

THE GAP THIS BOOK CLOSES

Almost everybody is spending. Almost nobody can prove it pays.

THE SPEND

\$510B Global venture funding, first half – a record.

80% of first-quarter startup dollars went to AI.

\$217B absorbed by two companies – roughly 43% of every startup dollar on Earth.

THE PROMISE

171% average ROI reported by companies using agentic AI – around 192% among US enterprises.

THE RETURN

95% of GenAI pilots produced no measurable P&L impact.
MIT, 2025

56% of CEOs say AI has not moved revenue or cost at all.
PwC, 4,400+ CEOs, 2026

12% have achieved both.
PwC, 2026

6% are “high performers” who credit AI with real results.
McKinsey, 2026

Massive investment. Minimal results. The gap between the two is where most companies get stuck.