Start building your AI project business case...

Is the feasibility proven with an agile pilot or case study research?

Is the project genuinely needed and funded?

Is the required data available to us?

Do we have unique access to the data?

Can we generate unique data as part of our business model?

Can we use a partnership to access the required data?

Is it tactical? Is the project about keeping up with the rivals and current customer expectations?

Is the project useful (and intended for) multiple business units and/or functional areas and/or geographies?

Do we have the required technical capabilities in-house?

Does it make sense, at this time, to develop the required technical capabilities in-house, for this project?

Is it urgent? Are competitors ahead?

Is it strategic? Does the project lead to a competitive advantage or have transformative significance?

Is the solution commoditized? Can we buy it (or most of it) off the shelf?

Can we use a specialist partner to help us develop the project?

Build

Buy

Partner