

ABOUT MAI

Who We Are

- A design-led AI consultancy helping organisations move from AI curiosity to confident, ethical adoption
- We bridge human creativity with intelligent technology to deliver purposeful, people-first innovation

What We Do

- Combine strategy, design thinking, and technical expertise to:
 - Reimagine workflows
 - Empower teams
 - Embed intelligence across operations
 - Every engagement is designed to enhance human capability and drive measurable business value

Why Mai Matters

- Our mission: make AI and emerging technologies accessible, trusted, and human-centred
- We believe in a future where creativity meets capability
- Technology should amplify people, not replace them

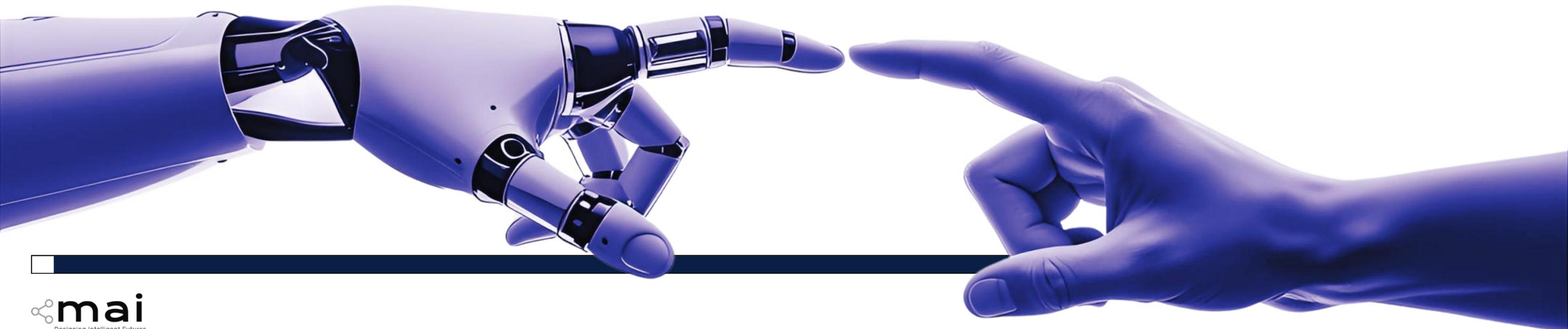
Intelligent
Futures

WHY MAI

Purposeful AI, Built Around People

At Mai, we bridge human creativity with intelligent technology.

We help organisations move from curiosity to confident, ethical adoption, ensuring every step is grounded in purpose and delivers measurable value.



OUR CAPABILITIES



IMPACTING THE PROBLEM: TODAY'S CONSULTANCY MODEL

Traditional consultancies lead with technology, not purpose.

- Vendor-led agendas (Google, Microsoft, etc.) drive tool sales over client strategy.
- Focus on quick proofs of concept, not lasting impact.
- **The result:** fragmented adoption, limited ROI, and no clear "why."

Mai leads where others don't - with meaning and measurable intent.



THE CHALLENGE

Many organisations are curious about AI but struggle to move from ambition to action. Too often, the challenge isn't technology, it's uncertainty over where AI can deliver real value, a lack of clear strategy, and limited confidence in leadership to guide adoption.



Lack of Expertise

35%

of UK businesses cite lack of expertise as the primary barrier to AI adoption.

TechUK



ROI Uncertainty

25%

of UK businesses are hindered by uncertainty regarding return on investment (ROI) from AI initiatives.

TechUK



Skills Shortage

30%

of organisations report a skills shortage as a significant barrier to AI adoption.

Gallagher



Leadership Challenges

1%

of companies report AI maturity, with leadership often failing to guide initiatives

McKinsey & Company

At Mai, we see this as an opportunity: by combining design-led thinking, strategy, and technical expertise, we help teams cut through the confusion, unlock practical use cases, and adopt AI responsibly and confidently.

THE MAI APPROACH

FROM STRATEGY TO SCALE

Unlike past tech revolutions [e.g. Cloud], AI isn't just a cost-saver.

- It's **personal**, reshaping how every employee works.
- It demands **bottom-up adoption**, top-down support & enablement.
- It drives **entrepreneurial cultures**, not just operational efficiency.
- It needs you to **rewire your thinking**, turning intuition into evidence, decisions into data, and ideas into measurable outcomes.

