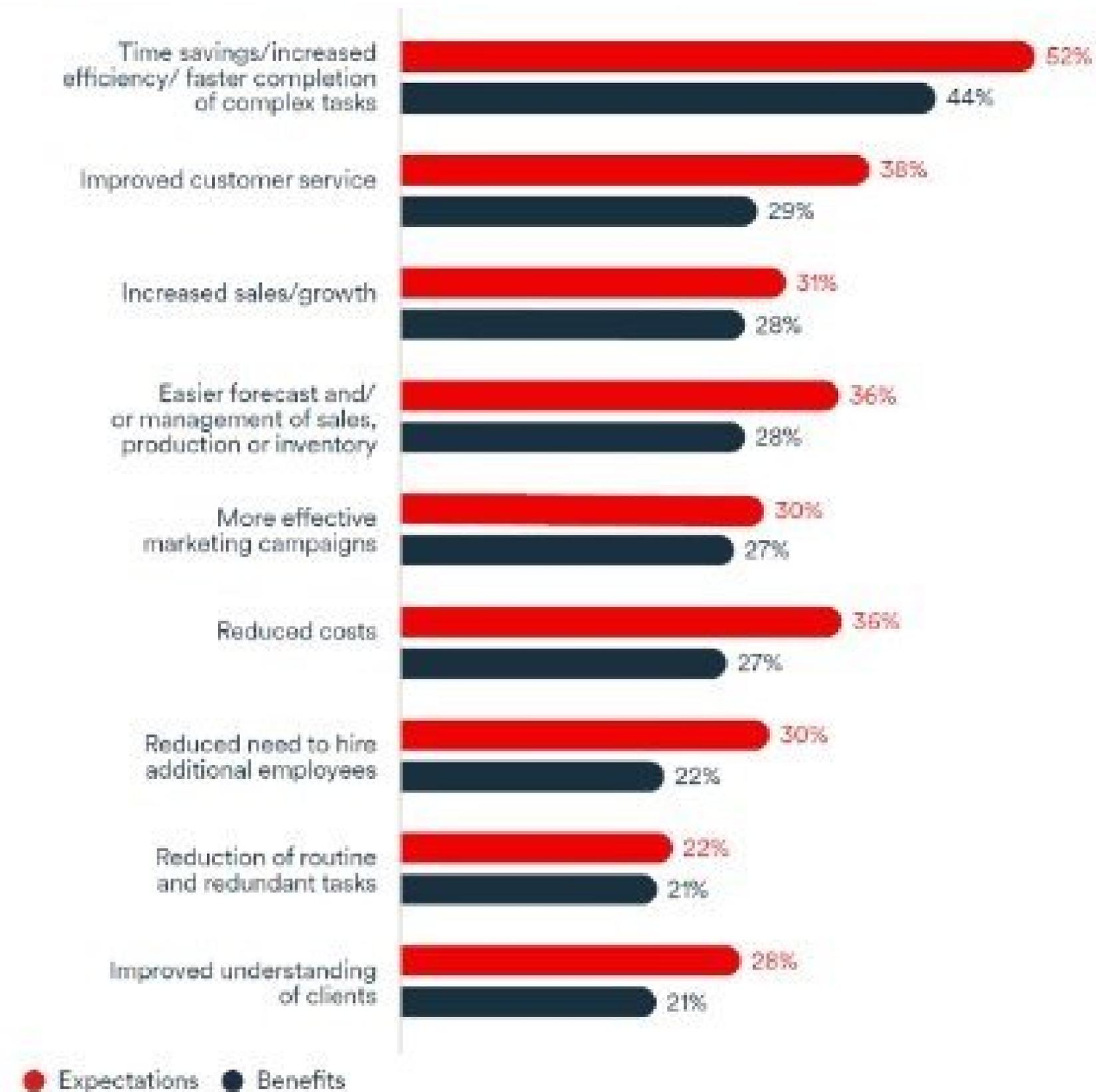# Common Questions/Concerns

01   **Tackling Skepticism: Does AI fit into my human-driven business?**

02   **Addressing Moral Dilemmas: Does AI threaten my profession and/or the planet?**

03   **Overcoming Overwhelm: How would my company best leverage AI?**

Tackling Skepticism: Does AI fit into my human-driven business?

Figure 10: Businesses' main expectations of AI versus the actual benefits

Time savings/increased efficiency/ faster completion of complex tasks — 52% / 44%

Improved customer service — 38% / 29%

Increased sales/growth — 31% / 28%

Easier forecast and/ or management of sales, production or inventory — 36% / 28%

More effective marketing campaigns — 30% / 27%

Reduced costs — 36% / 27%

Reduced need to hire additional employees — 30% / 22%

Reduction of routine and redundant tasks — 22% / 21%

Improved understanding of clients — 26% / 21%

● Expectations   ● Benefits

On private data, AI is the company's precision surgeon.

