

AI INITIATIVE BUSINESS CASE

Fill it in. Run the math. If it doesn't clear cost of capital, don't fund it.

1 · POTENTIAL VALUE	ANNUAL \$
■ Revenue lift	_____ \$
■ Cost takeout	_____ \$
■ Working capital	_____ \$
▲ Risk-cost avoidance	_____ \$
● Decision velocity	_____ \$
TOTAL POTENTIAL	_____ \$

Every dollar ties to a KPI and is signed off by Finance. Enter zero where there is no mechanism.

2 · ADOPTION REALITY	MULTIPLIERS
Adoption rate	_____ %
Workflow coverage	_____ %
ADOPTION REALITY (rate × coverage)	_____ %

Benchmarks: adoption 85–95% at maturity, less than 50% is a red flag. Coverage 65–80% in Year 1. Two factors only, never above 100%.

3 · TRUE COST	YEAR 1 \$, ALL SIX
Build	_____ \$
Run (cloud + tokens)	_____ \$
Change management	_____ \$
Governance	_____ \$
Tech debt	_____ \$
Incident reserve	_____ \$
TOTAL YEAR 1 TCO	_____ \$

Run, change, and governance cost 2–3× Build across Years 1–3. Internal labor at fully loaded rates. Reuse enters here as a credit, never as bonus value.

RUN THE MATH	VERDICT
Potential × Adoption – Cost = Net, Net ÷ Cost = ROI %	
☐ FUND ≥3×	☐ RESHAPE 1–3×
☐ DON'T FUND <1×	