Mai helps you build that cultural foundation before deployment begins.

- Identify where you can move fast safely.
- Prioritise early wins while maintaining a long-term plan.
- Scale with clarity and confidence.

“Real AI success isn't built on technology alone. It depends on culture, clarity, and the courage to rethink how work gets done.”

AVOIDING THE AI TRAP

Most organisations jump to use cases before understanding impact
Post-its don't drive ROI.

- Start with outcomes, not ideas, every initiative must link to measurable business value.
- Recognise that not every problem needs AI, sometimes it's process redesign or data maturity.
- Prioritise where AI moves the needle first, focus on early, high-confidence wins.
- Align adoption from the ground up, successful AI needs both user buy-in and leadership backing.
- Build structured, evidence-based plans that scale impact safely and sustainably.

Mai helps organisations take a disciplined approach, diagnosing before deploying and designing strategies where every solution earns its place by delivering real impact.

“AI delivers real impact when you start with outcomes, not technology. Diagnose first, prioritise wisely, and align people and leadership, every solution should earn its place.”

THE ROI REALITY CHECK

Efficiency equals real ROI.

- Saving 20% of an employee's time means nothing unless that time is repurposed.
- True ROI comes from reinvesting time in value-adding work, like deeper customer engagement or innovation.

Too often, AI ROI is just efficiency greenwashing.

- "We're doing more meetings!" rather than real performance improvement.
- Organisations need meaningful metrics that connect human productivity to business impact.

Mai helps you link efficiency gains to business outcomes, not vanity metrics.

PEOPLE NOT PLATFORMS

AI transformation is human-first

It requires a Top-down & Bottom-up strategy designed to empower employees with new capabilities.

Mai helps you surface bottom-up opportunities that actually work.

The gap between AI adopters and laggards is widening fast.

- Those who start with intent gain irreversible competitive advantage.
- Those who don't risk sliding down a curve they can't climb back up.

Mai helps you start fast, and start right.

"There's no one who knows their job better than the person doing it."

— Paul Mills, CEO, Mai

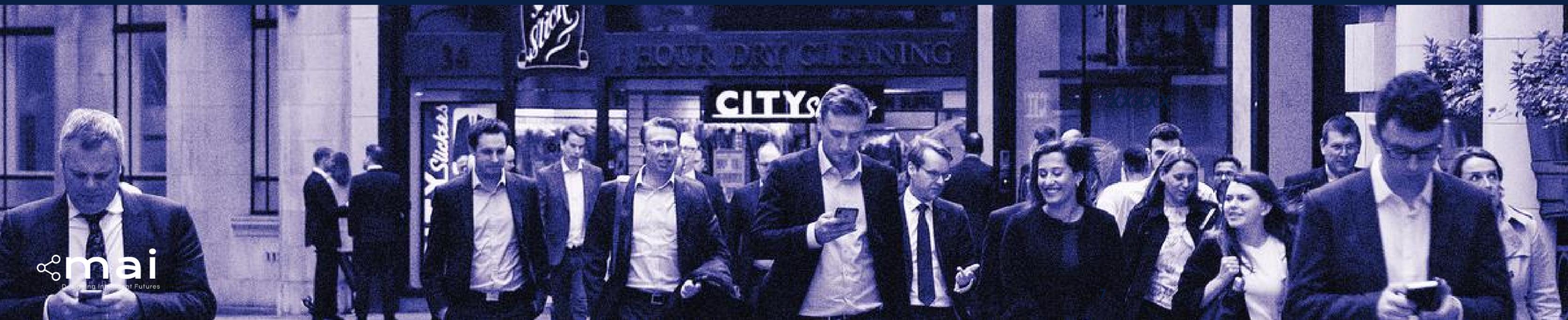


SHADOW AI: THE HIDDEN WORKFORCE

AI is already in your business, you just may not know it.

- Employees are quietly using ChatGPT, Gemini, or Copilot etc. to get work done.
- Suppressing use stifles innovation; ignoring it increases risk.

Mai helps you create transparent, trusted AI policies that empower safe experimentation.



THE RISK-READINESS LENS

Every organisation's risk appetite is different.

- Different businesses need different approaches, context matters.
- They need to assess their "AI risk posture", how bold or cautious you can be.
- Need to align technology ambition with their regulatory and cultural reality.

