

# THE AI ROI ENGINE AT A GLANCE

One lifecycle, on a spine of four Trust Gates.

■ Profit    ▲ Risk Reduction    ● Decision Velocity

ROI = (Potential × Adoption – True Cost) ÷ True Cost

- 01 ■ FIND
- Decision Inventory**  
List the ten decisions that move EBIT most, classified by lever – no lever, no funding. The Four Questions (Where? Which? Who? What if?) are the entrance exam.
- 02 ■ EVALUATE
- The Formula**  
Potential Value × Adoption Reality – True Cost = Net Value. Net ÷ True Cost = ROI. Sized honestly: adoption counted, all six cost items counted.
- 03 ■ FUND
- Initiative Brief + Trust Gate 1**  
A signed Initiative Brief, lever named, KPI baselines measured, Risk Reviews classified, full TCO. Capital releases in tranches, never a lump sum.
- 04 ■ EXECUTE
- Pilot → Production – Gates 2 & 3**  
Gate 2 validates the pilot, Gate 3 validates scale, and the six Risk Reviews clear at each. The Investment Committee runs the cadence: weekly tactical, monthly portfolio, quarterly capital.
- 05 ■ MEASURE
- Command Center – Trust Gate 4**  
Realized ROI against projection, by lever. The Five Exit Criteria stand armed as tripwires: fix it or kill it and free the capital. Reuse flows back – every initiative makes the next one cheaper.

## Find. Evaluate. Fund. Execute. Measure.

Five movements on a spine of four Trust Gates. Stop guessing. Govern AI like the capital portfolio it is.