- *Deep, narrow, confidential, prescriptive*
- Solves *business-critical, ROI-linked problems*

On public internet data, AI is the world's jackie-of-all-trades explorer.

- *Wide, diverse, noisy, generalizing*
- Solves *open-ended, scale-driven problems*

3 flavours of creativity:

1. Combinational: merging famliar ideas
2. Exploratory: new potential within existing rules
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- Take 60 seconds. Write down one thing you track every week. That's your first AI dataset.

- Imagine...

  - Getting to the things that seem out of reach;

  - Predictive insights from your own data;

  - Useful insights you can share with customers/clients.

Addressing Moral Dilemmas:
Does AI threaten my profession and/or the planet?

Table 1

Use of artificial intelligence (AI) by selected industries in producing goods or delivering services over the last 12 months, second quarter of 2024

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		percent of businesses		
AI used in producing goods or delivering services	6.1	20.9	13.7	10.9
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Text analytics using AI	27.0	27.1	37.7	23.7
Virtual agents or chatbots	26.5	26.8	25.4	66.8
Data analytics using AI	25.0	18.4	27.0	34.2
Large language models	21.9	35.2	32.2	28.3
Image or pattern recognition	21.8	15.7	47.1	5.2
Machine learning	20.1	17.3	39.0	12.9
Speech or voice recognition using AI	18.1	28.6	12.5	30.8
Marketing automation using AI	15.2	28.0	16.0	5.9
Recommendation systems using AI	12.3	8.8	17.5	18.2
Decision making systems based on AI	6.1	10.2	1.1	20.9
Machine or computer vision	4.7	7.5	4.7	4.2
Neural networks	4.4	14.9	6.0	2.0
Augmented reality	2.6	2.7	2.5	2.1
Robotics process automation	2.6	2.4	0.9	3.6
Deep learning	1.9	4.9	1.9	2.0
Biometrics	1.0	2.4	0.0	2.5
Other	6.7	18.3	4.3	0.8

Notes: The results in this table are based on the survey that was in collection from April 2 to May 6, 2024, and respondents were asked what the business or organization experienced in the last 12-month period. As a result, those 12 months could range from April 2, 2023, to May 6, 2024, depending on when the business responded.
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When AI handles repetitive tasks, people focus on higher-value work.

Professions evolve: AI augments, not eliminates.

e.g., Robotics in medicine and manufacturing, sensors and automation in trades, and smart contracts in legal.

~ It takes a leap of faith, but it won't be unwound or undone. That is beyond our control~

What *can* we control? Natural resource utilization has direct impacts for business operations…

AI-driven data centers will account for 13% of all new electricity demand by 2035
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True or False?

A casual AI query can use up to 1000x more energy than a web search

Three Categories of AI by Energy Intensity:

01   **Traditional/Predictive AI (Lowest Energy)**
       FRACTIONS of a SECOND using the microwave