Success comes from matching AI ambition with real-world constraints, moving fast where you can, and staying safe where you need to.

AI isn't a new risk, it's an accelerated one.

- AI is already embedded in your tools [Google, ServiceNow, etc.].
- The issue isn't AI, it's outdated security posture.
- Mai helps you define and communicate clear guardrails for safe use.

If you don't guide your people, they'll make their own rules, or worse, their own AI.





OUR PROPOSITIONS

MAI STARTSMART

A strategic half-day workshop designed to help leaders move from AI curiosity to budget confidence.

In just a few sessions, you'll gain:

- An AI landscape overview tailored to your business.
- Clear insight into where AI can deliver measurable value.
- A practical understanding of what you need to invest, and why.



MAI STARTSMART OUTCOMES

Tomorrow starts with one smart step

After the half day StartSmart workshop, you'll walk away with for £5k:



An understanding of how competitors and your industry are using AI



Confidence in how to approach AI use case identification



Awareness of AI budget estimation process

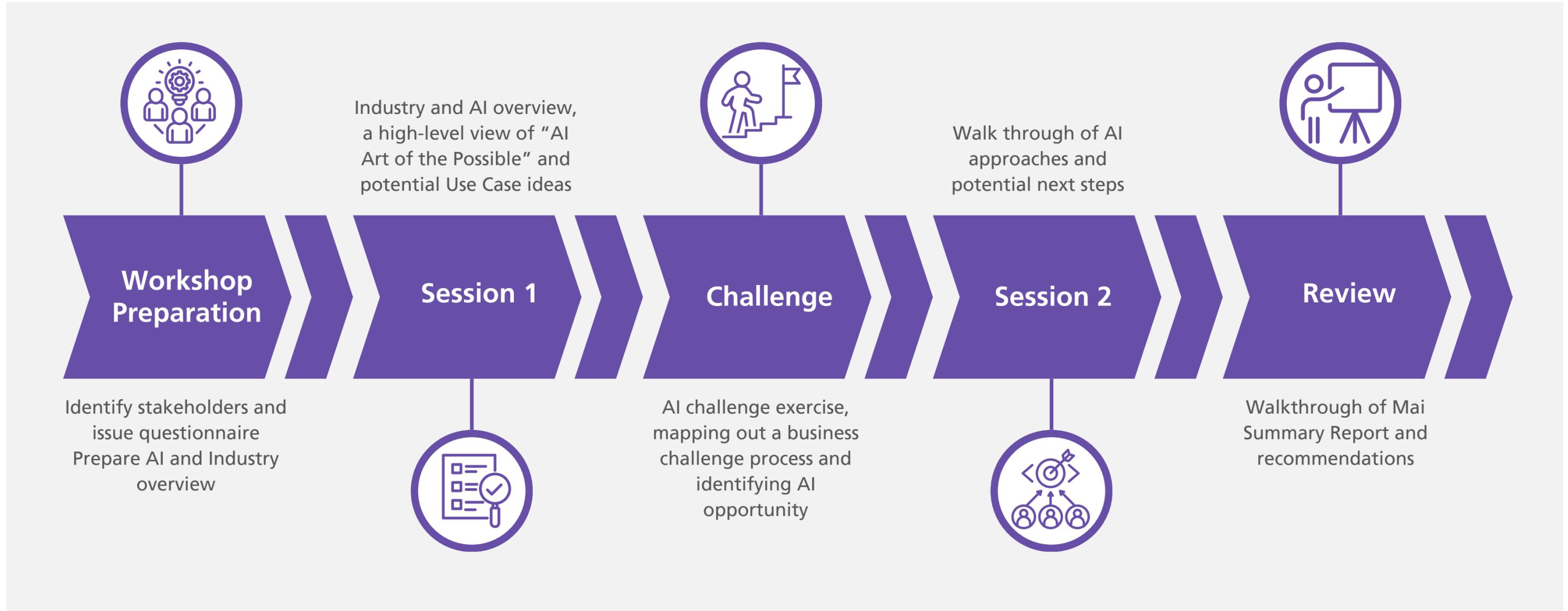


A strategic next step into *Tomorrow Works*

DIRECTIONLESS

INFORMED

STARTSMART WORKSHOP



TOMORROW WORKS

A better way to approach transformation.

