

# MAI'S STARTSMART

Your fast path to AI Clarity & Investment Confidence

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# ABOUT MAI

We help organisations move from AI curiosity to confident, practical adoption

Our approach combines strategy, design thinking and technical expertise to identify opportunities where AI creates measurable value, not hype.

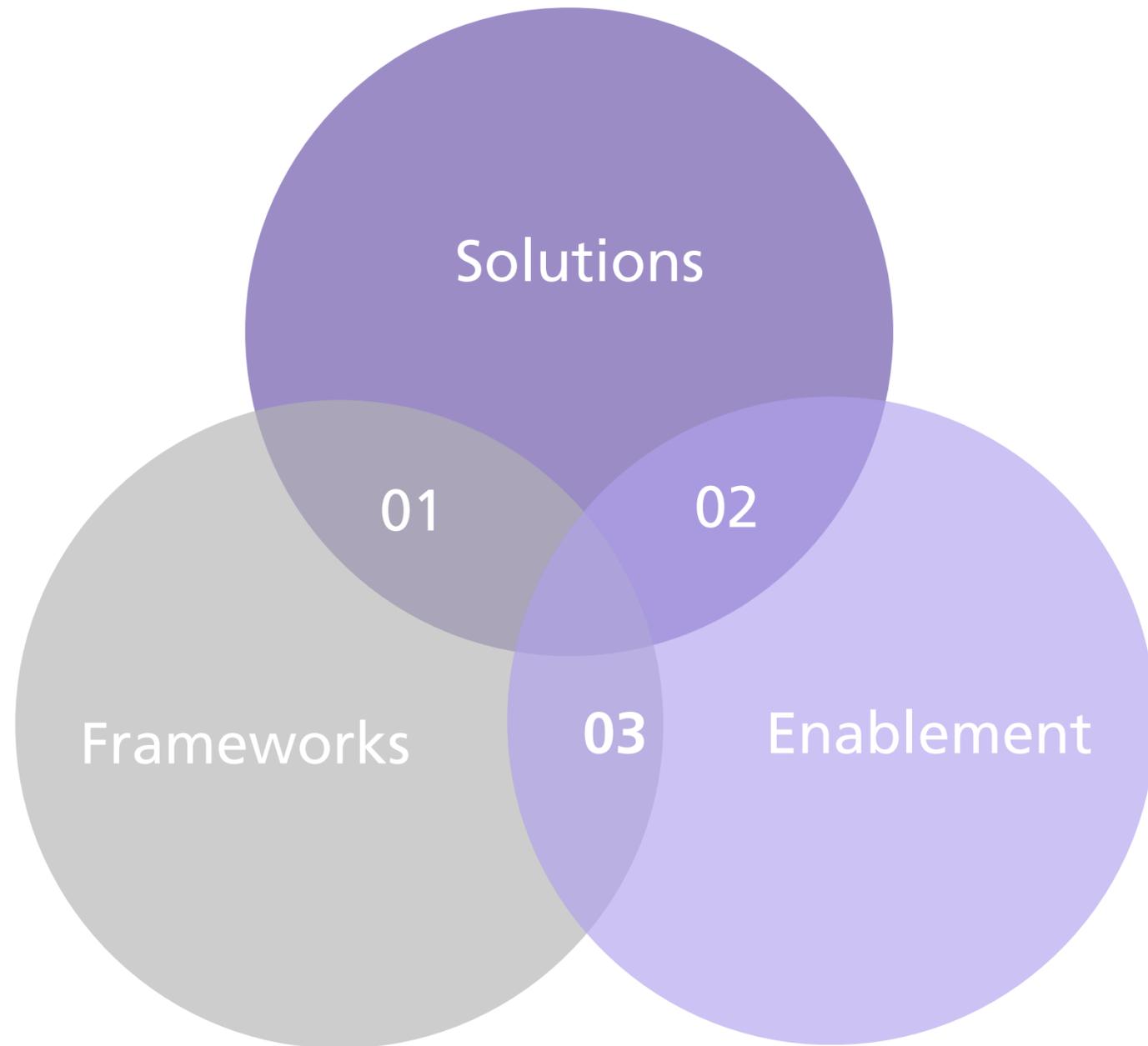
## What We Believe

- Technology should amplify people, not replace them.
- AI must be responsible, ethical and transparent to be effective.
- Success happens when strategy, design and capability all align.

## What We Do

- Reimagine workflows using intelligent automation.
- Build AI strategies grounded in real business value.
- Empower teams with the skills and confidence to adopt AI.
- Ensure every step is human-centred and ethically sound.

# OUR CAPABILITIES



01

**AI Strategy & Readiness:** Assess your current maturity, identify high-value opportunities, and define a clear roadmap that aligns to your goals.  
**Governance and Ethics:** Create responsible frameworks that ensure transparency, trust, and safe adoption at scale.

02

**Human-Centred Design:** Design AI solutions around real user needs, ensuring adoption and measurable results.  
**Workflow Intelligence:** Optimise operations by embedding intelligence into everyday processes.

03

**Project Delivery & Change Management:** Support you with project execution, communication, education, and capability building.

# Introducing STARTSMART

For leaders who want to invest in AI - but need clarity before committing budget.

AI is evolving fast. But deciding where to start — and what to invest — is overwhelming.

**StartSmart gives you a practical, evidence-based plan for adopting AI, with clear priorities, budgets and next steps.**

In less than two weeks, you'll know:

- Where AI can create measurable value
- What is feasible with your data, systems and teams
- What investment is required
- Which opportunities deliver the fastest ROI

No hype. No guesswork. Just clarity.