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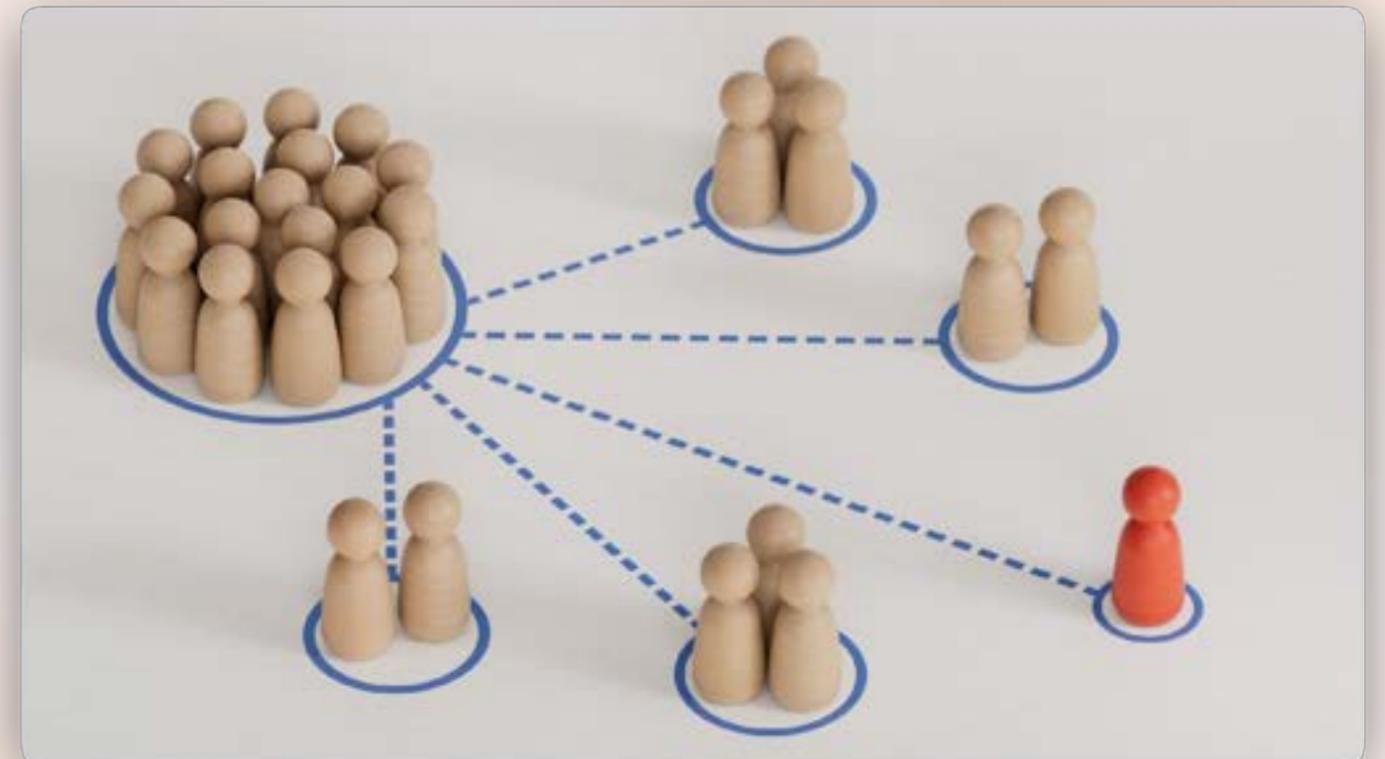   **5 seconds (image) to 1-3.5 HOURS (video) using the microwave**

Overcoming Overwhelm: How would my company best leverage AI?
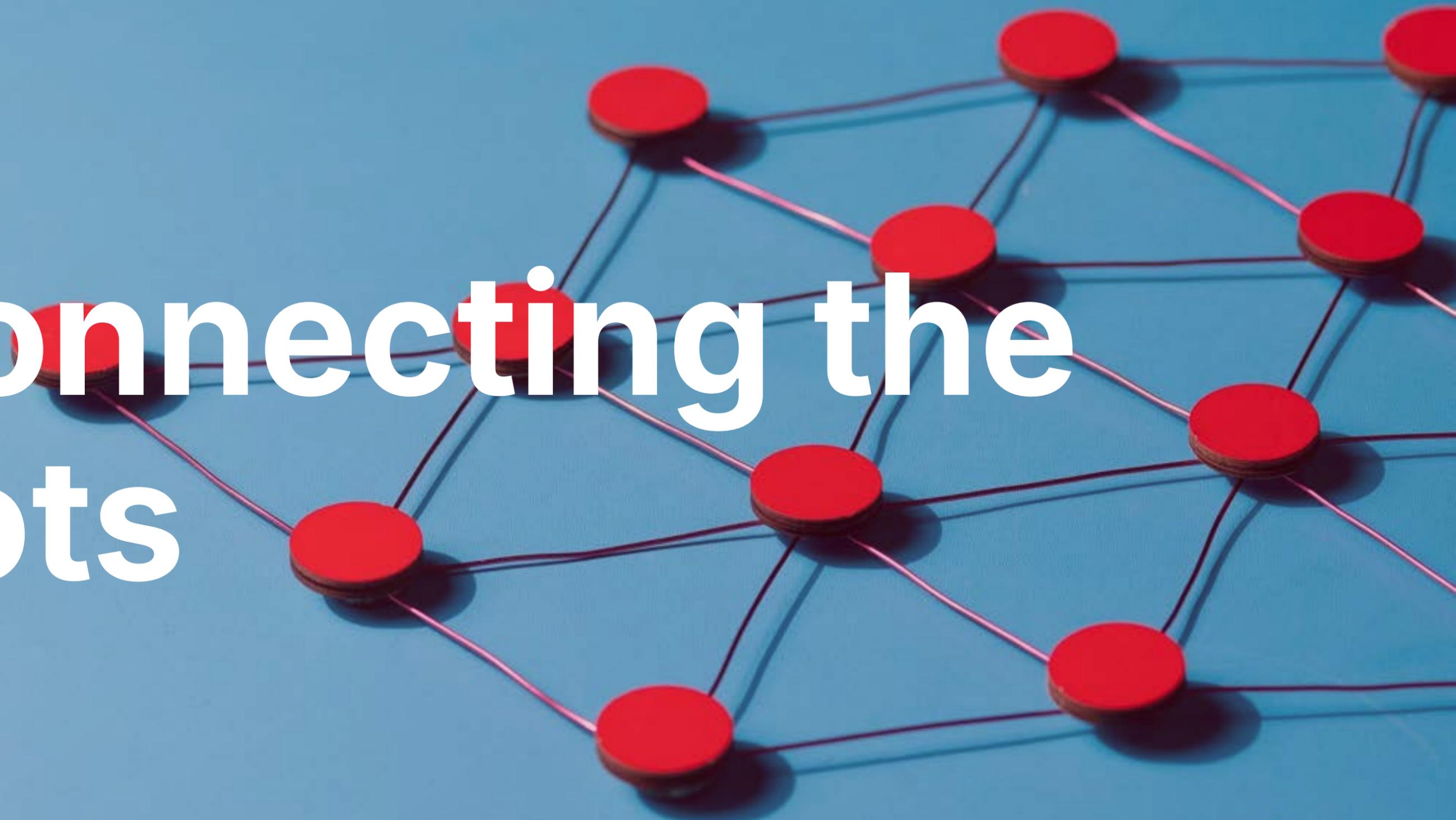
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Every small business already has AI fuel — it's sitting quietly in your ERP, CRM, accounting, and HR systems, and dashboards from other platforms. The problem isn't lack of data — it's lack of connection.

