



StartSmart for Private Equity

Accelerating AI value across your portfolio



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ABOUT MAI - AI WITH COMMERCIAL IMPACT

AI DUE
DILIGENCE

Who we are

We are a design-led AI consultancy helping organisations move from curiosity to confident adoption with measurable business outcomes.

What we do

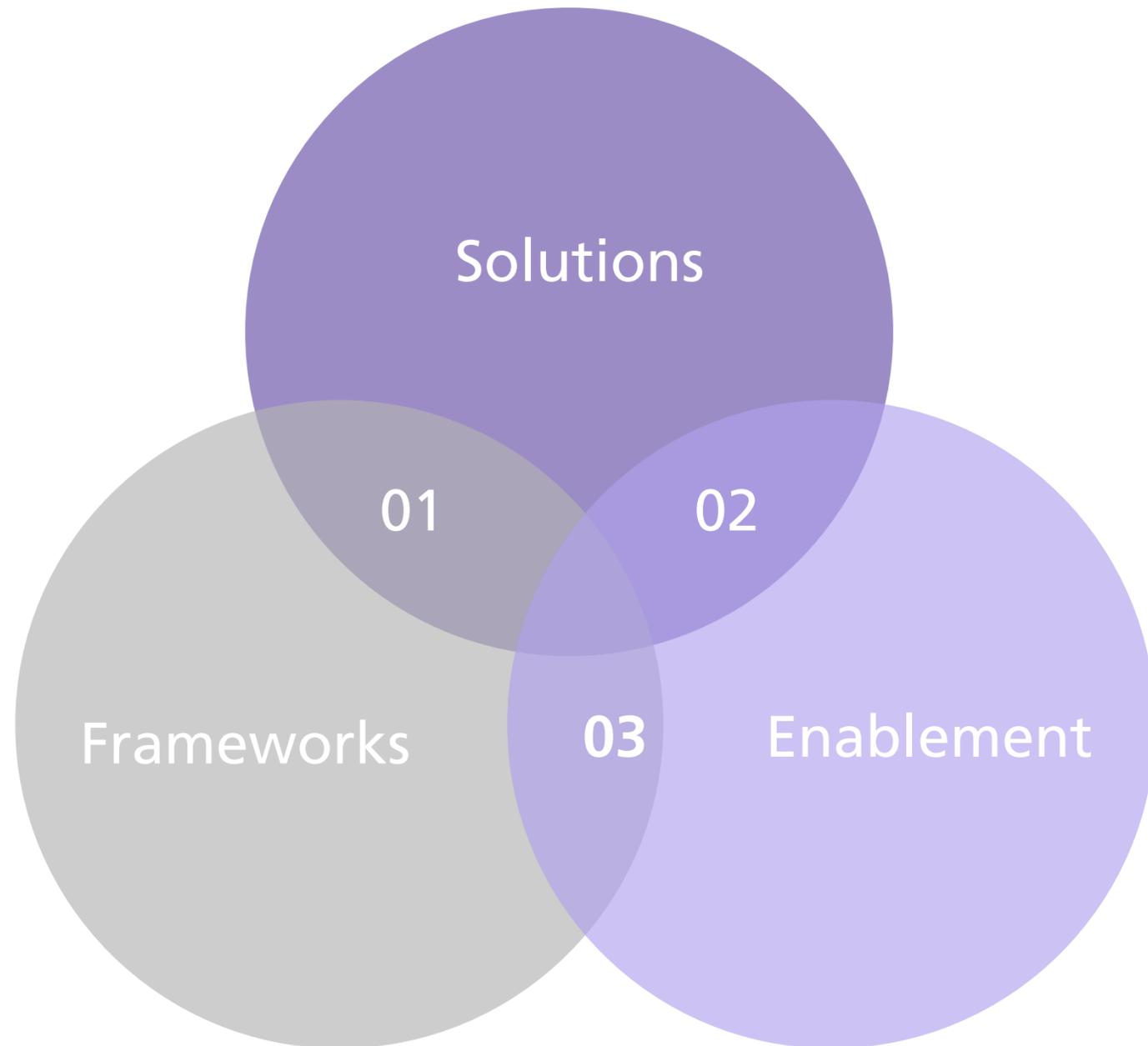
We combine strategy, human-centred design and technical expertise to:

- Reimagine workflows
- Automate cost-heavy processes
- Empower teams with AI
- Embed intelligence into operations

Why it matters for PE

PE-backed companies must scale, operate lean and create value faster. We help portfolio leadership make smart, low-risk, high-return AI decisions.