- Start with the why before the what.
- Fast, strategic foundation, not a six-month study.
- Aligns people, process, and technology around value creation.

Outcome: A roadmap for purposeful, scalable, and people-driven AI adoption.



MAI TOMORROW WORKS OUTCOMES

Design the future today. Deliver it tomorrow.

Following Mai's Tomorrow Works, you'll leave with practical tools and confidence to lead your AI strategy forward.



A clear view of where
AI can add value in
your organisation



An understanding of your
AI maturity with quick
wins vs strategic bets



A proof of concept
demo with ROI
validation on real data



A high level execution
roadmap with milestones
and capability gaps

TOMORROW WORKS DELIVERY FRAMEWORK



Phase 1

Decode

Align leadership on AI priorities and high-impact opportunities.

Key Deliverables

- ✓ Business Model Deep Dive
- ✓ Maturity Assessment
- ✓ Value Chain Mapping

Executive Alignment Checkpoint



Phase 2

Design

Co-create high-value use cases with clear business impacts.

Key Deliverables

- ✓ Prioritised use case portfolio with ROI projections
- ✓ Feasibility & Impact assessment by use case
- ✓ Quick wins vs. strategic bets identified

Use Case Approval Gate



Phase 3

Demo

Validate assumptions through rapid prototyping and testing.

Key Deliverables

- ✓ Working prototypes or proof-of concepts
- ✓ Integration approach for existing systems
- ✓ ROI validation with real data

Prototype Review & Decision



Phase 4

Deploy

Deliver board-ready roadmap with governance framework.

Key Deliverables

- ✓ Phased execution roadmap with milestones
- ✓ Capability gap analysis & resource plan
- ✓ Governance Model & Change Management Approach

Executive Presentation

MATURITY ASSESSMENT

Mai's AI Maturity Assessment: Understand where you are, and where to focus next.

- **Readiness Check:** Assess AI adoption, skills, and capabilities.
- **Impact Potential:** Identify initiatives that deliver real business value.
- **Benchmarking:** Compare against industry standards and best practices.
- **Prioritisation:** Highlight early wins and scalable opportunities.
- **Roadmap:** Build a structured, evidence-based strategy for AI deployment.



MAI MATURITY ASSESSMENT

Four Dimensions of AI Maturity

AI maturity is more than tech, it's how strategy, people, process, and data align to turn ambition into impact.



Adoption & Readiness

Measuring how deeply AI is embedded in operations and strategy



Systems & Tools

Evaluating technical foundations and operational execution



Go-to-Market

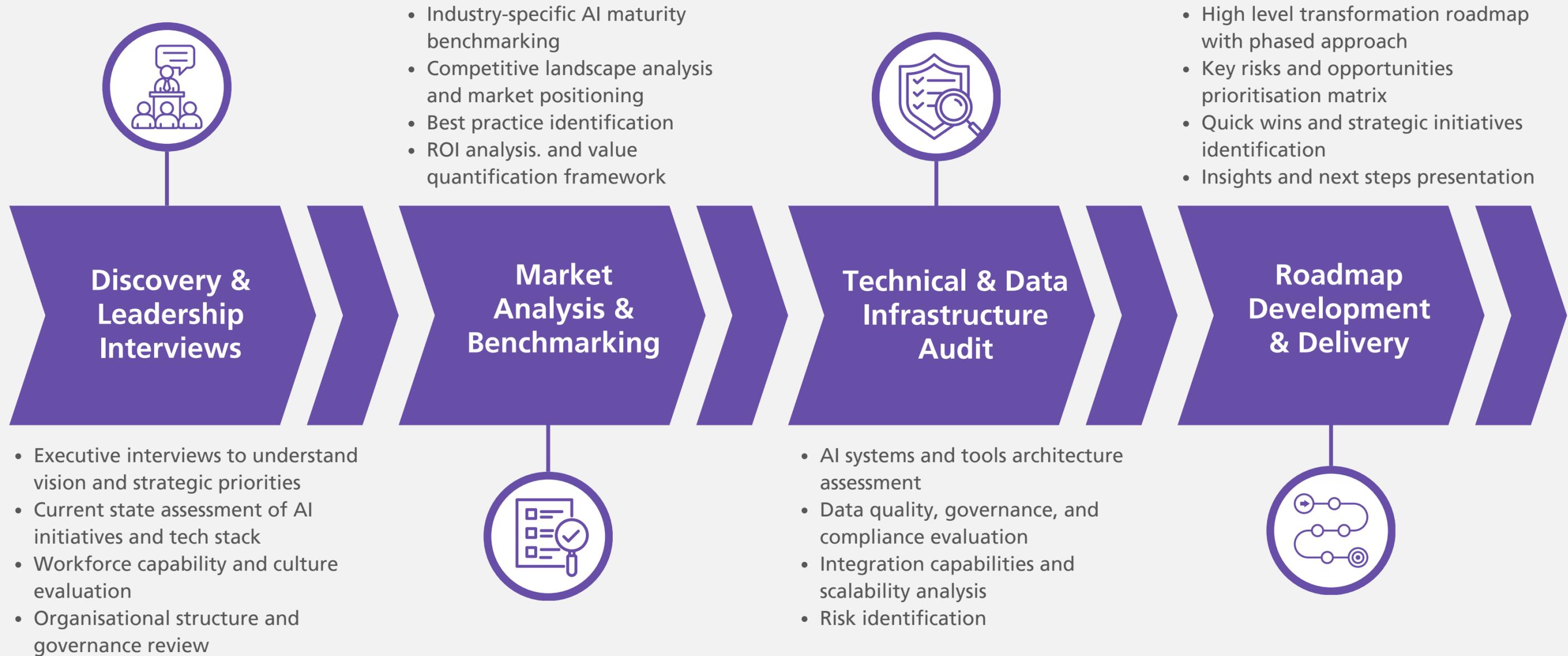
Assessing AI's contribution to market competitiveness



