

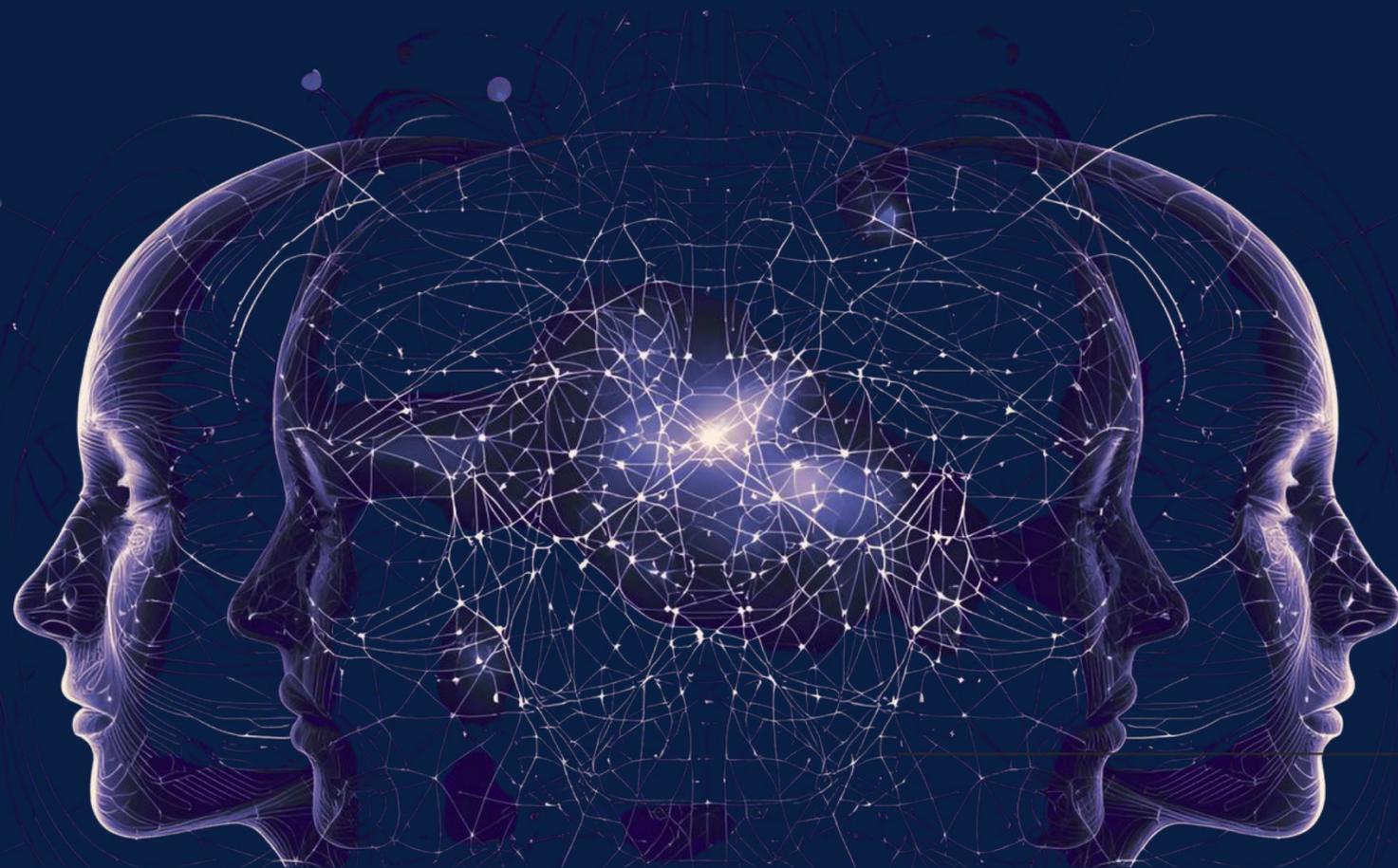
AI Maturity Due Diligence

AI Insight, Deal Clarity



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ABOUT MAI

AI DUE
DILIGENCE

Who we are

A design-led, human-centred AI consultancy that bridges human creativity with intelligent technology to move organisations from AI curiosity to confident, ethical adoption.