The sum of our data parts becomes intelligence —and that's what AI actually is: the act of connecting.

Connecting the dots

Sales, Marketing, & Customer Support AI datasets come from: ecommerce platforms, email marketing & customer support tools

- Data: Product listings, Transactions, Customer behavior, Returns

- Data: Campaign metrics, Open/click rates, Subscriber lists

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Miscellaneous & Unstructured AI datasets come from spreadsheets and other documents you might store on your shared drive, in email and other communications tools

- Data: Sales forecasts, Budgets, Custom reports
- Data: Customer requests, Internal coordination lists & sales conversations

What information do you wish you had at your fingertips?

Layering Your Insights By Connecting Systems

"greater than the sum of their (data) parts", **connecting systems multiplies value**:

ERP + CRM = Predict which customers to prioritize in production.

CRM+ Accounting = Identify customers that buy often *and* pay fast.

ERP+ HRIS = Match workloads to available skilled staff before bottlenecks happen.

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- **Automation:** Strengthening customer/employee engagement

- **Data flows:** Surfacing hidden connections (or gaps!) in your internal or external processes

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Example of efficiency focus during a Legal Firm Workshop

If you could automate one aspect of your legal practice with AI, what would it be?

Select the example that looks most like yours.

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- Top-3 business objectives for next 12-24 months
- Identify new business initiatives being considered (Strategic or Tactical)
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Measured outcomes (documented):

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- $3,000/month cost savings at current volumes
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Next Steps

Let's Break It Down

- Uncover *operational inefficiencies*

- Recognize *new opportunities*

- Identify *repetitive or manual processes*

You don't need all the answers up front—we can partner with you to find them. How?

1. Gather information
2. Workshops to discuss what you know and want
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4. Generate an ROI Estimate for AI Adoption
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7. Report: Actual vs. ROI estimate

Thank you!