Product Intelligence

Measuring AI integration into core product offering(s)

MATURITY ASSESSMENT



ADOPTION PLANNING

Mai's Adoption Planning: Ensure AI is embraced, used effectively, and delivers real impact.

- **User Engagement:** Align teams and leaders to AI initiatives from the ground up.
- **Change Management:** Build buy-in and confidence through structured guidance and communication.
- **Skills & Training:** Equip employees with the right capabilities to use AI tools effectively.
- **Governance & Policies:** Define rules and guardrails for safe, responsible adoption.
- **Scalable Rollout:** Prioritise early wins and plan for long-term, sustainable adoption.



MAI ADOPTION PLANNING

AI adoption is more than switching on a tool. It's about changing how people work, collaborate, and make decisions. Our adoption packages are designed to help organisations build confidence, reduce fear, and create momentum across all levels.

70%

Of AI projects fail due to people challenges, not technical issues

3X

Faster adoption when employees understand AI's value to their role

85%

higher ROI when change management is integrated from day one



MAI ADOPTION PLANNING

Planning AI adoption



Reduce Resistance

Transform fear and uncertainty into confidence and engagement through people-first approaches



Accelerate Results

Drive faster adoption and measurable business impact by focusing on human factors first



De-Risk Implementation

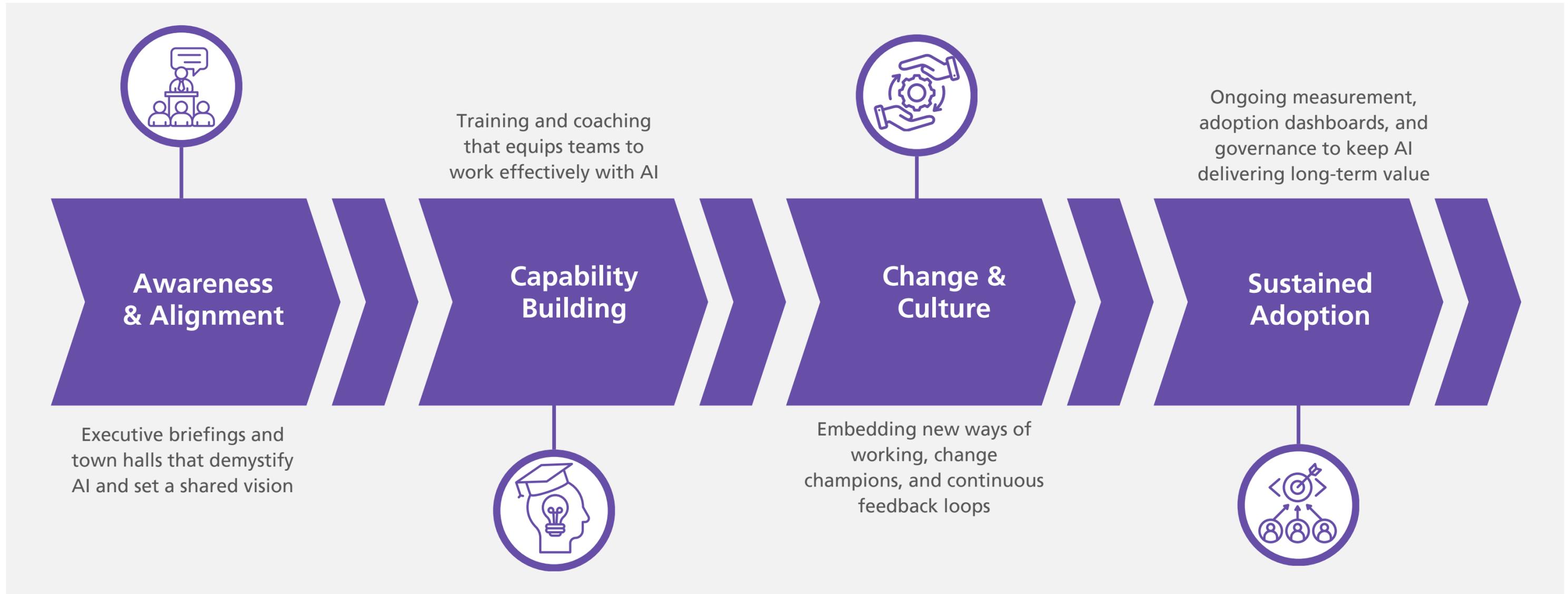
Avoid common adoption pitfalls through proven change management and cultural transformation methods



Sustainable Success

Build lasting AI capabilities that grow with your organisation rather than quick fixes that fade