OUR CAPABILITIES - BUILT FOR VALUE CREATION



01

AI Strategy & Readiness: Identify where AI can materially impact EBITDA, margin and growth.
Governance, Risk & Compliance: Mitigate data, regulatory and operational risks.

02

Human-Centred Design: Ensure AI solutions enhance teams rather than disrupt them.
Workflow Intelligence: Transform inefficient processes with automation and intelligent tooling.

03

Project Delivery & Change Management: Support implementation with change management, communication and capability-building.

STARTSMART - AI CLARITY FOR PORTFOLIO VALUE CREATION

AI adoption is accelerating across industries, but many businesses lack:

- A clear starting point
- Understanding of ROI
- Budget visibility
- Internal capability
- A roadmap for safe adoption

StartSmart gives PE firms and PortCos a costed, prioritised, de-risked AI plan in under two weeks.

THE SITUATION - AI IS NOW A VALUE CREATION LEVER

You know AI belongs in the value-creation playbook - but:



Each Portfolio business is at a different maturity level



Leaders don't know where to start

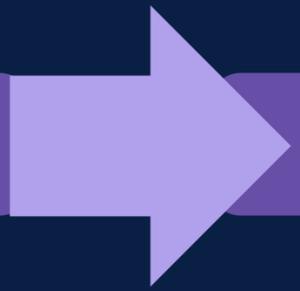


Talent and capability gaps are common



Boards expect an AI strategy, but teams need guidance

"Remaining budget this year"



"Planning for next year"

THE PE CHALLENGE - CREATING VALUE UNDER PRESSURE

Margin Compression

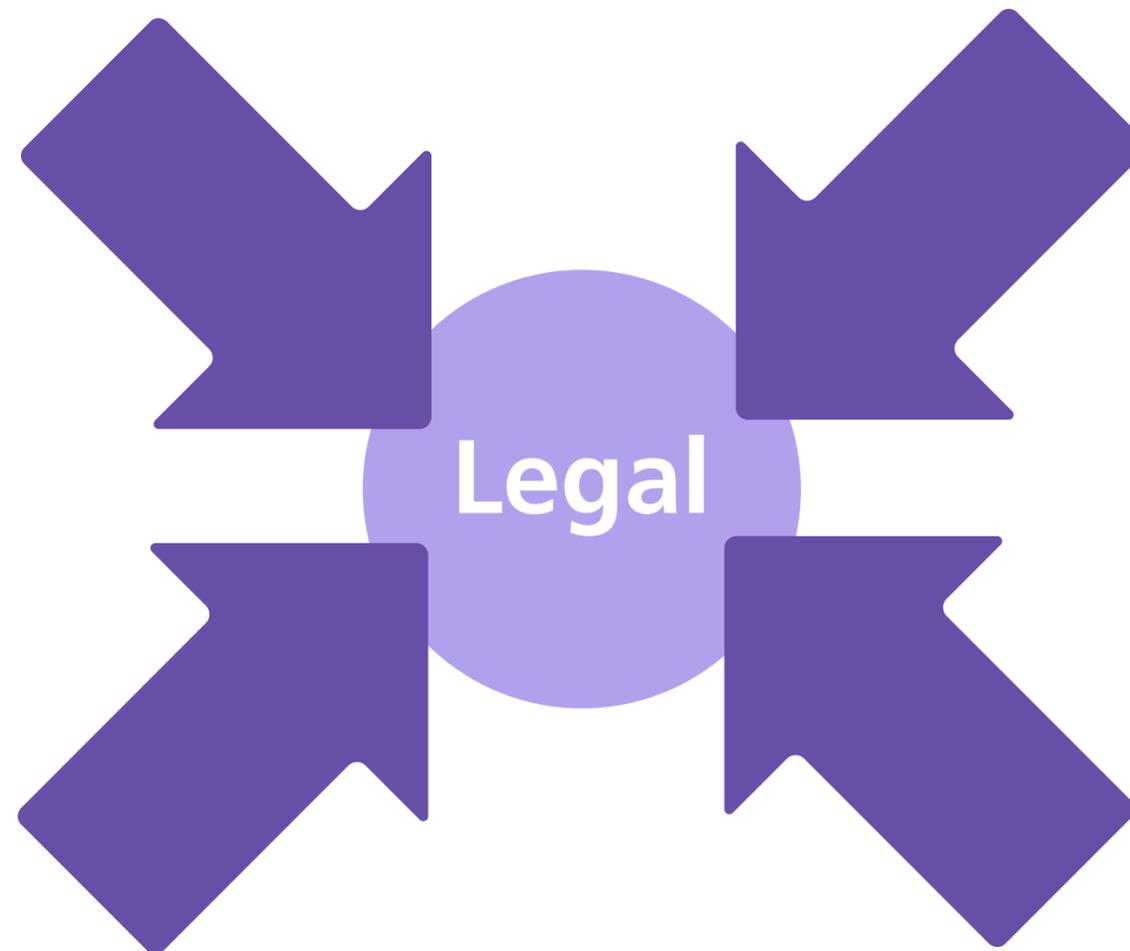
PortCos face rising costs, inefficient processes and legacy systems

Exit Expectations

Buyers now expect AI-enabled operations as standard commercial hygiene

Rapid Value Creation

Holding periods demand fast operational improvement and growth uplift.