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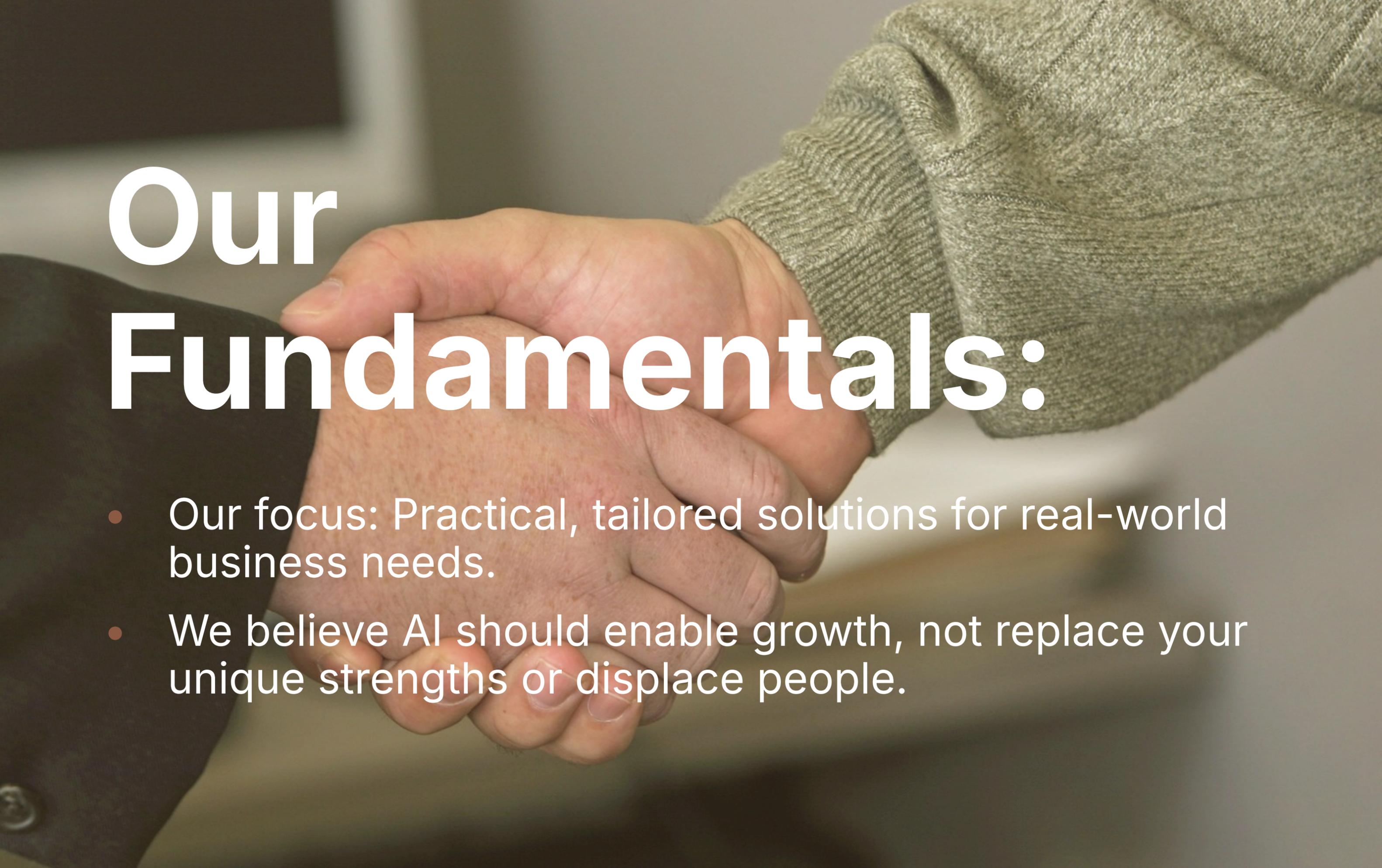Advisor to the Urban Robotics Foundation and a made-in-Canada femtech startup.