MAI ADOPTION PACKAGE



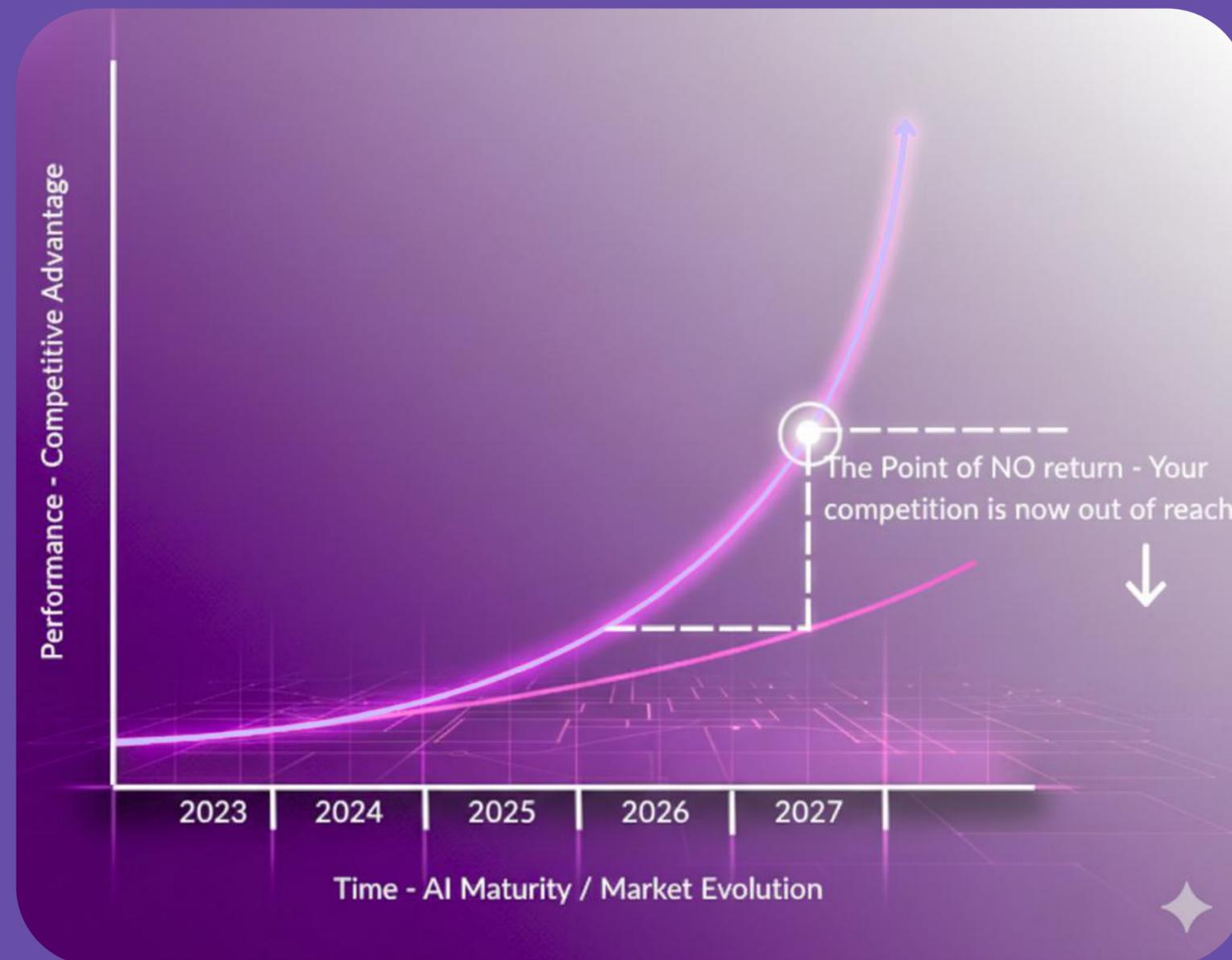
THE COST OF INACTION



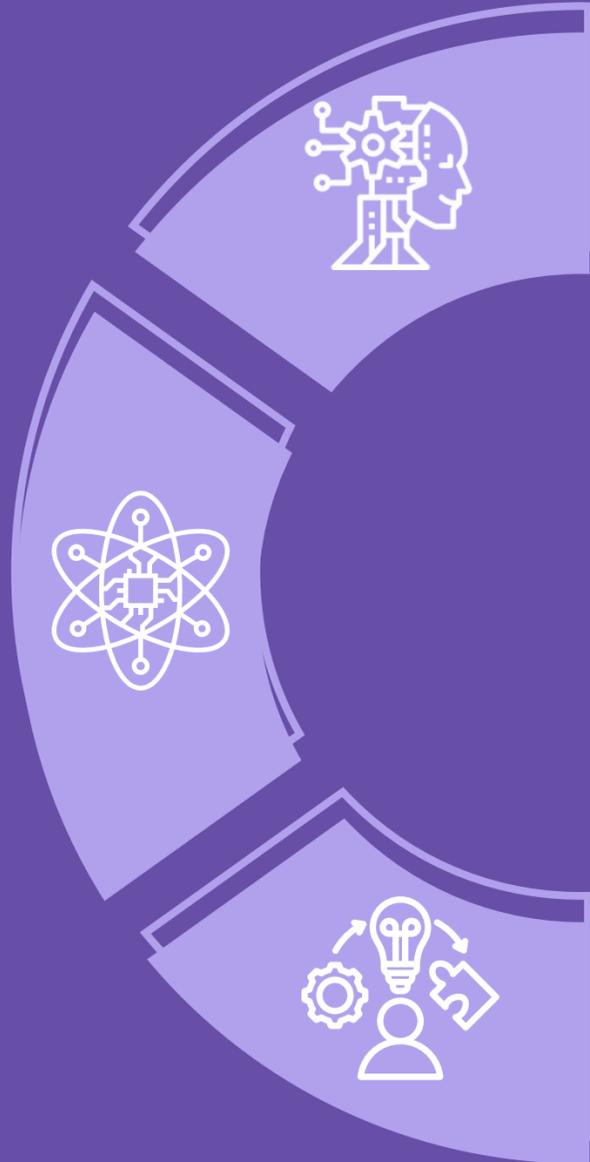
THE POINT OF NO RETURN

The speed of change and adoption is faster than any other revolution the human race has ever encountered

Failure to start your AI journey with purpose and a plan could see you slip so far behind your competitors that catching them may slip beyond reach.