Talent & Capability Gaps

Management teams often lack AI literacy or implementation capacity

Competitive Threat

Competitors leveraging AI deliver faster, cheaper, higher-quality offerings.

WHERE AI CREATES VALUE ACROSS THE PORTFOLIO



NAVIGATING AI RISK ACROSS YOUR PORTFOLIO



StartSmart makes AI adoption safe, coherent and scalable.

REAL CASE EXAMPLE - AI-DRIVEN COST REDUCTION & VALUE CREATION

Turning data into decisions

The Solution

A portfolio-wide opportunity to automate customer operations, invoicing workflows and support triage.

The Challenge

A mid-market PE-backed services company suffered from:

- High manual workload
- Slow operations
- Rising costs
- High customer churn

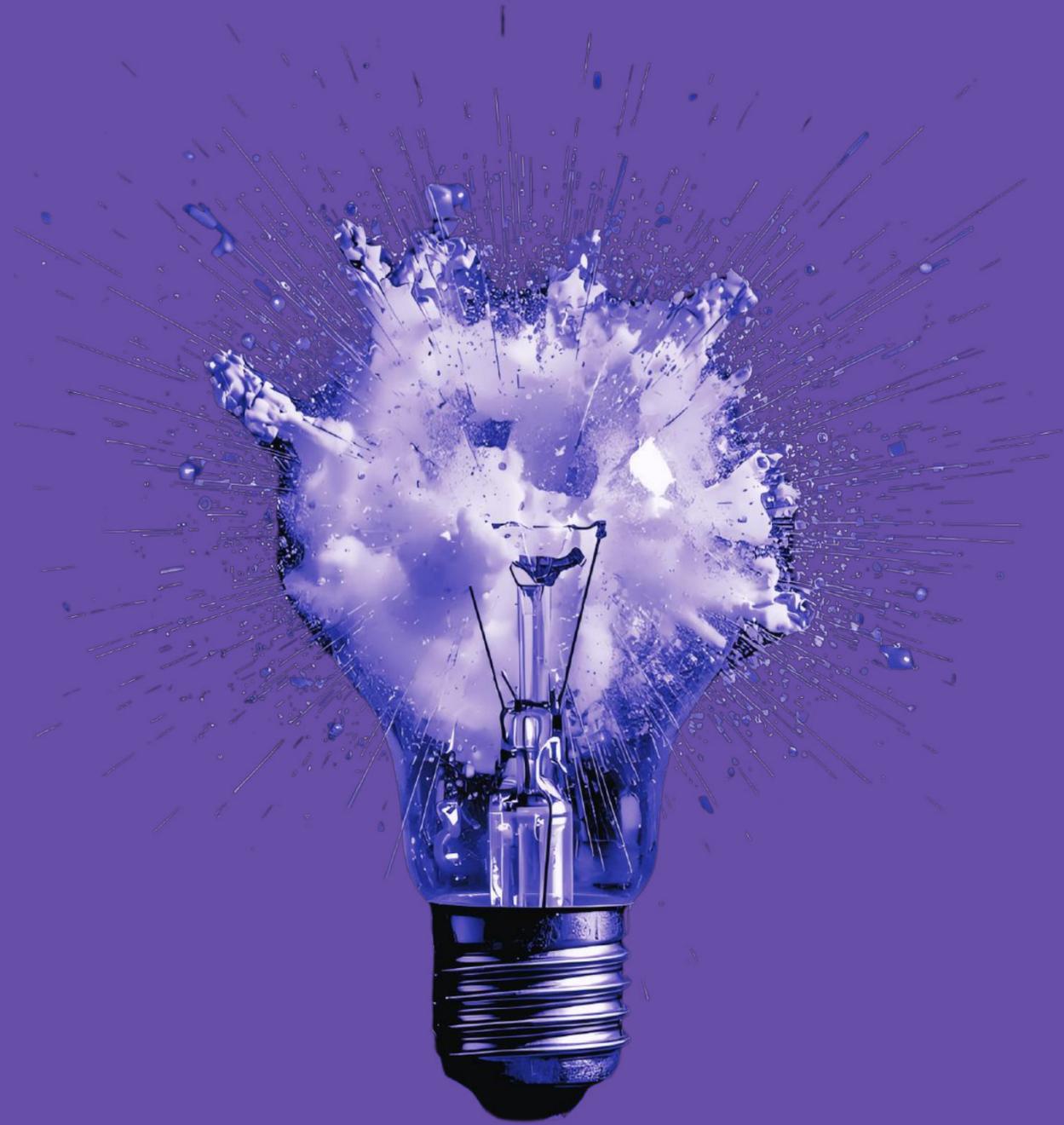
How StartSmart can help

Working with you to identify the core problem: Identifying eDiscovery as the highest-impact, lowest-risk starting point for their AI journey.

The Outcome

- 40–60% reduction in manual process time
 - 500+ hours saved monthly across teams
 - Faster service delivery, increasing NPS
 - Clear ROI within 3 months
 - Margin uplift that contributed directly to EBITDA
- This became a repeatable playbook across other PortCos.





INTRODUCING MAI AND STARTSMART

INTRODUCING STARTSMART

THE AI STRATEGY SPRINT FOR PE FIRMS

In just a few sessions, your teams gain:

- A tailored AI landscape for your sector
- Clear identification of high-impact use cases
- A costed roadmap with risks, dependencies and investment needs
- A decision-ready strategy for boards and investment committees

StartSmart replaces guesswork with clear direction.



WORKSHOP OVERVIEW