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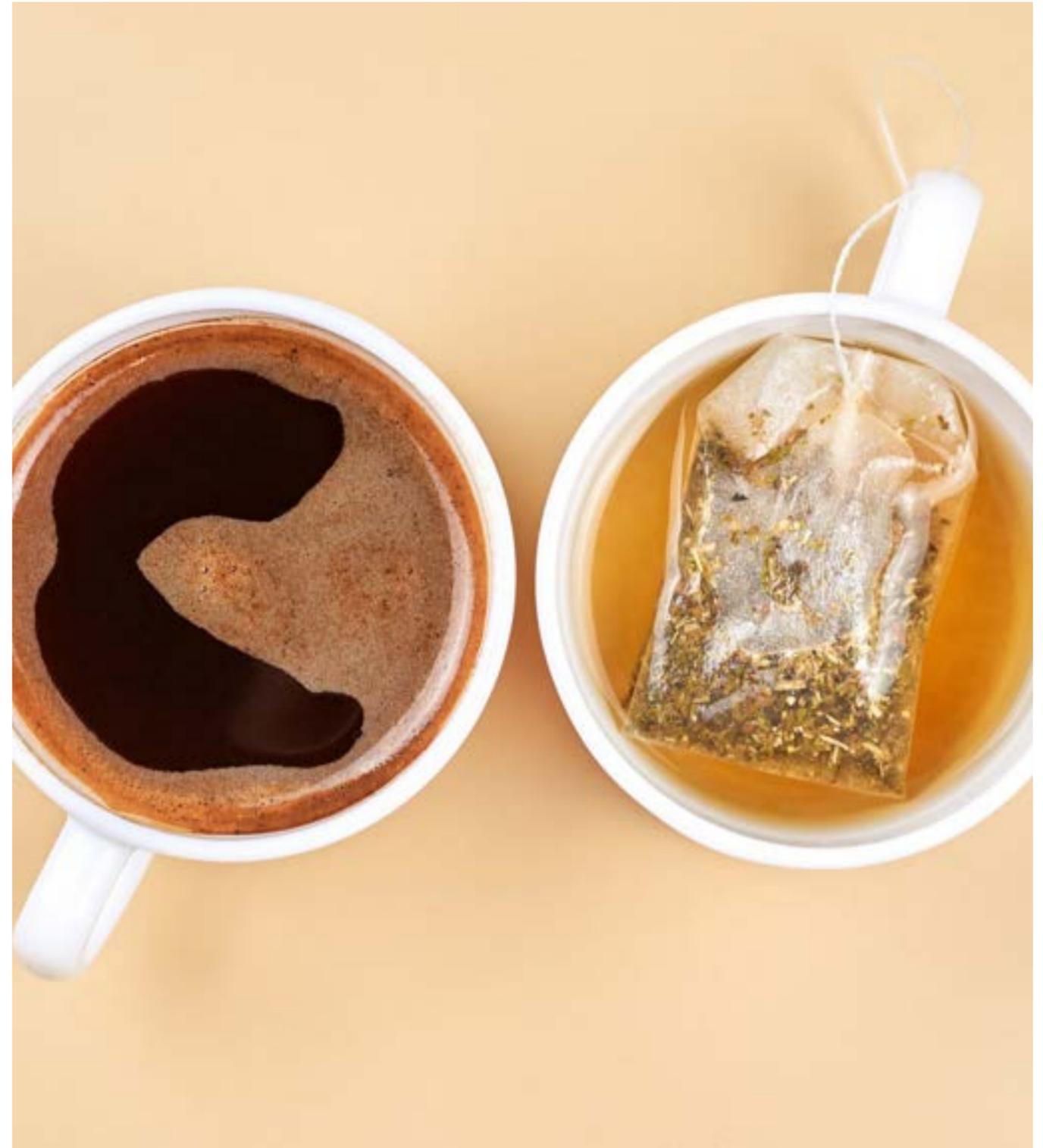
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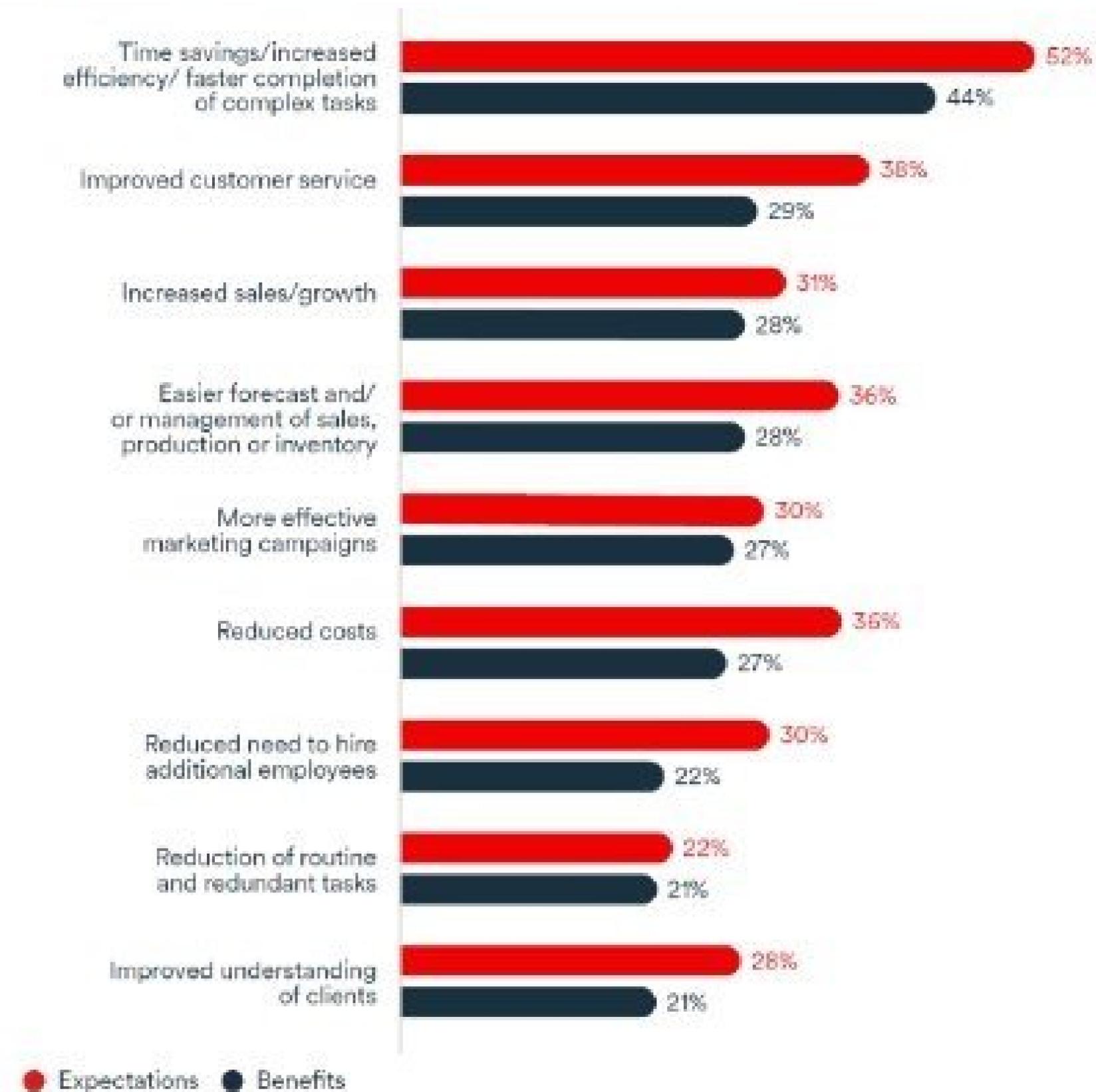