THE RISK OF INACTION



01

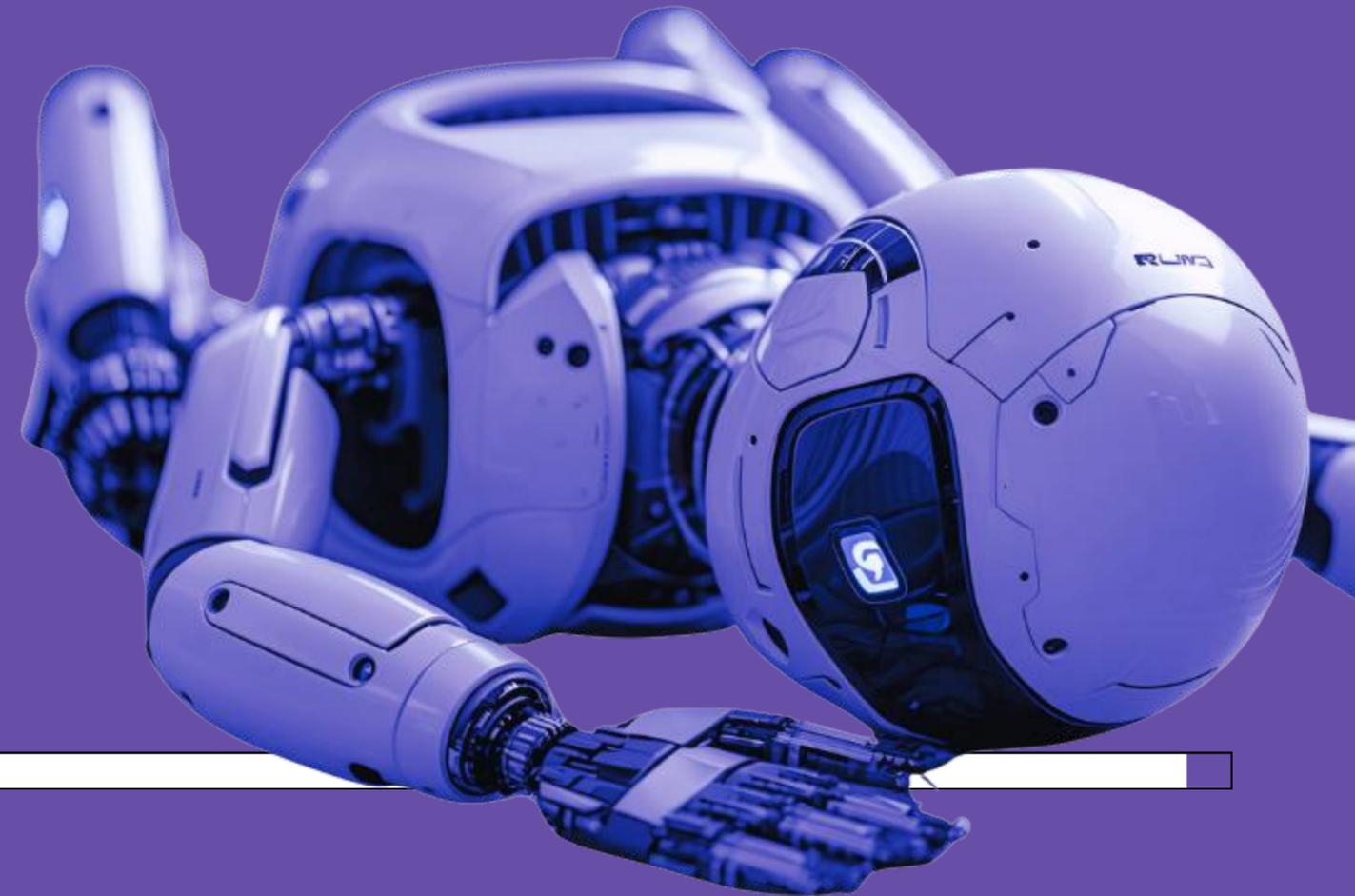
Ignoring Mai's expertise puts organisations at risk of costly misalignment, stalled AI initiatives, and missed opportunities

02

Without a clear roadmap and structured assessment, investments in AI can fail to deliver value, expose hidden operational or compliance risks, and leave teams unprepared to adopt new technologies.

03

Mai ensures your strategy, people, processes, and data are ready to unlock AI's full potential—reducing risk, accelerating time-to-value, and keeping you ahead of the competition.



Thank you.



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