What we do

We combine strategy, design thinking and technical delivery to assess AI maturity, reimagine workflows and embed intelligence across operations (Adoption & Integration, GTM enablement, Talent & Effectiveness, Governance & Data Quality).

Why it matters

Mai turns the “AI black box” into quantifiable deal and portfolio signals, exposing AI-specific risks, translating maturity into valuation adjustments, and producing prioritised post-deal roadmaps that drive measurable EBITDA upside.

OUR CAPABILITIES



Our Story

Mai was founded on the belief that artificial intelligence should be **designed by people, for people**. In a world driven by rapid technological change, we saw a need for a more thoughtful, human approach - one that values creativity, ethics, and real-world impact as much as capability.

Born from the intersection of human-centred design thinking and AI strategy, Mai helps organisations navigate the complexity of AI with confidence and care. We don't see AI as a replacement for human intelligence, but as an enabler of it - a tool that can amplify creativity, enhance decision-making, and unlock new ways of working.

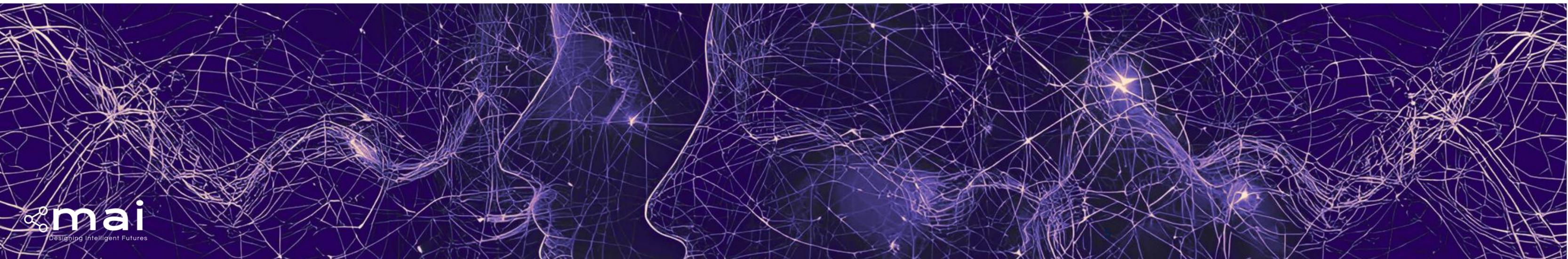
Our mission is to make AI accessible and meaningful, transforming it from abstract potential into practical, human-led progress. Every project we take on is guided by the same principle: design with purpose, deploy with integrity, and deliver value that endures.

Why Choose Mai

We're not here to answer "How do I get AI to do the menial tasks?"

Mai brings a business design-led, **human-centred approach** to AI adoption, helping organisations move from exploration to meaningful implementation. We focus on aligning intelligent technology with business design, culture, and ethics to create solutions that enhance human capability, not replace it.

With a balance of strategy, design thinking, and practical delivery, we partner with you to build AI maturity that is transparent, trusted, and built for long-term impact.



THE EVOLVING M&A LANDSCAPE

AI is rewriting business strategy, but how does it translate to actions & value ?

The AI Black Box: Traditional due diligence can't see inside a company's true AI capabilities, creating blind spots and post-deal surprises.

Sub-optimal Valuations: Without clarity, investors risk overpaying for inflated or immature AI propositions.

Hidden Liabilities: Understanding why and how AI creates value is key. Our frameworks bring transparency, trust, and measurable impact to every M&A conversation.

"AI's promise is huge, but conventional due diligence leaves the black box closed, risking overhyped valuations and hidden regulatory, ethical, and technical liabilities."

UK AI USAGE ACROSS INDUSTRY

A nation leading in ambition, but uneven in execution.