StartSmart: WHAT YOU GET - FOR £5K

Focus Area	What You Get
AI Landscape Overview	Understand trends relevant to your invested industries
Industry Benchmarking	Learn how competitors are using AI to drive performance.
Opportunity Mapping	Identify and prioritise the top 3–5 AI opportunities.
Investment & Capability Guidance	Know what budget, skills and data foundations are needed.
Delivery & Vendor Strategy	Define a safe, phased rollout approach with risks and mitigations.



OUTCOMES - FROM UNCERTAINTY TO INVESTMENT CONFIDENCE

After StartSmart, you leave with:



A clear AI value-creation roadmap



Confidence in where to invest and expected ROI

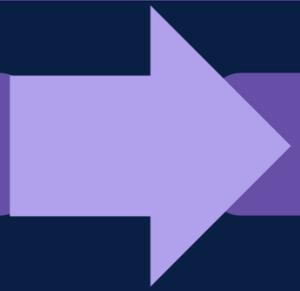


A practical next step into implementation



Awareness of required data, skills and governance

Directionless



Informed

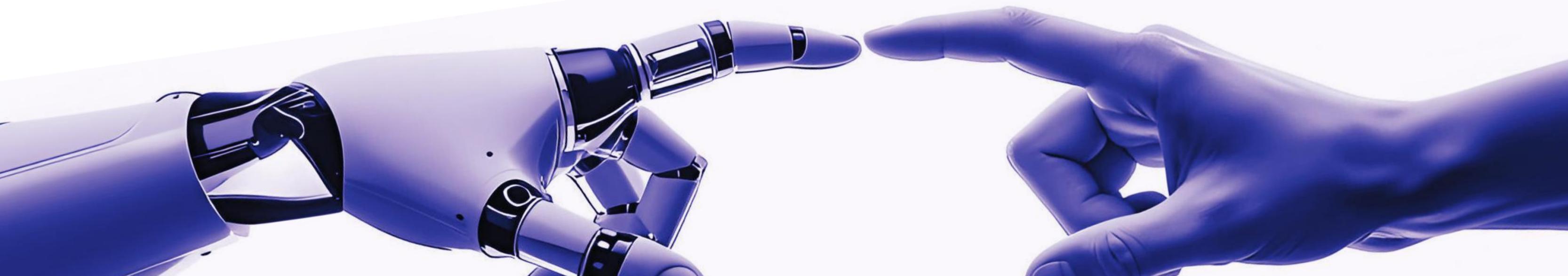
WHY PE FIRMS CHOOSE MAI

We understand operational improvement, scaling challenges and the pressure to deliver value quickly.

What sets us apart:

- Expertise across diverse sectors and business models
- Proven operational automation experience
- Ethical, human-centred approach
- Commercially driven strategies tied to EBITDA outcomes
- Low-risk, high-impact methodology

AI should be a value-creation engine not a technology gamble.



STARTSMART. START NOW

AI is the fastest-moving value-creation lever available to PE firms today.

Those who act early compound the advantage across their portfolio.
Those who wait risk eroding competitiveness and enterprise value.

BOOK YOUR
STARTSMART
SESSION TODAY.



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STARTS HERE