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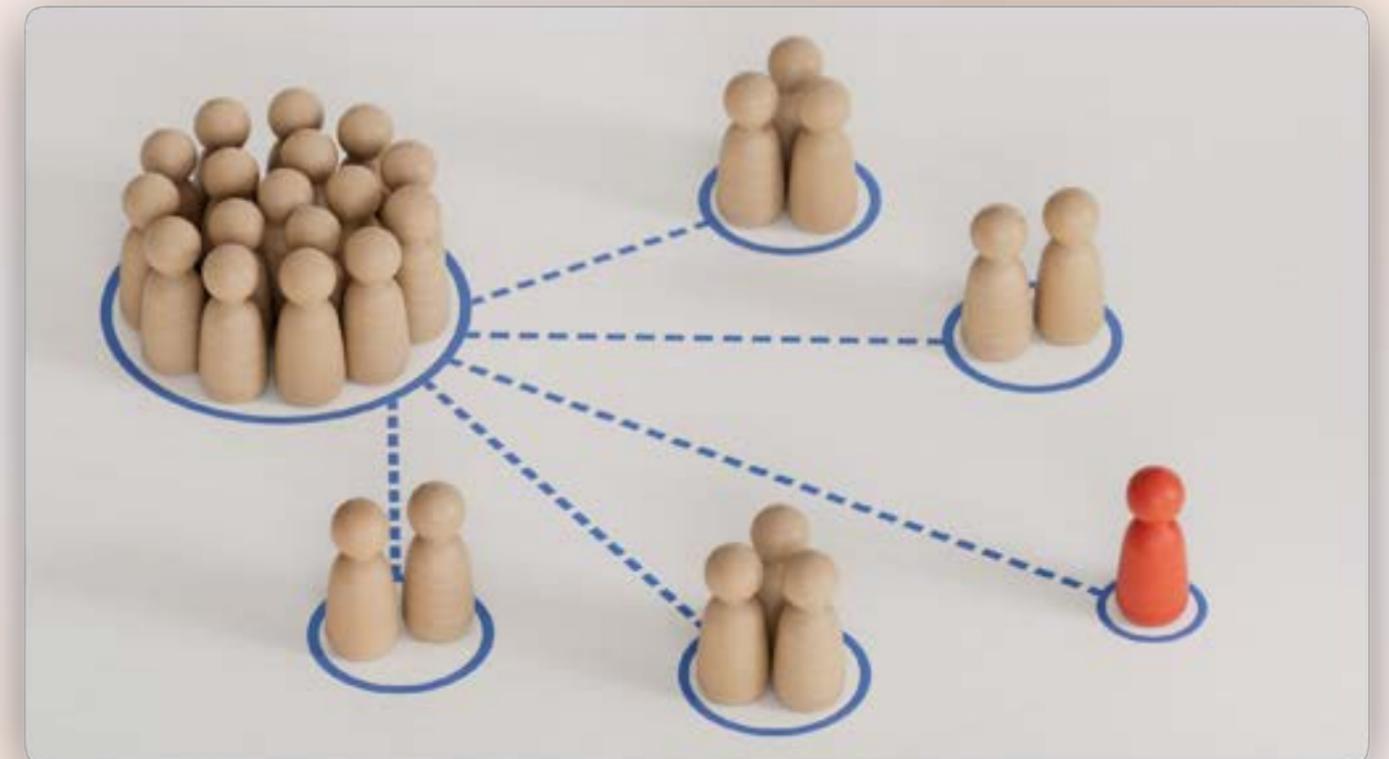**5 seconds (image) to 1-3.5 HOURS (video) using the microwave**