There is a strong momentum, but uneven maturity.

The UK leads globally in AI innovation, yet adoption varies widely across sectors, creating both opportunity and risk for investors.

Mai's Insight

This uneven maturity is why AI-focused due diligence matters. Our approach reveals where real value lies, distinguishing hype from sustainable impact.

Financial Services

75% AI Adoption Rate

- Predictive AI for fraud detection & risk assessment; Process optimisation; Cybersecurity
- 91% of firms use predictive AI for risk; Foundation models account for 17% of all AI use cases

IT & Telecoms

29.5% AI Adoption Rate

- Data management & analysis; Natural language processing; Machine learning
- Highest overall adoption rate, reflecting the industry's digital-native nature and expertise

Manufacturing

52% AI Adoption Rate

- Quality control (computer vision); Predictive maintenance; Supply chain optimisation
- 52% of firms are in the "evolution stage" of AI adoption; M&S reported an 80% reduction in warehouse accidents using computer vision

Retail

11.5% AI Adoption Rate

- Customer personalisation; Demand forecasting; Supply chain efficiency
- 18% of UK firms use AI, rising to 31% in large companies; 62.5% of retailers identify supply chain efficiency as the biggest AI opportunity

MAI'S UNIQUE SOLUTION

Introducing AI Maturity Due Diligence

We offer a specialised, holistic assessment of a company's AI capabilities, a new, indispensable DD category. We move beyond the basic tech audit to answer the questions that truly matter for deal value and long-term investment resilience.



AI Maturity

We assess how deeply AI is embedded into a business's operations and strategy. This isn't just about what tools they have, but how effectively they use them to drive value.

Is AI a strategic asset or an isolated experiment?



Quantifiable Value

We translate a company's AI capabilities into measurable financial impact. We move from the ambiguity of "AI potential" to concrete data on revenue uplift, cost savings, and operational efficiency.

What is the tangible ROI of their AI Investment?



Risk Profile

We identify and quantify a new class of AI-specific risks that traditional due diligence misses. This includes technical vulnerabilities, legal liabilities, and ethical issues that could impact future value.

What are the hidden technical, legal and ethical liabilities that could impact the deal?

AI MATURITY: BUY / SELL DUE DILIGENCE

A 360° view of a company's AI health and resilience.

Mai's AI Maturity Assessment delivers a granular understanding of the true value drivers behind a business's AI capability. We analyse four core dimensions that together reveal how ready, and resilient, a company really is in the AI-driven economy.



Adoption & Integration

How deeply AI is embedded across operations and strategy, showing where it truly enhances efficiency, decision-making, and competitive edge.



Go-to-Market Enablement

Evaluates the sophistication of AI-powered sales, marketing, and customer service systems, identifying scalable paths to growth and customer impact.



Talent & Effectiveness

Assesses the expertise, structure, and maturity of AI teams. Strong talent and advanced MLOps practices are key indicators of innovation capacity and integration success.



Governance & Data Quality

Examines the strength of data foundations and governance, the cornerstone of trusted, high-performing AI and sustainable enterprise value.

AI MATURITY: PORTFOLIO BENCHMARKING

Portfolio Company AI Maturity Assessment

Comprehensive review of all portfolio companies using our proven AI maturity methodology. Delivers strategic benchmark report identifying risks, opportunities, and value creation potential across your entire investment portfolio.



Cross-Portfolio AI Maturity Mapping

A clear view of AI readiness across your portfolio, assessing strategy, capability, and impact to uncover strengths, gaps, and growth potential.



Risk and Opportunity Identification

Pinpoint regulatory, ethical, and operational risks while surfacing high-value opportunities. Action plans turn insight into measurable returns.



Benchmark Performance Reporting

Compare each company's AI maturity and performance against industry benchmarks to reveal where to optimise and where to invest.



Strategic Investment Prioritisation

Data-led guidance on where to focus resources for the greatest AI capability gains and long-term value creation.