# THE REALITY FOR MOST LEADERS

You know AI needs to be part of your strategy - but:



You're not sure where to start or which use cases matter most.



You don't know how much to budget or what is realistic.

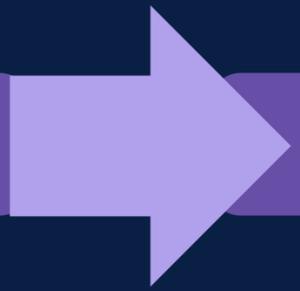


You don't know what you don't know, making decisions high-risk.



You want to invest wisely, not react to noise or hype.

"Remaining budget this year"



"Planning for next year"

# THE CHALLENGE

How do you budget for AI when you're not clear on what AI can actually deliver for you?

Before committing funding, you need to understand:

- Which business challenges AI can meaningfully solve
- How similar organisations are using AI successfully
- What risks, data gaps and capability issues to consider
- What level of investment is required for real impact

**Without this clarity, organisations either:** overspend, underinvest, or invest in the wrong thing entirely.

StartSmart removes that risk.

*"Before committing budget to AI, you need clarity, understanding which business challenges it can solve, how others are succeeding, the risks and capabilities required, and the level of investment that will truly make an impact."*

# THE STARTSMART SOLUTION

A short, high-impact strategy sprint designed for executives who want answers fast.

Over a series of structured sessions led by AI, design and strategy experts, you'll gain:

- A tailored AI landscape assessment for your organisation
- Clear prioritisation of high-value AI opportunities
- An understanding of feasibility, risks and required capabilities
- A costed investment plan you can take straight to the board

This isn't a workshop — it's a **strategic decision-making accelerator.**

# WORKSHOP OVERVIEW

## StartSmart: What's Included for £5,000

Focus Area	What You Get
AI Landscape Overview	Understand trends, proven use cases and market shifts relevant to your business.
Industry Benchmarking	See what competitors and innovators in your sector are doing and where you can leap ahead
Opportunity Mapping & Prioritisation	Identify the top 3–5 AI opportunities based on ROI, feasibility and strategic fit.
Investment & Capability Guidance	Receive clear ranges for budget, team involvement, technology needs, and expected outcomes.
AI Delivery Framework	Understand the recommended approach for implementing your chosen initiatives successfully.

# WHAT YOU WALK AWAY WITH

## From Confusion to Clarity

After the StartSmart workshop, you'll walk away with:



### A prioritised AI roadmap

Your top opportunities with clear business cases, risks and expected return.



### A costed investment plan

Budget, timelines, team requirements and vendor considerations.



### A clear readiness picture

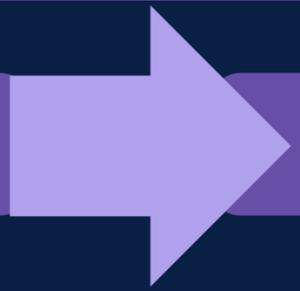
What data, skills and governance you need to move forward safely.



### Confidence to make decisions

A structured, evidence-based plan you can present to the board or exec team.

Uncertainty



Clarity

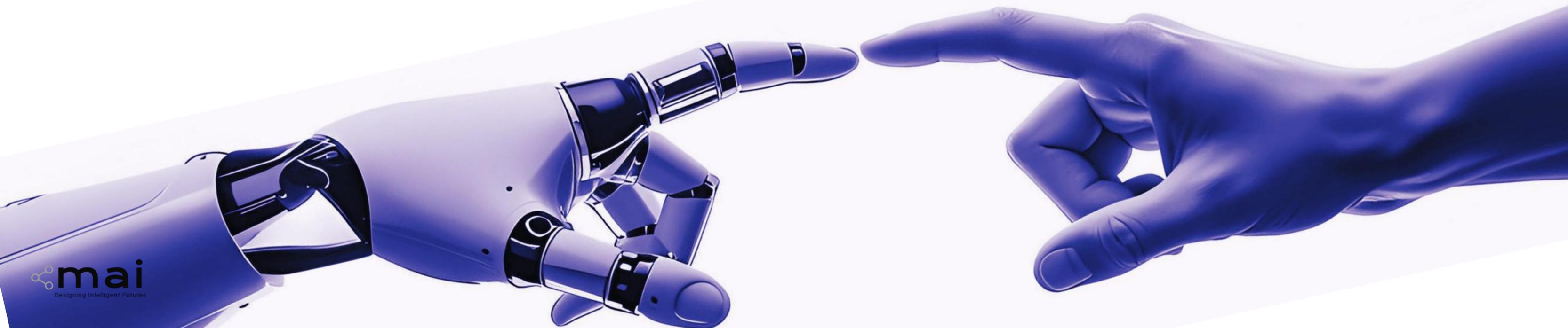
# WHY MAI

We are not a tech vendor pushing tools - we are strategists, designers and engineers focused on creating human-centred, high-value AI adoption.

What makes us different:

- **Design-led approach** → ensures solutions people actually use
- **Ethical & transparent frameworks** → reduces risk and builds trust
- **Real-world delivery expertise** → we've implemented AI, not just talked about it
- **Cross-industry insight** → enabling you to learn from success across sectors

*Purposeful AI, built around people — not hype.*



# STARTSMART. START NOW

Tomorrow starts with clarity. Clarity starts with StartSmart.

Don't let uncertainty delay your progress.

StartSmart™ gives you the clarity, confidence and direction you need to make smart AI investments.

*Book a free 15-minute introduction call*



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