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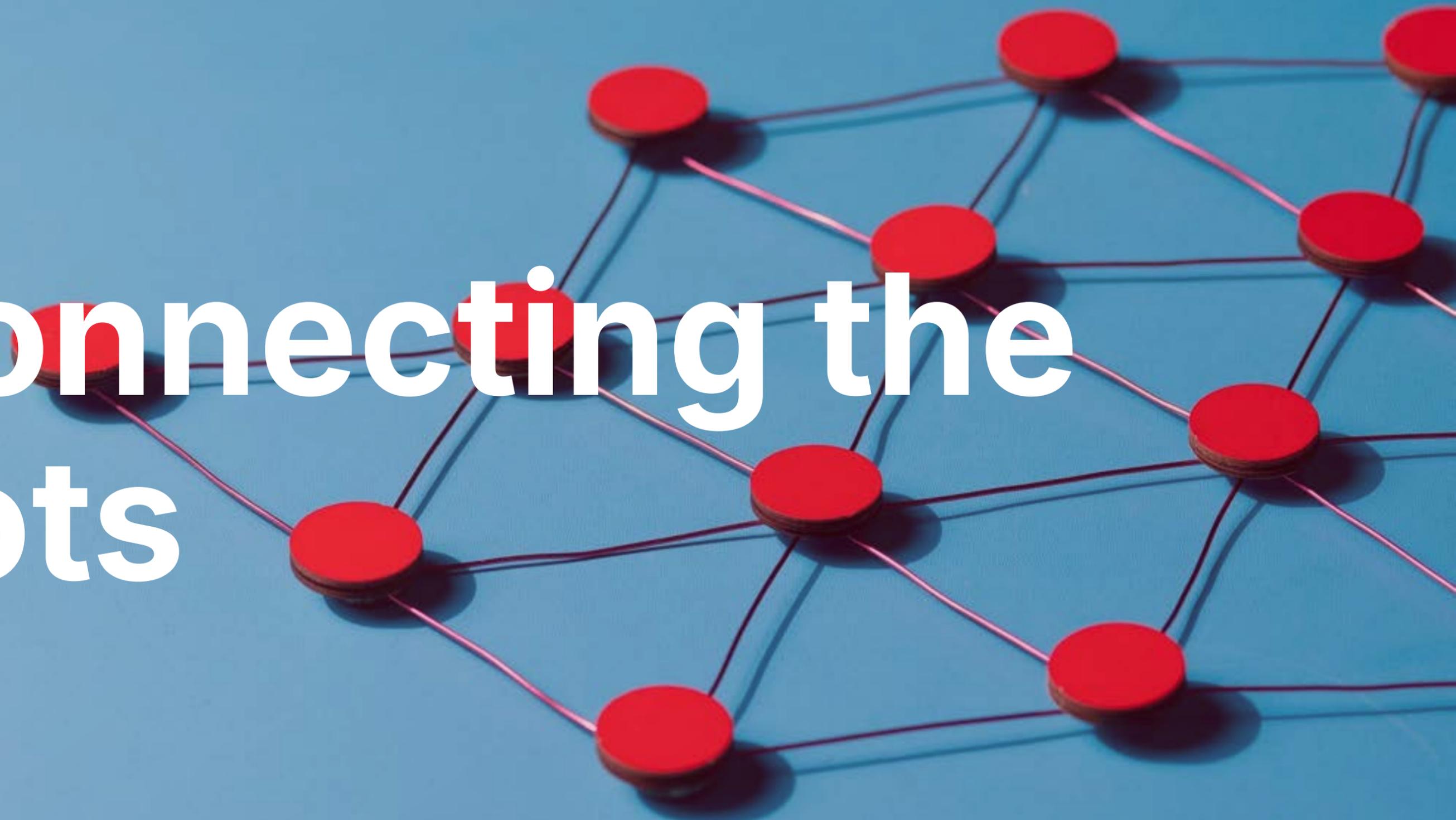
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