QUANTIFYING IMPACT

Turning AI potential into measurable investment value

Mai's AI due diligence provides empirical insights that inform valuation decisions, helping buyers and sellers understand the real financial impact of AI, from margin improvements and market share gains to risk mitigation.



For Buyers: Optimising Pricing with Confidence

Our assessment uncovers AI immaturity, such as unscalable systems, poor data quality, or regulatory gaps, and translates these into tangible inputs for your valuation model.

This evidence allows you to justify price adjustments based on remediation costs and operational risks.

Typical Impact: Findings have supported price reductions of 10–30%+, depending on the severity of gaps.



For Sellers: Commanding a Premium

A validated, mature AI capability signals operational excellence and future-proof growth.

Our diligence provides proof points to showcase AI as a strategic, de-risked asset, helping you justify a higher valuation.

Typical Impact: Sellers gain confidence to pursue a 10–25%+ premium, reflecting the business's quantifiable AI-driven value.

NEW METRICS FOR A NEW WORLD

Why traditional metrics fall short

- Historic measures like billable hours, headcount leverage, and margin % don't reflect how AI reshapes cost, scale, and value creation.
- AI may reduce margin per unit but expand throughput per employee, masking true impact.
- Without AI-native metrics, investors risk overpaying for hype or undervaluing real competitive advantage.

AI VALUE DRIVERS



Adoption & Integration

Metric examples: % of workflows automated, throughput per FTE:

- EBITDA lever: Lowers SG&A cost base, expands operating leverage.
- Valuation sensitivity: +5–15% premium (deep integration) | –5–10% discount (surface-level pilots).



Go-To-Market Effectiveness

Metric examples: AI uplift in lead conversion, CAC payback period, CLV uplift:

- EBITDA lever: Increases revenue efficiency, accelerates top-line growth.
- Valuation sensitivity: +3–8% premium | –5–10% discount.



Talent & Effectiveness

Metric examples: % in-house AI staff, retention, MLOps maturity index:

- EBITDA lever: Reduces reliance on costly contractors, lowers integration risk, sustains innovation cycles.
- Valuation sensitivity: +3–7% premium | –3–7% discount



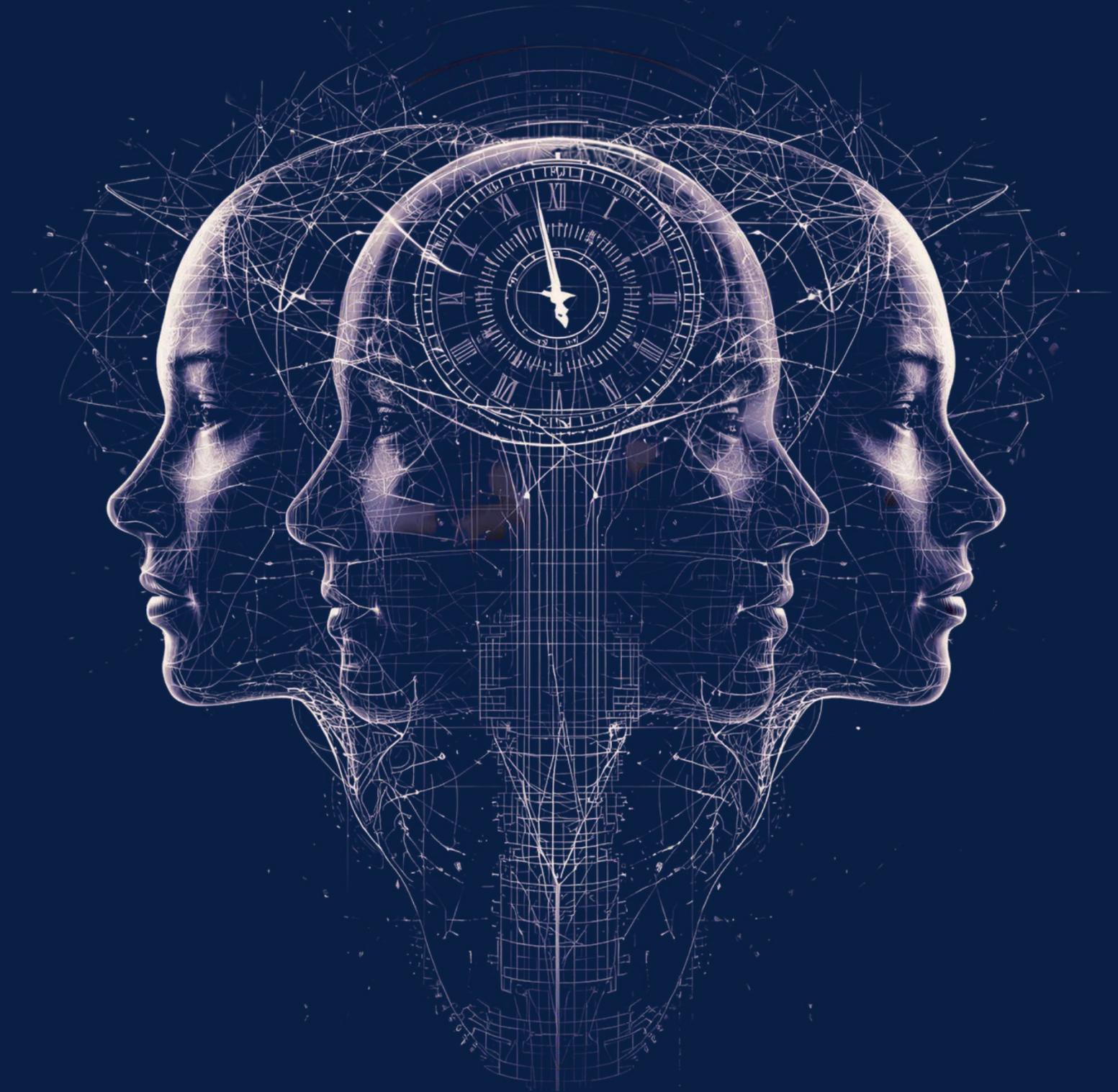
Governance & Data Quality

Metric examples: % data with full lineage, remediation cost exposure, bias detection coverage:

- EBITDA lever: Avoids fines and remediation capex; protects EBITDA margin.
- Valuation sensitivity: +2–5% premium | –5–10% discount.

THE TIME IS NOW

The urgency for **strategic adaptation** is critical as AI transforms market dynamics and competitive landscapes.



MAI'S UNIQUE APPROACH

We measure AI maturity where it actually drives enterprise value:

- **Operational Efficiency:** How AI adoption reduces cost-to-serve and scales SG&A.
- **Growth Effectiveness:** Evidence of AI-driven uplift in lead conversion, CAC, and CLV.
- **Talent & Culture:** Depth of in-house AI capability, retention, and adoption culture.
- **Data & Governance:** Quality, compliance, and resilience of the data foundation.
- **Investment Lens:** Clarity on future capex/opex required to scale AI safely.

Why it matters:

- **Immature AI** often hides costs and delays value realisation.
- **Mature AI** strengthens operating leverage, growth efficiency, and defensibility.
- **Mai translates** AI maturity into clear risk and upside signals for dealmakers — moving beyond “does AI exist?” to “what does it mean for enterprise value?”

Conventional Due Diligence:



- Confirms AI exists
- Misses maturity and depth
- Ignores cultural readiness and execution
- Provides little insight into value creation
- Overlooks technical debt, governance, and compliance risks

Advanced AI Due Diligence:



- Assesses AI maturity and integration depth
- Evaluates cultural readiness and execution risk
- Identifies EBITDA levers and growth impact
- Maps strategic AI opportunities across the business



AI INSIGHT, DEAL CLARITY. START NOW



Don't let uncertainty slow your deals.

Whether you're evaluating a portfolio company or shaping your next investment strategy, Mai gives you clarity, confidence, and control over AI-driven value creation.

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BOOK YOUR
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